

Online

Email

Call

www.aimgroup.org.uk/qualifications enquiries@aimgroup.org.uk +44 (0)1332 341822

AIM Qualifications and Assessment Group, 3 Pride Point Drive, Pride Park Derby, DE24 8BX

AIM has over **500 nationally accredited and regulated qualifications** across many sectors, including:

- Creative
- ESOL
- Specialised
- AIMVOCs
- Education
- Counselling and therapeutic
- Foundation learning

With more in development...

AIM Qualifications and Assessment Group

We are a leading, international, Awarding Organisation (AO) and a registered apprenticeship End-Point Assessment Organisation (EPAO). We are specialists in the creative industries sector and offer a range of qualifications for learners who work in, or want to work in, the creative and cultural sector. Many AIM qualifications are included within relevant apprenticeship frameworks issued by Creative and Cultural Skills Industries.

We are regulated by Ofqual, and licensed by the Quality Assurance Agency for Higher Education (QAA) to award and certificate the Access to Higher Education (HE) Diploma. We are a member of the Creative Industries Federation and the British Interactive Media Association (BIMA).



AIMQUALIFICATIONS



Creative subjects

Esport Qualifications

Level 3 Award and Level 3 Extended Award

AIM Qualifications in Esports

Level 3 Award and Level 3 Extended Award

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.

A growing industry

Esports and, in particular, live tournament events, offer huge opportunities across the UK in job creation and new skills development. Our employer-led qualifications support this rapidly growing international industry.

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.

AIM, as the leading awarding organisation at the heart of the games, animation and visual effects industries, was the natural qualification development partner for esports industry employers and our partnership with ukie led to the development the AIM esports qualifications. These qualifications are about the esports industry and are not directly concerned with ability to play the games.

Components of the qualifications

The esports industry

- Understand the landscape of the esports industry
- Understand how law and regulations impact upon the industry
- Know about career opportunities across the esports industry
- Know about the development of game play in esports
- Know how esports tournaments are organised

Organising and running an esports tournament (for Level 3 Extended Award)

- Be able to organise a local esports tournament
- Know how to evaluate the success of an esports tournament

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

Why centres work with AIM

Training and events

We offer a range of specifically designed training events for all our centres throughout the year. These include: EV Roadshow, workshops, systems/portal training etc.

Dedicated support

- Moderators and examiners with subject specific knowledge and experience
- Responsive, friendly, named, customer experience advisors
- A dedicated centre lead to monitor your organisation's quality assurance systems to ensure compliance

For more information

For more information or to download our qualification handbooks, visit:
www.aimgroup.org.uk/qualifications