



## The esports industry has the potential to generate financial growth and stimulate the economy

College:  Kirklees College

Location:  Huddersfield

Area type:  Town

College students:  9,421

16-18 students:  5,195

BTEC students:  660

Esports is delivered in Kirklees College by John Shone and Paul Smith. Paul Smith is currently teaching Level 2 and Level 3 BTEC qualifications in Esports. Paul has also taught other subjects, for example, he has been teaching computing subjects for eight years, Level 2 and Level 3 Games Development, Media Design, Web design and various other subjects.

He says BTEC subjects “allow students to underpin theoretical research into practical tasks. As a vocational qualification, BTECs help our learners to prepare for further study or employment, as they have real-life scenarios that they can apply to the world of work.”



“A BTEC links directly to the world of careers as it emphasises the importance of practical skills that are needed in the workplace. I believe BTEC subjects help students to widen their perspective on potential areas of employment as they understand how transferable skills, such as communication and team working, can be applied to various job roles and sectors. By working with industry, for example we work with local employers to set live briefs, our students have the opportunity to gain experience of a real-world work scenario and work with others to provide a solution.”

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Paul recommends BTECs to students as it gives them a “wider choice of subjects before narrowing down their decision. It gives them a broad understanding of their subject choice and offers practical learning so they can understand how their knowledge can be applied to different sectors. They are a great stepping-stone for students to either specialise in later life in industry or go on to an apprenticeship or higher education.”



“BTEC qualifications give learners a route into employability as it offers the tools and techniques that can be very valuable to an employer. BTECs allow learners to explore a range of topics which gives them a varied insight into their chosen subject. This provides our students with opportunities to take their learning beyond the classroom and apply the industry specific knowledge learnt on the course to work scenarios. Having this experience makes them more employable as they have already developed useful hands-on skills, such as time management, communication, problem solving and planning.”

“I think the best thing about teaching BTEC is the varied range of subjects that are available, offering students vocational options that can be more suited to their skillset compared to more traditional routes, such as A-levels. BTECs are also structured in an easy-to-follow format that enables tutors to structure and deliver their course, to help assist learners to achieve the best possible grade.”

“This is my first-year teaching esports and whilst I have found it challenging, I have found it rewarding to learn and develop my own core skills. I have been able to use my transferable skills that I have gained from other creative subjects and content to bring a fresh perspective and show learners how these different skills can be applied to industry.”

“I also believe that with Esports being a relatively new concept to education, it allows us to be more innovative and push boundaries in a way that has not been seen before. It also allows us to dispel the much-maligned myth that ‘it’s just playing games.’ The esports industry has the potential to be as popular, if not more so, than that of games development in generating financial growth and stimulating the economy which will help to promote the course in future years.

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“I believe students enjoy the structure of a BTEC in that it shows them clear direction of what they need to do to be successful. It also allows them to focus on a particular subject that they find more enjoyable, which potentially can show them that there are varied roles available within their chosen subject.”

“As a college, we believe in the importance of developing our students’ employability skills. We started delivering esports last year and we have already established partnerships with employers in the sector. We partnered with CityFibre, the UK’s largest independent full fibre platform, to launch our esports room which provided our students with the latest high-tech equipment to support their studies.

We are also working with local esports organisations, including Lucent Esports, to improve our curriculum offer. With a focus on business and enterprise within Esports and gaming, Lucent has provided our students with industry expertise on how to develop a successful Esports organisation and provided feedback to students on their own brands. Lucent has also delivered masterclasses on Esports and social media, how to run an Esports company on a day-to-day basis, as well as judging tournaments hosted by the college.”

The esports industry is booming, and with qualifications like the BTECs in Esports, the next generation of professionals will be well equipped to thrive.



**Find out more about our Esports qualification by searching BTEC Esports.**