



**Master in
Football
Management,
Methodology
and Analysis**

2019-2020



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LaLiga is firmly committed to education. By means of a qualified academic education, their sports professionals may achieve a better management of football clubs and institutions.

The “LaLiga Business School” is the reflection of the educational project that our Institution has created and promoted in order to detect, recruit and train both present and future talent within football management, methodology and analysis areas.

The Spanish Football League is the best in the world, therefore it is, extremely important that sports entities that take part in our official competitions, as well as in other sports, are able to provide their respective football clubs and institutions with management excellence by means of qualified and trained professionals.

Thus, LaLiga will use all its experience and knowledge so that the “LaLiga Business School” guarantees quality courses and nationally and internationally recognized qualifications to train the best professionals and get the best managers.



Javier Tebas
President of LaLiga

Greetings from the Master's Directors

Hugo Blanco

Head of LaLiga Sports Projects Area

Ricardo Resta

Sports Manager and LaLiga Project Manager - Mediacoach

“ The Master in Football Management, Methodology and Analysis is the first postgraduate course that deals with the complexity of football from a multidisciplinary and transversal perspective. This higher education programme reflects the knowledge, experience and know-how of LaLiga's best professionals.

This Master's degree consists of four modules, each one being also a university specialization course with its own entity: University Specialist in Game Analysis, University Specialist in Management of Youth Academies and Grassroots Football Training, University Specialist in Talent and Team Management in Football and University Specialist in Sports Management.

Each of the specialization modules/ courses will allow students to acquire the knowledge, competences, skills and abilities necessary to achieve excellence in each specific area of action. The contents of this Master's degree complement and enriches each other, providing an integrated and comprehensive view of the current scenario of professional football.

The main objective of each and every one of the specialisation courses, as well as of the Master's degree as a whole, is to train future football professionals with the highest quality and rigour so that they can carry out their work in a highly competitive, changing and complex environment.

The training process will be markedly practical in nature. Bearing this objective in mind, students will have the opportunity to experience the daily performance carried out by the professionals of the LaLiga's Football Clubs. The students of this masters will have four visits to LaLiga's Football Clubs located outside Madrid — one per specialist module/course; and four visits to LaLiga's Football Clubs located in the capital.

The staff recruited for this postgraduate course is the result of a thoughtful and balanced selection of academic profiles and LaLiga professionals. Teachers will put their talent at the service of the students selected to enjoy a unique learning experience. ”

Target Group and Student Profile

- > Sports managers.
- > Heads of youth academies and grassroots football schools.
- > Qualified football coaches and/or sports technicians.
- > Technical coordinators and analysts.
- > Professional or semi-professional players.
- > Graduates in areas related to Sports.
- > Other experienced professionals from the world of football who wish to complete, promote and redirect their professional sports career.
- > People who wish to begin their professional career in the field of football.

Job Opportunities

After completing this Master's degree, students will achieve professional excellence in the performance of the functions inherent to the following positions within the sports structures of Football Clubs:

- > Sports managers
- > Technical coordinators
- > Managers of Youth Academies
- > Managers/coordinators of the Youth Academies Methodology area
- > Coaches
- > Analysts
- > Talent scouts

Students who achieve this Master's degree will have a high level of competence for:

- > Managing, planning, designing and coordinating training projects in the grassroots football of clubs, schools and other sports entities.
- > Managing and coaching football teams to achieve the individual and group objectives proposed.
- > Managing, planning, designing and coordinating the sport project of any Football Club.
- > Analysing and preparing reports on games, teams and players.

LaLiga 360°

Campus

The LaLiga's new Headquarters.

Activities

- > Our students will enjoy a unique experience by gaining first-hand knowledge from LaLiga and its Clubs/Public Limited Sports Companies.
- > Visits to the Football Clubs of LaLiga where Clubs/Public Limited Sports Companies' professionals (technical coordinators, analysts, technical staff and managers of Youth Academies) will share their know-how with our students.
- > In the course of the Master's programme, our students will try to solve real cases related to the activities developed by LaLiga and/or its Clubs/Public Limited Sports Companies' activities.
- > Our students will be able to attend any meeting, seminar and internal committees held by LaLiga.

Training

- > The staff will be made up of the best professionals from LaLiga and its associated Clubs/Public Limited Sports Companies.
- > Our students will have access to exclusive contents of LaLiga.
- > The Master's programme is designed, coordinated and directed by the LaLiga professionals.

Internships

- > Internships at the LaLiga's associated Clubs/Public Limited Sports Companies.
- > Our students will have a preferential position in any recruitment process that may be arranged to meet the needs of future national and international sports projects of the LaLiga.

Careers Service

- > LaLiga undertakes to offer careers service for those students who: successfully complete the whole Master's programme or any of its Specialisation Courses; meet the specific pre-established requirements to take part as technical staff in national and international sports projects; and, are selected by the respective head of area by means of a personal interview.
- > With over 150 professionals (technical directors, coaches, trainers, scouts, etc.) spread all over the world in 2017, LaLiga opens up a unique and exclusive opportunity for the students of our master's degree course to take part in the projects it develops on five continents.

Data Sheet

Date:

from October, 2019
to June, 2020

Mode:

On-site

Credits:

60 ECTS

Price:

Full Master's Degree: €12,000 (enrolment fees included)
Specialisation Course: €3,500

- > If you enrol two or more Specialisation Courses you will get a discount. For further information, please contact the Admissions Department.
- > Please, check our website for funding opportunities.

Schedule:

Fridays
From 16:00 h to 21:00 h
(5 hours)

Saturdays
from 09:00 h a to 14:00 h
(5 hours)
and from 15:00 h to
17:30h (2.5 hours)

Location:

LaLiga's Headquarters
Calle Torrelaguna 60
28043 Madrid

Vacancies:

A maximum of
25 places

Accredited by:



**Full Master's Degree:
Master's Degree
+ 4 University Specialist Certificates**

ECTS: 60

Date: from October, 2019 to June, 2020

**University Specialist
in Game Analysis**

Course length: 8 weeks

**University Specialist
in Management of Youth Academies and Grassroots
Football Training**

Course length: 8 weeks

**University Specialist
in Talent and Team Management in Football**

Course length: 8 weeks

**University Specialist
in Sports Management**

Course length: 8 weeks

Syllabus

MODULE I

University Specialist in Game Analysis

1. Introduction to and contextualization of a game analysis department.
2. Fundamentals of Game Analysis.
3. New Technologies Applied to Game Analysis.
4. Mediacoach as a Game Analysis Tool.
5. Professional Analysis Models.
6. Talent-Scouting Processes.
7. Visits to Football Clubs of LaLiga, case studies and supervised tasks.

MODULE II

University Specialist in Management of Youth Academies and Grassroots Football Training

1. Theoretical basis: Introduction to Youth Academies Management and Grassroots Football Training.
2. Management, organisation and administration of a youth academy.
3. Specific areas within the structure of a youth academy.
4. Methodological basis for coaching in grassroots football.
5. The training process for young football players from a comprehensive point of view.
6. Visits to Football Clubs of LaLiga, case studies and supervised tasks.

MODULE III

University Specialist in Talent and Team Management in Football

- 1.** Fundamentals of Football Teams Management. Administration and mediation of complex dressing-room situations.
- 2.** Fundamental psychological aspects to be considered in order to achieve excellence in team management: self-confidence, group cohesion, stress-anxiety and motivation-activation.
- 3.** Skills and competences of the coach as a mediator in dressing-room situations: management, leadership, communication, conflicts resolution, mediation and teamwork.
- 4.** Techniques and tools used by the coach to manage dressing-room situations: emotional intelligence, sports coaching and Neuro-Linguistic Programming (NLP).
- 5.** Visits to Football Clubs of LaLiga, case studies and supervised tasks.

MODULE IV

University Specialist in Sports Management

- 1.** Theoretical basis of Club model: definition, principles and characteristics of a successful model based on talent and organization.
- 2.** The Sports Manager: competencies, skills and abilities to lead, plan, design, organize and manage the sports project of a football club.
- 3.** Main legal and financial aspects that any Sports Manager must know.
- 4.** Communication strategy as a fundamental tool in Sports Management. Impact of Sports Marketing.
- 5.** New technologies applied to sports management, organization and administration.
- 6.** Visits to Football Clubs of LaLiga, case studies and supervised tasks.



Visits to LaLiga Football Clubs

- > Students will make at least 4 trips outside Madrid city limits to visit 8 Clubs (2 Clubs per trip).
- > They will also visit at least 4 Football Clubs located in Madrid.

Academic Staff

Listing of academic staff confirmed to date:

Mr. Albert Gil

Manager of the Pool of Young Players of Real Club Deportivo de la Coruña

Mr. Alberto Iglesias

Head of the Analysis Department of Athletic Club's first-team

Mr. Andoni Zubizarreta

Sports Manager of Olympique de Marsella

Dr. Ángel Vales

Technical Advisor and Head of Mediacoach Reports Development

Mr. Carlos Hugo Bayón

Manager of the Pool of Young Players of Real Club Celta de Vigo

Mr. Eduardo Covelo

Methodology Manager of Real Club Celta de Vigo

Mr. Felipe Miñambres

Sports Manager of Real Club Celta de Vigo

Mr. Fernando Sanz

General Manager of the LaLiga's Offices in the MENA region and Manager of the LaLiga Ambassadors and Legends initiative

Mr. Francisco Joaquín Pérez "Rufete"

Ex-Sports General Manager of Valencia Club the Fútbol

Mr. Gari Fullaondo

CEO KimetSport and Ex-Methodology Manager of Athletic Club

Dr. Hugo Blanco

Head of the LaLiga Sports Projects Area

Mr. Jesus Olivera

Coordinator of Sports Management and Head of the New Technologies Area of Sevilla Fútbol Club

Mr. Juan Florit

Coordinator of the LaLiga Sports Projects Area

Mr. Julen Guerrero

Ex-International Football Player of Athletic Club, Professional Coach and Sports Manager

Dr. Luis Fradua

Youth Football Manager Granada Club de Fútbol

Mr. Luis Vicente Mateo

Head of the Valencia Club de Fútbol School

Mr. Luki Iriarte

Manager of the Pool of Young Players of Real Sociedad de Fútbol

Mr. Miguel Torrecilla

Sports Manager of Real Sporting de Gijón

Mr. Mikel Gonzalez

Football Manager of Deportivo Alavés

Mr. Oscar Perarnau

Sports General Manager of Reial Club Deportiu Espanyol

Ms. Patricia Ramirez

Sports Psychologist

Mr. Ramón Rodríguez "Monchi"

Sports Manager of AS Roma

Mr. Raúl Peláez

Head of the Technology, Innovation and Analysis Area of Fútbol Club Barcelona

Mr. Ricardo Resta

Sports Manager, Ex-Manager of LaLiga's Competitions and Head of the Mediacoach Project

Dr. Roberto López

Head of the Training and Research Area

Mr. Roberto Olabe

Sports Manager, Professional Coach and Manager of the Aspire Academy in Qatar (2013-2017)

Mr. Sergio Navarro

Methodology Manager of Villarreal Club de Fútbol (2014-2017) and Professional Coach

Mr. Víctor Sánchez del Amo

Professional Coach and Ex-International Football Player

Admissions and Enrolment Procedure

1. Contact the Admissions Department.
2. Send your updated CV and Motivation Letter.
3. First interview with LaLiga Business School.
4. Second interview with a recruitment specialist company.
5. Analysis and internal review of the process.
6. Enrolment confirmation: payment of place reservation fee.

Place
Reservation

1.000 €

If you book your place before
May 30, 2019 you will get
a 50% discount on the place
reservation fee.

Registration is open from February 1, 2019.

Admissions Department

- > Email: business-school@laliga.es
- > Phone: +34 660 953 477





CONTACT

Email: business-school@laliga.es
Phone: +34 660 953 477