



UEFA Certificate in Football Management





The must-have programme
for people working in or
connected to football

Foreword

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

This open edition of the programme enables a wider audience to enhance their knowledge of the football ecosystem, 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 game to foster the development and professional management of football in Europe.

Theodore Theodoridis
UEFA General Secretary



Programme overview

TYPE OF LEARNING

◀ E-learning

Face-to face ▶

ESTIMATED HOURS OF LEARNING

350

SKILLS TRAINED

◀ Soft skills

Hard skills ▶



WHO

People working in or connected to the football industry



STARTING

Once a year, in autumn



HOW LONG

10 months



WHERE

10 online modules
1st and 3rd seminars in UEFA HQ
and region 2nd seminar in Lisbon



PRICE

€7,900



NUMBER OF PARTICIPANTS

Maximum 35 per edition



ACADEMIC CERTIFICATION

Certificate of advanced studies (CAS), 10 ECTS



LANGUAGE

English



ALUMNI

Growing community of around 2,000 graduates working in the sports industry

UEFA Certificate in Football Management (UEFA CFM)

The UEFA CFM is an essential programme for anyone working in a football organisation or connected to the industry who wants to gain a comprehensive understanding of how the game is managed.

Overview

This open edition of the UEFA CFM is a distinguished programme dedicated to professionals working in the football industry around the world. Since its creation in 2010, the UEFA CFM has become one of the most recognised football management programmes in Europe, with a growing community of around 2,000 alumni.

The structure and content of the programme ensures participants enhance their understanding of football management, have access to a range of different resources and experience an incredible learning journey – all of which will contribute to their personal development and provide a boost to their careers.

Programme outcomes

- Acquire a comprehensive understanding of the football industry
- Strengthen managerial skills through interactive and dynamic learning formats
- Conduct a managerial analysis of a football organisation and provide recommendations for improvement
- Join a global community of football industry professionals through the UEFA Academy Alumni Association

Testimonials



The UEFA CFM program is not just a basic course for football management, it is a tool for growth. It has changed my perspective in football planning and assisted me in my profession. It is like opening a bigger door for development possibilities based on where I came from. The course is a life changing experience for me. Decision making can never be easier.

Ou Panhasoketya, Chief Executive Officer, Visakha Football Club



The UEFA CFM unlocked a new way of thinking for me. It sharpened my understanding of the football ecosystem, broadened my strategic mindset, and connected me with a network of passionate, like-minded professionals worldwide. A true catalyst for anyone ready to step up in the football world.

Michele Montesi, Chief Strategy Officer, FC Porto



As a board member in my club, I felt a responsibility to deepen my understanding of the industry at a systemic level. The UEFA CFM offered exactly that: a structured, international perspective on how football functions across associations, leagues and clubs, while broadening my exposure to peers shaping the game.

Kateřina Vavřlová, Member of the Board of Directors and Commercial Director, SK Slavia Praha

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 learning journey.

The programme comprises ten online modules together with three face-to-face seminars, each addressing key topics of football management and providing essential knowledge for people working in the football industry.

The interactive online modules are not only userfriendly but also globally accessible, offering a dynamic blend of videos, audio, hands-on exercises, and exclusive access to UEFA resources for an engaging learning experience.

Participants will be assessed via:

- Two written assignments (one group and one individual) based on a managerial analysis of a football organisation
- A final oral exam

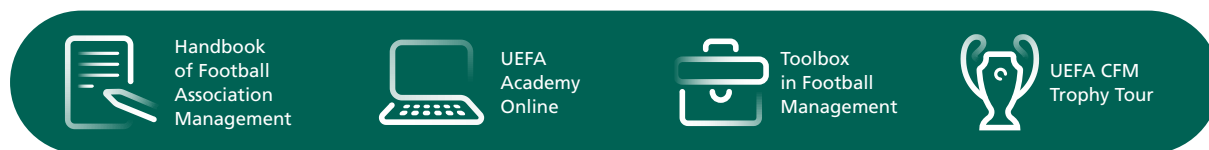
3 SEMINARS AND ASSIGNMENTS



10 ONLINE MODULES



+KEY RESOURCES



Seminars

The seminars are designed to not only gain valuable knowledge and skills but also elevate the learning journey through interactive experiences. Participants will discover a dynamic blend of engaging presentations, collaborative group activities,

networking opportunities and enjoyable social events! Delivered by industry-leading business experts, distinguished academics and senior UEFA staff, the sessions promise an enriching and captivating educational adventure.



Programme for working professionals

The blended learning approach lends greater flexibility to the workload, allowing participants to follow the programme while continuing their jobs. Each of the three seminars will last at

least two full days at iconic football venues in Europe. They will, extend into the weekend, limiting the amount of time spent away from work.



Unil. 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 of advanced studies in football management, worth 10 ECTS, 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.

About the UEFA Academy

Building on the professional excellence UEFA has developed throughout its history and the learning initiatives created over the last decade, the UEFA Academy seeks to inspire the education of individuals and organisations to continuously elevate the game of football.

For details of our catalogue of courses, visit [UEFAacademy.com](https://uefaacademy.com).

We welcome participants from diverse backgrounds and cultures, recognising the unique value that diversity brings to our community. If you have any uncertainties about meeting specific programme criteria, we encourage you to reach out to us.

Be part of the UEFA Academy Alumni Association

After graduation, your journey continues. Join a global network of 5,000+ football professionals, take part in exclusive events, and stay connected through dedicated platforms and expert-led sessions.

LIFT certification

The UEFA Academy was awarded the LIFT (Learning Impact for Today and Tomorrow) by EFMD for the period 2024 to 2027. This certification recognises the impact of the UEFA Academy programmes on its participants, their organisations and society at large.



Unique features of the UEFA CFM



Access to exclusive UEFA content and resources



Delivered by UEFA experts



Adapted to working professionals



Growing community of more than 2,000 graduates



Involves a simulation, modern e-learning and gamification



U E F A A C A D E M Y . C O M

Contact us: academy@uefa.ch

Follow us: @UEFA Academy across socials

