



Federation for **E**Ducation in **E**urope  
Fédération Européenne Des Ecoles



# FOUNDATION DEGREE

## ESPORTS ORGANISER

Technological innovation, artistic creation, shows and performance are all watchwords of the contemporary video games sector, which, with the book market, has become a main cultural industry.

As part of this trend, esports are transforming the traditional sports industry, attracting new audiences, using new media channels and developing innovative economic and commercial models.

The Foundation Degree: Esports Organiser introduces students to the exciting and dynamic world of competitive games – a world combining business and passion. The programme combines the teaching of innovative esports-relevant digital marketing and communication techniques with the study of gaming culture and a combined philosophical-sociological approach to the world of video games.

At the end of the programme an esports event is organised in which graduates assume varied professional roles and deploy their skills as veritable esports entrepreneurs.

### ✓ CAREER DESTINATIONS

- Esports Organiser
- Esports Blogger
- Esports Commentator/Streamer
- Assistant Project Manager
- Digital Marketing Assistant
- Customer Support Manager
- Events Project Manager
- Digital Communications and Online Reputation Manager



### KEY SKILLS

- Organise an esports event
- Design an esports communication plan
- Broadcast and present a stream or esports event
- Be aware of the legal regulations governing the video games and esports sectors and understand the economic potential of these sectors
- Work with multicultural teams at the European and global levels
- Use digital marketing skills within a creative and innovative sector

Designed by professionals and experts, the Foundation Degree: eSports Organiser is an innovative, hands-on programme. Its up-to-date content is an excellent basis for future employment and career growth in the sector.

# FOUNDATION DEGREE

## Esports Organiser

120 ECTS credits



### Admission requirements

The Foundation Degree: Esports Organiser requires:

- either a secondary education qualification issued by a governmental body, organisation or other institution and giving access to university studies;
- or official validation of equivalent experience (at least one year's recognised programme-relevant experience).

PROGRAMME CONTENTS

### 1 - Basics of online business and esports business

Based on two modules, this unit ensures students:

- understand the functioning of digital organisations (environment, components, main functions, decision models, development and activities);
- understand legal aspects and the economic actors involved, the principle of contractual obligation, the responsibilities attached to and the specificities of electronic sales contracts;
- understand and can analyse the legal mechanisms of e-commerce, its tools and the associated risks; have a basic knowledge of online technology intelligence;
- understand why businesses need a multimedia strategy and know which tools are needed to design and implement such a strategy;
- can acquire knowledge and skills relevant to the economic and technical environment of esports as a 'creative industry'.

### 4 - Professional Experience

A strong point of FEDE foundation degrees is the requirement for students to consolidate their learning and gain a careers head start through real-world work experience. During both years of their programme students participate in the organisation of an esports event – an opportunity to apply the knowledge and skills acquired during the programme.

By completing a work placement in one or more organisations, students acquire direct knowledge of the gaming and esports sector and all-important experience in their future role. Students also carry out a supervised project. The project requires them to devise and implement a strategy for completing a professional assignment.

Students produce a dissertation or activity report and present their findings orally at the end of the second year.

### 2 - Gaming Culture, Marketing and Esports Communications

Based on two modules, this unit ensures students:

- can understand and evaluate the impact of video games and gaming culture on contemporary societies and are familiar with the main theories concerning video games practice;
- have basic communications and esports business communications skills, are aware of the wide range of esports media platforms and can use communications tools on these digital channels;
- have a basic knowledge of sports and performance psychology, are familiar with key concepts associated with mental preparation and emotional and motivational processes in sport and esports;
- have knowledge and skills in the fields of health, security and esports law and regulations for various international markets.

### 5 - European Culture and Citizenship

This unit ensures students:

- have a solid knowledge of the workings and institutions of the EU;
- are familiar with European geography, geopolitics and economics;
- understand the European model and how it differs from other models in terms of history, regulations, law and culture;
- understand Europe in a broader sense (policies, religions, international trade, taxation etc.);
- have the tools necessary to do business in an EU country;

### 3 - Tools, Techniques and Professional Experience Project

Based on two modules, this unit ensures students:

- can work with video games in a professional context thanks to supervised sessions providing training in video games auditing, coaching techniques and the development of individual and team strategies;
- are aware of and can implement the various stages of an e-commerce website project;
- can use DTP techniques to produce communication materials and multimedia content;
- can use esports organisation and events communication techniques and tools;
- understand the tools and requirements of esports events budgeting;
- can implement esports events marketing skills to design and comprehensively organise a tournament or competition.

### 6 - Modern European Language

This module ensures students:

- have CEFR level A2 (writing and speaking) in a modern European language.

It results in the awarding of the FEDE Language Certificate; the Certificate is based on the CEFR and is recognised by the IFEF.

For more information:  
<https://www.fede.education/fr/nos-diplomes/>

