



Educating the next generation
of Leaders in Sport Management



Football Business

Masters, postgraduate diplomas,
courses and seminars

MASTER Master in Football Business in partnership with FC Barcelona

**ON CAMPUS
BARCELONA**



Academic Degree

Master in Football Business
in partnership with FC Barcelona



Duration
10 months

Start
September

Location
Barcelona

Language
English

MASTER Master in Football Business

ONLINE



Academic Degree

Master in Football Business
from Johan Cruyff Institute

Duration
13 months

Start
March / September

Language
English or Spanish

MASTER Negocios y Administración del Fútbol

**ON CAMPUS LIMA
ON CAMPUS MEXICO DF**



Academic Degree

Máster en Negocios y
Administración del Fútbol from
Johan Cruyff Institute

Duration
7-8 months

Start
August / September

Location
Lima
Mexico DF

Language
Spanish

POSTGRADUATE DIPLOMA Football Business

ONLINE



Academic Degree

Postgraduate Diploma in
Football Business from
Johan Cruyff Institute

Duration
7-8 months

Start
March / September

Language
English or Spanish

COURSES IN

Football Business

ONLINE

- Football Business Fundamentals
- Introduction to Football Business
- Strategic Planning in Football

GENERAL INFORMATION



Payment methods
Installment payment available



Enrollment
Registration open until the start of the
programs or until all spots are filled.

Football is quite possibly the most powerful, most popular sport in the world; linking communities, moving emotions and breaking down cultural barriers. Football has also become one of the most profitable industries, with significant economic impact to infrastructure development, sponsorships, TV rights and transfers of players.

The training of professionals engaged in football business and administration is key to greater professionalism in the sector. The programs in football business provide you with the appropriate tools and knowledge for your development as a professional in the world of football.



“

I believe honoring a legacy comes from celebrating the memories and improving the ideals of those who came before us. And the Master in Football Business in partnership with FC Barcelona is a tribute to my father's vision of football and of life. A tribute to the vision that we can always be better. That we can always do better. As an athlete and as a coach, his partnership with Barcelona has changed football inside the pitch forever. This Master program is about moving his philosophy of football outside the pitch. It is the ultimate idea of the Total Football. It is about looking into the management of football through a better perspective. About changing the way we do things. Above all, it is about creating the next generation of leaders in the football business.

”

Jordi Cruyff

Board member of Johan Cruyff Institute

Career opportunities

Boost your future

Sports Competition

- Sporting director of football clubs or football federations

Governance

- Manager of football clubs
- Leading positions in football federations
- Managing director in organizations related to football

Management of Sports Organizations related to football

- Finance director of football organizations
- Human resources director of football club
- Director of sports and leisure companies

Facilities and Sport Events

- Managing director of sports facilities (football stadium)
- Managing director of sport event management companies
- Community Sports
- Manager of sports centers and municipal facilities
- Manager of non-profit sports foundations
- Sports manager of public sector organizations

Sports Consulting

- Football services consultant

Sports Journalism

- Sports journalist/commentator specialized in football

Marketing and Sponsorship

- Marketing director at a football club, federation or company related to football



“The methodology of study is very interesting, you don’t realize the hours you spend studying because you are constantly learning things from different angles. The Postgraduate Diploma in Football Business is an ongoing challenge and very positive.”

GRETAR STEINSSON
Chief European Scout at Everton FC
**Postgraduate Diploma
in Football Business Alumnus**



“I would like to continue in the world of football once my career as an active footballer is over. My plan is to be linked to football, either as a coach or manager. I decided to study this online postgraduate diploma in order to be better prepared and face my future outside the field.”

MEMO OCHOA
Goalkeeper at Club América and Mexico National Team
**Postgraduate Diploma
in Football Business Alumnus**

AIMED AT

Our programs in football business are for you if:

- You’re working in the football industry (footballer, coach, technical staff or manager) and are looking for education in football management to give your professional career a boost.
- You’re working in a business environment and want to specialize in the football industry.
- You’re passionate about football and want specialized education to devote yourself professionally to this sector.

LEARNING MODEL

Our study programs have been designed by football industry professionals enriched by personal experiences from faculty and students.

Our programs are distinctive and tailor made for the specific needs of athletes and sports professionals. The powerful learning experience, our students go through, is boosted by our learning model which is:

- 100% Sports-oriented
- Student-centered
- Based on the principle of ‘Learning by doing’
- Flexible, diverse and using the latest technologies
- Motivational, communicative and participative
- Adapted to each individual’s workload and availability

BENEFITS

- Learning 3.0: flexible schedules, different learning environments and technologies.
- World-class faculty: interaction with expert faculty and industry professionals.
- Collaborative tools, teamwork, communication and debate.
- Sports-industry oriented: training that approaches the business sector of the sports industry.
- Learning from experience: designed for professional improvement.

NETWORKING & ALUMNI

Johan Cruyff Institute offers students, alumni, faculty and members of our network the opportunity to connect and collaborate, to share their passion for sports and their professional expertise.

The Alumni Cruyff Institute provides a means of interconnection that will enable the whole community not only to re-establish contact with fellow students, but also to create new links with people from the sports sector throughout the whole network who can offer new experiences and initiatives to keep growing in the profession.

FACULTY

The teachers of the Johan Cruyff Institute are experts from the sports sector and combine research and consultancy with teaching. Through their experience and knowledge, they have developed a broad variety of cases and concepts to work with.

For the Master in Football Business in partnership with FC Barcelona we have recruited some of the most recognized football business academics around the globe in order to provide students with the most cutting-edge knowledge of the football business. During the program, students will also receive lectures from top level executives in the industry as well as courses with FC Barcelona staff.

Alumni

CRUYFF INSTITUTE

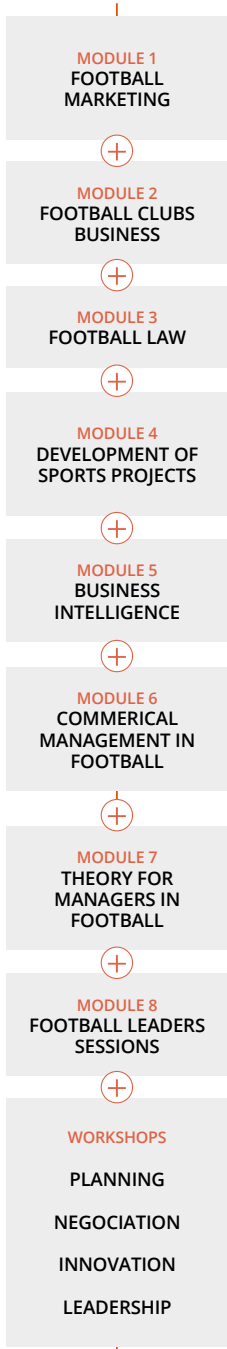
MASTER IN FOOTBALL BUSINESS IN PARTNERSHIP WITH FC BARCELONA



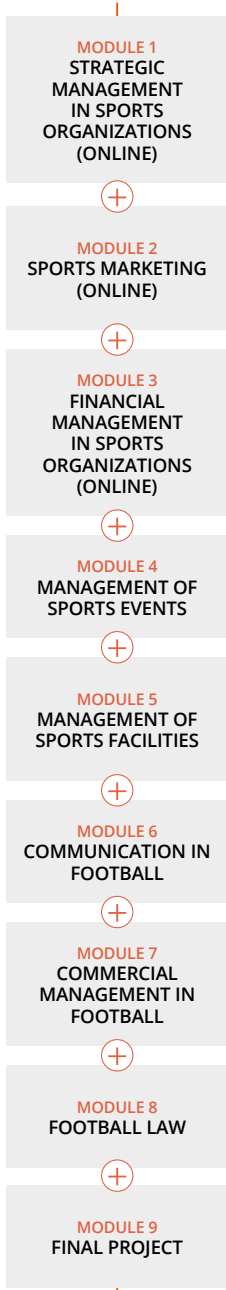
MASTER IN FOOTBALL BUSINESS ONLINE



MASTER IN FOOTBALL BUSINESS MEXICO DF



MASTER IN FOOTBALL BUSINESS LIMA



POSTGRADUATE DIPLOMA IN FOOTBALL BUSINESS ONLINE





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www.johancruyffinstitute.com

Johan Cruyff Institute is a member of the North American Society for Sport Management (NASSM), the European Association for Sport Management (EASM), the Catalan Sports Cluster (INDESCAT) and the initiative for higher education institutions, supported by the United Nations (PRME).

PRME Principles for Responsible
Management Education



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