

MASTER IN

FOOTBALL COACHING & SPORT DIRECTION

100 % ONLINE

TRAIN YOUR DREAMS



Escuela Universitaria
Real Madrid
Universidad Europea

MASTER IN **FOOTBALL** **COACHING AND** **SPORT DIRECTION**

This Master brings a unique opportunity to aspiring football coaches and other professionals all around the world **to acquire the tools and knowledge to successfully design, develop and implement football projects in clubs and associations located anywhere on the globe.**

This Master provides the unique possibility to tap in the biggest know how on youth football: Double Pass, the world leading youth football consulting company. By adding **Big Data as a key tool shaping the future of football**, candidates will receive a 360-degree education that will enable them to make a difference in the football world.

The **international nature of this program** will enable students to obtain the broadest perspective on all technical football methods, not only in Spain but also beyond our borders, thanks to the participation of a top-class international faculty. This educational commitment will exponentially improve the scope and professional possibilities of our students.

The **Real Madrid Experience**. You get unique access to Real Madrid CF in a 2-week stay through, seeing "The Factory" work from inside in the Valdebebas Sporting City, and the White Week, conferences and meetings with the sporting world's leading minds and professionals. (optional)



1 What makes us different

- The Master in Football Coaching & Sport Direction 100% online is aimed at a wide range of football professionals, from directors to coaches, scouts and analysts wishing to develop their careers in youth and senior levels.
- Undoubtedly one of the strongest points of this program is that not only does it work with a club of the stature of Real Madrid, it also involves top professionals from every area of sports.

STUDENT PROFILE

The objective of the Master in Football Coaching & Sport Direction is to educate football coaches and management professionals to acquire the tools and knowledge to successfully design, develop and implement football projects in clubs and associations located anywhere on the globe.

MASTER'S GRADUATE STUDENTS

Upon completion of the program, students will receive their Master in Football Coaching & Sport Direction from Universidad Europea de Madrid.

DURATION

9 months. 54 ECTS.

SCHEDULE

Online.

METHODOLOGY

Online teaching methodology is the training of the future and one of the best tools for learning. In this case, students have a faculty working with them in real time on the platform. We have top-level teaching staff who provide continuous support through all the subjects on the course. The online training does not ignore the need for and importance of relationships between people and networking; as well as course work, the methodology evaluates participation in regular seminars and in different group activities and teamwork.

FACILITIES

The program is studied online, with the latest technology. However, some sessions are carried out with the students as a webinar with live sessions and talks from the Santiago Bernabéu Stadium and Valdebebas, and from our campus at Alcobendas.

LOCATION

Virtual Campus.

INSTRUCTIONAL APPROACH

The Master in Football Coaching & Sport Direction uses the Case Study Method (analysis of real situations outlined by professors depending on their field of expertise) as well as a combination of content-based and hands-on approaches to each of the topics covered.

The topics are structured into modules as follows:

- 50% theoretical-practical development
- 50% Final Project

2 Programme

MODULE I. MANAGEMENT & LEADERSHIP (6 ECTS)

- Organization of a professional club's sporting structure.
- Leadership in football: players and teams, technical and administrative staff.
- Personal development as a leader. Key skills and values for effective leadership.
- Leadership from a project management perspective: leading new projects, change management, organizational culture and identity.

MODULE II. CLUB & ACADEMY ANALYSIS (6 ECTS)

- Critical success factors and KPI's of successful football clubs. Best practice examples and case studies, based on the Double Pass scientific model.
- Strategy Development: making ambitious yet realistic choices.
- Structure: club organization and youth academy organization. The place of the academy within the club. Creating a structure for best performance and management.
- Financial and Legal Management. Cost & Revenue in an academy: setting up and managing financial KPIs, protecting the investment and managing the legal context.

MODULE III. FOOTBALL PHILOSOPHY (6 ECTS)

- How to develop and implement a football philosophy. Relationship between the club identity and the football philosophy. The importance of the club DNA and its context, how it affects the youth academy.
- Identification and design of smart objectives in line with the strategies. Different types of objectives per area within the sporting section. Layered approach to linking objectives through the different development phases.
- Integrated Player Development plans. Design and application of game related, age-specific topics including mental, physical and technical aspects for individual development.
- Coaching styles: finding the most effective models. Team and Individual training and coaching. Different coaching methods for different age groups.

The University reserves the right to make any appropriate changes to the proposed teaching staff, the syllabus, or the venue where the postgrad course is to take place. The University also reserves the right to delay the start of the course or to cancel it if the minimum number of students is not reached.

MODULE IV. FOOTBALL CURRICULUM (6 ECTS)

- Setting up a curriculum: organising football contents and skills per age group for long term development, always related to the football philosophy.
- Talent ID: lessons from the most effective talent detection systems and applying them to your specific club scenario.
- Periodization and planning. How to bring the theoretical concepts on to the pitch. Alternative methodological models and potential hybrid systems.
- Individual player development. How to integrate it in and around team planning. Developing individual profiles and curriculum.

MODULE V. PLAYER PROMOTION TO PROFESSIONAL FOOTBALL (6 ECTS)

- The complexities of the last step in a young player's development process. Supporting the player making the transition.
- Structural and operational bases in the club organization to increase player promotion success.
- First team demands on and off the pitch. Preparing the player for professional football. Dealing with the First Team coaching staff to aid the player's development in the final steps.
- Player Promotion as the successful end to the development process. KPIs to measure success and effectiveness.

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2 Programme

MODULE VI. BIG DATA AND SPORT DIRECTION (6 ECTS)

- Organization, key roles and tasks in a professional club's Sport Direction department.
- Game Theory and Decision Making applied to sport direction.
- Big Data in Sport Direction: analysing and understanding performance of our own team and potential new players. Application of Big Data for scouting and talent ID.
- Case study of successful and innovative Spanish Sport Directors.

MODULE VII. PERFORMANCE ANALYSIS THROUGH BIG DATA (6 ECTS)

- Performance analysis in football: our team, opposition, individual players, physical aspects.
- Technological tools for Big Data management: Tableau, Power BI, R Studio, databases.
- Technological tools for scouting and performance analysis: Wyscout.
- Reporting and presenting data and findings.

MODULE VIII. REAL MADRID EXPERIENCE (6 ECTS) (OPTIONAL)

- White Week: a cycle of conferences on sport with and by the world's leading figures in football and other sports as well. Held at Santiago Bernabéu Stadium and hosting Real Madrid stars.
- Real Madrid CF Academy Experience: learn the secrets and get to know from within how "The Factory" works day by day at the Valdebebas Sporting City, with conferences by the club professionals and a unique opportunity to watch the Real Madrid youth teams train.

MODULE IX. FINAL PROJECT (6 ECTS)

- White Choice of 1 out of 3 main topics.
- Application of the new information and knowledge gained throughout the Master degree.
- Specific design and implementation plan for your own club or organization.
- Support on how to construct and write a comprehensive football project.

PARTNER & INSTITUTION



wyscout

A photograph of Emilio Butragueño, General Manager of Real Madrid, speaking at a podium. He is wearing a dark suit, a white shirt, and a blue patterned tie. The podium has the logos of 'ue' (Universidad Europea) and Real Madrid. The background is a light blue banner with the words 'CONFERENCE' and 'CEREMONY' visible. A large blue diagonal graphic is overlaid on the left side of the image.

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A unique Postgraduate School model **in the World**

We are proud to once again be pioneers and to share with society such an exciting project as a university program dedicated to training professionals who are experts with specific knowledge and skills in areas such as health, management, communication, and physical activity, all of which are linked to sports.

Emilio Butragueño

General Manager of the Real Madrid
– Universidad Europea
International School

4 Admissions process

The admissions process for **Real Madrid Graduate School - Universidad Europea** programs runs throughout the whole year, although enrollment in all graduate programs depends on the availability of places. For personalized guidance, you can go to either of our university campuses (**Alcobendas or Villaviciosa de Odón**), or contact us via phone: **(+34) 91 8 340 192** or e-mail: **ueonline@universidadeuropea.es** to receive advice from the Graduate Degree Admissions staff.

Once candidates have received guidance and have provided the necessary documentation, the Graduate Degree Admissions staff will send them a date for a **personal interview** with the Master's Program Director or a member of the Admissions Committee.

The admissions process does not involve any costs or commitment for candidates, until their place is formally reserved.





Escuela Universitaria Real Madrid Universidad Europea

ueonline@universidadeuropea.es
realmadrid.universidadeuropea.es
Tel.: +34 918 340 192

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Corporation

The Only Spanish Education
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5 stars in Teaching, Employability,
Internationalisation, Online Teaching
and Inclusion



Top 2 - Best institution for its students
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