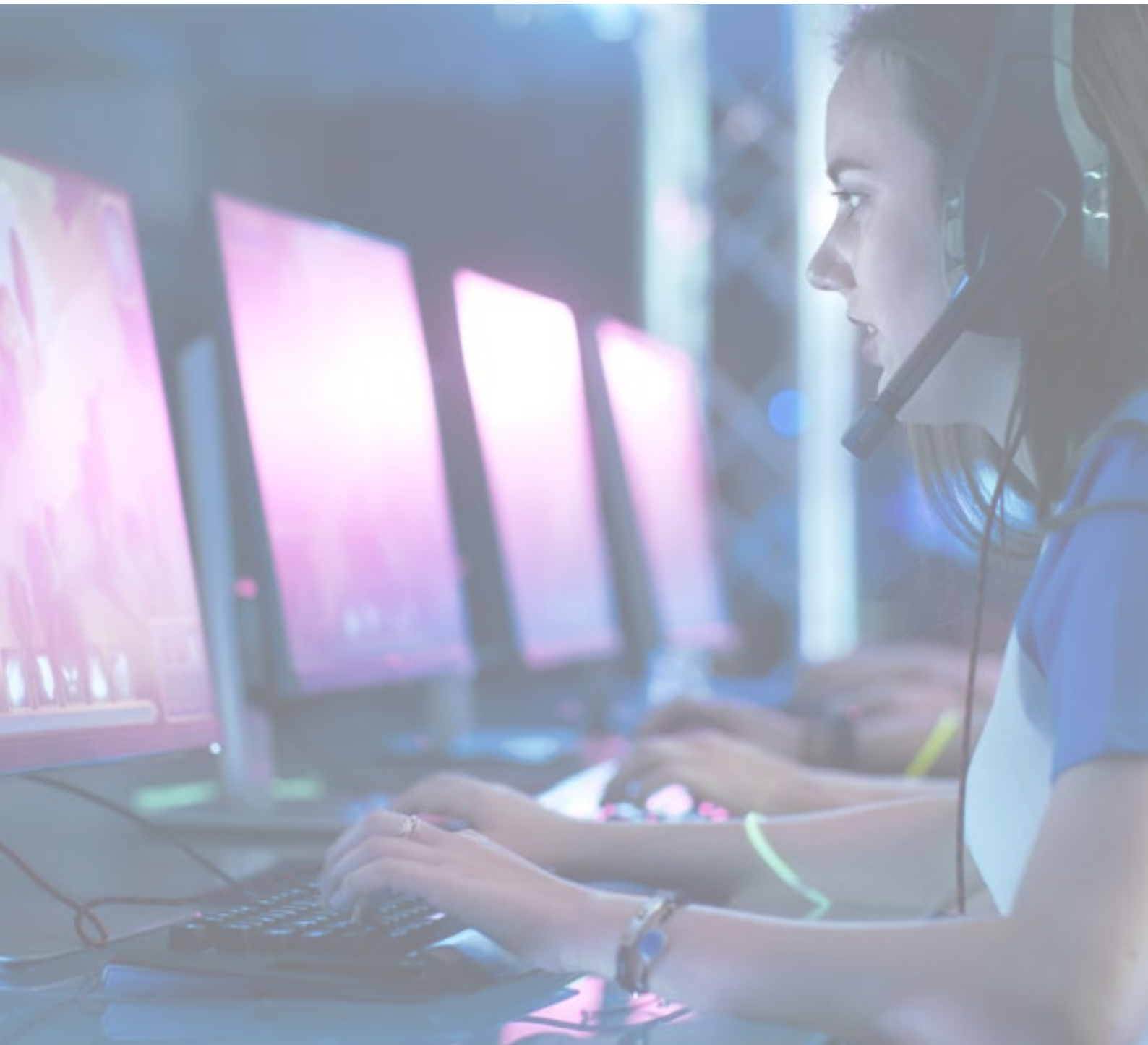




AIMQUALIFICATIONS

Handbook
for centre staff



AIM Qualifications

Suite of eSports Qualifications

Version 4 - November 2021

“

I would like to convey my thanks to you all at AIM for the support and guidance you have provided during our first year as a training centre. I am aware we have asked a lot of questions and sent a lot of emails and you have dealt with every query swiftly and efficiently combined with a lot of patience.

It has been a roller coaster of a year setting up everything from scratch but it has been made easier by having access to you all.

Carol Harmston, AIM Centre

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Document Version History

Version Number	Date	Description
2	September 2019	<ul style="list-style-type: none">- Rebranded - 'AIM Awards' to 'AIM Qualifications'- Qualification family added to qualification detail tables (<i>see pages 5 - 6</i>)
3	September 2020	<ul style="list-style-type: none">- Corrected spelling of 'eSports' to 'esports'
4	November 2021	<ul style="list-style-type: none">- Corrected the inconsistency of the spelling of eSports

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Introduction

Welcome to the AIM Qualifications Suite of eSports Qualification Handbook. This handbook contains everything you need to know about the qualifications and is intended for tutors, assessors, internal verifiers and other staff involved with the planning, delivery and assessment:

This is a live document and as such will be updated when required. You will be informed via email when changes are made and it is your responsibility to ensure the most up-to-date version of the Qualification Handbook is in use.

About Us

AIM Qualifications and Assessments is a national and international awarding organisation. We offer a large number of regulated qualifications at different levels and in a wide range of subject areas, access to Higher Education diplomas and end-point assessments. Our products are flexible enough to be delivered in a range of settings, from small providers to large colleges and in the workplace both nationally and internationally. We pride ourselves on offering the best possible customer service, and are always on hand to help if you have any questions. Our organisational structure and business processes enable us to be able to respond quickly to the needs of customers to develop new products that meet their specific needs.

Qualification Overview

Section One

About These Qualifications

What Is eSports?

‘eSports is the practice of playing video games competitively, usually over the internet or via networked computers in venues. Players perform either solo or in teams and at the top of the eSports ecosystem receive prize money for winning, often huge sums. It is one of the fastest growing and vibrant digital industries in the world.’

The AIM Qualifications Level 3 Award in eSports Business and Industry Knowledge and the AIM Qualifications Level 3 Extended Award in eSports Business, Industry Knowledge and Tournament Organisation. Our employer-led qualifications have been designed to support this rapidly growing international industry. Industry employers have identified a consequent expansion of job roles and a skills gap which needs to be filled if the UK is to position itself as a leading eSports hub. A global audience of millions regularly watch professionals playing games competitively and a professional ecosystem is fast taking shape. eSports and in particular live tournament events offer huge opportunities across the UK in job creation and new skills development.

AIM as the leading awarding organisation at the heart of the games, animation and visual effects industries, is the natural qualification development partner for eSports industry employers and these qualifications represent the first in a jointly planned suite of qualifications to support the breadth of the Industry.

In November 2016, UKIE published a whitepaper with the purpose of raising government and public awareness of the potential of this industry to support the UK economy and to increase our competitiveness with the rest of the world. Companies in the eSports sector require people with an entrepreneurial spirit and technical skills. Beyond ‘player’, eSports is driving the creation of new categories of jobs such as eSports commentators known as ‘casters’, creating synergy with existing jobs such as sports psychologists, sports fitness and broadcasters. The popularity of eSports is increasing the market for video games including the design and production of games in the UK and the growth and development of jobs not only in games development but in the retail and events sector.

In addition to being inherently social, eSports engage young people with technology and team based, strategic thinking, vital and transferable cross sector skills.

Embedding eSports into education curricula is vital if this new industry sector is to gain traction and this is a key recommendation in the UKIE whitepaper:

‘...the UK’s already world-leading games industry education courses to include eSports modules – to be implemented via undertaking a skills review of current eSports job roles and application to existing course contents’

AIM were pleased to be invited to take part in that conversation with employers through the UKIE eSports sub group and as a result the AIM Qualifications Level 3 Award in eSports Business and Industry Knowledge and the Level 3 Extended Award in eSports Business, Industry Knowledge and Tournament Organisation are now available as the first in a planned suite of qualifications to further support the growth of this Industry by providing the opportunity for people to develop and demonstrate a knowledge of the ecosystem and organisation of tournaments.

These qualifications are about the eSports Industry; they are not directly concerned with ability to play the games.

The **AIM Qualifications Level 3 Award in eSports Business and Industry Knowledge** provides an insight into the ecosystem of the eSports industry and business practice. It enables learners to understand the implications of law, business models and sponsorship and looks at the major tournaments and teams. It is comprised of one essential component.

The **AIM Qualifications Level 3 Extended Award in eSports Business, Industry Knowledge and Tournament Organisation** comprises the essential component form the award and a second essential component that provides the learner with the opportunity to take their knowledge forward to the organisation of a Local Area Network (LAN) tournament.

It is not possible to achieve the tournament organisation component as an award qualification without the knowledge component.

Qualification Details

Qualification	
AIM Qualifications Level 3 Award in ESports Business and Industry Knowledge	
Qualification Family	Professional
Assessment	This qualification is assessed through a portfolio of evidence
Grading	Pass/Fail
Geographical Coverage	England
Operational Start Date	01/02/2018
Review Date	31/07/2023
Sector	9.3 Media and Communication
Qualification Number	603/2916/6
Learning Aim Reference	60329166
Guided Learning Hours (GLH)	20
Total Qualification Time (TQT)	25
Learner Age	16-18, 19+
Rules of Combination	Learners must achieve the essential component at Level 3 to achieve this qualification.

Qualification	
AIM Qualifications Level 3 Extended Award in eSports Business, Industry Knowledge and Tournament Organisation	
Qualification Family	Professional
Assessment	This qualification is assessed through a portfolio of evidence
Grading	Pass/Fail
Geographical Coverage	England
Operational Start Date	01/02/2018
Review Date	31/07/2023
Sector	9.3 Media and Communication
Qualification Number	603/2917/8
Learning Aim Reference	60329178
Guided Learning Hours (GLH)	40
Total Qualification Time (TQT)	50
Learner Age	16-18, 19+
Rules of Combination	Learners must achieve both of two essential components at Level 3 to achieve this qualification.

Total Qualification Time and Guided Learning Hours

Total Qualification Time (TQT) is the number of notional hours it takes a typical learner to achieve the full qualification and is made up of two elements:

- the minimum number of Qualification Guided Learning Hours (GLH) - the number of Tutor-led contact hours
- the number of hours spent on preparation, studying and the assessment that is non-guided

For example, the number of tutor-led contact hours (GLH) for a qualification is 30 and the number of hours spent by the learner (non-GLH) on preparation, studying and the assessment is 6 hours. Therefore the Total Qualification Time (TQT) for the qualification is 36 hours.

Progression opportunities

Learners may progress to any other relevant games, events or digital media or qualification at the same or higher level or into employment.

Entry guidance

It is recommended that learners have a minimum of Level 2 literacy and numeracy skills or Grade C GCSE English and Maths, or equivalent.

Qualification dates

The qualification review date is the date by which we will have carried out a review of the qualification. We work with sector representatives to make any changes necessary to meet sector needs and to reflect recent developments. In most cases, we'll extend the qualification and set a new review date. If we make a decision to withdraw a qualification, we'll set an operational end date.

We will post information relating to changes or extensions to qualifications on our website and centres approved to offer the qualification will be kept updated. The certification end date will be three years from the operational end date.

Resource requirements

Please see each component for specific resource requirements.

Qualification Structure and Components

Section Two

Qualification Structure and Components

This section details the rules of combinations for the qualifications. Select the component titles to view the component details.

Rules of combination for: AIM Qualifications Level 3 Award in eSports Business and Industry Knowledge			
Learners must achieve the essential component at Level 3 to achieve this qualification.			
Component Code	Component Title	Level	GLH
Essential			
L/616/8625	The eSports Industry	Three	20

Rules of combination for: AIM Qualifications Level 3 Extended Award in eSports Business, Industry Knowledge and Tournament Organisation			
Learners must achieve both essential components at Level 3 to achieve this qualification.			
Component Code	Component Title	Level	GLH
Essential			
L/616/8625	The eSports Industry	Three	20
R/616/8626	Organising and Running an eSports Tournament	Three	20

Assessment

Section Three

Centre Staff Requirements

As an Awarding Organisation, we require that:

Tutors have relevant teaching experience and/or a qualification and experience and/or a qualification in the relevant subject area. Suitable teaching qualifications include:

- Level 3 or 4 Preparing to Teach in the Lifelong Learning Sector (PTLLS) or above
- Level 3 Education and Training or above
- Diploma or Certificate in Education
- Bachelors or Masters Degree in Education

Tutors should hold appropriate qualifications to teach their subject and demonstrate professional expertise working in a team that has an understanding and experience of the eSports industry. Tutors should also have sufficient knowledge of changes in the technology and business trends affecting the games industry to develop their own skill and teaching base accordingly. Ideally an understanding also of events management is preferable.

Assessors have an assessor qualification or evidence of recent relevant experience. Suitable assessor qualifications include:

- Level 3 Award in Assessing Competence in the Work Environment
- Level 3 Certificate in Assessing Vocational Achievement
- A1 Assess Candidate Performance using a Range of Methods
- D32 Assess Candidate Performance and D33 Assess Candidate using Differing Sources of Evidence

Internal Verifiers (IV) have an internal verification qualification or evidence of recent relevant experience. Suitable internal verification qualifications include:

- Level 4 Award in Internal Quality Assurance of Assessment Processes and Practice
- Level 4 Certificate in Leading the Internal Quality Assurance of Assessment Processes and Practice
- V1 Conduct Internal Quality Assurance of the Assessment Process
- D34 Internally Verify the Assessment Process

Internal Verifiers should be experienced in assessing teaching of programmes that deliver a broad range of skills, using a mixed assessment tool methodology and which have a strong industry focus.

How these Qualifications are Assessed

To be awarded these qualifications, learners must provide evidence of achievement of all the standards for all the components specified in the rules of combination ([see Section 2 for rules of combination](#)). Assessment of these qualifications is through completion of a portfolio of evidence. For the Extended Award, learners must be given the opportunity to organise or take part in the organisation of an eSports tournament.

A summary of the assessment of each component is shown below. Guidance on our expectations is available in the [AIM Qualifications: Assessment Handbook](#).

Components			Set by the centre			Set by AIM		
<i>Component Code</i>	<i>Component Title</i>	<i>Level</i>	<i>Portfolio of evidence</i>	<i>Exam</i>	<i>Practical</i>	<i>Portfolio of evidence</i>	<i>Exam</i>	<i>Practical</i>
L/616/8625	The eSports Industry	Three	✓	–	–	–	–	–
R/616/8626	Organising and Running an eSports Tournament	Three	✓	–	✓	–	–	–

Offering these Qualifications

Centres wishing to offer this qualification must be an AIM recognised centre. New centres can apply to become a centre using the centre recognition application process on our website: www.aim-group.org.uk.

We can advise centres of the best and most efficient methods for offering this qualification. All procedures for the use of this qualification, including approval, registration of learners, verification and certification will be completed through AIM and all centres will have an allocated customer experience advisor to support them.

Approval to Offer Qualifications

Centres wishing to offer this qualification must complete and submit a Qualification Approval request. [This can be found on the AIM website when choosing a qualification](#). Some qualifications require centres to have specific resources in place and/or their assessors/internal verifiers should hold certain qualifications. Where this is the case, centres must provide evidence of resources/staff qualifications when completing the Qualification Approval request.

Registration and Certification

Once your centre has approval to offer a qualification, you will be able to register learners using the AIM portal. Learners must be registered onto the correct qualification via the portal. Centres then select their chosen components.

For all registration and certification processes, please refer to the portal guidance document which can be downloaded from our website's [centre handbooks and forms page](#). Details of assessment, internal verification and external verification can be found in the [AIM Qualifications: Assessment Handbook](#).

Learners achieving a qualification will be issued with a qualification certificate detailing the achieved qualification and components. Learners who have not achieved a qualification will, on request, be issued with a component certificate detailing the components achieved.

Fees and Charges

The AIM Fees and Charges brochure includes all qualification charges and is [available on our website](#). Please note that registrations will not be processed if centre fees have not been paid.

Appendices and Links

Section Five

Appendices and Links

Select an appendix or link from the list below to view the document.

Useful Links

Link 1 - [AIM Centre handbooks and forms](#)

Link 2 - [AIM Qualifications: Assessment Handbook](#)

Link 3 - [AIM Website](#)

Link 4 - [Fees and Charges](#)

Link 5 - [Qualification Search](#)



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