

DIPLOMA IN CLUB MANAGEMENT

1ST EDITION – 2021/2022

FIFA®



OVERVIEW

The **FIFA DIPLOMA in Club Management** aims to provide club executives from all around the world with the latest practical know-how and insights from the industry, covering key areas in the successful management of football clubs.

Bringing together a variety of globally influential voices to analyse and share best practice, this unique and exclusive programme will focus on the latest trends in relation to **club operations and stadium management, finance, marketing and communications, sporting and youth academies, governance and legal matters, as well as leadership and negotiation.**

In line with FIFA's vision **to make football truly global**, the first-ever FIFA Diploma in Club Management will contribute to the organisation's efforts to professionalise football enabling a larger number of football clubs from every region of the world to **compete at the highest level off the pitch.**

PARTICIPATION

Participants must:

- Be a current club executive in the football industry.
- Be available to participate in the programme's six modules, consisting of coursework and both online and face-to-face lectures, over a period of 11 months.

Benefits for participants:

- Connections with a world-class faculty of club executives, industry experts, leaders and professionals.
- First-hand insights and perspectives on the latest industry data, research and trends.
- Interactive presentations, analyses and discussions of practical case studies.



DIPLOMA DIRECTORS

Ornella Desirée Bellia
FIFA Head of
Professional Football

Maheta Molango
Former CEO of Real
Mallorca



FACULTY

A world-class faculty of industry executives and professionals who are experts in their respective fields and sectors.

In addition, the course will draw on the knowledge of leading international academics in sport and football management to round out a comprehensive curriculum providing participants with a 360-degree view of club management.



TUITION FEES

USD 2,900
(travel and accommodation costs, if any, are not covered).

FIFA will provide the course materials for all six modules. More information will be provided to the participants directly.



WHERE

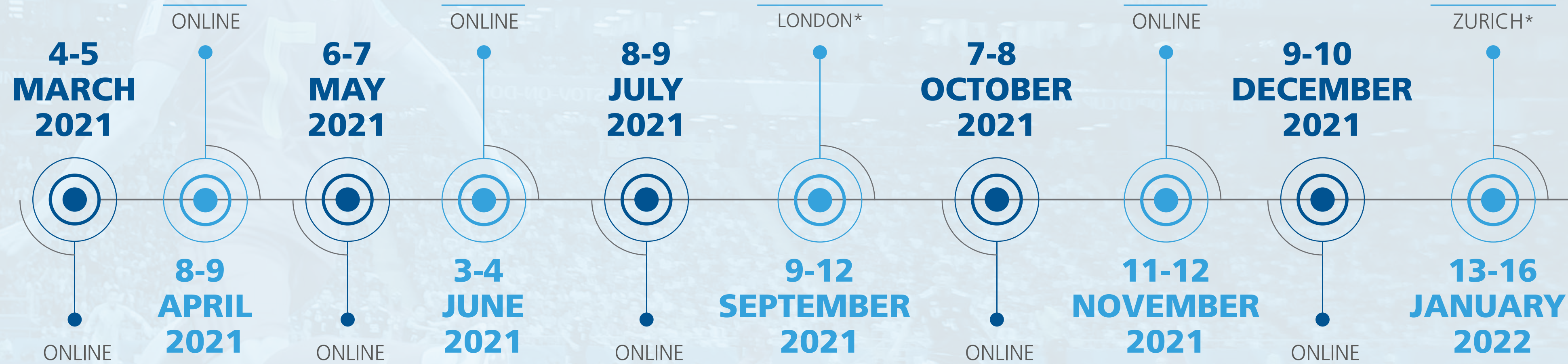
Due to international travel restrictions related to the COVID-19 pandemic, the programme will consist of a combination of online and on-site modules (subject to developments in the pandemic).



WHEN

The programme will run from March 2021 to January 2022.

PROGRAMME ROADMAP



* subject to travel restrictions

PROGRAMME MODULES



LEADERSHIP & MANAGEMENT

- Club business models
- Strategic planning
- Management and organisational challenges
- Leadership and negotiation skills
- Club ownership and financial structures



CLUB OPERATIONS & STADIUM MANAGEMENT

- Stadium designs and business models
- Venue management
- Merchandising and commercial strategies
- Ticketing
- HR at football clubs
- Event management



SPORTING & YOUTH ACADEMIES

- Decision-making in talent recruitment
- Academies
- Data analytics and performance
- Playing styles and club identity
- Team management



GOVERNANCE & LEGAL

- Transfer of players
- Transfer Matching System and disciplinary matters
- Brand protection and intellectual property
- Club licensing
- Data protection



MARKETING & COMMUNICATION

- Sponsorship structures and marketing strategies
- CSR and fan engagement
- Digital and social media
- Club communication and corporate identity
- Media relations
- Crisis management



FINANCE

- Financial statements
- Club budgets
- Financial Fair Play
- FIFA Clearing House
- Cash flow and practical exercises

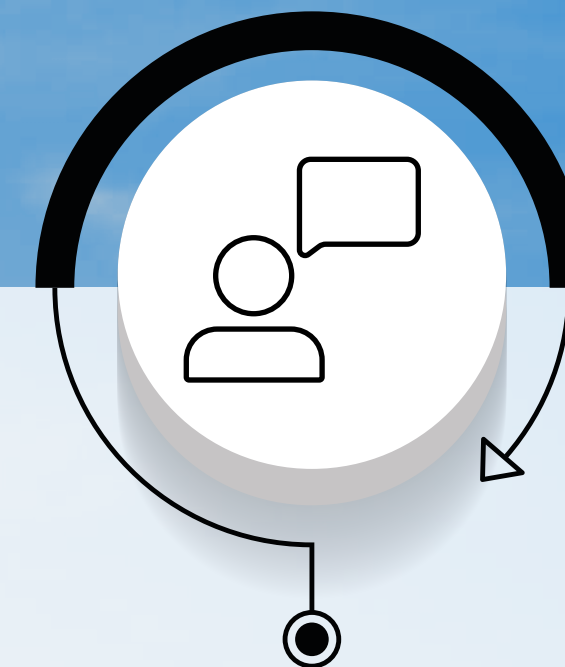


APPLICATION PROCESS

The admissions process is open from 1 November 2020 to 6 January 2021.

Submit your application by filling out the application form and uploading your CV and a letter of recommendation from your club [here](#)

The academic board will select up to 24 participants by 20 January 2021.



CONTACT

Any questions related to the FIFA Diploma in Club Management can be addressed to:

Sebastian Neuf
Project Manager
FIFA Legal & Compliance Division
Tel. +41 43 222 7544
Email: legal-diploma@fifa.org



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DIPLOMA IN CLUB MANAGEMENT

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