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TO UEFA MEMBER ASSOCIATIONS

For the attention of
the President and the General Secretary

Your reference	Your correspondence of	Our reference	Date
		SE1	28 October 2024

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 fourth 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 1,800 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 UEFA 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 **24 November 2024**.

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

Yours faithfully,

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Theodore Theodoridis
General Secretary

Enclosure

- UEFA CFM – Players' edition brochure

cc (with enclosure)

- UEFA Executive Committee
- UEFA HatTrick Committee
- UEFA Football Committee
- European members of the FIFA Council
- FIFA, Zurich
- European Club Association
- European Leagues
- FIFPRO 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	24 November 2024
Number of candidates	35 candidates maximum
Teaching model	100% e-learning
Dates	January – September 2025
Duration	9 months, 140 hours of online studies
Topics	20 January 2025 – Masterclass 1: The organisation of football 24 February 2025 – Masterclass 2: Strategic and performance management 10 March 2025 – Masterclass 3: Operational management 22 April 2025 – Masterclass 4: Football marketing and sponsorship 19 May 2025 – Masterclass 5: Communication, the media and public relations 21 July 2025 – Masterclass 6: Event and volunteer management 25 August 2025 – Masterclass 7: UEFA Champions League online simulation 22 September 2025 – Oral exams 14 October 2025 - Graduation ceremony
Qualification	Certificate of completion from the UEFA Academy and certificate of advanced studies (10 ECTS) delivered by the University of Lausanne.
Cost	€7,900