

# DIPLOMA IN CLUB MANAGEMENT

1<sup>ST</sup> 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).



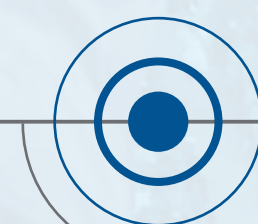
#### WHEN

The programme will run from March 2021 to January 2022.



## PROGRAMME ROADMAP

**4-5  
MARCH  
2021**



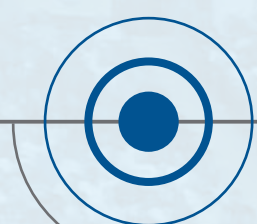
ONLINE

ONLINE



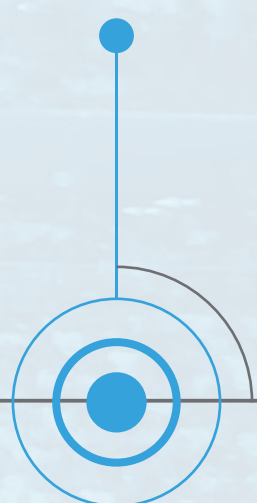
**6-7  
MAY  
2021**

**8-9  
JULY  
2021**



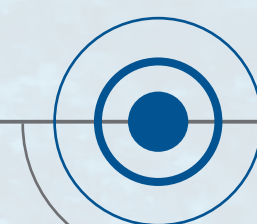
ONLINE

LONDON\*



**9-12  
SEPTEMBER  
2021**

**11-12  
NOVEMBER  
2021**



ONLINE

ZURICH\*



**13-16  
JANUARY  
2022**

\* 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 2 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](mailto:legal-diploma@fifa.org)



The FIFA logo is centered in the upper half of the image. It consists of the word "FIFA" in a bold, white, sans-serif font, with a registered trademark symbol (®) to its upper right. The background is a blue-tinted photograph of a football stadium at night, filled with spectators and bright floodlights. A large cloud of white confetti is falling from the top of the frame, creating a celebratory atmosphere. In the lower foreground, a group of football players in dark kits are celebrating, with one player in the center holding a trophy aloft. A banner in the bottom left corner reads "QATAR 2019™ PRESENTED BY Alibaba Cloud".

# FIFA®

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