

EDUCATION PROGRAMME



UEFA Certificate in Football Management – The Czech Republic Edition

UEFA Certificate in Football Management

Contributing to the professional management of football across Europe has been one of UEFA's goals for many years. Following the success of its Certificate in Football Management at international level, UEFA has decided to develop national editions of this programme in partnership with its member associations.

This will enable more members of the football family to access the programme, to develop professionally and to acquire new management skills specific to this sport. UEFA is delighted be working with the Football Association of the Czech Republic to offer this course to people involved in football in Czech Republic. We are sure that this initiative will contribute to the success of the game in Czech Republic.



Gianni Infantino
UEFA General Secretary

We are very happy that UEFA gave us the great opportunity for education of football management in Czech Republic. We strongly hope that this programme will help to improve and develop current skills of all participants and will make their daily football work more efficient.



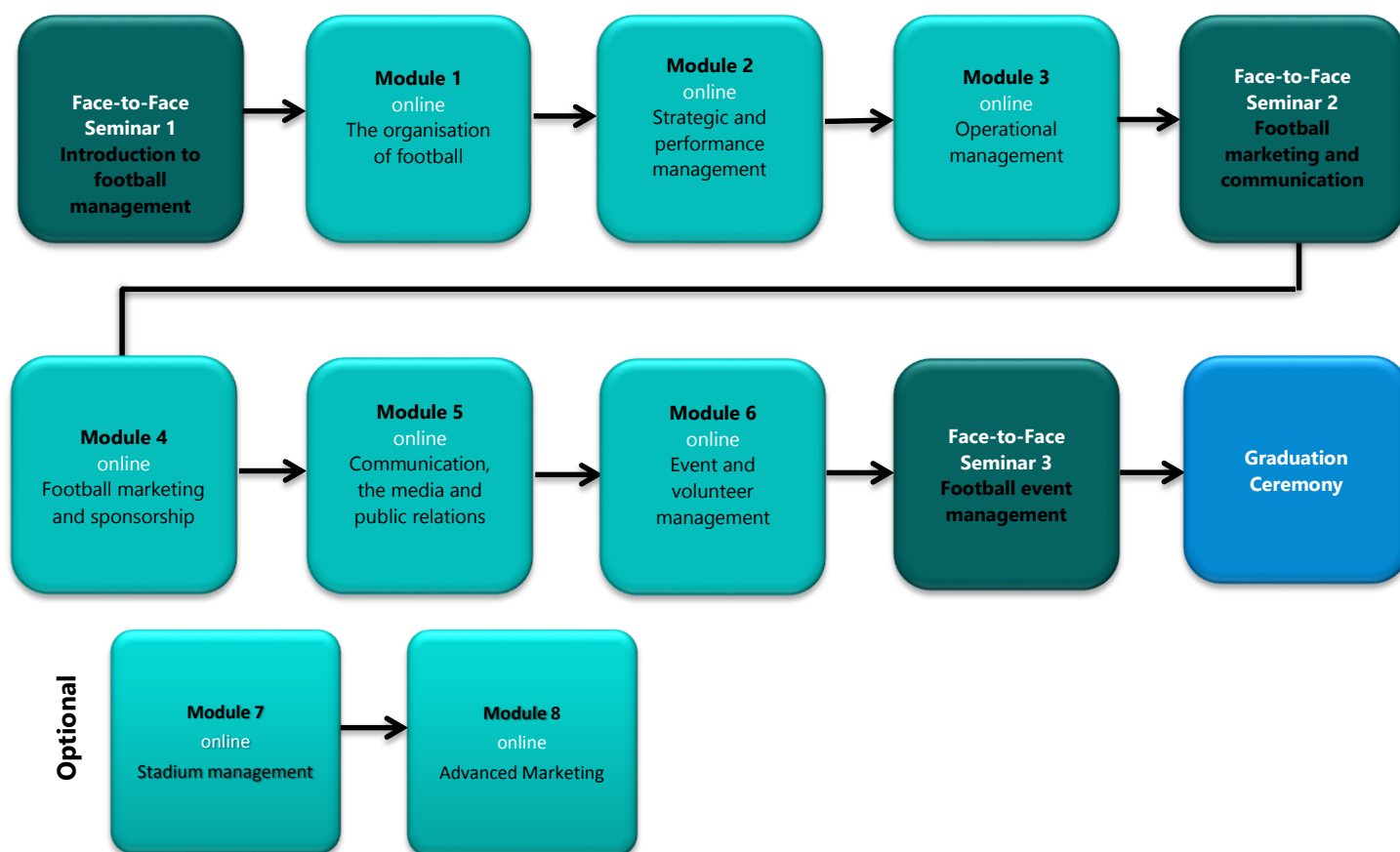
Rudolf Řepka
FACR General Secretary

Structure

The programme comprises six mandatory and two optional online modules, as well as three face-to-face seminars. Each module and seminar addresses a key area of national football association management and is prepared and run by internationally renowned academic experts. The UEFA CFM runs over a period of nine months. The certificates are issued through the Swiss Graduate School of Public Administration (IDHEAP), at University of Lausanne. The certificate is worth 10 ECTS Credits acknowledged by all European universities.

Each module focuses on one important aspect of the management of a football association:

- the organisation of football;
- strategic and performance management;
- operational management;
- football marketing and sponsorship;
- communication, the media and public relations;
- event and volunteer management;
- stadium management (optional);
- advanced marketing (optional).



Target group

The UEFA CFM programme is based around the Knowledge and Information Sharing Scenario (KISS) project and aims to help the UEFA member associations enhance and increase their knowledge of sports, and in particular football, organisation management.

The Football Association of the Czech Republic is responsible for the recruitment of 22 spots for its own staff and stakeholders (regional associations, professional clubs, etc.). Candidates to the UEFA CFM should:

- Work in football (NA, regional association, professional club) and have a permanent contract
- Have at least two years of experience with the NA/regional association, etc.
- Please note that candidates applying for the UEFA CFM must have a good command of English (both oral and written).

Assessment

The amount of work necessary is approximately four days per online module (including the written assignments). E-learning technology allows flexibility enabling participants to continue with their day-to-day work. E-learning technology allows flexibility enabling participants to continue with their day-to-day work.

Participants will be graded on the basis of:

- two written assignments;
- a final oral exam.

Contact details

Any questions related to the UEFA CFM – Czech Republic can be addressed to:

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