



UEFA Certificate in Football Management

Players' edition

ACADEMY

A photograph of two men sitting at a table in what appears to be a meeting or classroom setting. The man on the left is looking towards the right with a focused expression. The man on the right is also looking towards the right, holding a white marker in his hands. A yellow semi-transparent box is overlaid on the center of the image, containing white text.

AN OPPORTUNITY
FOR ACTIVE PLAYERS
TO ACCESS THE
MOST ESTABLISHED
FOOTBALL
MANAGEMENT
PROGRAMME AND
OBTAIN AN ACADEMIC
CERTIFICATION

FOREWORD

Contributing to the professional management of football has been one of UEFA's goals throughout Europe for many years. On account of the success of the national and open editions of the UEFA Certificate in Football Management, UEFA has decided to develop a specific edition of this internationally recognised programme specifically designed for active players, referees and coaches wanting to gain a foundation in football administration. The UEFA CFM – Players' edition enables them to gain an academic qualification

recognised all over Europe while pursuing their career on the pitch. It offers enhanced knowledge of the football ecosystem combined with practical management skills. Opening up the UEFA CFM to active players will also ensure an influx of new ideas and administrators from the heart of the game and foster the professional management of football in Europe.

Theodore Theodoridis
UEFA General Secretary



Who

Active players, referees and coaches worldwide



Starting in

January 2022



How long

9 months



Where

Online



Price

€7,900



Number of participants

Max. 35



Academic certification

Certificate of advanced studies (CAS) delivered by the University of Lausanne (10 ECTS credits)



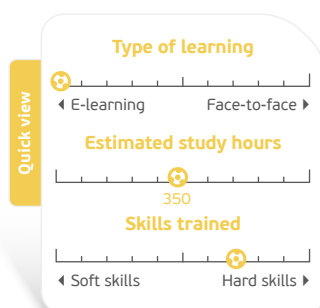
Language

English



Alumni

A growing community of more than 1,000 UEFA CFM graduates and an access to the UEFA Academy Alumni Association



UEFA Certificate in Football Management (UEFA CFM) – Players' edition

The UEFA CFM is an essential foundation programme for anyone working in football wanting to gain an understanding of how the game is managed

The UEFA CFM – Players' edition is an adaptation of UEFA's most successful education programme to meet the needs of active professional football players, coaches and referees. Being delivered 100% online, it gives you the opportunity to join this unique programme, enhance your knowledge of football management and gain an academic qualification before your professional career comes to an end.

The structure and content of the programme ensures you will enhance your understanding of football management, have access to a range of different resources and become part of an expanding network of international graduates – all of which will contribute to your personal and professional development.

Takeaways

On completing the UEFA CFM, you will:

- Gain a comprehensive understanding of the football industry
- Build a foundation in managerial skills
- Acquire knowledge on how to conduct a managerial analysis of a football organisation and provide recommendations for improvement
- Build close connections with UEFA and a global network in the football industry
- Obtain an internationally recognised academic certificate in football management delivered by the University of Lausanne, Switzerland

Programme overview

The UEFA CFM is a nine-month 100% online programme adapted to active players' schedules and featuring:

- 10 online modules that you can complete anywhere, at any time
- 7 live online masterclasses allowing you to ask questions to experts and connect with your fellow students
- A detailed analysis of your club or national association
- Individual coaching sessions with mentors to support you in your learning journey

The ten online modules provide you with a 360-degree understanding of how football organisations are managed. The live online masterclasses are made of practical exercises giving you the opportunity to test your new

learnings while connecting with experts and other participants. In parallel of your online studies, you will be required to complete a comprehensive analysis of how your club (or national association) functions, applying what you learn in the different modules. You will be supported throughout this process, with tailored one-to-one mentoring by an academic expert from the University of Lausanne. On top of the access to the ten online modules, you will receive a copy of the UEFA Handbook of Football Association Management and of the UEFA Toolbox in Football Management. This unique document provides you with over 100 management tools and tips on how the game is run. You will also be granted advanced access to UEFA Academy Online, our online knowledge-sharing platform which contains over 1,000 documents, reports and videos on the many different facets of football.

10 ONLINE MODULES

- Organisation of world football
- Strategic and performance management
- Operational management
- Football marketing
- Communication, the media and public relations
- Event and volunteer management
- Football and social responsibility
- Women's football
- Football law
- Football development

7 MASTERCLASSES

One per month: Monday from 14-16:00

- Masterclass 1 – 24.01.2022
- Masterclass 2 – 14.02.2022
- Masterclass 3 – 14.03.2022
- Masterclass 4 – 11.04.2022
- Masterclass 5 – 16.05.2022
- Masterclass 6 – 20.06.2022
- Masterclass 7 – 29.08.2022
- Masterclass 8 – 19.09.2022

Each session is based around the content of the online modules as well as management, personal development and player transition.

MENTORING

Regular one-to-one sessions with an academic mentor to support you during your entire learning journey

Testimonials



“It's really important for footballers to perform well on the pitch, but we also need the opportunity to learn new things and grow as individuals. Unfortunately, our busy schedules do not allow us to attend weekly classes or go to a university campus. The UEFA CFM enables me to complete a university degree in sports management, meet new people and prepare for my second career while continuing to play at the top level. ”

■ **Juan Mata, Midfielder, Manchester United (current)**



“The UEFA CFM was the ideal path for me to reconnect with the football industry. The programme has not only enhanced my knowledge of the football industry, but also helped me to develop my network. ”

■ **Alain Goma, Defender, Fulham FC (2001-2006)**



“A few years ago, I decided to stop my professional football career because this was the only way for me to complete a master's degree and prepare for my future life off the field. The UEFA CFM now gives players the opportunity to do both at the same time. ”

■ **Alyssa Lagonia, Midfielder, Servette Chênois (current)**





Application process

To apply for the UEFA CFM, complete the online application form available at UEFAacademy.com and submit it along with a CV, a short personal video and an electronic passport-sized photo.

The video should be no longer than three minutes. It should introduce you and your background, including previous football experience and qualifications, together with your motivation for applying. Please note, the video does not need to be of professional quality and can be filmed using a phone or computer.

For more information related to the application deadlines and seminar dates, please visit UEFAacademy.com.

If you have any questions about the application process, please contact academy@uefa.ch or Stéphane Ehrhart on **+41 (0)79 829 21 46**.

Building your career off the pitch

The UEFA Academy has recently designed a series of programmes exclusively for players considering a second career in football. The UEFA CFM is one of various opportunities for career development.

More UEFA Academy programmes exclusively designed for players, coaches and referees are available, in various lengths and formats:

- The UEFA Career Transition Programme is the first step in assessing your needs and objectives when planning for a second career
- The UEFA Master for International Players equips former footballers with the skills they need to successfully transition to a second career within football administrations

The UEFA Academy offers other programmes specifically suitable for ex-footballers and football specialists:

- The UEFA Player Agent Programme
- The UEFA Elite Scout Programme
- The UEFA Media Consultant Compact Course

At any point in their career, active players can also access the UEFA For Players mobile app, an engaging set of learning initiatives providing all elite footballers with information and advice to support them on and off the pitch. In addition, UEFA has also developed an online course focusing on financial management. The UEFA Financial Management Training (UEFA FMT) offers practical tools and knowledge to players so they can be in the driving seat of their finances and financial future.



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Contact us

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