Master in Football Business
in partnership with FC Barcelona
The Master in Football Business in partnership with FC Barcelona is the only program in football business and administration based on the management model of FC Barcelona, recognized worldwide, and combined with the great experience of the Johan Cruyff Institute in sport management education.

### Academic degree

Master in Football Business in partnership with FC Barcelona

### Duration

**10 months**
1 week/month full intensive course (Mon-Fri)

### Start

September

### End

June
(no classes in February and May)

### Location

FC Barcelona
Facilities & Johan Cruyff Institute

### Language

English

### Price

- € 140 Application Fee
- € 1,250 Enrollment Fee
- € 18,600 Tuition Fee
- **Total: € 19,990**

### Special conditions

Discount for alumni and members of related entities

### Payment methods

Payment in instalments available

### Enrollment

Registration open until the start of the Master. Limited places available

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The program may be subject to change. The institution reserves the right to cancel the edition of the program if it does not meet the minimum number of students.
Objectives

The main objective of the Master in Football Business in partnership with FC Barcelona is to educate with in-depth and up-to-date knowledge and insights from the football industry. Students will analyze the core theories and relevant case studies that will help them visualize the behavior of the football business. Students will also have the opportunity to learn, interact and contribute with FC Barcelona business strategy and operations.

Aimed at

The target audience of the program is diverse, ranging from qualified individuals wanting to pursue their dream job in the football industry, to well-established football business professionals who want to further develop their career, and current and former athletes who want to expand their knowledge in this area.

Learning outcomes

- Understand the core theories that drive the football business and its organizational behavior and the existing interconnections between different players.
- Expand the necessary set of skills for managing clubs and other football related organizations in line with their stakeholder framework.
- Enhance the critical perception of the trends of the business and visualize the future developments of the football industry.
- Develop your leadership skills in order to improve the positive impact in the entire football environment.

Professional opportunities

Football club governing bodies (football federations and associations).

Football facilities & events (tournament organizers, sports clubs).

Community-based football (foundations, municipal governments).

Sports consultancy (business initiatives).

Intermediation services (agencies, player representation).

Sports journalism (media).

Marketing & sponsorship (private and public companies).
Learning model

Our exclusive model that combines academic studies with football industry insights and learning directly from FC Barcelona will provide students with a great capacity to understand the business and the role of the organization in the overall football market, as well as increase their abilities for leadership and decision-making in order to achieve the best possible results with the available resources.

Admission requirements

- We are looking for highly-driven and engaged candidates with proven experience in the football business or in other relevant businesses (minimum of 3 years) and/or
- Candidates with a strong business academic background from well-known universities
- Athletes and former athletes are welcome to enroll in the Master (candidates with no previous experience will need to have a relevant academic background to be eligible for selection)
- The minimum level of English proficiency required is a score of IELTS 6.0, or equivalent, if the candidate attended a non-English speaking undergraduate university

Program

The study plan of the Master in Football Business in partnership with FC Barcelona consists of 13 modules structured as follows:

Content may be subject to change.

MODULE 1: FROM 21 TO 25 OF SEPTEMBER

INTRODUCTION TO FOOTBALL BUSINESS
- The fundamentals of the football business.
- The business models of football organizations.
- Financial framework of football.

MODULE 2: FROM 26 TO 31 OF OCTOBER

HISTORY OF FOOTBALL AND POLITICS
- Football Society Politics - An introduction.
- Match-day in the Society of the Spectacle.
- Football, Ethnicity, Nation and Politics.

MODULE 3: FROM 26 TO 31 OF OCTOBER

FOOTBALL GOVERNANCE
- What is a contemporary football club for?
- Models of football club ownership and governance.
- The role of a football club as both a business and a social institution.
- The role of leagues and clubs on football club (corporate) governance.
FROM 25 TO 30 OF JANUARY
INNOVATION IN FOOTBALL

FROM 25 TO 30 OF JANUARY
FOOTBALL AND MEDIA

The Media Business
Sports Media Rights
Case Studies

FROM 25 TO 30 OF JANUARY
MARKETING, SPONSORSHIP & FAN ENGAGEMENT

Understanding fan engagement in the context of the sport marketing landscape.
Defining segments and which assets can be used for the development of fan engagement programs.
Creating the ultimate fan experience and setting strategies to increase engagement, loyalty and revenue generation.

FROM 6 TO 14 OF NOVEMBER
THE MANAGEMENT OF A FOOTBALL CLUB

FROM 6 TO 14 OF NOVEMBER
FOOTBALL SOCIOLOGY & CSR

The sociology of football fans: core themes and issues.
Football hooliganism and fan subcultures.
Football fans and social identities: class, gender, sexuality, ethnicity, disability.
Football fans activism and governance.

FROM 14 TO 18 OF DECEMBER
FOOTBALL FINANCES

Financial reporting.
Budgeting and forecasting.
Commercial applications of football finance.

FROM 15 TO 20 OF FEBRUARY
FC BARCELONA BUSINESS & OPERATIONS

FROM 14 TO 19 OF JUNE
FOOTBALL INDUSTRY INSIGHTS SEMINAR SERIES

FIELD TRIPS
Dates may be subject to change and destinations will be informed in due time.

SEPTEMBER 23-25
NOVEMBER 9-11
MARCH 22-26
MAY 10-14
Faculty

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.

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 sport 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. His most recent position was managing director of one of Holland’s leading sport marketing agencies, Trefpunt-PRISM, from November 2009 until September 2015. Richard is now a freelance marketing consultant advising brands and sport organizations.

SERGI VIETA
Versatile consultant with over 20 years’ career in the sports industry, holding senior positions in marketing & media agencies, football properties, financial entities, Events LOCs. 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 Granada CF (2016–2017); COO of the LFP World Challenge and Football and Sports Event Director at Mediapro during 10 years, and financial advisor and senior consultant of KPMG, in Spain (1997–2000) and Manchester (2000–2002) offices.

IGNACIO MAS-BAGÀ
Director of the Master

Ignacio Mas-Bagà has been the chairman of the Board and CEO of Girona FC since July 2015, and is the new director of the Master in Football Business in partnership with FC Barcelona. During these five seasons, Mas-Bagà has led the effort to restructure the business area as well as to restore the image of the club among its stakeholders after the insolvency situation 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, Mas-Bagà 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. Mas-Bagà graduated in business science from the University Ramon Llull – IQS, Barcelona

STEPHEN MORROW
Stephen is Senior Lecturer in Sport Finance at the University of Stirling. He was Head of the Department of Sports Studies for five years until summer 2011. Stephen is a Chartered Accountant (ICAS) and trained with the international firm of accountants, Ernst & Young. His research focuses on financial, accounting and governance issues arising in sport. He has written two single-authored books and two monographs on the finances and governance of professional football and a number of journal papers. His knowledge transfer activities include leading workshops on Management Training for Football Managers as part of the Scottish FA/UEFA Pro Licence. He recently chaired an expert working group for the Scottish Government on Supporter Involvement in Football Clubs.
RICHARD GIULIANOTTI

OLIVER SEITZ
Dr. Oliver Seitz is the Head of Scouting & Analytics at Club Athletico Paranaense (Brasil). Dr. Seitz 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. Dr. Seitz holds a PhD in Football Business from the University of Liverpool.

MARTIJN BAKX
Martijn Bakx 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 Championships in 2007 and Euroleague Final Fours in 2009 and 2010. As a rights manager, Martijn strategically assesses business opportunities on both the sales 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.

ALBERT MUNDET
Albert Mundet is the director of Barça Innovation Hub, the center for sports knowledge and innovation of FC Barcelona. Albert, who will be four years as director of this platform, 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 worked as well for companies such as IPG, ICFO and Grupo Punset Producciones.

DAVID GOLDBLATT
David Goldblatt is a sports writer, 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.

DANIEL MARTIN
Daniel is Group Chief Financial and Operations Officer at Al Jazira Sports and Cultural Club of the UAE Pro–League. He is a Chartered Accountant (ICAS) with 15+ years’ experience who is ‘Big 4’ trained having previously worked with the international advisory firm Deloitte. His first role in Football was as Group Financial Controller at Celtic Football Club. Prior to recently returning to the Football Industry he held senior financial and general management roles in global brands such as Etihad Aviation Group, Armaguard and Jumeriah Group as well as being an alumnus of the Masters in Football Business of Johan Cruyff Institute in partnership with FC Barcelona (2018) and a guest lecturer (2019). Daniel is an industry leader in the specialised area of Football Finance.

Learning from Leaders
We are blessed, because we are united with the great educational experience of the Johan Cruyff Institute and the club management model to promote joint projects in the field of promotion, generation and dissemination of knowledge in sports. Furthermore, this agreement holds added value as it is a tribute to Johan Cruyff and to his sporting and management vision.

Josep Maria Bartomeu
President of FC Barcelona

“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
The Masters is a fantastic program which unravels the cloth from the student’s eyes to reveal the football industry’s true nature. Most importantly, however, my time at the Johan Cruyff Institute has been marked by meeting truly fantastic and inspiring people. The most valuable aspect of this masters has definitely been its orientation around networking and the various opportunities it provides, establish a solid network within the football industry.

James Cavanagh
Alumnus Master in Football Business
in partnership with FC Barcelona
Venue

Classes are delivered both at FC Barcelona and Johan Cruyff Institute facilities, among other locations.

‘Camp Nou’ (the ‘new ground’) has a capacity of 99,354. It is the biggest stadium in Europe. In the 1998–99 seasons, UEFA recognized the services and facilities at Camp Nou by awarding it five star status.

Application process

Complete the online application form that you will find on our website and pay the application fee (€ 140 non-refundable).

You will need to submit the following:

- Three essays (maximum 500 words)
- Your résumé.
- A cover letter of maximum 500 words introducing yourself and stating your purpose.
- Two letters of recommendation.
- Official transcripts.

If the first stage of your application is successful, you will be invited for an online interview. In this interview we will evaluate if your achievements as well as your aspirations and motivations in pursuing this degree, are in line with the objectives of the program. As a last step, you may be asked to provide us with additional financial knowledge certification or take an online test created by Johan Cruyff Institute.
Student services

VIRTUAL CAMPUS
Students of the Master in Football Business in partnership with FC Barcelona, will have exclusive access to the e-learning platform which allows them to monitor their academic progress 24 hours a day from anywhere in the world. The virtual campus offers a collaborative environment for teachers and students to share e-mails, chats, books, articles, case studies, simulations, experiences, websites, blogs and a video library. Students will have a wide range of tools at their disposal to make their learning experience interactive, rewarding and complete.

ALUMNI AND NETWORKING
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.

CAREER SERVICES
The Johan Cruyff Institute acts as a bridge between potential candidates and the corporate sports sector. Organizations and companies in the sports sector with vacancies contact us when looking for sports-minded candidates. The Johan Cruyff Institute recommends qualified people from within our network Employment opportunities and new projects in the sports sector are also announced through our various channels.
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).

www.johancruyffinstitute.com

Principles for Responsible Management Education