



No. 51/2023

TO UEFA MEMBER ASSOCIATIONS

For the attention of
the President and the General Secretary

Your reference	Your correspondence of	Our reference	Date
		SE1	12 September 2023

UEFA Certificate in Football Management – Players’ edition

Dear Sir or Madam,

We are delighted to announce that applications are now open for the upcoming edition of our highly successful UEFA Certificate in Football Management – Players’ edition.

Over the years, UEFA has helped improve football management throughout Europe. During that time, there has been a rise in demand for specialised courses to help players educate themselves during their playing careers and transition to a new profession after they hang up their boots.

We are now accepting applications for the third players’ edition of the UEFA Certificate in Football Management from footballers, coaches and referees.

While the course content is similar to the well-known UEFA CFM, from which over 1,000 football administrators all over Europe have already graduated, the format has been adapted to suit the professional footballing schedule by being delivered 100% online. In other words, the understanding is that the playing career comes first. A team of mentors will make sure the students receive guidance whenever needed.

Participants will earn the same academic qualification as from the national editions of the CFM: a certificate of advanced studies (CAS) in football management delivered by the University of Lausanne and recognised throughout Europe (10 ECTS).

Applications

Further details of the course and eligibility criteria can be found in the table below and in the enclosed brochure. If you have any questions, please write to academy@uefa.ch.

Candidates must complete the online application form available on the course page of the [UEFA Academy website](https://www.uefa.com/academy). The deadline is **11 December 2023**.

We hope you share the information about this programme among your clubs and with current and former national team players, coaches and referees.

Yours faithfully,

U E F A



Theodore Theodoridis
General Secretary

Enclosure

- UEFA CFM – Players' edition brochure

cc (with enclosure)

- UEFA Executive Committee
- UEFA HatTrick Committee
- European members of the FIFA Council
- FIFA, Zurich
- UEFA Football Committee
- European Club Association
- European Leagues
- FIFPRO, Division Europe

UEFA Certificate in Football Management, key characteristics

Objectives	The UEFA CFM is a blended-learning programme that helps participants enhance, increase and formalise their practical knowledge of football management.
Target group	Professional players, coaching staff and referees
Admission criteria	Candidates should: <ul style="list-style-type: none"> - have a good command of English, both spoken and written - be a professional player, coach or referee
Application deadline	11 December 2023
Number of candidates	35 candidates maximum
Teaching model	100% e-learning
Dates	January – September 2024
Duration	9 months, 140 hours of online studies
Topics	<p>22 January 2024 – Masterclass 1: The organisation of football</p> <p>26 February 2024 – Masterclass 2: Strategic and performance management</p> <p>4 March 2024 – Masterclass 3: Operational management</p> <p>22 April 2024 – Masterclass 4: Football marketing and sponsorship</p> <p>13 May 2024 – Masterclass 5: Communication, the media and public relations</p> <p>15 July 2024 – Masterclass 6: Event and volunteer management</p> <p>26 August 2024 – Masterclass 7: UEFA Champions League online simulation</p> <p>23 September 2024: Oral exams and graduation ceremony</p>
Qualification	Certificate of completion from the UEFA Academy and certificate of advanced studies (10 ECTS) delivered by the University of Lausanne.
Cost	€7,900