



PROFESSIONAL MASTER IN *FOOTBALL BUSINESS*

2024-2025 EDITIONS

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A WORD FROM THE **FOUNDER**

Dear future Candidate of The FBA,

When a game you love so much turns into a passion that you can't live a day without, sooner or later you'll find yourself looking for ways to ensure it continues to be an active part of your life. As a child, who doesn't look up to some great football player and dream of one day follow his or her footsteps and become a professional? But then adulthood starts approaching and, unless you have extraordinary skills, most people are gradually pushed - consciously or subconsciously - onto a path which leads them to pick a career that is considered safe and secure. A few (or many) years down the line, they realize it was a trap and desperately try to figure out where they went wrong...

Chances are that you can relate with this lifepath and are looking for some big answers yourself to the what-am-I-doing-with-my-life type of questions. Or perhaps you are among the few lucky ones who did manage to navigate their way into the industry but need more knowledge and contacts to get where you really want to be. Whichever the case, you've probably realized that football is definitely your biggest passion and will do whatever it takes to truly succeed in this industry once and for all. Ever since we established The Football Business Academy, our principal objective has been to deliver an innovative experience which will really help you to achieve this goal; to create the best bridge possible between the dream of working in the football industry and the current reality. Because we know that it's a very particular and complex industry. That is why, by collaborating closely with the football industry's main stakeholders and experts, we are able to deliver a program which makes sense. A program which, in addition to high-level and practical courses, Field Trips and guest lectures, includes the most relevant and meaningful elements to football business education: continuous networking opportunities, attendance to world-class business events, guaranteed internships, and Student Business Projects.

This is your chance to be immersed into understanding how the global football industry really works and experience a highly personalized and effective pathway towards success. If you know you have the necessary curiosity, drive, and potential to excel, then you will be a proud member of The FBA Family for life.

On behalf of the Faculty, Partners, Alumni and management team of The Football Business Academy, I look forward to welcoming you in our next Edition - and to start building the future of Football together!

All the best,

DORIAN ESTERER
CEO



Created for people who want to pursue a career in the football industry, The Football Business Academy offers a unique and comprehensive program that prepares all Candidates for success in the dynamic future of the football industry, worldwide.

THE FBA IN NUMBERS



Unparalleled sports employability rate including 86% of Alumni working in the football industry after Graduation.*



Average time for our Alumni to find a job in the sports industry, including football, post-graduation.



Our Alumni community keeps constantly growing around the world, building a global FBA network for them and our Candidates.



Our Candidates and Alumni have hailed from 5 continents creating truly global classrooms.



Guaranteed Internships and Student Business Projects thanks to strong industry partnerships.



Access to top industry leaders and football organizations through The FBA Family.

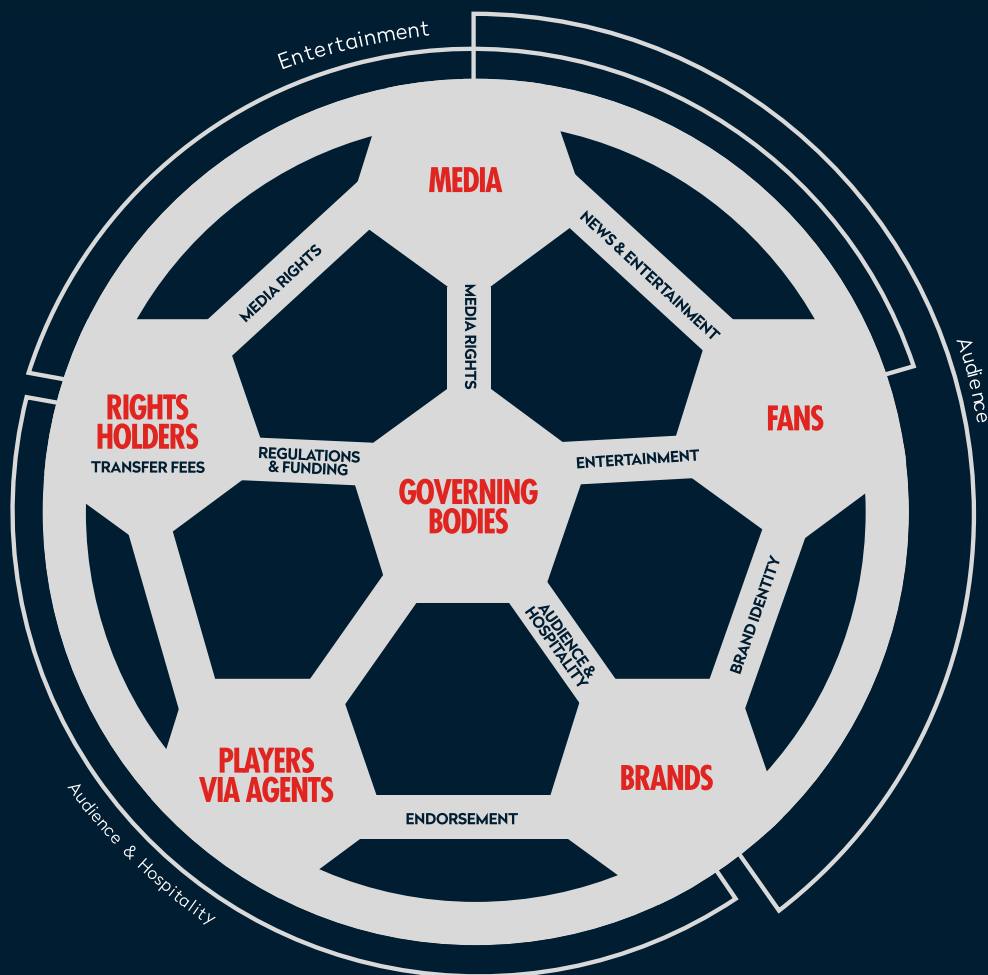


*Average as of January 2023.

THE FOOTBALL INDUSTRY AND KEY TRENDS

The football industry has developed tremendously over the past years and continues its spectacular evolution as witnessed by the adoption of technology, multi-club ownership models, transfer numbers, and participation levels, to name just a few, around the world. Unfortunately, due to a lack of professionalism, transparency, and ethics a lot of scandals keep taking place and more fans and stakeholders than ever are demanding change. The conclusion is simple: the complexity of modern football business has evolved and therefore the area of education and professional formation needs to keep up with the pace. Our mission is to meet this need for more professionally trained leaders and ensure the industry can continue to evolve judiciously. And that is where The Football Business Academy comes into play.

THE COMPLEXITY OF THE FOOTBALL INDUSTRY



KEY TRENDS

1

DIGITAL & TECHNOLOGY

2

INVESTMENT & OWNERSHIP

3

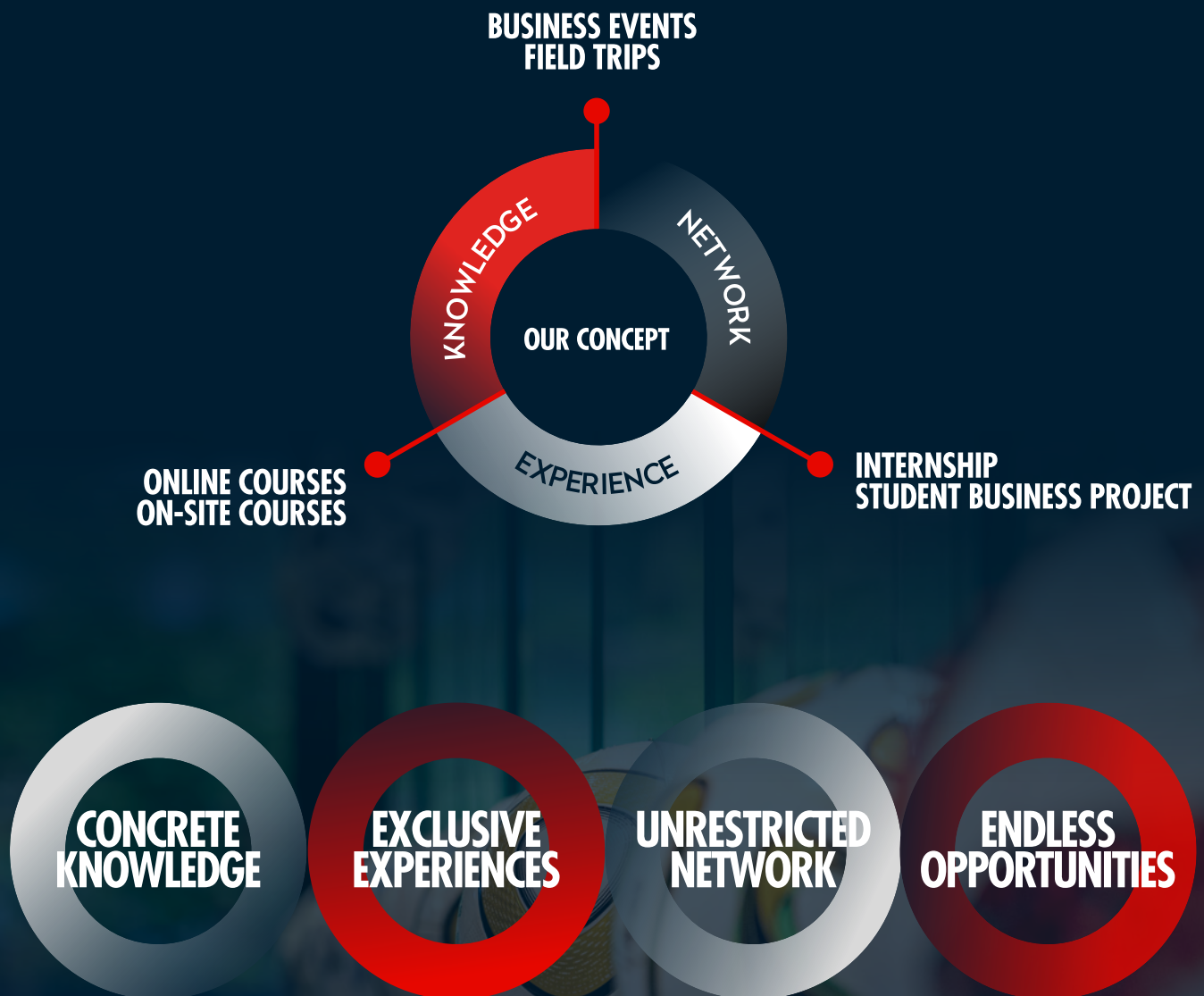
WOMEN'S FOOTBALL

4

INTERNATIONALIZATION

THE FOOTBALL BUSINESS ACADEMY

The FBA is a global leader in football business education whose goal is to accelerate the professionalisation of the football industry and develop current and future leaders in the game. Founded in 2017 and based in Switzerland, The FBA is best known for its flagship degree – the **Professional Master in Football Business** – developed and frequently updated in a collaborative way with football industry experts around one foremost objective: to provide you with all the necessary tools and an optimal learning environment in order to succeed in this passionate and dynamic industry.



66

"The knowledge, experience and confidence I have gained through this course is immeasurable in value and I am determined to use it to make football a better place for everyone".

NATALIE BOWLES (UK), 9th Edition Alumna.
Member Services Manager – League Managers Association (LMA).



PROFESSIONAL MASTER IN FOOTBALL BUSINESS

66 *"Olympique Lyonnais is pleased to associate with The FBA in a permanent desire to professionalize the world of football. This exchange of skills fits perfectly with the academic strategy of the club, which aims to build the elite of the football industry in all areas, both on and off the pitch"*

JEAN-MICHEL AULAS,
Former President, Olympique Lyonnais.



Our 12-month Master Degree program is divided into 4 modules. In order to deliver the best football business leaders of tomorrow, we believe it is essential for you to gain a comprehensive understanding of the intricacies of such a dynamic industry – as is football – while combining theory with practice. And to achieve this, our program has been structured in such a way that it allows you to naturally transition from one phase into the next.

ONLINE & ON-SITE COURSES

You'll begin with two online modules, supported by our customized Learning Management System (LMS), to enhance your industry knowledge while still preparing for your transition to the football world. In Module 4 in Lisbon, you'll attend on-site classes and workshops on a state-of-the-art campus. All courses are instructed by our industry-experienced Faculty with a focus on your professional development.

NETWORKING WEEK

What better way to become a football business leader than by participating in prominent football business events and meeting current ones? You will receive a complimentary invitation to a networking event where, together with The FBA's staff, you will be able to develop your portfolio of contacts and expand your knowledge of the industry. From Manchester to China to Miami and Sevilla, wherever we've been, our Candidates return mesmerised and invigorated by having been at the epicentre of the football community.

FIELD TRIPS

Field Trips are a vital aspect of the program as they allow you to apply the concepts and practices learned during the courses, expand your network, and position yourself in the market. These visits to football clubs and organizations offer you another chance to physically experience and visualize what you have learned. You will participate in behind-the-scenes facilities tours, attend expert presentations, and even experience match days.

STUDENT BUSINESS PROJECT

The SBP is again a great way for you to gain professional experience and face real market challenges. You will have the opportunity to work in teams on a project given by an FBA Partner. The SBP is your graduation project in which you will need to bring together the knowledge, skills and experience obtained throughout the program and prove you are ready to enter the football industry, add value, and help transform it.

INTERNSHIPS

At The FBA, we take pride in being able to place our Candidates at renowned football-related organizations for their mandatory internships. After analyzing the different needs and interests of our Candidates and Partners, we carefully identify the best synergies in order to propose and facilitate mutually beneficial opportunities. In the past, our Candidates have done their internships across all kinds of departments and in places such as:



CURRICULUM & TOPICS

60 ECTS

1.
MODULE

2.
MODULE

3.
MODULE

4.
MODULE

3 months

3 months

3 months

2 months

Online Classes

Online Classes

Guaranteed Internship

On-site Classes (Lisbon)

Networking Week*

Field Trips

Student Business Project

Graduation

TYPICAL STUDY WEEK DURING ONLINE MODULES

5

HOURS

Assignments

7

HOURS

Self-studying

9

HOURS

Live interactions with Candidates
& Professors (classes, guest
lectures & workshops)

66

"I was confident in my decision to join The FBA last year but never expected the journey to have been as incredible as it has been. From gaining both theoretical and practical skills that will help shape the future of my career, to connecting with first class professors and industry professionals. Finally, a thank you to all FBA staff and professors that made this possible."

FARIS FAYROUZ (KUWAIT), 9th Edition Alumnus.
Partnership Sales Manager – SPORTFIVE.



*Networking Weeks do not always take place during Module 1. They are subject to event dates and might vary year to year.

THIS IS

MODULE

1.

INTRODUCTION TO THE FOOTBALL INDUSTRY

ONLINE

The first module is an introduction to the football industry which provides students with a broad overview and good foundation of its dynamics.

DURATION
3 MONTHS

COURSES

- ✎ Global History of Football
- ✎ Football Industry Macrotrends
- ✎ Political Economy of Football
- ✎ Law in Football
- ✎ Financial Strategy in Football
- ✎ Sustainability & CSR in Football
- ✎ BI & Data Analytics

DATES

September Edition
From mid-September to the beginning of December

March Edition
From mid-March to the beginning of June

THIS IS

MODULE

2.

FOOTBALL INDUSTRY SPECIFICS

ONLINE

The second module goes deeper, teaching our Candidates the different aspects that the football industry entails.

DURATION
3 MONTHS

COURSES

- ✎ Stadium Business Operations
- ✎ Women's Football
- ✎ Sponsorship & Partnership
- ✎ Digital Football Content & Marketing
- ✎ Media Rights & Broadcasting
- ✎ Club & Academy Sport – Technical Management

DATES

September Edition
From the beginning of December to the beginning of March

March Edition
From mid-June to the end of August

THIS IS

MODULE

3.

GUARANTEED INTERNSHIP

A guaranteed internship by The FBA at one of our Partner Network members for Candidates to get hands-on experience in the football industry.

DURATION
3 MONTHS

INSTITUTIONS

- ✎ Clubs
- ✎ Sponsorship Agencies
- ✎ Associations
- ✎ Sports Brands
- ✎ Events Organization
- ✎ Players Agencies
- ✎ Football Governing Bodies

DATES

September Edition
Between March and the end of June

March Edition
Between September and the end of December

THIS IS

MODULE

4.

STUDENT BUSINESS PROJECT
FIELD TRIPS ON-SITE CLASSES**LISBON**

While working on the SBP and participating in insightful Field Trips, the fourth module covers additional industry specifics for Candidates to expand their knowledge.

DURATION
2 MONTHS

COURSES

- ✎ Entrepreneurship and Innovation
- ✎ Ethics and Professionalism
- ✎ Football Governance
- ✎ Leadership in Football
- ✎ Competitions & Mega Events

DATES

September Edition
From the beginning of July to the end of August

March Edition
From January to the beginning of March

A WORLD-CLASS FACULTY & POOL OF EXPERTS

The FBA draws its academic strength from its international Faculty of highly experienced industry professionals who happen to have a passion for educating the next generation of football business leaders. All of them have been carefully selected to ensure you get to learn from the best and have great mentors to inspire you and guide you. By surrounding yourself with individuals who are already where you want to be, you simply cannot get lost.



DAVID GOLDBLATT

Author, Teacher and Journalist at the BBC, The Times, The Financial Times, The Guardian.

- *Global History of Football*
- *Political Economy of Football*



NICOLE ALLISON

Co-Owner & CEO Worcester City Women FC and former General Manager Tottenham Hotspur Ladies FC.

- *Women's Football Development*



EBRU KOKSAL

Chair, Women in Football, Board Member, A-Leagues and Former CEO, Galatasaray.

- *Leadership in Football*



ALFONSO ROBERES

Founder & CEO, Arowana Sports and former Head of International Sponsorship, Tours, Players Image Rights and Friendly Matches, Real Madrid CF.

- *Sponsorship and Partnership in Football*



MARKUS BARTOSCH

UEFA Consultant and former Senior Head of Media Rights & Broadcasting, German FA (DFB).

- *Media and Communication in Football*



SAMIN MACDONALD

Vice President, Legends International.

- *Stadium Business Operations*



ALEXANDRE MESTRE

Sports Lawyer, Abreu Advogados.

- *Law in Football*
- *Ethics and Professionalism*



JANE PURDON

Director, Women in Football and Former Director of Governance, Premier League.

- *Football Governance*



JEAN-BAPTISTE ALLIOT

Chief Strategy Officer & Co-Founder of LaSource, former Innovation Strategy Lead at UEFA.

- *Entrepreneurship & Innovation in Football*



ISITAN GÜN

Chairman, Fortuna Sittard and Former CFO, Galatasaray.

- *Financial Strategy in Football*



AMAR SINGH

Senior VP, Content and Communications MKTG & Former Head of Content, West Ham United FC.

- *Digital Football Content & Marketing*



PEDRO IRIONDO

General Manager - Strategy & Development, Olympique de Marseille & Former Senior Manager - Corporate Development, FIFA.

- *Football Industry Macrotrends*



STIG MEYLEMANS

Global Operations Lead and Partner at DoublePass.

- *Club & Academy Sport-Technical Management*



BAS SCHNATER

CEO of Fan Engagement Consultancy, former Digital & CRM Manager, AZ Alkmaar and UEFA Growth Consultant.

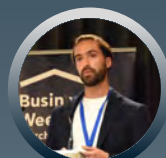
- *BI & Data Analytics*



PEDRO CORREIA

Founder & CEO of Beyond Sports Events. 20+ years consultant for FIFA, UEFA, AFC, CAF and other sports entities.

- *Competitions & Mega Events*



IOANNIS KONSTANTOPOULOS

Researcher and Founder of The Sports Footprint.

- *Sustainability & CSR in Football*

PHENOMENAL GUEST LECTURERS

ALVARO GIL

Atlético de Madrid

OLIVIER JAROSZ

Former European Club Association

MISHA SHER

EssenceMediacom

DECLAN HILL

Journalist

MARIA BAÑERES

Former Beko

PEDRO MESTRINER

Horizm

BIRGER NASS

German Football League

SUDHARSHAN GOPALADESIKAN

Former SL Benfica

SUNDAR RAMAN

Reliance Sports

DEE KUNDRA

FC Bayern München

HUBERT ROVERS

EFDN

STEFANO MALVESTIO

Bichara & Motta

DENNIS C. THOM

Former Borussia Dortmund

ORNELLA BELLIA

FIFA

HICHAM EL AMRANI

Former CAF

SIMON CHADWICK

Researcher, Author, Consultant

LOUIS SAHA

Axis Stars

ANNA CHANDUVI

Meta

ROMUALD NGUYEN

French Football Federation

ELS DIJKHUIZEN

Heineken

JOHN BARROW

Populous

ANDREW ORSATTI

FIFPro

ERKUT SÖGÜT

Agent Mesut Ozil

CLÉMENT MICHON

Former Olympique Lyonnais

ALBERTO COLOMBO

European Leagues

EDUARDO VALDES

Former Olocip

JOSÉ RODRIGUEZ

FIFA

REBECCA SMITH

Crux Sports

RONIT GLASMAN

Israeli Football Association

MATTHIEU MAIGNAL

Former Paris Saint-Germain

JULIO TARREGA

Former Valencia CF

MONIQUE CHAUDHURI

Brentford FC

PAUL MACE

Macesport

DANIEL WOOD

World Freestyle Football Association

66

"It is very important for Girona FC to be part of The FBA network as many distinguished professionals within the industry collaborate with them. The agreement is a great opportunity for our club to welcome young and talented students, who will be sharing their vision on the world of football with us. We are sure that we will benefit from their knowledge and innovative ideas".

DELFI GELI,
President, Girona FC.



OUR PARTNERS

75+

The FBA's strength lies in our partnerships and strong industry relationships through which we continuously seek to identify the synergies between the Partners' strategic needs and The FBA Candidates' skills and interests.



AND MORE

OUR *CAMPUS*

66 *"This partnership with The FBA aligned with our strategic goal to establish innovative partnerships with organizations that are at the top of their field."*

DANIEL TRAÇA,
Dean, Nova School of Business & Economics.



The FBA & Nova School of Business & Economics have an agreement designed to bring a part of The FBA's Professional Master in Football Business to Nova SBE's campus, while also fostering the exchange of know-how and intercultural experiences.

In its 40-plus year history, Nova SBE has become Portugal's top brand in higher education and has developed a reputation for having a mindset of innovation and excellence. They are part of a select group of business schools which have the Triple Crown Accreditations – EQUIS, AMBA and AACSB. Indeed, less than 1% of the world's business schools have this highly recognized education standard.

This partnership represents a unique opportunity for FBA Candidates as they will have the privilege of studying in one of the most beautiful and innovative campuses of Europe for two months just outside Lisbon in the Carcavelos area, while being part of a top educational institution that follows high-quality Swiss standards.

1.

SAFEST CITY IN EUROPE

2.

**CLASSROOMS WITH A
VIEW OF THE OCEAN**

3.

**AFFORDABLE LIVING
COSTS**

4.

**DIRECT CONNECTION
TO THE BEACH**



WHY STUDY AT THE FBA

We care about providing you with a comprehensive learning environment which reflects the industry's needs and realities. If your goal is to become a leader in the football industry, we believe that the following 5 reasons will make your future self thank you for taking the decision to study at The FBA.

01. INNOVATION

The first Professional Master degree entirely dedicated to football business, which combines online courses, guest lectures, active participation at business events (Networking Week), a guaranteed internship, on-site courses, insightful Field Trips, a Student Business Project, career opportunities via personal referrals, and a lifetime learning environment.

02. EXCELLENCE

In order to train the leaders of tomorrow, the pursuit of excellence starts from day one and has no finish line. We constantly strive to involve the best industry professionals as professors and guest lecturers, establish the ideal balance of theory and practice, and offer you the ultimate networking experiences.

03. BESPOKE

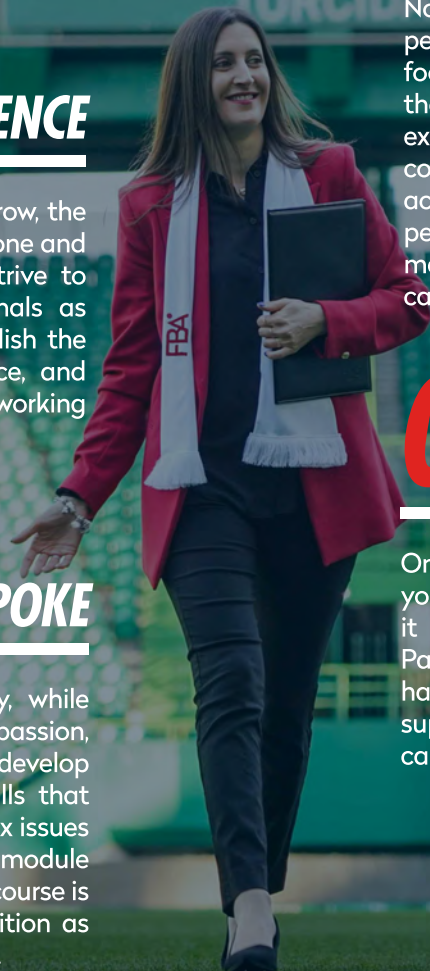
By inspiring you to explore broadly, while gaining deep mastery in your field of passion, The FBA program helps you to develop diverse knowledge and practical skills that will enable you to address the complex issues facing the football industry. Each module builds on the previous one and every course is seminal, resulting in a smooth transition as you progress throughout our program.

04. RESULTS

No empty promises: Results. For most people, the hardest part is to get their foot in the industry. By providing you with the necessary knowledge, real-life experience, and professional exposure, combined with a strong Partner Network, access to industry contacts through personal referrals, and career advice, we make sure to set you up for an exciting career in football.

05. FAMILY

Once you have joined The FBA Family you will remain part of it for life. Whether it is other Alumni, Faculty members, Partners, or FBA staff, you will always have someone who you can count on for support, business introductions, or indeed career development.



ALUMNI CAREER OUTCOMES

66 *"The FBA is all about 'building the future of football together' and they stay true to their word. Whereas universities may very well cease contact once you've graduated, The FBA continues to be the support mechanism their current and past students can rely on when looking to connect with new people. It offers you the foundations for getting a foothold in the industry, builds your network of contacts, and most importantly allows you to meet people from all around the world, something I found to be one of the most important aspects."*

KRESIMIR BEBIC (CROATIA), 9th Edition Alumnus.
Inside Sales Account Manager, Vancouver FC



While some of our Candidates were already working in the football industry prior to joining our Master, the vast majority of them are career switchers coming from a variety of academic and professional backgrounds. Today, they have made a name for themselves in the industry they are passionate about and are putting in considerable effort to disseminate The FBA values throughout it.

MADINA SHUKOOR (ITALY)

PREVIOUS STUDIES
Economics

PAST WORK EXPERIENCE
Telecommunications

AGE OF START AT THE FBA
26



FBA INTERNSHIP



AFTER FBA
Professional Football Coordinator

FIFA

FRANCISCO CASTRO (PORTUGAL)

PREVIOUS STUDIES
Management

PAST WORK EXPERIENCE
IT

AGE OF START AT THE FBA
22



FBA INTERNSHIP



AFTER FBA
Fan Experience Account Manager



PABLO ARQUERO (SPAIN)

PREVIOUS STUDIES
Law

AGE OF START AT THE FBA
31

PAST WORK EXPERIENCE
Banking

FBA INTERNSHIP



AFTER FBA
Head of Sponsorships



ZARAH SHAH (IRELAND)

FBA

PREVIOUS STUDIES
Finance

AGE OF START AT THE FBA
34

PAST WORK EXPERIENCE
Operations

FBA INTERNSHIP

ELEVEN

AFTER FBA
Financial Planning & Analysis



AMANDA RUETTE (FRANCE)

PREVIOUS STUDIES
Business Administration

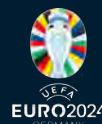
PAST WORK EXPERIENCE
Events Services

AGE OF START AT THE FBA
26

FBA INTERNSHIP



AFTER FBA
Media Facilities Coordinator



IVAN AGNELLI (SOUTH AFRICA)

PREVIOUS STUDIES
Communications

PAST WORK EXPERIENCE
Communications

AGE OF START AT THE FBA
37

FBA INTERNSHIP



AFTER FBA
Ticketing & Hospitality Team Lead



PAOLA ALVARADO (COSTA RICA)

PREVIOUS STUDIES
Sports Management

AGE OF START AT THE FBA
31

PAST WORK EXPERIENCE
Professional Footballer

FBA INTERNSHIP

AFTER FBA
Infotainment Talent Manager

EDGAR LUNA (MEXICO)



PREVIOUS STUDIES
Management

AGE OF START AT THE FBA
25

PAST WORK EXPERIENCE
Marketing

FBA INTERNSHIP

AFTER FBA
Marketing Coordinator

FBA ALUMNI EMPLOYMENT FACTS

91%

of The FBA Alumni have secured a job in the sports industry.*

86%

have been hired specifically by top football organizations worldwide.*

3 MONTHS

is the average time our FBA Alumni took to find a job, after Graduation.

*Average as of January 2023.

TOP 3 FBA ALUMNI EMPLOYERS

1.



2.

FIFA

3.



SOCIOS.COM

TYPES OF ORGANIZATIONS EMPLOYING FBA ALUMNI

1.

FOOTBALL CLUBS

2.

GOVERNING BODIES

3.

SPORTS & MARKETING AGENCIES

OTHER PLACES WHERE FBA ALUMNI HAVE LANDED JOBS



PROGRAM *OVERVIEW*

OUR PROGRAM

Professional Master In
Football Business

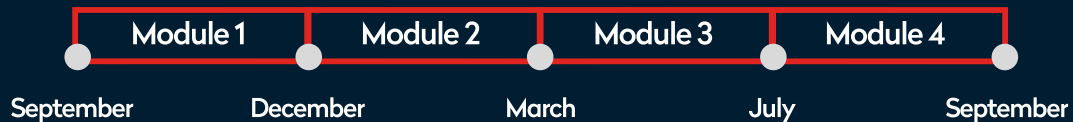
TUITION 30'000 CHF

Intake Dates March Edition
& September Edition

MARCH EDITION



SEPTEMBER EDITION



KEY FEATURES

 Format Online & On-Site	 Location Lisbon Area, Portugal (Module 4)	 Credits 60 ECTS
 Duration 12 Months	 Internship 12 weeks guaranteed internship	
 Language Classes In English	 Business Events	 Field Trips Student Business Project

INCLUDED

COURSE MATERIAL
& PLATFORM ACCESS

ACCOMMODATION DURING
THE NETWORKING WEEK

BUSINESS EVENT'S ACCESS,
NETWORKING AND TICKETS

TRANSPORTATION TO &
FROM MODULE 4 FIELD
TRIPS LOCATION

ACCOMMODATION
DURING FIELD TRIPS

3 MONTHS OF
GUARANTEED INTERNSHIP

CAREER OPPORTUNITIES
(REFERRALS AFTER
GRADUATION)

FOR THE PASSIONATE AND THE BOLD, FOR THOSE WHO ARE READY TO KICK OFF THEIR CAREERS IN THE FOOTBALL INDUSTRY; WE ARE HERE FOR YOU.



BE ONE STEP CLOSER TO FULFILLING YOUR DREAM.

LET'S BUILD THE FUTURE OF
FOOTBALL TOGETHER!



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