



# UEFA Certificate in Football Management

Players' edition

ACADEMY

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A photograph of two men sitting at a table in what appears to be a meeting or classroom setting. The man on the left is in the foreground, looking off-camera with a focused expression. He has short dark hair and a light beard, wearing a dark textured sweater over a white collared shirt. The man on the right is slightly behind him, also looking in the same direction. He is holding a white marker in his right hand. The background is blurred, showing other people and interior lights. A semi-transparent yellow hexagonal shape is overlaid on the lower half of the image, containing white text.

AN OPPORTUNITY  
FOR ACTIVE PLAYERS  
TO ACCESS THE  
MOST ESTABLISHED  
FOOTBALL  
MANAGEMENT  
PROGRAMME AND  
OBTAIN AN ACADEMIC  
CERTIFICATION



# FOREWORD

Contributing to the professional management of football has been one of UEFA's goals throughout Europe for many years. On account of the success of the national and open editions of the UEFA Certificate in Football Management, UEFA has decided to develop a specific edition of this internationally recognised programme specifically designed for active players, referees and coaches wanting to gain a foundation in football administration.

The UEFA CFM – Players' edition enables them to gain an academic qualification recognised all over Europe while pursuing their career on the pitch. It offers enhanced knowledge of the football ecosystem combined with practical management skills. Opening up the UEFA CFM to active players will also ensure an influx of new ideas and administrators from the heart of the game and foster the professional management of football in Europe.

Theodore Theodoridis  
UEFA General Secretary



## Who

Active professional players, referees and coaches worldwide



## Starting in

January 2023



## How long

9 months



## Where

Online



## Price

€7,900



## Number of participants

Max. 35



## Academic certification

Certificate of advanced studies (CAS) delivered by the University of Lausanne (10 ECTS credits)



## Language

English



## Alumni

A growing community of more than 1,000 UEFA CFM graduates and an access to the UEFA Academy Alumni Association

## UEFA Certificate in Football Management (UEFA CFM) – Players' edition

**The UEFA CFM is an essential foundation programme for anyone working in football wanting to gain an understanding of how the game is managed**

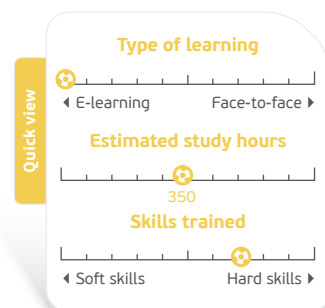
The UEFA CFM – Players' edition is an adaptation of UEFA's most successful education programme to meet the needs of active professional football players, coaches and referees. Being delivered 100% online, it gives you the opportunity to join this unique programme, enhance your knowledge of football management and gain an academic qualification before your professional career comes to an end.

The structure and content of the programme ensures you will enhance your 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 your personal and professional development.

### Takeaways

On completing the UEFA CFM, you will:

- Gain a comprehensive understanding of the football industry
- Build a foundation in managerial skills
- Acquire knowledge on how to conduct a managerial analysis of a football organisation and provide recommendations for improvement
- Build close connections with UEFA and a global network in the football industry
- Obtain an internationally recognised academic certificate in football management delivered by the University of Lausanne, Switzerland



## Programme overview

The UEFA CFM is a nine-month 100% online programme adapted to active players' schedules and featuring:

- 10 online modules that you can complete anywhere, at any time
- 7 live online masterclasses allowing you to ask questions to experts and connect with your fellow students
- A detailed analysis of your club or national association
- Individual coaching sessions with mentors to support you in your learning journey

The ten online modules provide you with a 360-degree understanding of how football organisations are managed. The live online masterclasses are made of practical exercises giving you the opportunity to test your new

learnings while connecting with experts and other participants. In parallel of your online studies, you will be required to complete a comprehensive analysis of how your club (or national association) functions, applying what you learn in the different modules. You will be supported throughout this process, with tailored one-to-one mentoring by an academic expert from the University of Lausanne. On top of the access to the ten online modules, you will receive a copy of the UEFA Handbook of Football Association Management and of the UEFA Toolbox in Football Management. This unique document provides you with over 100 management tools and tips on how the game is run. You will also be granted advanced access to UEFA Academy Online, our online knowledge-sharing platform which contains over 1,000 documents, reports and videos on the many different facets of football.

### 10 ONLINE MODULES

- Organisation of world football
- Strategic and performance management
- Operational management
- Football marketing
- Communication, the media and public relations
- Event and volunteer management
- Football and social responsibility
- Women's football
- Football law
- Football development

### 7 MASTERCLASSES

One per month: Monday from 14–16:00

- Masterclass 1 – 23.01.2023
- Masterclass 2 – 01.03.2023
- Masterclass 3 – 03.04.2023
- Masterclass 4 – 24.04.2023
- Masterclass 5 – 22.05.2023
- Masterclass 6 – 17.07.2023
- Masterclass 7 – 28.08.2023

Oral Exam and Graduation Ceremony – 18.09.2023

Each session is based around the content of the online modules as well as management, personal development and player transition.

### MENTORING

Regular one-to-one sessions with an academic mentor to support you during your entire learning journey

## Testimonials



“It's really important for footballers to perform well on the pitch, but we also need the opportunity to learn new things and grow as individuals. Unfortunately, our busy schedules do not allow us to attend weekly classes or go to a university campus. The UEFA CFM enables me to complete a university degree in sports management, meet new people and prepare for my second career while continuing to play at the top level.”

■ **Juan Mata, Midfielder, Galatasaray SK (current)**



“I wanted to deepen my knowledge of management and to specialise it for football. As I still play in Spain, it would have been impossible to participate in a face-to-face edition, so I took the opportunity to participate in the first ever CFM for players, which also allows me to study and meet new people while I'm still active on the field of play.”

■ **Gaelle Thalmann, Betis Seville (current)**



“The UEFA CFM is the best path for me to discover how the football industry works behind the scenes and get an academic diploma while playing at the top level. This was also a fantastic opportunity to meet other players from other countries and make important contacts for my second career.”

■ **Ivan Rakitic, Sevilla FC (current)**





## Application process

To apply for the UEFA CFM, complete the online application form available at [UEFAacademy.com](http://UEFAacademy.com) and submit it along with a CV, a short personal video and an electronic passport-sized photo.

The video should be no longer than three minutes. It should introduce you and your background, including previous football experience and qualifications, together with your motivation for applying. Please note, the video does not need to be of professional quality and can be filmed using a phone or computer.

For more information related to the application deadlines and seminar dates, please visit [UEFAacademy.com](http://UEFAacademy.com).

If you have any questions about the application process, please contact [academy@uefa.ch](mailto:academy@uefa.ch) or Stéphane Ehrhart on **+41 (0)79 829 21 46**.

## Building your career off the pitch

The UEFA Academy has recently designed a series of programmes exclusively for players considering a second career in football. The UEFA CFM is one of various opportunities for career development.

More UEFA Academy programmes exclusively designed for players, coaches and referees are available, in various lengths and formats:

- The UEFA Career Transition Programme is the first step in assessing your needs and objectives when planning for a second career
- The UEFA Master for International Players equips former footballers with the skills they need to successfully transition to a second career within football administrations

The UEFA Academy offers other programmes specifically suitable for ex-footballers and football specialists:

- The UEFA Player Agent Programme
- The UEFA Elite Scout Programme
- The UEFA Media Consultant Compact Course

At any point in their career, active players can also access the UEFA For Players mobile app, an engaging set of learning initiatives providing all elite footballers with information and advice to support them on and off the pitch. In addition, UEFA has also developed an online course focusing on financial management. The UEFA Financial Management Training (UEFA FMT) offers practical tools and knowledge to players so they can be in the driving seat of their finances and financial future.





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# Contact us

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