



**Master
in Football
Management,
Methodology
and Analysis
2022/23**



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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 Director

Hugo Blanco

Head of LaLiga Sports Projects Area

“ 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 in Football, 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 in Football.

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. ”

LaLiga drives a leap towards excellence for his clubs and their current and future employees.

LaLiga Impulso is the strategic agreement reached between LaLiga and the investment fund CVC to boost the global growth of LaLiga clubs. Thanks to this agreement, LaLiga incorporates a partner that brings long-term capital and proven industry experience to help LaLiga and its clubs to grow globally at a time of great challenges for LaLiga's clubs. LaLiga and its clubs to grow globally at a time of great challenges for the emotions and entertainment industry.

This financial injection commits the clubs to allocate at least 70% of the resources to investments linked to infrastructure, international development, brand and product development, communication strategy, innovation and technology plan and content development plan on digital platforms and social networks.

In order to undertake the projects related to LaLiga Impulso, clubs are called upon to reorganise their structure, expand their departments and create new ones, rethink their strategies, processes and work methodology, focusing on innovation and, consequently, on attracting and retaining new members and, consequently, to attracting and retaining talent.

We are facing a turning point in terms of employability in the coming years. The projects related to LaLiga Impulso require the incorporation of highly qualified talent, also from other industries; and they require an adequate updating of the professionals already working in the Sports Industry. LaLiga, as the driving force behind the project, supports the development of LaLiga Impulso also with training, through its Education Department, LaLiga Business School. We prepare the people who will activate this new era of the Sports Industry.

After the 1992 Barcelona Olympics, we are at the best time to enter the Sports Industry, a sector that has been growing steadily for the last two decades and which is facing major challenges related to new technologies, digital transformation and the evolution of consumption models. An increasingly attractive industry for the most qualified and determined professionals.

“

LaLiga Impulso will allow us to grow in 4 or 5 years what we would have grown in the next 20 years.

”

Javier Tebas, President of LaLiga



Target Group and Student Profile

- > Sports managers.
- > Heads of youth academies and grassroots football schools.
- > Qualified football coaches.
- > 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.

Admission requirements

- > To possess a University Degree or higher.
- > Preferably to hold an Official Coach Title.

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.

Employability

> Entities that have hired our students



LaLiga



Valencia C.F.



Real Betis Balompié



Valladolid FC



RCD Espanyol de Barcelona



Levante UD



CA Osasuna



Cádiz CF



Santos FC



FC Midtjylland



Cultural y Deportiva
Leonesa

> Entities where our students did their internships



LaLiga



Agrupación Deportiva
Alcorcón



Levante UD



Real Sociedad de Fútbol



Cartagena FC



Marbella FC



Celta de Vigo



Cordoba CF



Valladolid CF



Elche CF



Club Atlético Osasuna



Granada CF



Rijeka fc



Real Club Deportivo
de la Coruña



Club Deportivo Leganés



Visits to LaLiga Football Clubs

- > The Master will make four trips to visit LaLiga clubs outside Madrid, one per specialist module/course.

Data Sheet

Date:

from November, 2022
to June, 2023

Mode:

On-site

Crédits:

60 ECTS

Price:

Full Master's Degree: €15,000 (enrolment fees included)

Specialisation Course: €4,850

- > 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 15:00h
(5 hours)

One Saturday per
month from 09:00h to 14:00h
and from 15:00h to 20:00h

Location:

LaLiga's Headquarters
Calle Torrelaguna 60
28043 Madrid

Vacances:

Reduced
group

Accredited by:



Full Master's Degree

4 University Specialist Certificates = Own Master's Degree

ECTS: 60

Date: from November, 2022 to June, 2023

1. University Specialist in Game Analysis in Football

from November, 2022
to December, 2022
Course length: 7 weeks
15 ECTS

2. University Specialist in Management of Youth Academies and Grassroots Football Training

from January, 2023
to February, 2023
Course length: 7 weeks
15 ECTS

3. University Specialist in Talent and Team Management in Football

from March, 2023
to April, 2023
Course length: 7 weeks
15 ECTS

4. University Specialist in Sports Management in Football

from May, 2023 to June, 2023
Course length: 7 weeks
15 ECTS

Syllabus

MODULE I

University Specialist in Game Analysis in Football

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 dressingroom situations.
- 2.** Fundamental psychological aspects to be considered in order to achieve excellence in team management: self-confidence, group cohesion, stress-anxiety and motivationactivation.
- 3.** Skills and competences of the coach as a mediator in dressingroom 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 in Football

- 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.

Academic Staff

Listing of academic staff confirmed to date:

Alberto Iglesias

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

Ana Merayo García

Head of the Psychology Department of F.C. Barcelona

Andoni Zubizarreta

Former Sports Director of Olympique de Marseille

Ángel Alcalde

Director of the grassroots Tajonar del C.A. Osasuna

Ángel Vales Vázquez

Specialised Teacher and Former Head of Analysis at Liverpool F.C and Spanish national team

Antonio Fernández

Sports Manager at Cádiz C.F.

Arturo Martínez Noval

Coach at Real Sporting de Gijón and Director at Be You Be Different

Carlos Casal López

Sports Project Coordinator at LaLiga

David Casamichana

Physical Trainer at Real Sociedad de Fútbol

David García

Methodology Coordinator at LaLiga

David Llopis

Head of Self Development Department and Performance Optimization at LEVANTE U.D.

Eduardo Covelo

Director of the youth academy at R.C. Celta de Vigo

Eduardo Morelló Tomás

Coordinator of psychology at Villareal C.F.

Fernando Sanz

Director of Public Relations and Manager of the LaLiga Ambassadors and Legends initiative and President of the Foundation

Francis Cagigao

Sports Director at Federación Chilena de Fútbol

Francisco Joaquín Pérez "Rufete"

Professional Football Director at Real Club Deportivo Espanyol

Hugo Blanco Pita

Identity Director and Assistant of Sports Management at R.C.D. Espanyol

Imanol Ibarondo

Head of Emotion and Performance at Real Sociedad de Fútbol

Isabel García Carrión

Sports Psychologist at Eduvic SCCL for a Football Club at Primera Iberdrola

Javier Miñambres

Sports Director at R.C. Celta de Vigo

Javier Vidales

Sports Director of the youth academy at Club Atlético de Madrid

Jesús Olivera

I+D+i Department at Sevilla C.F

Joan Vilá

Former Methodology Director at F.C. Barcelona

José Antonio Prieto "Cata"

Head of technical secretary at C.A. Osasuna

José Carrascosa Oltra

Sports Psychologist at SABER COMPETIR, VALENCIA CF and IMEDUCV Alto Rendimiento

José Luis Sánchez Vera

Former Head of Performance Analysis Department at Club Atlético de Madrid

José María Amorrrortu

Coach, youth academy director and sports director

Juan Carlos Álvarez Campillo

Coach and mental trainer of elite sports

Juan Florit Zapata

Head of Sports Projects Department at LaLiga

Luis Arnau

Director de metodología del Villarreal C.F.

Miguel Ángel Gómez

Sports General Director at Real Valladolid Club de Fútbol

Óscar Garro

Technical Director of the youth academy at Deportivo Alavés

Pablo Rodríguez

Assistant Coach at Villarreal C.F

Pep Segura

Former Sports Director at F.C. Barcelona

Ramón Rodríguez "Monchi"

Sports General Manager at Sevilla Football Club

Raúl Ojeda

Head of competitions at LaLiga

Raúl Peláez

Head of the Technology, Innovation and Analysis Area at Football Club Barcelona

Roberto Olabe

Professional Football Director at Real Sociedad de Fútbol

Tomás García Calvo

University of Extremadura

Santiago Coca

Expert teacher in leadership and teams management

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

3.000 €

Registration is open
from November 1, 2021.


Admissions Department

- > Email: business-school@laliga.es
- > Phone Numbers: +34 912 055 000 | +34 660 953 477






CONTACT

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