



ONLINE 2014-15

COURSE IN
**FOOTBALL
BUSINESS
FUNDAMENTALS**

TURN YOUR PASSION FOR FOOTBALL INTO YOUR PROFESSION



DANIEL PRODAN

Former Player Atlético de Madrid.
Technical Director, Romanian Football Federation
Alumnus

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The program is an excellent introduction to football management. It teaches you to analyze different situations from both sport and business points of view..

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GENERAL INFORMATION

Academic Degree

Diploma in Football
Business Fundamentals
from the Johan Cruyff
Institute.

Duration

4 months.

Start Dates

- December 2014
- March 2015
- June 2015

Modality

Online.

Language

English and Spanish.

Tuition Fee

€ 420.-

Registration

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

More Information

campus@cruyffinstitute.org

INTRODUCTION

The program is a perfect introduction to the world of football management and administration. You´ll get to know how to correctly manage clubs and entities from the world of football, analyzing real case studies and working the basic concepts and skills needed to know more about the exciting world of football management.



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).

PASSION FOR FOOTBALL

This Course is for you if:

- You are (ex) -athlete and need specialized education in football business.
- You're working in the area of business and/or sports, and want to acquire a greater knowledge of the management in the particular sector of the football.
- You're a lover of the world of football and want to learn more about the management and business of football clubs.

OBJECTIVE

The main objective of the Football Business Fundamentals course is to provide you with the fundamental concepts of the administration of the basic tools of operational management in organizations and companies related to the world of football and football clubs.

LEARNING OUTCOMES

- To understand the environment in which organizations in the world of football operate, enterprise operations, their functional areas and instruments of analysis.
- To have a basic vision of strategic management from a business perspective.
- To know, understand and apply the basic concepts in football management.

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.

PROGRAM

The program has 6 credits (ECTS) with a duration of about 60 hours. The maximum time given to complete the program is 4 months. The methodology consists of continuous learning and assessment, where the theoretical, interactive aspect is worked on, complemented with solving exercises and practical case studies.

CONTENT

• **Module 1. Strategic Management applied to the business of football**

- Introduction
- Values, mission and vision
- A football club's competitive advantage
- Analysis of the environment
- Analysis of the football sector
- Internal analysis

• **Module 2. Management Skills**

- Leadership in football
- Management styles
- Talent management & incorporation

• **Module 3. Sports Marketing**

- Introduction: Marketing strategy in football clubs
- The football consumer
- The marketing mix
- The life cycle of a product
- The brand and its associated default value
- Market segmentation
- Sports sponsorship in football clubs

• **Module 4. Financial Management**

- Interpretation of financial statements
- Financing in the world of football
- Investments and project assessment
- Risk management
- Financial ratios

PERSONALIZED TUTORING

We will assign you a personal tutor, who will be tracking your pace of work/study adapting it to your work and/or sports schedule. The tutor is responsible in accompanying you throughout the training process, doing a personalized tracking of your academic evolution throughout the program.

COMMUNICATION AND DOUBTS WILL BE HANDLED BY:

- E-mail: maximum response within 24 hours.
- Support via chat / call / video conference.

ALUMNI AND NETWORKING

The Johan Cruyff Institute network gives you the opportunity to connect and collaborate with other students, alumni and members of our global network, and share your passion for sport and professional experience with them. We promote and facilitate continuous academic training. Our community is, in this sense, a network of personal, social and professional relationships, and its influence expands in the sports and business sectors.



Johan Cruyff
Founder



Thanks to programs like this, football professionals (players, coaches, managers, journalists) can commit to the sport, improve their management abilities and build a productive future. So I would say that everyone should take responsibility and help improve the football sector.



JOHAN CRUYFF INSTITUTE

VIRTUAL CAMPUS

As a student of the Football Business Fundamentals course, you will have exclusive access to the learning platform which allows you to monitor your academic progress 24 hours a day, from anywhere in the world. The virtual campus offers a collaborative environment between teachers and students facilitating e-mails, chats, books, articles, case studies, simulations, experiences, websites, blogs and a video library. You will have a wide range of tools at your disposal to make your learning experience interactive, rewarding and complete.

You will work individually or in groups around case studies, simulations, etc. We'll test your knowledge and skills acquisition through gamified activities.

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