



BARÇA
INNOVATION HUB
Universitas



— START
24 JUNE —
2019

FOOTBALL
INDUSTRY
INSIGHTS

Seminar Series

BARCELONA



The Football Industry Insights is a one-week program in Barcelona where participants will have the opportunity to learn and interact with key individuals in the most relevant areas of the football industry. The week is made of a series of panels presented by a diverse range of professionals who will discuss the contemporary issues affecting the overall and specific football markets.

SEMINAR SERIES

1 FOOTBALL GOVERNING BODIES	2 LEAGUES & FEDERATIONS	3 FOOTBALL GOES DIGITAL	4 TALENT DEVELOPMENT	5 MANAGING FOOTBALL CLUBS
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DURATION

5 days

START

June 24, 2019

END

June 28, 2019

MODALITY

On-campus
Barcelona

LANGUAGE

English

SCHEDULE

From Monday to
Friday PM

PRICE

€ 1,800
(Discount for alumni
and members of
related entities)

AIMED AT

The program is aimed at those who wish to acquire in-depth and up-to-date knowledge directly from key professionals in the industry who will discuss a variety of relevant and contemporary issues about the football business.

It is especially suitable for you if:

- You are an (ex-) athlete and need an overview of the current state of the football business.
- You're working in the area of business and/or sports, and want to acquire a greater knowledge of the management in different sectors of football.
- You're a lover of the world of football and want to learn more about the management and business of football.

ADMISSION REQUIREMENTS

IELTS 6.0 or equivalent English level certificate. All panels will be in English, therefore participants need to have the conditions to absorb the content and interact with others.

ACADEMIC CERTIFICATION

Football Industry Insights Seminar Series from the Johan Cruyff Institute.

FACULTY

Professors of this program are key sport business professionals. Through their experience and knowledge, they have developed a broad variety of cases and concepts to work with.