

Pearson BTEC Sample Set Assignment Brief

Single Part Assessment

Unit 5 – Enterprise and Entrepreneurship in the Esports Industry

For use with:

Pearson BTEC International Level 3 Qualifications in Esports

Subsidiary Diploma / Foundation Diploma / Diploma / Extended Diploma

Advised hours	15 hours
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For completion by the centre

Qualification (select as appropriate)	Subsidiary Diploma / Foundation Diploma / Diploma / Extended Diploma
Assessment date	

Instructions to Teachers/Tutors and/or Invigilators

The Pearson Set Assignment will be assessed internally by the centre using the unit assessment criteria detailed in the qualification specification. The assignment will be sampled by the Standards Verifier as part of the standards verification annual centre visit.

Conditions of supervision

The Pearson Set Assignment should be undertaken in conditions that assure the authenticity of outcome. This may require supervision. We advise that the Pearson Set Assignment be completed in sessions that come to a total of 15 hours. The Pearson Set Assignment should not be shared with learners prior to the start of the assessment period. Teachers/tutors are responsible for security of the Pearson Set Assignment and materials.

Outcomes for submission

Learners should complete this Set Assignment on a computer using a business plan template sourced from a local bank (as long as this meets the necessary requirements of the business plan as outlined below), and word-processing, presentation and/or other software as appropriate. Learners must save their work regularly and ensure that all evidence can be authenticated as their own work.

Learners must submit their own, independent work as detailed in the Set Assignment. Each learner must complete an authentication sheet.

Instructions to Learners

Read the Set Assignment carefully.

You will be asked to carry out specific activities using the information provided. You will be given a specific time period to complete the assignment.

At all times you must work independently and must not share your work with other learners. You must complete an authentication sheet and submit this along with your work.

Set Assignment Information

Esports is an incredibly exciting industry that gives entrepreneurs many different opportunities to develop their own enterprises. The players themselves are only one part of a much wider, multifaceted industry that is growing exponentially around the world.

A group of local entrepreneurs has given you a unique opportunity to help them develop an esports enterprise idea. Their idea is to develop an esports playing team. The purpose is to increase followers/users. In order to do this, they want you to explore this industry and investigate a variety of possible enterprise ideas.

The local entrepreneurs need you to develop your plan for the esports enterprise idea. You will then need to pitch it, in order to receive funding and support to set up and run your esports player team linked to the enterprise idea.

Set Assignment

You must complete ALL activities.

ACTIVITY 1

As a motivated entrepreneur, it's important to be as prepared as possible. The first thing to do is to explore how existing esports enterprises are successful before you start planning your own esports enterprise idea.

You will need to explore a range of enterprises in the esports industry and then focus your research on **one** successful enterprise.

In your report, you will need to:

- describe the different types of enterprise that exist in the esports industry
- describe the entrepreneurial knowledge, skills and behaviours demonstrated in these esports enterprises
- choose **one** enterprise – provide information on how entrepreneurial knowledge, skills and behaviours support the purpose of this enterprise
- provide information, using research, on:
 - the relevance and significance of the success of your selected esports enterprise in achieving its main purpose
 - how it achieves its objectives.

This activity covers learning aim A.
A.P1, A.P2, A.M1, A.D1

ACTIVITY 2

You need to prepare a **comprehensive business plan** for your esports enterprise that develops a playing team with the purpose of increasing followers/users. The plan will then be given to the panel of local entrepreneurs for their feedback.

Your business plan must be presented professionally and include the following:

- realistic executive summary giving detailed reasons for the choice of the idea
- aims and SMART objectives
- budget
- the product/service on offer
- resources
- PESTLE analysis
- market and competitor research, linked to your region
- marketing plan, linked to your region
- financial plan and financial forecasts
- risk analysis, linked to your region
- appendices.

This activity covers learning aim B.
B.P3, B.P4, B.M2, B.D2

ACTIVITY 3

You now need to pitch your business plan for the benefit of potential investors. You must record your pitch. There is no requirement to pitch this in a live setting, but a recorded audio-visual record of your pitch must be evidenced.

Once you have pitched your idea, you need to:

- ensure you receive feedback on how you could improve your business plan and your skills
- review the audience feedback
- using the audience feedback, evaluate the success of your business plan and your skills
- give justified recommendations, based on audience feedback, for improvements to the business plan.

This activity covers learning aim C.

C.P5, C.P6, C.M3, C.D3

The pitch should be recorded as evidence. The pitch could be pre-recorded before being presented to an audience. Evidence of feedback needs to be provided.