



ONLINE 2014-15

POSTGRADUATE
DIPLOMA IN
**FOOTBALL
BUSINESS**

TURN YOUR PASSION FOR FOOTBALL INTO YOUR PROFESSION



MEMO OCHOA
Goalkeeper Málaga CF
**Alumnus Postgraduate Diploma in
Football Business**

“

I would like to continue in the world of football once my career as an active footballer is over. My plan is to be linked to football, either as a coach or manager. I decided to study this online postgraduate diploma in order to be better prepared and face my future outside the field.

”



GENERAL INFORMATION

Academic Degree

Postgraduate Diploma in Football Business by the Johan Cruyff Institute.

Duration

30 ECTS (weekly commitment of 10-12 hours).

Start Dates

- March 2015
- June 2015

Modality

Online.

Language

English and Spanish.

Tuition Fee

€ 4,400.-

Payment Methods

Payment by installments available.

Conditions

Discounts for alumni and members of related entities.

Registration

Open registration until the start of the Postgraduate program. Limited seats available.

Admission Requirements

- Have a Bachelor's degree, diploma or equivalent.
- Have at least 3 years of experience in the field of marketing and/or sponsorship.
- Have developed a career as a professional athlete.

More Information

campus@cruyffinstitute.org

INTRODUCTION

The main objective of the Postgraduate Diploma in Football Business is to educate you in the proper use of management tools for organizations linked to football. You'll develop abilities to recognize business opportunities, establish strategies, anticipate changes and optimize resources.



The Johan Cruyff Institute has been accredited as an Authorized Provider by the International Association for Continuing Education and Training (IACET).



The Johan Cruyff Institute is member of the North American Society for Sport Management (NASSM).



The Johan Cruyff Institute is member of the European Association for Sport Management (EASM).



The Johan Cruyff Institute is member of the Catalan Sports Cluster (INDESCAT).

PASSION FOR SPORT

This Postgraduate program is for you if:

- You're working in the football industry (footballer, coach, technical staff or manager) and are looking for education in football management to give your professional career a boost.
- You're working in a business environment and want to specialize in the football industry.
- You're passionate about football and want specialized education to devote yourself professionally to this sector.

LEARNING OUTCOMES

- To understand and apply the strategic, global and objective vision to the football industry from a business perspective.
- To master the skills necessary to obtain the best results in the management of professional football teams.
- To interpret the financial statements of a football organization and create financing strategies for new projects.
- To master the management processes of a sports facility and event organization.
- To understand and apply new marketing and sponsorship tools applied to football.

BENEFITS

- Learning 3.0: flexible schedules, different learning and technological environments.
- World-class faculty: interaction with expert professors and professionals from the industry.
- Collaborative tools, group work, communication and debate.
- Sports industry oriented: approaches training from the business sector to the sports industry.
- Learning based on experience: designed to improve professionalism.

PROFESSIONAL OPPORTUNITIES

- Sports competition (professional football clubs).
- Governance (football federations and associations).
- Football facilities & events (tournament organizers, sports clubs).
- Community-based football (foundations, municipalities).
- Sports consultancy (business initiatives).
- Intermediation services (agencies, player representation).
- Sports journalism (media).
- Marketing & Sponsorship (private and public companies).

PROGRAM

MODULE 01 STRATEGIC MANAGEMENT IN FOOTBALL

01

5ECTS

- The definition of strategy
- Strategic planning
- Analysis of the sector
- Management strategies in football

MODULE 02 FINANCIAL MANAGEMENT IN FOOTBALL

02

5ECTS

- Budget preparation & interpretation
- Investment and assessment of companies & football clubs
- Interpretation of financial reports
- Financing

MODULE 03 LEADERSHIP & TEAM MANAGEMENT

03

5ECTS

- Leadership styles
- Decision-making
- Talent development
- Organization culture from an international perspective
- Change management
- Corporate Social Responsibility

MODULE 04 MARKETING IN FOOTBALL

04

5ECTS

- Marketing vs. Sports Marketing
- Principles of Marketing
- Sports marketing strategies & plans
- Advertising & communication

MODULE 05 FACILITIES & EVENT MANAGEMENT

05

5ECTS

- The tender procedure
- Sports facilities management
- Sporting event organization
- Volunteer management
- Economic balance of a sporting event

MODULE 06 FINAL PROJECT (4 OPTIONS)

06

4ECTS

- Strategic analysis and suggested improvements for a football club
- Economic-financial planning of a football tournament
- Human resources development in a football club
- Football tournament design (global or in sports operations)



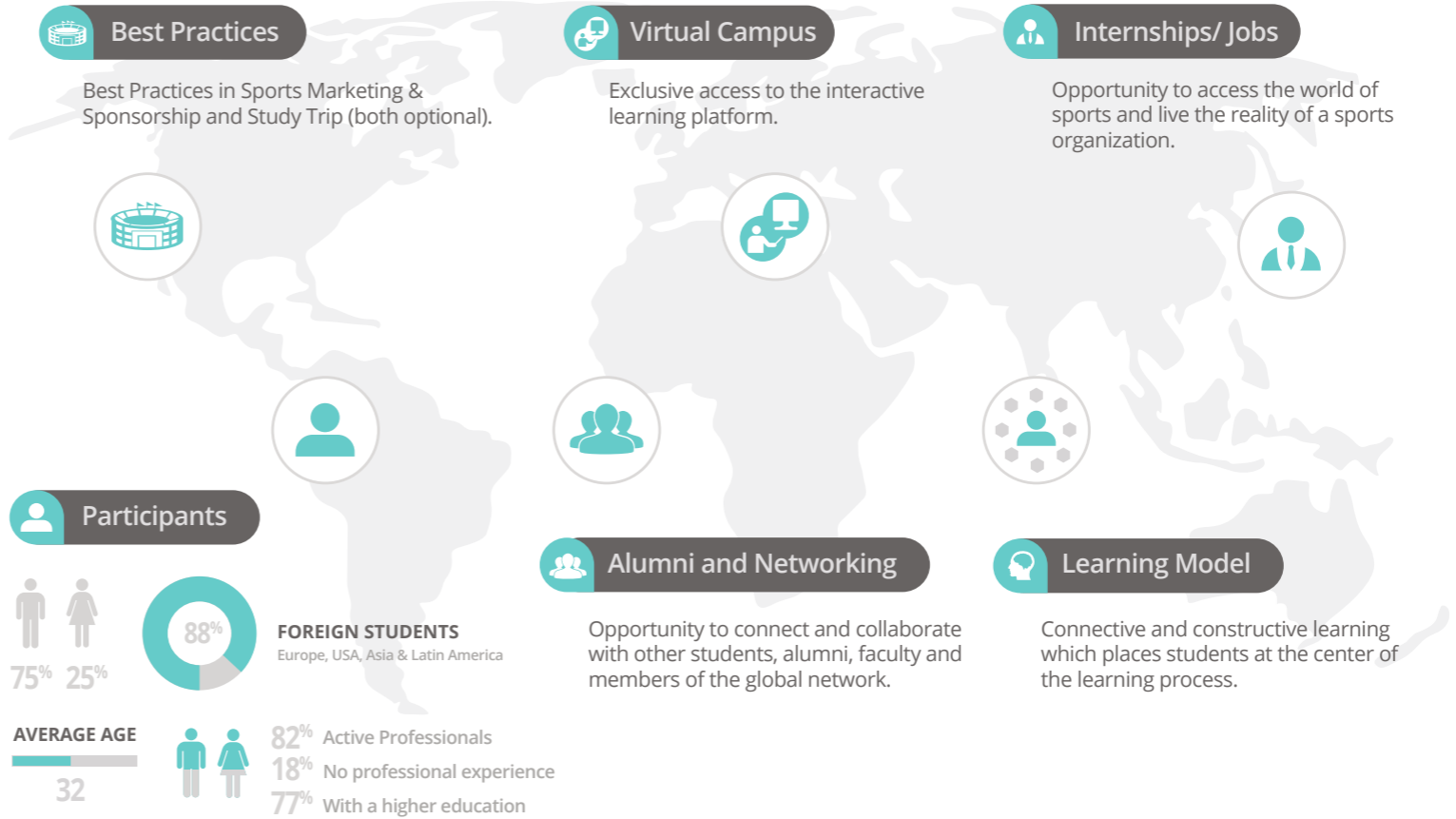
Johan Cruyff
Founder



It's a unique program that focuses on football professionals (players, coaches, technicians, managers) as well as those who are passionate about the sport. This combination allows people with a football mentality and different profiles, the chance to share experiences and learn from each other.



JOHAN CRUYFF INSTITUTE



Virtual Campus

Online study is carried out in an Open Campus environment through our virtual learning platform based on multi-tasking and learning by doing, using exercises, case studies and cross-cutting projects. The virtual campus offers a learning environment rich in tools that encourage study and the use of the online library, case studies, chats, links, self-assessment exercises, a video library, master classes, etc. It allows you to monitor your academic progress from anywhere in the world, 24 hours a day.

Calle Pomaret, 8 - 08017 Barcelona - España.
T. + 34 93 418 78 68 - campus@cruyffinstitute.org
www.cruyffinstitute.org

