



UEFA Certificate in Football Management

Open edition

ACADEMY

A photograph of three people in a meeting. A man with a beard and a light blue shirt is leaning over a table, pointing at a document. A woman with blonde hair in a bun is looking down at the same document. Another woman with blonde hair is in the foreground, also looking at the document. The table is covered with papers, a green bottle, and a glass. A teal semi-transparent rectangle is overlaid on the image, containing white text.

A PROGRAMME
DESIGNED FOR
PEOPLE WORKING
IN OR CONNECTED
TO THE FOOTBALL
INDUSTRY

FOREWORD

Contributing to the professional management of football throughout Europe has been one of UEFA's goals for many years. On account of the growing success of the national editions of the UEFA Certificate in Football Management, UEFA has decided to open up the programme to allow people from outside our member associations to take part.

This open edition of the programme will enable a wider audience to enhance their knowledge of the football industry, advance their careers, and acquire new management skills specific to the sport. Furthermore, this initiative will ensure an influx of new ideas and staff into the industry to foster the development and professional management of football in Europe.

Theodore Theodoridis
UEFA General Secretary



UEFA Certificate in Football Management (UEFA CFM)

The UEFA CFM is the must-have foundation programme for anyone working in a football organisation who wants to gain a comprehensive understanding of how the game is managed.

This programme, which starts in September 2020, will be the second UEFA CFM open edition dedicated to professionals working in the football industry and outside the national associations. This will enable a wider audience to benefit from the advantages of a programme with a proven track record of progressing careers in football, having been originally launched in 2010 for the staff of UEFA's member associations.

The UEFA CFM open edition, available to people currently working in or having a strong connection to football, has been specifically designed to ensure participants can acquire and develop the essential knowledge and skills required to work within the industry.

The structure and content of the programme ensures participants will enhance their understanding of football management, have access to a range of different resources and become part of an expanding network of international graduates - all of which will contribute to their personal development and provide a boost to their careers.

On completing the UEFA CFM, graduates will have:

- Acquired a comprehensive understanding of the football industry
- Strengthened their managerial skills
- Conducted a managerial analysis of a football organisation of their choice and provided recommendations for improvement
- Developed a global network in the football industry

Testimonials



“The UEFA CFM programme has been instrumental in the growth of Cape Town City FC and myself as an individual. I have learnt so many fundamentals through the programme and have a better understanding of strategic and operational management within the football industry.”

■ Natalie Barlow, Head of Marketing, Cape Town City FC



“The UEFA CFM is perhaps the most insightful, engaging, and informative academic programme I've had the privilege of partaking in. The execution of the programme is as impressive as it is professional. Learning about topical football subjects from experts has been eye-opening and rewarding, especially alongside a cohort of professionals actively working in the football industry.”

■ Sid Kohli, TV Sports Producer and Presenter



Who

People working in or connected to the football industry



Starting in

September 2020



How long

9 months



Where

1st and 3rd seminars
in Nyon (UEFA HQ)
2nd seminar in London



Price

€7,900



Number of participants

35 (max.)



Academic certification

Certificate of advanced studies (CAS), 10 ECTS credits



Language

English



Alumni

Growing community of over 1,000 graduates working in football

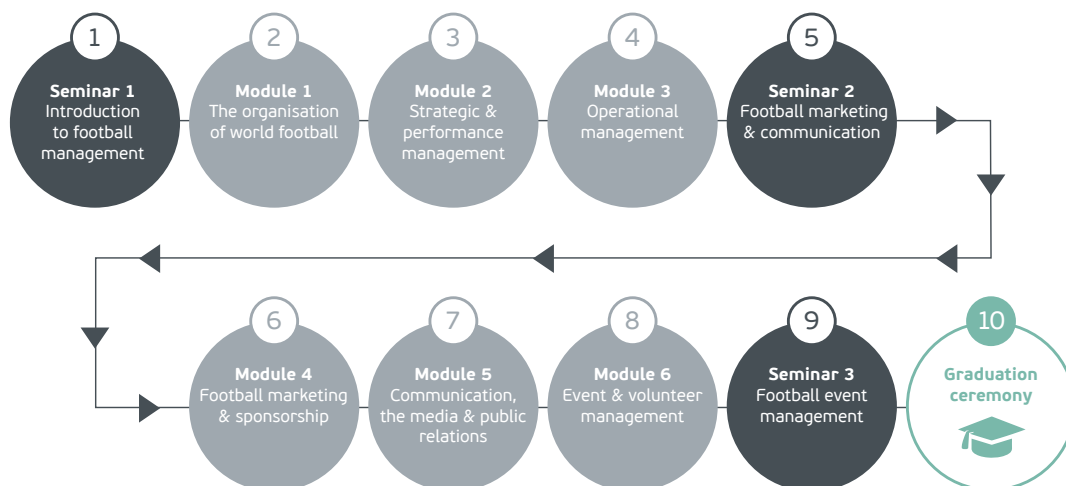
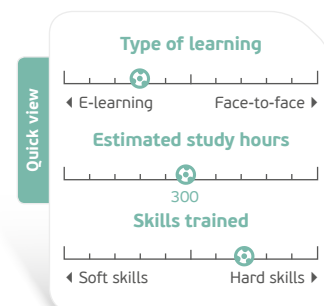
Programme overview

The blended-learning approach of the UEFA CFM, comprising a mixture of e-learning and face-to-face seminars, has been carefully designed in collaboration with the University of Lausanne and leading experts to ensure the highest quality.

The UEFA CFM will take nine months, from September 2020 to June 2021. The programme comprises six online modules together with three face-to-face seminars, each addressing a key area of football management and providing essential knowledge for people working in the football industry.

The online modules are interactive, easy to use and internationally accessible. They contain a combination of videos, audio, practical exercises and access to UEFA resources. They cover the following topics:

- The organisation of world football
- Strategic and performance management
- Operational management
- Football marketing and sponsorship
- Communication, the media and public relations
- Event and volunteer management



Face-to-face seminars

The seminars combine presentations, group work, networking and social activities all aiming to provide the necessary knowledge and skills while enhancing the learning experience in an interactive manner. They are delivered by leading business experts, renowned academics and senior UEFA staff.

1st SEMINAR

11/12 September 2020
Location: UEFA Headquarters, Nyon
Length: two days

The first seminar focuses on the first three modules of the programme. Participants will gain a greater understanding of the organisation and running of world football; the importance for football organisations to apply strategic management; and how to effectively manage the various operations of a football organisation.

2nd SEMINAR

29/30 January 2021
Location: London
Length: two days

The second seminar focuses on the fourth and fifth modules. Participants will learn more about how football organisations leverage the marketing and sponsorship environment around them. The seminar also covers how football organisations communicate and interact with the media and their stakeholders as well as how they manage their public relations.

3rd SEMINAR & GRADUATION

11/12 June 2021
Location: UEFA Headquarters, Nyon
Length: two days

At the third seminar, participants will engage in a practical simulation activity based on the sports and commercial operations of a UEFA Champions League match. They will also sit their oral examinations, which are based on the assignments and modules studied throughout the programme.

The formal graduation ceremony and dinner will be held in the evening of the last day for successful participants.





Programme for working professionals

Approximately 300 hours are required to complete the UEFA CFM, taking into consideration the estimated four days required per online module (including written assignments). The blended learning approach lends greater flexibility to the workload, allowing participants to follow the programme while continuing their day-to-day jobs.

Each of the three face-to-face seminars will extend across two full days, requiring two to three overnight stays. These will, however, extend into the weekend, limiting the amount of time spent away from work.

Participants will be assessed on the basis of:

- Two written assignments based on a managerial analysis of a football organisation
- A final oral exam

Prestigious academic partner



The UEFA CFM is delivered in collaboration with the Swiss Graduate School of Public Administration (IDHEAP), at the University of Lausanne in Switzerland. Successful graduates of the UEFA CFM will receive a certificate, worth 10 ECTS credits, which is acknowledged by all European universities.

Based in Lausanne, which is home to more than 40 international sports organisations, IDHEAP has a long history of delivering high-quality programmes, having established the first course in sports management in Switzerland.

Programme fees

- The UEFA CFM fees are €7,900, including all programme materials, social activities, lunches and at least one dinner per seminar
- Please note, these fees do not include travel and accommodation
- UEFA will provide the participants with a list of recommended accommodation

Don't wait any longer to apply

To apply for the UEFA CFM, complete the application form available at UEFAacademy.com and submit it along with a CV, short personal video and an electronic passport-sized photo to academy@uefa.ch by **1 March 2020**.

The video should be no longer than three minutes. It should introduce the applicant and their background, including previous work experience and academic qualifications, together with their motivation for applying.

Please note, the video does not need to be of professional quality and can be filmed using a phone or computer.

Applications will be reviewed by UEFA and IDHEAP. Skype interviews may be requested in mid-March 2020. Successful applicants will be informed of their acceptance by the end of March 2020.

To be eligible for the UEFA CFM, applicants must meet the following requirements:

- Fluency in English
- University degree
- At least two years' work experience
- A strong connection to a football-related organisation

A strong connection means having access to internal information about the operations and resources of an organisation in order to be able to carry out a full analysis for the UEFA CFM assignment.

Unique features of the UEFA CFM

- Seminars held at UEFA headquarters and iconic football locations in London
- Access to unique UEFA material such as UEFA PLAY, the UEFA Handbook of Football Association Management and the UEFA Toolbox in Football Management
- Full involvement of UEFA and experienced UEFA experts in the delivery of the programme
- Adapted to working professionals due to its blended learning approach of online modules and face-to-face seminars
- A growing community of over 1,000 graduates working in the football industry
- Interactive programme involving a simulation, modern e-learning and serious gaming



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Contact us

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