



UEFA Certificate in Football Management

Open edition

ACADEMY



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





Who

People working in or connected to the football industry



Starting in

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 over 1,500 graduates working in the sports industry

UEFA Certificate in Football Management (UEFA CFM)

The UEFA CFM is an essential foundation programme for anyone working in a football organisation 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 2010, the UEFA CFM has become one of the most recognised football management programmes in Europe, with a growing community of over 1500 alumni.

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 experience an incredible learning journey - all of which will contribute to their personal development and provide a boost to their careers.

On completing the UEFA CFM, you will:

- Acquire a comprehensive understanding of the football industry
- Strengthen your managerial skills
- Conduct a managerial analysis of a football organisation of your choice and provide recommendations for improvement
- Develop a global network in the football industry

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



II 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

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 programme comprises ten 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.

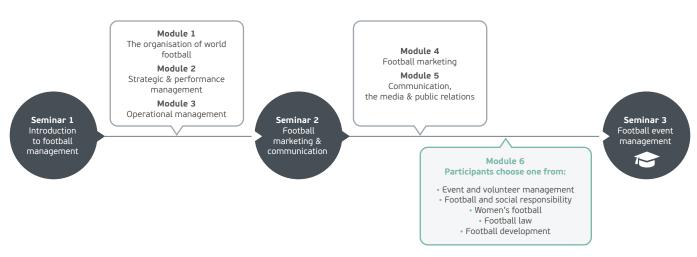
The five mandatory modules the participants will need to complete on the programme are:

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

Participants will also access five elective modules from which they will select one for their final exam:

- Event and volunteer management
- Football and social responsibility
- Women's football
- Football law
- Football development





Seminars

The seminars combine presentations, group work, networking and social activities: all aiming to provide 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

Location: UEFA Headquarters, Nyon Length: two days

The first seminar focuses on the first three

understanding of: the organisation and running

of world football; the importance for football

and how to effectively manage the various

operations of a football organisation.

organisations to apply strategic management;

modules. Participants will gain a greater



2nd SEMINAR 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 environment around them. The seminar also covers how football organisations communicate and interact with the media and their stakeholders and how they manage their public relations.



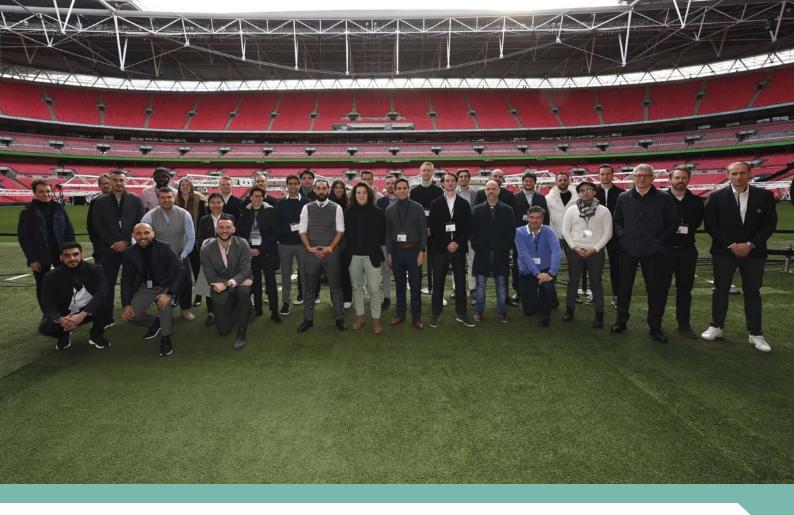
3rd SEMINAR & GRADUATION

Location: UEFA Headquarters, Nyon Length: four days (two are optional)

The third seminar focuses on event management and on the elective module. Participants will engage in a practical simulation based on the sports and commercial operations of a UEFA Champions League match. They will also sit their oral examinations.

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





Programme for working professionals

Approximately 350 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 jobs.

Each of the three seminars will last at least two full days at iconic football venues in Europe. 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 (one group and one individual) 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 dinners during the seminar
- Please note, these fees do not include travel and accommodation
- UEFA will provide the participants with a list of recommended accommodation

Unique features of the UEFA CFM

- Seminars held at UEFA headquarters and iconic football locations in London
- Access to unique UEFA material, such as full access to UEFA Academy Online, 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 thanks to its blended learning approach of online modules and face-to-face seminars
- A growing community of over 1,500 graduates working in the sports industry
- Interactive programme involving a simulation, modern e-learning and serious gaming



Contact us

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