

ACADEMIC PROGRAM

UNIT 1: INTRODUCTION AND FEDERATIONS

- 1- THE ROLE OF FOOTBALL FEDERATIONS: THE CASE OF RFEF
- 2- THE CASE OF RFEF (2)
- 3- COPA DEL REY MANAGEMENT
- 4- THE ROLE OF GRASSROOTS IN THE FUTURE OF FOOTBALL

UNIT 2: ORGANIZATION AND GOVERNANCE

- 1- EU SPORTS MODEL: SPECIFICITY OF SPORTS
- 2- INTERNATIONAL OLYMPIC COMMITTEE AND INTERNATIONAL FEDERATIONS
- 3- GOVERNANCE IN EU SPORTS
- 4- MODEL OF FOOTBALL COMPETITIONS (UCL)
- 5- US MODEL OF SPORTS COMPETITIONS (NBA & NFL)
- 6- THE NFL SUCCESS

UNIT 3: DISCIPLINARY REGULATIONS

- 1- INTRODUCTION TO DISCIPLINARY REGULATIONS
- 2- MATCH FIXING & ANTI DOPING
- 3- FIFA REGULATIONS ON THE STATUS & TRANSFER OF PLAYERS
- 4- FOOTBALL AGENT REGULATIONS
- 5- US SPORTS DISCIPLINARY REGIME
- 6- DISPUTE RESOLUTION MECHANISMS IN SPORTS

UNIT 4: MANAGEMENT AND STRATEGY

- 1- STRATEGIC PLANNING. ORGANIZATION & MANAGEMENT
- 2- MANAGEMENT OF FOOTBALL CLUBS
- 3- CHANGE AND TRANSITIONAL MANAGEMENT
- 4- HUMAN RESOURCES AND RISK MANAGEMENT
- 5- MANAGEMENT OF A SPORTS ASSOCIATION
- 6- REPRESENTATION OF ATHLETES

UNIT 5: EVENTS ORGANIZATION

- 1- MANAGEMENT OF INTERNATIONAL EVENTS
- 2- FIFA BIDDING PROCESS
- 3- EVENT OPERATIONS
- 4- EXPLOITATION OF ASSETS
- 5- FORMULA 1, MOTO GP AND OTHER SPORTS

UNIT 6: MARKETING

- 1- FUNDAMENTALS OF SPORTS MARKETING
- 2- SPORT MARKETING AGENCIES
- 3- BRANDS: BRAND & IMAGE MANAGEMENT
- 4- SPONSORSHIP ACTIVATION (1)
- 5- SPONSORSHIP ACTIVATION (2)
- 6- AMBUSH MARKETING

UNIT 7: THE ROLE OF COMMUNICATION

- 1- MEDIA RIGHTS
- 2- COMMUNICATION IN SPORTS
- 3- TV PRODUCTION
- 4- SOCIAL MEDIA (1)
- 5- SOCIAL MEDIA (2)

UNIT 8: SFINANCE AND TAXATION

- 1- FINANCIAL DIRECTION OF FOOTBALL CLUBS
- 2- FINANCIAL FAIR PLAY
- 3- TAXATION REGIMES & PLANNING
- 4- TAXATION OF IMAGE RIGHTS & SPONSORSHIP INCOMES

UNIT 9: THE FUTURE OF SPORTS

- 1- GLOBAL EXPANSION OF SPORTS
- 2- SPORTS INNOVATION
- 3- INTRODUCTION TO ESPORTS
- 4- THE ROLE OF SPORTS IN SOCIETY
- 5- SUSTAINABILITY OF SPORTS

UNIT 10: PROFESSIONAL SKILLS

- 1- PUBLIC SPEAKING
- 2- NEGOTIATION AND DEBATE
- 3- NETWORKING
- 4- PERSONAL BRAND

FINAL PROJECT

3 Days Mentorship sessions. Beginning, Middle and end of Semester.

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