

NextGen: HN unit specification

Esports: Tournament Organisation (SCQF level 7)

Unit code: J9K2 47

SCQF level: 7 (16 SCQF credit points)

Valid from: August 2026

This unit specification provides detailed information about the unit to ensure consistent and transparent assessment year on year. It is for lecturers and assessors, and contains all the mandatory information you need to deliver and assess the unit.

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Unit purpose

The unit covers a range of topics essential for the successful planning, execution, and evaluation of esports tournaments. Learners find out about the intricacies of tournament logistics, including scheduling, staffing, and equipment management. They also explore effective marketing and promotional strategies to attract participants and audiences, ensuring the event's success.

Additionally, the unit emphasises the importance of risk management and contingency planning, preparing learners to handle unexpected challenges that may arise during the tournament. By evaluating the success of the event through feedback and performance metrics, learners develop critical analytical skills that are essential for continuous improvement in esports event management.

This unit equips learners with the practical skills, theoretical knowledge, and meta-skills necessary to excel in the field of esports tournament organisation.

It is suitable for learners studying esports. It is primarily intended for those who want to take up a career or further study in esports management, but is also appropriate for those who want to develop their organisational and event management skills.

Entry to this unit is at your centre's discretion. Before they start the unit, we recommend that learners are familiar with esports, and they have already completed units Esports: Foundations and Esports: Content Creation.

On completion of the unit, learners are well-prepared to advance in their esports careers or academic pursuits. They have the foundational skills and knowledge to take on more complex roles in esports organisations, such as tournament directors or event co-ordinators. Learners may also progress to further study in esports management at higher education levels, enabling learners to specialise in areas such as marketing, logistics, or strategic planning in the esports industry.

Unit outcomes

Learners who complete this unit can:

1. explain the principles and practices of esports tournament organisation
2. design a plan for an esports tournament
3. implement logistical and operational management techniques in the planning and delivery of esports tournaments
4. analyse marketing and promotional strategies for esports tournaments
5. evaluate the success and impact of esports tournaments

Evidence requirements

Learners must provide knowledge, product and performance evidence.

Knowledge evidence

Learners must demonstrate an understanding of the theoretical aspects of esports tournament organisation. They must include:

- **principles and practices:** detailed descriptions of the fundamental principles and best practices in organising esports tournaments, including rules, formats, and ethical considerations
- **logistical and operational management:** an explanation of the logistical and operational techniques required to manage esports tournaments, such as scheduling, venue selection, and resource allocation
- **marketing and promotion:** an analysis of various marketing and promotional strategies used in esports, including digital marketing, social media campaigns, and audience engagement tactics
- **evaluation methods:** a discussion on methods to evaluate the success and impact of esports tournaments, including metrics for performance, audience satisfaction, and financial outcomes

Product evidence

Learners must demonstrate their ability to apply their knowledge in practical scenarios. They must carry out an end-to-end process for organising a tournament, comprising of the following:

- **tournament plan:** a comprehensive plan for an esports tournament, detailing the event's structure, schedule, rules, and participant management
- **marketing plan:** a detailed marketing and promotional plan for the tournament, including target audience analysis, promotional activities, and budget allocation
- **operational documents:** documentation related to the logistical and operational aspects of the tournament, such as venue contracts, equipment lists, and staffing plans
- **evaluation:** evaluating the success and impact of the tournament, using predefined metrics and providing recommendations for future improvements

Performance evidence

Learners must demonstrate their ability to perform tasks and manage activities in real or simulated environments. You must observe learners during:

- **implementation:** successfully implementing the tournament plan, managing the event's logistics, and ensuring smooth operations throughout the tournament
- **marketing execution:** effectively executing the marketing and promotional strategies, engaging with the audience, and measuring the success of these activities
- **problem solving:** addressing and resolving any issues that arise during the tournament, demonstrating adaptability and effective decision-making
- **post-event evaluation:** conducting a thorough evaluation of the tournament's success and impact, gathering feedback from participants and stakeholders, and presenting findings in a clear and structured manner

Knowledge and skills

Knowledge	Skills
<p>Learners should understand:</p> <ul style="list-style-type: none"> • principles of tournament organisation • roles and responsibilities involved in organising an esports tournament • planning techniques for esports tournaments • tournament formats (for example, single elimination, double elimination, round-robin) • logistics and operational requirements of an esports tournament • risk management and contingency planning • marketing and promotional strategies for esports tournaments • audience engagement and communication techniques • methods for evaluating the success of an event • techniques for gathering and analysing feedback 	<p>Learners can:</p> <ul style="list-style-type: none"> • create a detailed event plan for an esports tournament. • identify and allocate roles and responsibilities. • design a comprehensive plan for an esports tournament, including: <ul style="list-style-type: none"> ○ selecting an appropriate format ○ creating a budget ○ ensuring compliance with legal and ethical standards ○ developing contingency plans for potential issues • manage scheduling, staffing, and equipment for an esports tournament • implement risk management and contingency plans • develop and execute marketing and promotional strategies • engage and communicate effectively with the audience • evaluate the success of the tournament using feedback and performance metrics • analyse and report on the findings

Meta-skills

You must give learners opportunities to develop their meta-skills throughout this unit. We have suggested how to incorporate the most relevant ones into the unit content, but you may find other opportunities.

Self-management

This includes focusing, integrity, adapting and initiative. The most relevant are:

- focusing:
 - prioritising and managing time effectively when creating detailed event plans, managing schedules and coordinating tasks
- integrity:
 - behaving ethically and responsibly through decision-making in areas such as rule enforcement, participant conduct and tournament structures
- adapting:
 - responding flexibly to changes or challenges by applying contingency plans and adjusting logistics and strategies when necessary.
- initiative:
 - proactively solving problems by identifying potential risks and independently seeking solutions during tournament development and delivery

Social intelligence

This includes communicating, feeling, collaborating and leading. The most relevant are:

- communicating:
 - interacting with team members, stakeholders and audiences through documentation and promotional activities
- feeling:
 - considering diverse participant backgrounds and creating inclusive and engaging experiences
- collaborating:
 - working constructively in teams to plan, promote and run esports events
 - developing skills in negotiation, delegation and shared responsibility
- leading:
 - taking ownership of specific event components
 - motivating peers and guiding collective efforts towards a successful outcome

Innovation

This includes curiosity, creativity, sense-making and critical thinking. The most relevant are:

- curiosity:
 - exploring emerging trends, technologies and practices in esports to inform their planning and decision making

- creativity:
 - thinking innovatively when applying tournament design, branding and promotional strategies, to enhance the event's appeal and distinctiveness
- sense-making:
 - gathering and interpreting data, feedback and performance indicators to evaluate the success of the tournament and identify areas for improvement
- critical thinking:
 - assessing complex scenarios, evaluating multiple solutions and making evidence-informed decisions throughout the tournament lifecycle

Learning for Sustainability

Throughout this unit, you should encourage learners to develop their skills, knowledge and understanding of sustainability.

This includes:

- a general understanding of social, economic and environmental sustainability
- a general understanding of the United Nations Sustainable Development Goals (SDGs)
- a deeper understanding of subject-specific sustainability
- the confidence to apply the skills, knowledge, understanding and values they develop in the next stage of their life

Delivery of unit

This is an optional unit in the HNC Esports framework. You can deliver as a stand-alone unit or alongside related units.

The notional time for delivery and assessment is 80 hours. You should deliver a balance of theoretical knowledge with practical application, and include opportunities for learners to plan, deliver and evaluate esports tournaments in real or simulated environments.

We recommend the following distribution of time, including assessment:

Outcome 1 — Explain the principles and practices of esports tournament organisation (20 hours)

Outcome 2 — Design a plan for an esports tournament (20 hours)

Outcome 3 — Implement logistical and operational management techniques in the planning and delivery of esports tournaments (20 hours)

Outcome 4 — Analyse marketing and promotional strategies for esports tournaments (10 hours)

Outcome 5 — Evaluate the success and impact of esports tournaments (10 hours)

Additional guidance

The guidance in this section is not mandatory.

This unit supports the development of a range of transferable skills, including problem solving, teamworking, communication and the use of digital technologies. It may contribute to the development of Core Skills, particularly Communication and Problem Solving, although there is no automatic certification of Core Skills.

Assessment should reflect the practical nature of the unit and allow for integration of outcomes where appropriate. We encourage a holistic approach using project-based assessment. Centres may wish to structure assessment around a single esports tournament project to provide learners with a realistic and engaging experience.

You should consider the use of current esports platforms and digital tools throughout delivery and assessment to maintain industry relevance. You should explore opportunities to embed sustainability and equality considerations where appropriate, for example through inclusive tournament design or environmentally responsible planning.

Content and context for this unit

This unit covers key aspects of esports tournament organisation, including planning, logistics, marketing, and evaluation. Learners gain practical skills and knowledge needed for the esports industry, such as:

- **tournament formats:** understanding different competition types, such as single elimination or round-robin, and how to choose the right one
- **logistics:** handling scheduling, staffing, venue selection and equipment management
- **marketing:** creating strategies to attract participants and audiences using digital tools and social media
- **risk management:** identifying risks, planning contingencies and ensuring legal and ethical standards

- **evaluation:** measuring the success of events through feedback and performance data

Learners should also stay updated on current esports trends, such as emerging technology, mobile esports and inclusivity in event planning.

Resources

We suggest the following resources:

- **esports event management software:** tools like Toornament or Battlefy for tournament management
- **marketing tools:** platforms for scheduling social media posts and tracking engagement
- **case studies:** examples of successful esports events to highlight best practices
- **guest speakers:** industry professionals to share insights
- **simulations:** opportunities to practice event planning and execution in a controlled setting

Approaches to delivery

A mix of practical and theoretical approaches works best. Suggested methods include:

- **workshops:** focusing on specific topics like tournament structures or marketing strategies
- **group projects:** collaborative planning and execution of esports events
- **case studies:** learning from real-world examples of esports events
- **role-playing:** simulating real-world scenarios like sponsor negotiations or team management
- **reflection:** encouraging learners to track their learning through journals or portfolios

Incorporating sustainability and inclusivity discussions also broadens learners' perspectives on the impact of esports events. Learning and teaching approaches

should be learner-centred, and activity based. You can include the use of industry-relevant tools and platforms. You should encourage learners to reflect on their practice and apply learning to authentic scenarios. You should also provide opportunities to develop relevant meta-skills, particularly in self-management, social intelligence and innovation.

Approaches to assessment

Centres can devise a range of approaches to evidence gathering. The following suggestions are for illustration only.

Assessment should focus on both practical skills and reflective learning. Suggested methods include:

- **a tournament plan:** a detailed plan covering the event's objectives, structure, logistics and marketing
- **a marketing portfolio:** examples of promotional materials and social media campaigns
- **operational documents:** schedules, staffing lists and equipment checklists
- **an evaluation:** evaluating the event's success, including feedback and areas for improvement. Learners can evaluate via reflective journal, recorded self-reflection or a podcast, for example.
- **performance observation:** observations of learners during event planning and execution to assess problem solving and teamwork

Using digital portfolios can help gather evidence and make the assessment process smoother. Regular peer reviews and self-assessments can also help learners track their progress.

Equality and inclusion

This unit is designed to be as fair and as accessible as possible with no unnecessary barriers to learning or assessment.

You must consider the needs of individual learners when planning learning experiences, selecting assessment methods or considering alternative evidence.

Guidance on assessment arrangements for disabled learners and those with additional support needs is available on the [assessment arrangements web page](#).

Information for learners

Esports: Tournament Organisation (SCQF level 7)

This information explains:

- what the unit is about
- what you should know or be able to do before you start
- what you need to do during the unit
- opportunities for further learning and employment

Unit information

This unit helps you organise, manage and evaluate esports tournaments.

During the unit, you:

- learn about the principles and practices of esports tournament organisation
- design a comprehensive plan for an esports tournament
- implement logistical and operational management techniques
- analyse marketing and promotional strategies
- evaluate the success and impact of esports tournaments

The unit is suitable if you are studying esports, and it's especially relevant if you want to pursue a career or further study in esports management. It is also appropriate if you want to develop your organisational and event management skills.

Before starting the unit, we recommend that you have a basic understanding of esports and some experience with event planning, tournament formats and management.

On completion of the unit, you can explore various opportunities for further learning and employment in the esports industry. You may pursue roles such as esports event manager, tournament organiser, or marketing specialist in esports

organisations. Additionally, the skills gained in the unit are transferable to other event management and marketing roles outside of esports.

Meta-skills

Throughout this unit, you develop meta-skills that are useful for the esports sector.

Meta-skills are transferable behaviours and abilities that help you adapt and succeed in life, study and work. There are three categories of meta-skills: self-management, social intelligence and innovation.

Self-management

- focusing:
 - prioritising tasks and managing time effectively
- integrity
 - demonstrating ethical behaviour and legal responsibilities
- adapting:
 - adjusting plans and strategies in response to changing circumstances
- initiative:
 - proactively identifying and solving problems

Social intelligence

- communicating:
 - clearly conveying information to team members and stakeholders
- feeling:
 - understanding and responding to the needs and emotions of others

- collaborating:
 - working effectively with others to achieve common goals
- leading:
 - guiding and motivating a team to success

Innovation

- curiosity:
 - exploring new ideas and approaches
- creativity:
 - developing innovative solutions to challenges
- sense-making:
 - interpreting and making sense of complex information
- critical thinking:
 - analysing and evaluating information to make informed decisions

Learning for Sustainability

Throughout this unit, you develop skills, knowledge and understanding of sustainability.

You learn about social, economic and environmental sustainability principles and how they relate to the esports sector. You also develop an understanding of the [United Nations Sustainable Development Goals](#).

Administrative information

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History of changes

Version	Description of change	Date

Please check [our website](#) to ensure you are using the most up-to-date version of this unit.

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