

MSc

eSports Business

Entry requirements	Study mode	Duration
2:2 degree	Full-time	12 months

Apply by: **11 September 2026**

Starts on: **28 September 2026**

About this course

Are you ready to shape the future of esports and gaming as they evolve into one of the world's most influential entertainment industries? Are you looking for a master's that blends creative, analytical and commercial expertise in a single, future-focused programme?

Introduction

The eSports Business MSc is designed for ambitious graduates and early-career professionals who want to build meaningful careers in esports, gaming, digital media or the wider sports business environment.

The programme brings together advanced study in esports business, sports marketing, sponsorship, analytics, digital innovation, and the structures that underpin successful competitive and interactive experiences. Delivered by experts across the Management School and the School of the Arts, the learning experience introduces students to how games and competitions are envisioned, developed, balanced, governed, marketed and monetised, while helping them build the professional capabilities needed to operate in a global and fast-evolving industry.

Through research-connected teaching, live case studies, practical analytical training and extensive engagement with practitioners, students gain a holistic understanding of esports ecosystems, player and fan cultures, and the disruptive technologies shaping the sector. This future-focused curriculum is suited to those seeking roles in commercial strategy, marketing, analytics, community engagement, and product

development, as well as those aiming to contribute to socially responsible and sustainable approaches within gaming and esports. Graduates emerge with the strategic, technical and creative insight required to succeed across teams, leagues, publishers, agencies and the broader digital and entertainment industries.

Accreditation

The University of Liverpool Management School is one of an elite group of institutions worldwide to hold the gold standard 'triple-crown' accreditation from AACSB, AMBA and EQUIS.

Accreditation in detail



AACSB

AACSB Accreditation Standards require a high quality teaching environment, a commitment to continuous improvement, and curricula responsive to the needs of businesses. This achievement means that the Management School meets specific standards of excellence. It also means it's committed to on-going improvement in delivering high quality education.

AMBA

AMBA is the highest standard of achievement in postgraduate business education. MBA students and graduates, business schools and employers all recognise it as a gold standard. AMBA's rigorous criteria and assessment process ensure that only programmes that demonstrate the highest standards in teaching, learning and curriculum design; career development

and employability; and student, alumni and employer interaction achieve accreditation.

EQUIS

The School is also accredited by EQUIS, which is the leading international system of quality assessment, improvement and accreditation of higher education institutions in management and business administration. Institutions that are accredited by EQUIS must demonstrate not only high general quality in all dimensions of their activities, but also a high degree of internationalisation and corporate connections.

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Course content

Discover what you'll learn, what you'll study, and how you'll be taught and assessed.

Semester one

We'll announce the semester one modules for this course soon.

Programme details and modules listed are illustrative only and subject to change.

Semester two

We'll announce the semester one modules for this course soon.

Programme details and modules listed are illustrative only and subject to change.

Final project

We'll announce details about the final project for this course soon.

Programme details and modules listed are illustrative only and subject to change.

Teaching and assessment

How you'll learn

On our eSports Management MSc, modules are taught using the latest active learning techniques. These include the use of real-world case studies from the world of professional sport, authentic assessment tasks that mimic sports organisation activities and requisite outputs, business scenario and negotiation simulations, the use of interactive participation software, and lecture capture. We also ensure that each module has a distinctive contribution from an industry guest speaker, and host a broader "in conversation" series where C-suite

executives from the sports industry contribute to engaging discussions with faculty and students.

The principal forms of teaching are lectures and seminars with lectures normally being supported by material such as hand-outs and presentations. Seminars allow for a more detailed discussion of a topic under the direction of a tutor. You are normally expected to prepare work in advance for seminars and may be expected to present work or give presentations.

Following semester two you will complete either a dissertation or the Strategic Business Research for Sport project with the support of an academic supervisor. This final project enables students to specialise in an area of the sports business discipline to deepen their knowledge, understanding and capabilities in this area.

Teaching time will account for an average of 10 hours per week and you should anticipate an additional 24 hours of self-directed study and group work per week.

How you're assessed

In semesters one and two, you will take modules totalling 120 credits. The dissertation or research project completed during the summer period is worth 60 credits and students will be supported by their academic supervisor.

Students are required to complete 180 credits to achieve a full MSc.

Subject to meeting specific criteria outlined by the University, students will graduate with a Pass, Merit or Distinction.

Assessment tasks are varied and some may be designed specifically to meet the learning outcomes of a particular programme of study, but students can expect to be assessed via coursework, essay, group work, presentations, case studies, negotiation exercises, reports and examinations. The weighting of individual components will vary from one module to another. All assessment information is included within the module specification.

Liverpool Hallmarks

We have a distinctive approach to education, the Liverpool Curriculum Framework, which focuses on research-connected teaching, active learning, and authentic assessment to ensure our students graduate as digitally fluent and confident global citizens.

The Liverpool Curriculum framework sets out our distinctive approach to education. Our teaching staff support our students to develop academic knowledge, skills, and understanding alongside our **graduate attributes**:

- Digital fluency

- Confidence
- Global citizenship

Our curriculum is characterised by the three **Liverpool Hallmarks**:

- Research-connected teaching
- Active learning
- Authentic assessment

All this is underpinned by our core value of **inclusivity** and commitment to providing a curriculum that is accessible to all students.

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Careers and employability

You will have access to a specialist, in-house postgraduate careers team, offering personalised one-to-one careers guidance, workshops, seminars, and employability initiatives to support your career development.

Graduates from programmes in the School's Sports Business Masters cluster have gone on to secure roles with a range of prestigious organisations, including Red Bull, Cobalt, the Professional Footballers Association, Deloitte LLP, the German Football Association, PFC Levski Sofia, UEFA, and Procam Television Holdings Ltd. They have taken on positions such as commercial manager, live sports trader, commercial executive, scout analyst, senior marketing manager, production assistant, and business development executive.

Employment outcomes from this group are strong, with 87% of graduates finding employment within six months of completing the programme. Employers of recent graduates include Sports Side, All Star Tennis, Everton FC, Liverpool FC, JSW Sports and Decathlon. Graduates have found roles across Liverpool, London, throughout the UK, and internationally in locations such as India, Japan, China, and Ohio.

Career support from day one to graduation and beyond

Career planning

From education to employment

Networking events

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Fees and funding

Your tuition fees, funding your studies, and other costs to consider.

Tuition fees

UK fees (applies to Channel Islands, Isle of Man and Republic of Ireland)

Full-time place, per year – £15,000

International fees

Full-time place, per year – £32,000

Fees stated are for the 2026–27 academic year.

Tuition fees cover the cost of your teaching and assessment, operating facilities such as libraries, IT equipment, and access to academic and personal support.

- You can pay your tuition fees in instalments.
- All or part of your tuition fees can be funded by external sponsorship.
- International applicants who accept an offer of a place will need to pay a tuition fee deposit.

If you're a UK national, or have settled status in the UK, you may be eligible to apply for a Postgraduate Loan worth up to £12,167 to help with course fees and living costs. [**Learn more about paying for your studies**](#).

Additional costs

We understand that budgeting for your time at university is important, and we want to make sure you understand any course-related costs that are not covered by your tuition fee. This could include buying a laptop, books, or stationery.

Find out more about the additional study costs that may apply to this course.

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Entry requirements

The qualifications and exam results you'll need to apply for this course.

Postgraduate entry requirements

We accept a 2:2 honours degree from a UK university, or an equivalent academic qualification from a similar non-UK institution. This degree can be in any subject discipline. Non-graduates with extensive professional experience and/or other prior qualifications may also be considered.

International qualifications

Select your country or region to view specific entry requirements.

Many countries have a different education system to that of the UK, meaning your qualifications may not meet our entry requirements. Completing your Foundation Certificate, such as that offered by the [University of Liverpool International College](#), means you're guaranteed a place on your chosen course.

English language requirements

You'll need to demonstrate competence in the use of English language, unless you're from a [majority English speaking country](#).

We accept a variety of [international language tests](#) and [country-specific qualifications](#).

International applicants who do not meet the minimum required standard of English language can complete one of our [Pre-Sessional English courses](#) to achieve the required level.

Pre-session English

Do you need to complete a Pre-session English course to meet the English language requirements for this course?

The length of Pre-sessional English course you'll need to take depends on your current level of English language ability.

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