



Educating the next generation
of Leaders in Sport Management



BARÇA
INNOVATION HUB
Universitas

Master in Football Business

in partnership with FC Barcelona

JOHAN CRUYFF INSTITUTE
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	Duration	Start	Special conditions
<p>Master in Football Business in partnership with FC Barcelona</p>	<p>10 months 1 week/month full intensive course (Mon- Fri).</p> <ul style="list-style-type: none"> • 7 weeks of live streaming sessions • 2 weeks on campus in Barcelona • Participation at the WFS Madrid - Optional (September 24 and 25, 2018), Study Trip Amsterdam - optional (from April 8 to 10, 2019), Seminar Series - Football Industry Insights - Optional (From June 24 to 28, 2019) 	<p>Start</p> <p>September</p> <p>End</p> <p>June (no sessions in February and May)</p> <p>Language</p> <p>Spanish</p> <p>Price</p> <p>€ 140 (application fee) € 1,250 (enrollment fee) € 12,370 € (tuition fee)</p>	<p>Discount for alumni and members of related entities</p> <p>Payment methods</p> <p>Payment in instalments available</p> <p>Enrollment</p> <p>Registration open until the start of the Master</p>

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 online and On Campus, 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.

The classes that are taught online, will be broadcasted in streaming with simultaneous translation and recorded on video. The recordings will be available in the Virtual Campus after 24 hours.

The Master in Football Business in partnership with FC Barcelona puts you at the center of your education. You will enjoy learning based on a learning by doing methodology. We encourage collaborative work and transfer the content to specific situations in sport management (connective teaching methodologies and social constructivism). Our staff of expert faculty will guide you in the learning process, providing high quality training with the flexibility of online study.

Benefits

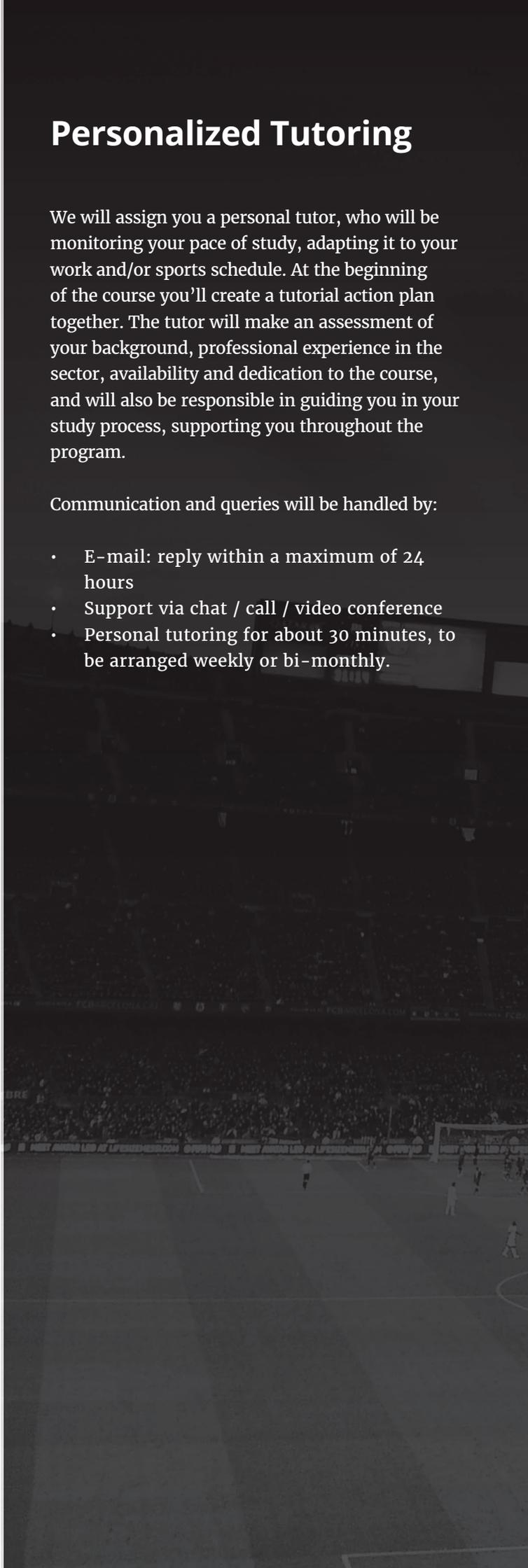
- Learning 3.0: flexible schedules, different learning environments and technologies.
- World-class faculty: interaction with expert faculty and industry professionals.
- Collaborative tools, teamwork, communication and debate.
- Sports-industry oriented: training that approaches the business sector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

Personalized Tutoring

We will assign you a personal tutor, who will be monitoring your pace of study, adapting it to your work and/or sports schedule. At the beginning of the course you'll create a tutorial action plan together. The tutor will make an assessment of your background, professional experience in the sector, availability and dedication to the course, and will also be responsible in guiding you in your study process, supporting you throughout the program.

Communication and queries will be handled by:

- E-mail: reply within a maximum of 24 hours
- Support via chat / call / video conference
- Personal tutoring for about 30 minutes, to be arranged weekly or bi-monthly.



Program

The study plan of the Master in Football Business in partnership with FC Barcelona consists of 8 Modules structured as follows:

MODULE FROM 17 TO 28 OF SEPTEMBER

1 Introduction to the Master
Introduction to the Football Business

Online

*World Football Summit Madrid - Optional (all included but hotel and flights)

MODULE FROM 7 TO 11 OF JANUARY

5 Football Governance and Finance
Football Sociology and Corporate Social Responsibility

Online

MODULE FROM 22 TO 26 OF OCTOBER

2 History of Football and Politics
Football and Media

Online

MODULE FROM 4 TO 15 OF MARCH

6 FC Barcelona Business
FC Barcelona Operations

On Campus in Barcelona

MODULE FROM 12 TO 16 OF NOVEMBER

3 Football Finances
Football Revenues

Online

MODULE FROM 8 TO 10 OF APRIL

7 Management Games
Study Trip Amsterdam*

Online

*Optional (all included but flights)

MODULE FROM 17 TO 21 OF DECEMBER

4 Fan Engagement
Football Case Studies

Online

MODULE FROM 24 TO 28 OF JUNE

8 The management of a football club
Seminar Series - Football Industry Insights

Online

*Optional (all included but hotel and flights)

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.



IRSAN WIDARTO

Entrepreneur at heart. Proven business acumen. Co-founder/CTO of X-Hive Corporation, in 2007 acquired by EMC Corporation. Currently Director of Engineering at EMC Corporation. Looking for start-up opportunities (investment, advice, board membership). Specialties: connecting people, team management & development, project management, innovation, software development.



RICHARD GIULIANOTTI

Professor of Sociology, Loughborough University and at Durham University; Research Assistant, Senior Lecturer, Reader, Department of Sociology-University of Aberdeen (1990-2006). He completed his MA, MLitt and PhD in the Department of Sociology at the University of Aberdeen, and took up his first academic post there as a Research Assistant (1990), followed by a Lectureship (1995), Senior Lectureship (1999), and Readership (2005). Authored books: (& G. Armstrong, D. Hobbs) *Policing the London 2012 Olympics*, London, Routledge, in press (2016). *Sport: A Critical Sociology*, Cambridge, Polity, 2015 (Revised Edition). (& R. Robertson) *Globalization and Football*, London, TCS/Sage, 2009. (& A.J. Walsh) *Ethics, Money and Sport*, London, Routledge, 2006. *Football: A Sociology of the Global Game*, Cambridge, Polity, 1999.



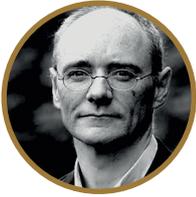
DAVID GOLDBLATT

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*.



OLIVER SEITZ

Dr Oliver Seitz is the Academic Director of the Master in Football Business in partnership with FC Barcelona and Football Business Development at the Johan Cruyff Institute, where he leads the projects in consultancy for clubs and other organizations. Before joining the Institute, Dr Seitz worked 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.



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.



FLORIS WEIZS

As VP, Head of Regional Sales, Business Development & Special Projects, IMG Media Asia, Floris Weisz is responsible for sales to the Pan Regional broadcasters, as well as leading and growing IMG's business development activities. Weisz received his Masters Degree from University of Amsterdam (Business Economics) followed by a M.B.A at the University of Massachusetts – Amherst where he majored in Sports Management and Marketing.

Learning from Leaders



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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



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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

ESPLENDOR PIVOT

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);
- A basic level of English is recommended.

Venue

On campus classes are delivered at FC Barcelona facilities.

'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.





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HEADQUARTERS

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www.johancruyffinstitute.com



The Johan Cruyff Institute is a member of the North American Society for Sport Management (NASSM), the European Association for Sport Management (EASM) and the Catalan Sports Cluster (INDESCAT).