



Master in Football Business

IN PARTNERSHIP WITH FC BARCELONA



04 Outline of the master's degree

- 04 The program
- 06 The partnership between Johan Cruyff Institute and FC Barcelona
- 08 Objectives
- 08 Study plan
- 09 Career opportunities
- 10 5 keys
- 11 Pedagogical model
- 12 Format
- 14 Participant profile
- 16 The experience of the master's degree
- 18 The protagonist
- 20 From Barcelona to the world

22 Welcome to Johan Cruyff Institute

23 Johan Cruyff Institute

- 24 The office as seen from the playing field
- 26 The faculty
- 28 Services

30 Admission, qualification and fees



10 months

Start

September

End

June

On campus Barcelona

(one week per month, Monday through Friday and some Saturdays)

English

“The master’s offered me a lot of things: the academic part, where I learned so many things about the football industry; the network, because in this industry it is very important and that’s something that the program offered; and third, the name of the institution.”



IRENEO SNEL

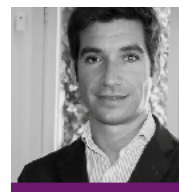
Athlete coaching & representation
Alumnus Master in Football
Business in partnership with FC
Barcelona 2020-21

MASTER IN FOOTBALL BUSINESS IN PARTNERSHIP WITH FC BARCELONA

Football is a global phenomenon that generates billions of euros a year, an engine that drives other economic sectors, creates a large volume of employment and has a high fiscal impact on the economy of many countries. But all this business requires increasingly specialized management at clubs and sports companies, communication agencies, federations, leagues and associations.

The Master in Football Business prepares you to face the challenges of this constantly evolving industry by giving you in-depth knowledge of both the administrative structure and the business area of the companies and sports clubs that operate in the sector. It also provides you with the strategic vision to understand the connections between football and its ancillary industries and the sociological foundations necessary to improve the connection with fans. And all this through practical and direct learning inside FC Barcelona, with an insight into the financial structure of one of the most important clubs in the world.

The master's degree is aimed at people who are passionate about football and want to take a leap in their professional career in this field: professionals and athletes (whether active or not) with proven experience in the football industry, and other candidates with a university degree (preferably in the areas of business administration and management, economics, marketing or other related fields) who want to make their dream of working in this field a reality.



“We want to prepare the new generations to lead the football industry. We have created this master’s program to prepare students to understand this industry from all the different realities and perspectives, but with a very practical approach. The football industry changes very quickly, so we’re going to help them take decisions that have a short-term impact but are consistent in time.”

IGNACIO MAS-BAGÀ
Director of the Master in Football Business in partnership with FC Barcelona and general manager of Girona FC.



GETTING TO KNOW THE FOOTBALL BUSINESS FROM THE INSIDE

At Johan Cruyff Institute, we have formed a partnership with FC Barcelona to show you the business reality of one of the greatest clubs in the world.



Johan Cruyff, one of the greatest football stars of all time, made history at FC Barcelona. And there remains today a link between the club where he achieved sporting glory and Johan Cruyff Institute, the educational institution he founded, where we seek to develop initiatives in the educational area that perpetuate Johan's desire to reach the top.

This philosophy has resulted in a collaboration agreement, signed in September 2016, with the Barça Innovation Hub, the platform that brings together FC Barcelona's academic training and innovation projects. The aim is to bring you all of Johan Cruyff Institute's experience in teaching sport management while you get to know how one of the world's great football teams works. And all this, with the added value of interacting with some of the club's managers and studying at the stadium facilities.

In this way, you approach football management from the club's command center itself, which gives you a fantastic opportunity to acquire new knowledge and skills, and also join a network of managers and specialists where you can raise your profile and access better career opportunities.





OBJECTIVES

TAKING A LOOK AT THE FOOTBALL OF TOMORROW

Learn about the football industry, develop your management skills, learn to anticipate and acquire strategic vision to successfully manage the football of the future.

These are the objectives of a program designed to launch your professional project, during which you will learn to:

1. Understand the essential theories operating in the football industry and its organizational behavior, and the interconnections between the different stakeholders.
2. Expand the skill set you need to manage a club and other football-related organizations in line with the framework of their stakeholders.
3. Improve your critical perception of trends in the football industry and visualize the future development of the industry.
4. Develop leadership skills to enhance the positive impact on the football environment.



STUDY PLAN

THE STRUCTURE OF THE MASTER

The master's modules cover different functional business areas applied to the football business and allow you to learn about the most innovative trends in a rapidly evolving industry.

The first nine modules cover football management in general, while the tenth focuses on the FC Barcelona model. All this knowledge is complemented with work on different case studies (management games) and study trips to various countries.

MODULES

- | | |
|----|--|
| 1 | Introduction to the Football Business |
| 2 | Football Governance |
| 3 | History and Politics of Football |
| 4 | Management of a Football Club |
| 5 | Innovation in Football |
| 6 | Football Revenues |
| 7 | Football Finance |
| 8 | Marketing, Sponsorship and Fan Engagement |
| 9 | Football & Media |
| 10 | The Business from the FC Barcelona Perspective |
| 11 | Management Games (+ study trip) |
| 12 | Management Games 2 (online) |
| 13 | Management Games (+ study trip) |
| 14 | Football Industry Insights |

More information on each of the modules can be found at www.johancruyffinstitute.com

MOVING TOWARDS YOUR PROFESSIONAL GOAL

Whatever your career plan is, this master's degree prepares you for a career in multiple areas of the football industry.

These are some of the areas where you can work:

GOVERNING AND MANAGEMENT BODIES OF FOOTBALL CLUBS

Football federations.
Football associations.

FOOTBALL FACILITIES AND EVENTS

Tournament organizers.
Sports clubs.

COMMUNITY FOOTBALL

Foundations.
Local authorities.

SPORTS CONSULTING

Business initiatives.

INTERMEDIATION SERVICES

Agencies, player representation.

SPORTS JOURNALISM

Media.

MARKETING AND SPONSORSHIP

Private and public companies.

EMPLOYABILITY AFTER THE MASTER'S DEGREE

At the end of the program, most of the participants find work in the football industry and many of them occupy managerial positions.

89%
OF STUDENTS WORK IN THE SPORTS INDUSTRY AFTER THEIR MASTER'S DEGREE
(2018-2021)

64%
IN THE FOOTBALL BUSINESS

25%
IN ANOTHER SECTOR

45%
IN COMMUNICATION AGENCIES AND COMPANIES

9%
IN FEDERATIONS, ASSOCIATIONS AND LEAGUES

16%
IN CLUBS

30%
OTHERS



5 KEYS TO ACCEPT THE CHALLENGE

A recognized qualification, hands-on learning, skills development in the best scenario to experience football, you have many reasons to accept a challenge that is full of advantages and is a very rewarding experience.

1. Personal and professional growth

The investment you make for a few months will have a lasting impact on your career and is an experience for life.



3. Visits to football clubs in European leagues

The program offers you the chance to visit different football clubs and learn first-hand about their business models.

4. Barça

You study at one of the great clubs in world football and get to know from the inside the business mechanisms of FC Barcelona.



2. Development of competencies

Enhance your management and leadership skills, as well as your negotiation, communication, people management and intercultural skills.

5. Networking

You have a full program of visits to trade fairs and sports conferences, meetings with professionals and opportunities to interact with experts and expand your professional network.



YOU ARE THE PROTAGONIST

You are immersed in an ecosystem designed to improve your performance: you progress alongside professionals from the football industry, with the constant assistance of a tutor, teachers who accompany and guide you, and a teaching team that has taken care of every detail of the master's program.

This is how you learn:

Learning by doing

You learn theoretical concepts and quickly put them into practice, while using the most innovative tools in sport management. At Johan Cruyff Institute, you train “technique” and “tactics”, but your own experience is the main source of knowledge.

Teamwork

You work alongside people of different nationalities and professional backgrounds who share with you a sense of team spirit and a passion for sport. You have fun, you learn from your colleagues, you share your points of view and you participate together in debates that are as plural as they are enriching.

Management games: real-life business case challenges

In the management games, you face real business challenges, tackling the challenges posed by different football clubs, both FC Barcelona and other clubs invited to participate. There is nothing more stimulating than presenting your solutions to the strategic problems these organizations challenge you with.

You go beyond the boundaries of the classroom

You visit stadiums and sports facilities, you learn first-hand the organizational models of several clubs in different countries, you are in permanent contact with professionals in the sector, you travel, you attend conferences and motivational meetings, you live football from the inside, and with all these experiences, you reflect and you can follow “the circulation of the ball” as you have never done before.

You are at the center

We support you in your studies, but we are demanding. We guide you, but you are responsible for your learning process. We prepare you but, in this match, you are the one who plays.



RESOURCES AT YOUR FINGERTIPS

- 1 Case studies developed as a team
- 2 Projects that respond to real business challenges
- 3 Business simulations
- 4 Discussions and forums
- 5 Webinars and live chats
- 6 ICT apps and management tools
- 7 Virtual resources
- 8 Research
- 9 Links to bibliographic references

ONE WEEK OF IMMERSION PER MONTH

Balance your studies with your personal life, your work, your family and your hobbies, and get ready to enjoy the best international educational experience while you immerse yourself in the football industry.

Preparation: setting the strategy

The master's degree is taught in person during one intensive week per month. However, before the beginning of each module you have a preparatory session, a webinar that works as a first contact with the content that you will work on later.

Action: dreaming football

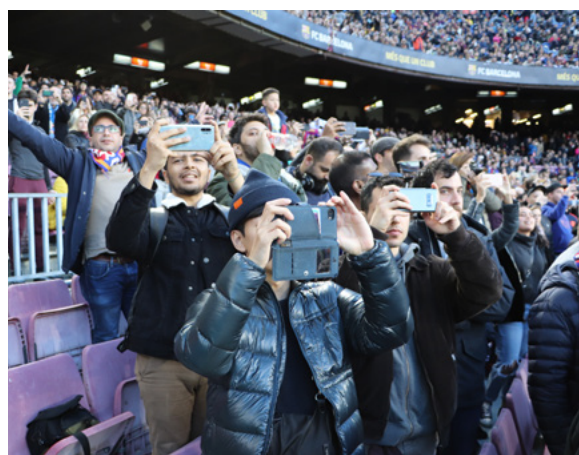
During the face-to-face weeks you are so deeply immersed in football that you might even dream about the beautiful game. From Monday to Friday (and some Saturdays) you concentrate on your studies, but the time flies by. The dynamism of the master's program, the activities and events scheduled, the different scenarios keep you always motivated and ready to make the most of your time. At the end of the week you want more, and you always want to come back.

Follow-up: improving your performance

During all this time you have a personal tutor and the teachers continuously monitor your progress and help you to get the best out of yourself.

You play on different fields

The base of operations is in Barcelona, but your master's degree looks further afield: you visit other cities and several countries, and get to know different business models first-hand. And don't worry about logistics, we provide you with a detailed schedule with all the information you need so you can plan ahead.



ADVANTAGES

- You study an on-campus master's degree wherever you live.
- You can continue working and combine your studies with your life.
- You have a first-class international experience.
- You do some excellent networking.

September
**2 DAYS IN BARCELONA
+ 3 DAYS IN SEVILLE**

January, February, April and June
BARCELONA

December
**STUDY TRIP TO GERMANY
AND THE NETHERLANDS**

March
**STUDY TRIP TO
THE BASQUE COUNTRY**

May
**STUDY TRIP TO
THE UNITED KINGDOM**



6 WEEKS IN BARCELONA

**4 WEEKS IN OTHER
EUROPEAN DESTINATIONS**

**VISITS TO MORE THAN 15
EUROPEAN FOOTBALL CLUBS**

**1 INTENSIVE
WEEK PER MONTH**
**8 h per day , mornings
and afternoons**
From 9 a.m. to 1 p.m.
and from 2 p.m. to 6
p.m. (depending on the
module, also on Saturday)

+

**1 ONLINE WEBINAR
PER MODULE**
From 10 a.m. to 11:30 a.m.
two weeks before the
start of each module.



SURROUND YOURSELF WITH THE BEST INTERNATIONAL TALENT POOL

In football and in business today, the game is played on a global playing field. To get a better understanding of the game, there is nothing like sharing your experience with people from different countries and cultures and discussing relevant issues with professionals from different sectors, who join the master's program after a rigorous admission process and share with you their passion for football.

Your fellow master's students

AVERAGE AGE

31

YEARS

PROFESSIONAL ATHLETES

7%

ALREADY WORK IN THE SPORTS INDUSTRY

36%

MEN

93%

WOMEN

7%

NATIONALITIES

40

CURRENT POSITION

41%

EXECUTIVES

38%

OPERATIONAL

7%

PROFESSIONAL ATHLETES

19%

OTHERS





“The master’s degree was essential for me to get a job at WFS. It’s a program that has it all: theory, practice and a very important network.”

DARIA CHERNYAK
WFS Executive Associate
Alumna Master in Football
Business in partnership with FC
Barcelona 2018-2019



“Studying the Master is one of the best decisions I could have made. The program not only provided me with outstanding opportunities to learn from some of the best in the industry, one-on-one support from our tutors and lecturers, webinars and study trips, but also allowed me to make and develop connections and friendships with my classmates that I will cherish for the rest of my life. The knowledge gained and connections made have undoubtedly been a benefit to my career and I couldn’t be more thankful for the opportunity to study at Johan Cruyff Institute.”

IRENE MARQUEZ
Brand Partner, The Sports Company
of Trinidad and Tobago (SPORTT)
Alumna Master in Football Business
in partnership with FC Barcelona
2019-2020

WHERE FOOTBALL IS THE AIR YOU BREATHE

You enjoy a learning experience where you share unforgettable moments with your classmates: in the classrooms, traveling, at different events where you have great professional opportunities. And during all this time football is always present.

SUPPORT

From the moment we welcome you until the day of your graduation you permanently receive our support. Throughout the master's program you will be directly assisted by a program manager who will monitor your progress and you will be constantly assisted by tutors, professors and the staff of Johan Cruyff Institute.

PASSION

If football is passion, it is normal that you find yourself surrounded by people full of energy—classmates, teachers, sports industry professionals who share this differential value with you and who pass on their excitement for what they do.



NETWORKING

You have many opportunities to expand your professional network through the various trips, club visits, events, seminars and recreational activities you will enjoy throughout the program:

- **Opening ceremony:** held at the Camp Nou, where you share the stage with representatives of Johan Cruyff Institute and FC Barcelona.
- **Kick-off:** the opening ceremony of the master's program and the moment when we welcome you and you meet your professors and classmates.
- **World Football Summit:** you attend this international event where football is the air you breathe.
- **Visits to clubs in LaLiga and other European leagues:** in each program you make several trips linked to the local football industry in different countries.
- **Study trip:** a trip where you get to look at cases from the sports industry together with students from other master's programs.
- **Football Industry Insights:** the seminar where you learn about the hottest trends through panel discussions, meetings with specialists and open question sessions.
- **Graduation ceremony:** the moment to celebrate that you have successfully completed a stage in your career full of effort and dedication.

All participants in the program enjoy invitations and discounts to the main congresses and conferences of the sports industry, and you can also obtain reduced-price tickets to different sporting events.

In addition, you have the opportunity to participate in the following events and activities:

- **You are invited to participate in various events related to the sports industry**, such as World Football Summit and Sportbiz.
- **Playing football:** each week of class we visit a local football club to get to know their facilities and our hosts invite us to play a game on their field.



THE BEST NETWORK OF COLLABORATORS

We work with different institutions and collaborating companies that actively participate in meetings, conferences and activities. Together, we have woven a network where there is a constant transfer of talent and knowledge that enriches us mutually.



LaLiga
Business School

JOHAN CRUIJFF
ARENA

MEDIAPRO

SOCCEREX

#SPORTBIZ
EUROPE

WFS

FROM CIVIL ENGINEER TO FOOTBALL CONSULTANT

The keys to turn a career around and pursue the dream of working in the football industry.

Guillermo Pérez is co-founder and CEO of 4NFC, a consultancy specializing in football business aimed at providing services to clubs and federations seeking advice, planning and execution of innovative processes that allow them to stay one step ahead. A business project born in the classrooms of Johan Cruyff Institute that, after only two years of existence, is already operating in Spain, Denmark, the United Kingdom, India, South Africa, Kenya, Nigeria, Egypt, Iraq, Australia and Argentina.

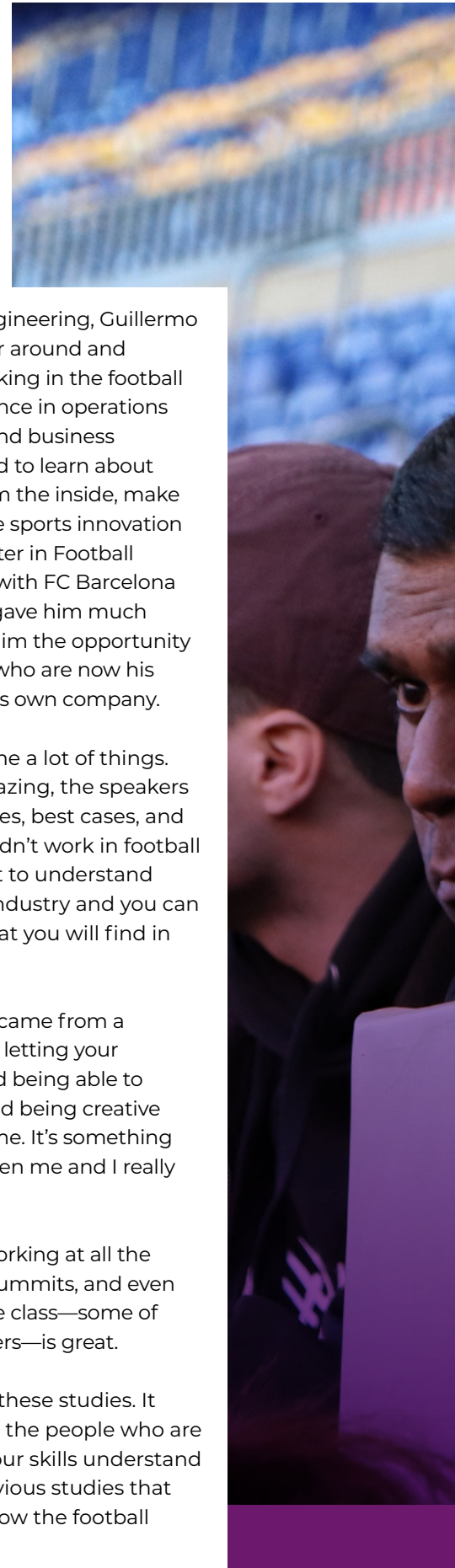
With a degree in civil engineering, Guillermo wanted to turn his career around and pursue his dream of working in the football industry. He had experience in operations management, finance and business processes, but he needed to learn about the football industry from the inside, make contacts and incorporate sports innovation into his skill set. The Master in Football Business in partnership with FC Barcelona - Barça Innovation Hub gave him much more than that. It gave him the opportunity to meet the classmates who are now his partners and to create his own company.

—The master's offered me a lot of things. The professors were amazing, the speakers provided a lot of examples, best cases, and things that worked or didn't work in football clubs. It's very important to understand what's going on in the industry and you can use it for all the cases that you will find in the future.

—I'm an engineer and I came from a different background, so letting your imagination run wild and being able to define new strategies and being creative was quite important to me. It's something that the master's has given me and I really appreciate it."

—The possibility of networking at all the seminars, conferences, summits, and even with the people from the class—some of them are now my partners—is great.

—It's important to have these studies. It helps you to ensure that the people who are going to be assessing your skills understand that you have these previous studies that make you understand how the football industry works.





**GUILLERMO
PÉREZ
BOLOIX**
Co-founder and
CEO of
4 Nations Football
Consulting

**“Before the master’s,
I was working for a
consulting company
for eight years,
and at some point,
I thought it was time
for me to target my
career towards the
football business,
because it was
my real passion.”**

BARCELONA: FOOTBALL TRADITION AND BUSINESS CULTURE

If you are looking for an ideal city to study in, why not in one of the most attractive cities in the world where football is part of everyday life.

It is not us who say it is one of the best cities in the world, it is ranked 8th in the specialized publication The World's Best Cities 2021. So, imagine a city that adds a long football tradition to its impressive urban environment and its great quality of life. Enjoy the beach and the mountains, the fascinating architecture of Gaudí and an incredible cultural and entertainment offer together with the possibility of attending matches of the Spanish league and the major European competitions.

Barcelona is also a magnet for professionals from all over the world. Thanks to this melting pot of talent, the Mediterranean capital has become an important economic center for the sports industry and is the headquarters of several multinationals in this sector in Spain. Not surprisingly, it has a club like FC Barcelona, which is a world reference, and its metropolitan area hosts various sporting events of international stature, such as the Barcelona Tennis Open, the Barcelona World Race and the F1 and Moto GP Grand Prix, among others.

But above all, the city of Barcelona lives and breathes football: two clubs in the first division of the Spanish league and many others in lower categories, some of them over a hundred years old, hundreds of thousands of fans, and the great explosion of the women's league, which already arouses passions thanks to the good results achieved by FC Barcelona in Spain and Europe.

From clubs that are business giants, to smaller ones that keep the most genuine essence of this sport; from large stadiums like Camp Nou to multiple public and private facilities, and even the beach to practice football; from the economic drive and millionaire projects of LaLiga to the countless initiatives linked to grassroots football and sport in general, in Barcelona you have it all to live the sport you love and get to know from the inside an industry that generates millions.

Barcelona is the perfect city for studying football business, and the place where, as a football lover, you always feel integrated.



1,472
COMPANIES
LINKED TO SPORT
IN 2020

8TH
BEST CITY IN
THE WORLD TO
LIVE AND WORK

1,924
PUBLIC SPORTS
FACILITIES

1,664,182
INHABITANTS

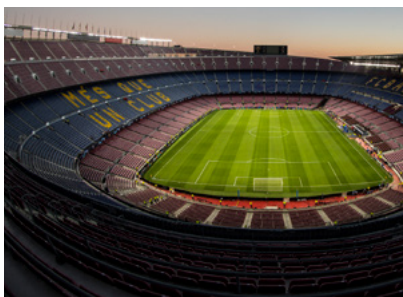


Barcelona is the perfect city for studying football business, and the place where, as a football lover, you always feel integrated.

STUDYING AT THE CAMP NOU

The master's classes are divided between the facilities of Johan Cruyff Institute (c/Pomaret, 8)—where the figure of Johan Cruyff is still very present—and the Barça Innovation Hub, located in the Camp Nou itself, one of the most important stadiums in the world.

The learning experience is very rewarding, as you study in two places both with their own personality, closely linked to the beautiful game, where you will be immersed in a first-class football atmosphere. In addition, the classrooms are equipped with multimedia technology, audiovisual support material and the necessary comfort to guarantee an excellent academic experience.

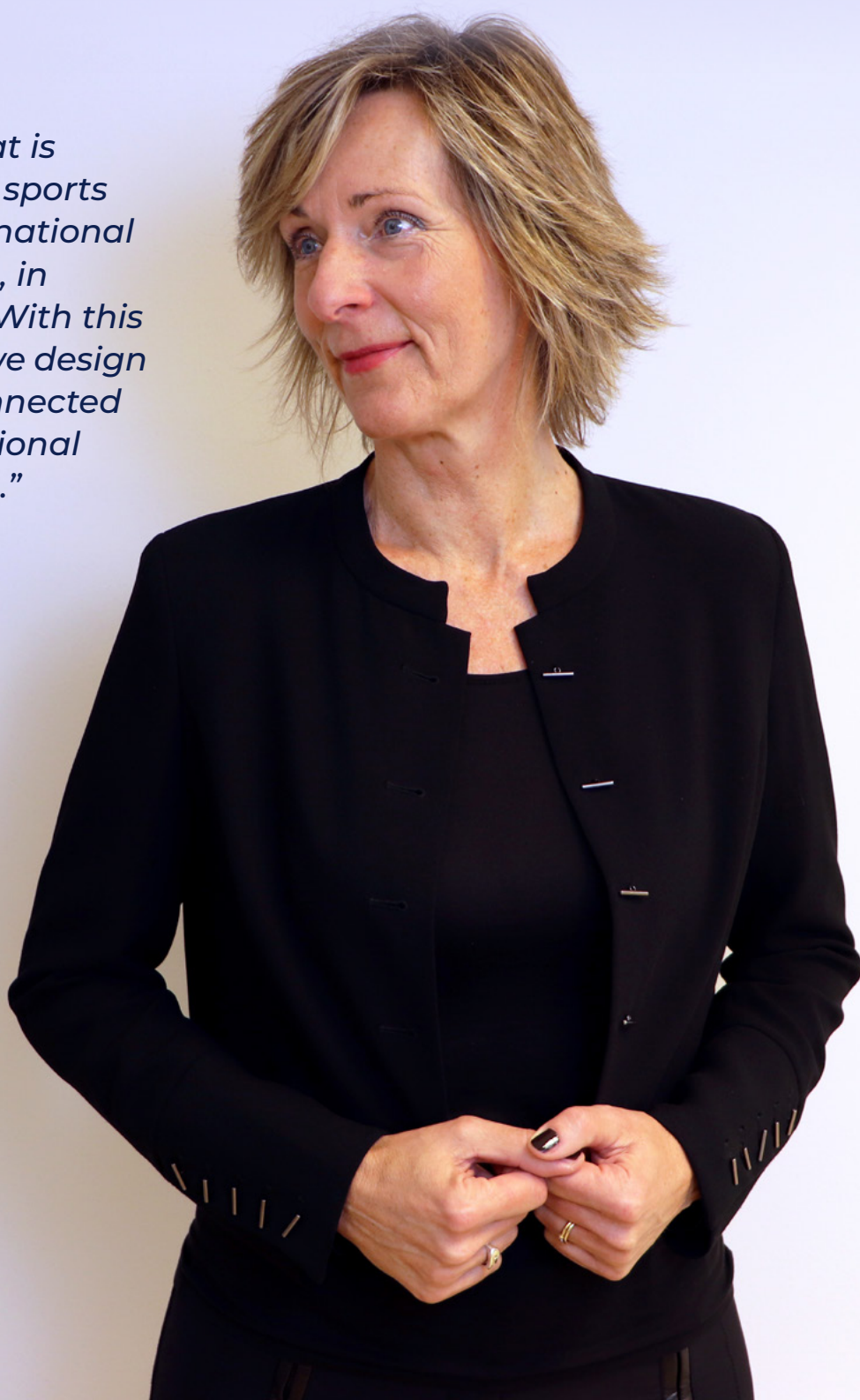


MARIËL KOERHUIS

General Manager of Johan Cruyff Institute



We know what is happening in sports clubs, in international organizations, in federations... With this information we design programs connected to the professional world of sport."



On the way to the top

At Johan Cruyff Institute, we offer you the tools and the learning environment you need for a successful career in the sports industry, a scenario as uncertain as it is full of opportunities, where quality professional training is more essential than ever.

But the road to the top is not easy: the route requires breaking down barriers and overcoming obstacles, keeping pace with the technological revolution, innovating, adapting to the dizzying changes that companies and sports organizations are undergoing. So, whether you are an athlete or not, get ready to start a rigorous and competitive academic training program, which will demand effort, perseverance and discipline, and where your drive and mentality will be great allies to achieve success.

At Johan Cruyff Institute, we accompany you on this exciting journey along which you will grow personally and professionally, and with every step you take towards the top, you become stronger.

**At Johan Cruyff Institute,
sport permeates everything:
it is present in every
class, in every tutorial, in
every little detail, in the
atmosphere you breathe
and in the spirit we share
as teachers, students and
collaborators.**

We welcome you to the institution where your passion is also your professional future, where we listen to your needs, and where we transmit the knowledge and experience that only those closely linked to the sports industry have.

THE OFFICE AS SEEN FROM THE FIELD

Johan Cruyff Institute is a business school founded in 2002, specialized in the education of athletes and professionals in the sports industry.

We grew out of an idea of Johan Cruyff, who decided to create an educational institution to help athletes enter the world of work. This plan was born with a ground-breaking approach that he would describe as “thinking from the field transferred to the boardroom”, and thus transferring all his experience as a player and coach to the business environment.

During these two decades we have progressed and adapted along with the times, while always remaining faithful to our philosophy of “learning by doing” and advancing side by side with our students. And, above all, looking to the future, to give them all the knowledge and innovation demanded by today’s sports industry, where areas that did not exist a short time ago, currently offer a wealth of great opportunities.

As a result, more than 9,500 graduates of Johan Cruyff Institute work as sport managers around the world, in areas as diverse as business administration and management, marketing and leadership in sport management.

What began as a pioneering initiative that looked at the professional universe from the sport perspective, has become a consolidated and global academic project, which today has centers in Spain, the Netherlands, Mexico and Peru, but also reaches all over the world thanks to our extensive experience in online training. What’s more, Johan Cruyff Institute offers programs that have official accreditations from universities and master’s degrees that are well placed in the ranking lists for sport management education.

We like to think that this recognition and the achievements obtained are the result of our own work culture, where sport, innovation and academic quality share the focus with social commitment.



+9,500
STUDENTS

4

CAMPUSES

BARCELONA
AMSTERDAM
LIMA
MEXICO CITY

56%
ON CAMPUS

44%
ONLINE

+90

Academic
programs

11

DELEGATIONS
WORLDWIDE

17

INTERNATIONAL
AGENTS IN
18 DIFFERENT
COUNTRIES

127

Teachers

15

Universities and
international
partners

+120

Agreements
with companies,
federations and
clubs

Rankings SportBusiness
International Magazine
SEPTEMBER 2022

TOP 40

GLOBAL
RANKINGS
MASTER IN SPORT
MANAGEMENT

2nd

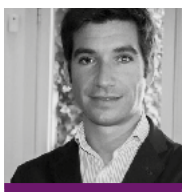
WORLDWIDE
MASTER IN SPORT
MANAGEMENT
ONLINE

- Australia
- Brazil
- Chile
- Colombia
- Denmark, Norway, Iceland and Faroe Islands
- Guatemala/El Salvador
- Ireland
- Israel
- Italy
- Mexico
- Middle East
- Northern Ireland
- Peru
- Scotland
- Venezuela

LEARNING FROM FOOTBALL INDUSTRY EXECUTIVES

Football club managers, businessmen and women, consultants, entrepreneurs, university professors... We have formed a team of specialized academics who provide you with the latest knowledge in the football business.

The teaching team is made up of different professionals from the sports industry who know how to connect what they teach in the classroom with what they really experience in their day-to-day business. They do this through case-based teaching, simulations, workshops, forming interdisciplinary work teams and bringing you closer to the experience and practical reality of their work.



IGNACIO MAS-BAGÀ
Director of the Master in Football Business in partnership with FC Barcelona

Ignacio has been chairman of the board and CEO of Girona FC since July 2015. During these five seasons, Ignacio has led the effort to restructure the business area as well as to restore the image of Girona FC among its stakeholders after the insolvency situation the club faced in 2013. Under his leadership, Girona FC achieved promotion to LaLiga (the Spanish first division) for the first time in the club's history (in 2017) and presented their best-ever financial results with €6.7 million net profits (in 2018). Prior to joining Girona FC, Ignacio worked at LaLiga as event manager within the LFP World Challenge project, and for Mediapro, developing projects in five continents for clubs such as FC Barcelona, Real Madrid, Arsenal, Boca Juniors, Atlético Madrid and PSG, among others. Ignacio graduated in business science from the University Ramon Llull – IQS, Barcelona.



"It is a great honour to lecture on this master, it is without doubt the preeminent program of choice for those who wish to be future leaders in the industry! From a professor's perspective it is very satisfying to be able to continue and promote Johan Cruyff's philosophy in the classroom in order to develop world class talent off the pitch!"

DANIEL MARTIN
Professor of Football Finances



FACULTY TEAM

Working with professionals implies that the list of professionals may eventually be subject to change. In any case, we always ensure the highest teaching quality.

MARTIJN BAKX

Martijn is a media rights manager at Mediapro. With over 20 years of experience, he currently oversees all international broadcasting rights sales for LaLiga. In addition to that, he is responsible for new sport-related media projects within the Mediapro Group. Martijn started in the sports business as a promoter of football and basketball games. In his role as executive producer, he was responsible for the European Basketball Championship in 2007 and the Euroleague Final Four in 2009 and 2010. As a rights manager, Martijn strategically assesses business opportunities, from both the sales as well as the acquisition perspectives, for the domestic Spanish market as well as on a global scale. In recent years, in addition to his work for LaLiga, Martijn has started up ambitious media projects in Canada, France and Belgium.

RICHARD DENTON

Richard has been working in the sport marketing and entertainment business since 1989. He has worked for global brands such as Canon, Philips, Omega, ABN AMRO, Heineken and Unilever, across a variety of sports and events including the FIFA World Cup, UEFA Champions League, Formula 1, Volvo Ocean Race, PGA European golf tour, the Ryder Cup, Wimbledon, Roland Garros and the Olympic Games. From November 2009 until September 2015, Richard was managing director of one of the leading Dutch sport marketing agencies, Trefpunt-PRISM. His most recent position was as manager of sponsorship and partner sales at Vitesse Arnhem and he is currently the academic director of the Master in Sport Management.

LUKAS DORDA

Master in Cultural Studies, Comenius University in Bratislava, holder of several master degrees in Sports Management, Marketing, Sponsorship and Football Business at Johan Cruyff Institute, currently working on his PhD in Sports Science at UCAM Murcia. Has +10 years of working experience in Sports Business in different roles. Since 2014 has been working as an Academic Tutor at Johan Cruyff Institute and now is the responsible of the Online programs at Johan Cruyff Institute.

DAVID GOLDBLATT

David is a sportswriter, broadcaster, sociologist, journalist and author. He has been a medical student, taken a doctorate in social theory and environmental politics, lectured at the Faculty of Social Sciences, the Open University and wrote widely on globalization before, in 2002, publishing the World Football Yearbook—a 750-page graphic encyclopedia of the global game—in nine languages. In 2006, he published the path-breaking *The Ball is Round: A Global History of Football*, and in 2014 published *Futebol Nation: A Footballing History of Brazil* and *The Game of Our Lives: The Making and Meaning of English Football*, the latter winning the William Hill Sports Book of the Year award in 2015. His most recent book is *The Games: A Global History of the Olympics*.

KEPA LARUMBE

Kepa is director of the legal area at BDO in Spain. He is a specialist in sports law with extensive experience in managing litigation before sports governing bodies (Superior Sports Council and Administrative Sports Court), international arbitrators (Court of Arbitration for Sport (CAS) based in Lausanne, Switzerland) and before courts of justice in the field of administrative, civil and labor disputes. Kepa is also an arbitrator for TAS-CAS and a member of UEFA's Control, Ethics and Disciplinary Body. Before joining BDO, he worked as director of the legal department of the Royal Spanish Football Federation (RFEF). He has a degree in law from the Public University of Navarra (UPNA), a master's degree in sports law from the University of Lérida, and an executive master's degree in European Sport Governance (MESGO) from the University of Limoges (France).

DANIEL MARTIN

Daniel is a chartered accountant with over 15 years' experience, having trained at PwC and Deloitte. Appointed vice president of finance and corporate development for RedBird FC, an international sport and data analytics platform through which RedBirdCapital deploys operating expertise and a data-analytics strategy in partnership with some of the top analytics-focused executives in sport—Billy Beane and Luke Bornn. Previously, Daniel was group financial controller at Glasgow Celtic FC, CFO and COO at Al Jazira FC in Abu Dhabi, and worked at Portas Consulting as part of the Saudi Arabian Football Federation's transformation project, as well as offering them expertise in their other football industry projects. In 2018, he completed the Master in Football Business in partnership with FC Barcelona at Johan Cruyff Institute and is currently a professor on the program.

ALBERT MUNDET

Albert is the director of Barça Innovation Hub, the center for sports knowledge and innovation of FC Barcelona. Albert, who has been director of this platform for more than 5 years, has a multidisciplinary background and extensive experience in innovation management across different sectors. Educated as a physicist and passionate about creating value through implementing open innovation projects across multiple entities, he has also worked for companies such as IPG, ICFO and Grupo Punset Producciones.

OLIVER SEITZ

Dr. Oliver is currently head of business intelligence at United World. He worked previously as a consultant and as a lecturer in football business at the UCFB in London in partnership with the FA. Prior to moving to London, he lived in Brazil, working as the head of marketing of Jacquet Brossard, a French multinational consumer goods company, and previously as head of marketing of Coritiba Football Club, where, in 2012, he was awarded the Best Overseas Marketing Campaign by the FC Business Awards in London. Oliver holds a PhD in football business from the University of Liverpool.

SERGI VIETA

Sergi is a versatile consultant with over 20 years' experience in the sports industry, holding senior positions in marketing & media agencies, football properties, financial entities, events LOCs. He has vast expertise in event management, strategy, sponsorship, operations and media. Currently, Sergi is managing director at Onside Sports Iberia, an agency focused on the full-service delivery of high-class off-season services for football clubs, and senior consultant for global sports agency SPORTFIVE for business development in the Spanish market. He was previously general manager of LaLiga Santander club Granada CF (2016-2017), COO of the LFP World Challenge, football and sports event director at Mediapro for 10 years, and financial advisor and senior consultant at KPMG, in Spain (1997-2000) and in Manchester (2000-2002).

SERVICES

ALWAYS WITH YOU

Johan Cruyff Institute offers different services to enhance your employability, complete your training and improve your experience before, during and after your studies.



EMPLOYABILITY

Every week we send you a newsletter with job offers from football clubs, companies and sports entities so that you can follow in detail how the job market is evolving in the sports industry and be the first to know about available job opportunities.

In addition, we have built a wide network of professional partners who are looking for talent and turn to us to fill their vacancies. Johan Cruyff Institute selects the best qualified profiles among its network of students according to their suitability.





PROFESSIONAL INTERNSHIPS

Our students are well-trained candidates, able to bring a lot of value to companies and, therefore, perfect for integrating into their teams through the formula of professional internships. These internships are, in turn, an enriching learning experience, and through them you have the opportunity to live the reality of a sports organization and put into practice the knowledge you have acquired. We will help introduce you to the football industry so you can manage your internship.

ALUMNI CRUYFF INSTITUTE

The Alumni Cruyff Institute digital platform allows the more than 9,500 students who have studied with us to maintain the links created during their studies, as well as to participate in webinars and training sessions, among other resources. Connect to this network and get in touch with peers who share your interests and with former students working in companies and institutions around the world, while keeping the spirit of Johan Cruyff Institute alive.

HOSPITALITY

If you are coming to study from outside Spain, we are here to help you. We will help you with the paperwork and provide you with information about accommodation, health insurance, currency and all the details you need to know to make your experience in Barcelona perfect.

HOW DO I ACCESS THE MASTER'S PROGRAM?

We want to offer you the best learning experience, so that is why we make sure that each candidate meets the necessary conditions to study the master's degree.

REQUIREMENTS

To access the master's degree you must meet one of these three requirements:

- At least three years of proven experience in the football industry or other relevant business.
- A university degree, preferably in the area of business administration and management, economics, marketing or other related fields.
- Have developed a career as a professional athlete.

REGISTRATION

Open until the beginning of the master's program or until all places are taken.

QUALIFICATION

If you successfully pass the different modules of the program, you obtain the qualification of Master in Football Business in partnership with FC Barcelona.

PRICE

Tuition fees are € 19,100, plus a reservation fee of € 1,250 and a (nonrefundable) registration fee of € 140.

PAYMENT METHODS

Special conditions are available for former students and members of related entities.

Payment in installments is possible. For one-time payment there is a 3% discount.

ADMISSION PROCESS

The final selection of applications is made through an admission process with the following phases:


- 1 Pre-registration form**
To apply for the program you must fill out a pre-registration form where you inform us about your personal and professional achievements, and tell us a little about yourself.
- 2 Delivery of documentation**
In order to evaluate your application we need you to provide us with the following documents:
 - Three short essays (maximum 500 words each) on:
 1. Your view on the global football industry.
 2. The situation of the football industry in your country.
 3. How to improve the football industry in your country.
 - Your CV.
 - A letter introducing yourself and explaining why you want to study the master's degree.
 - Two letters of recommendation.
 - Official academic certificates.

Please note that the selection criteria include both your professional experience and your motivation.
- 3 Personal interview**
The coordination team of the master's program evaluates the documentation you have submitted. If your application is favorable, we invite you to do an online interview where we make sure that your professional profile and aspirations are in line with the objectives of the program.
- 4 Admission**
If you have obtained a positive evaluation, we provide you with all the information you need to enroll in the master's program.



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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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