




UEFA Certificate in Football Management

Open edition

ACADEMY



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



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.

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.

- 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 has been instrumental in the development of my work 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, Marketing & Commercial, LaLiga SA



“The UEFA CFM is perhaps the most insightful 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

Once a year, in autumn



How long

9 months



Where

10 online modules
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 around 2,000 graduates working in the sports industry

Programme overview

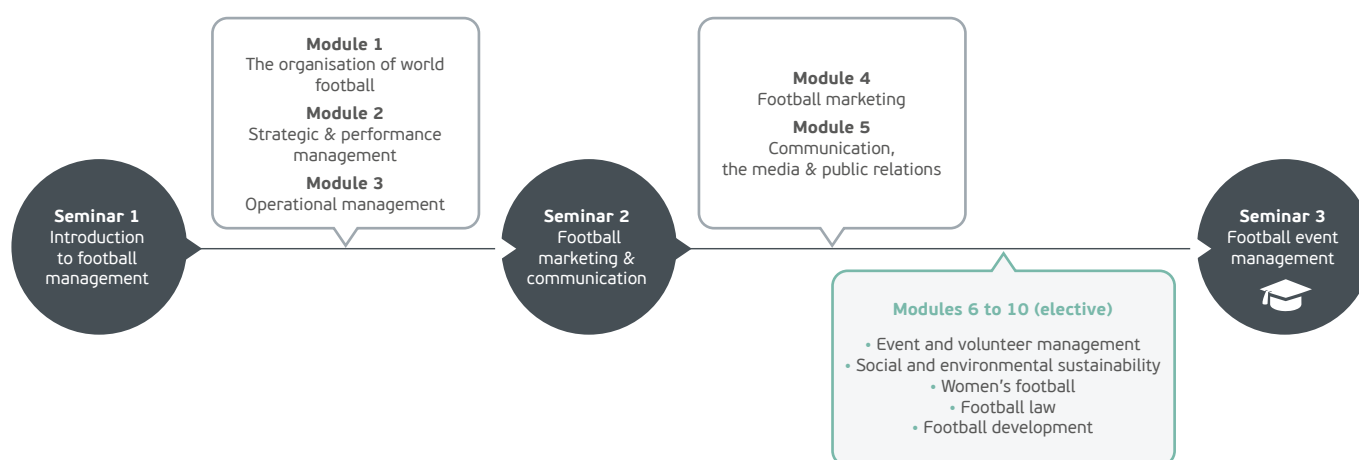
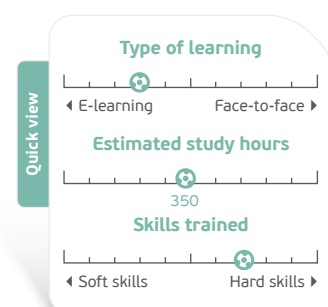
The blended learning approach of the UEFA CFM, comprising a mixture of e-learning and face-to-face seminars, has been carefully designed in collaboration with the University of Lausanne and leading experts to ensure the highest quality learning journey.

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

The interactive online modules are not only user-friendly 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



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.

1st SEMINAR

Location: UEFA Headquarters, Nyon
Length: Two and a half days

In this captivating first seminar, participants learn the intricacies of world football, gain invaluable insights into the organisation of the global industry, uncover the significance of strategic management and learn the art of efficiently managing diverse operations within a football organisation. The immersive seminar will broaden knowledge and develop practical skills in navigating the complex landscape of the football industry.

2nd SEMINAR

Location: London
Length: Two days

In the thrilling second seminar, participants delve into the fascinating world of how football organisations are masterfully navigating the intricacies of the marketing environment. Explore the art of communication and interaction as these organisations deftly engage with the media and stakeholders, unraveling the secrets behind effective public relations management.

3rd SEMINAR & GRADUATION

Location: UEFA Headquarters, Nyon
Length: Four days

In the exciting third seminar, participants are immersed in the world of event management and the other enticing elective modules through enriching sessions. Dive into a hands-on, practical simulation that mirrors the thrilling dynamics of sports and commercial operations during a UEFA Champions League match.

Participants will also showcase their expertise in the oral examinations and put their new-found knowledge to the test. Successful participants will be celebrated in a formal graduation ceremony and dinner, marking the culmination of a memorable education journey.

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.



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.



[UEFA Academy](#)



[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.

Unique features of the UEFA CFM



Access to exclusive
UEFA content and resources



Delivered by
UEFA experts



Adapted to working
professionals



Growing community
of 2,000 graduates



Involves a simulation, modern
e-learning and serious gaming



Picture: © Arthimedes - Shutterstock

Contact us

academy@uefa.ch

UEFAacademy.com