



# COURSE IN FOOTBALL BUSINESS FUNDAMENTALS



## INTRODUCTION

The Football Business Fundamentals program is a perfect introduction to the world of football management and administration. You'll get to learn how football clubs and entities are correctly managed, analyzing real case studies of the football industry and working the basic concepts and skills needed to know more about the exciting world of football management.

## OBJECTIVES

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

## 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.

## PROGRAM

The program has a duration of about 60 hours. The maximum time given to complete the program is 4 months. The course is composed of various teaching units (UD) and each one consists of a continuous assessment test, in which you interactively apply theory, complemented with solving exercises and practical cases.



## 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

## ACADEMIC CERTIFICATION

- Certificate for the program Football Business Fundamentals from the Johan Cruyff Institute.