



PFA
**Business
School**



PFA
BUSINESS SCHOOL

Built for **FOOTBALL PROFESSIONALS** based
on an in-depth knowledge of the industry





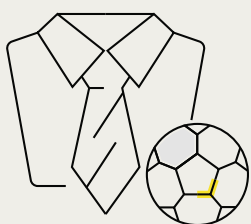
PSA
Business
School

For football.
For life.

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The PFA Business School delivers Football Management Programmes that **NO OTHER SCHOOL** offers.



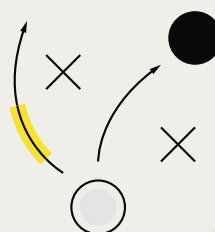
FOOTBALL MANAGEMENT PROGRAMMES

Specific programmes designed to prepare students for careers in the football and sports industry.



ADAPTABILITY TO FOOTBALLERS

Tailored programmes adapted to the players' schedules and educational needs.



TRAINING BASED IN PRACTICE

Football professionals and former players share best practice in football management.

Built for **PLAYERS** based on an in-depth knowledge of the industry

Welcome to the PFA Business School

As the players' union, the Professional Footballers' Association (PFA) is there for its members both on and off the pitch.



One thing that is certain for all professional players, regardless of the level they reach within the game, is that their careers will eventually come to an end.

We always view our members as people, not just players, and a crucial part of our work is to help our members prepare for their transition to a new stage of life after retiring from football. In keeping with this commitment, I am excited to introduce the PFA's new Business School.

The School has been established as a significant and bold new step to advance the union's longstanding work supporting members in education and personal development. The programme, which is led by experts from the world of football, sport and beyond, will enable members to acquire new skills, explore fresh career options, and boost their employability prospects once they hang up their boots.

I hope you enjoy finding out more about what the PFA's new Business School has to offer.

Maheta Molango
PFA CEO

A Player-Centric Initiative

With over 15 years' experience in executive education, I have always believed that football deserves a learning environment built specifically for the players.



The PFA Business School was created with that vision – to provide current and former members with a pathway that matches the ambition and professionalism of the modern game.

As the players' union, we understand that expertise in football is earned through experience. Our programmes are therefore designed to bridge that experience with structured, practical learning. We connect theory directly to the realities of leadership, governance and decision-making within professional sport.

Our faculty have been carefully chosen for the journeys they have lived, not just the titles they hold. They bring insight shaped by pressure, responsibility and transformation at the highest level. Their experience ensures that what we teach is relevant, credible and grounded in the game as it truly operates.

Our aim is clear. To equip our members with the knowledge, confidence and network required to lead the next chapter of football.

Alejandro Cardenas

Director of the PFA Business School



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COURSES



UNDERGRADUATE DEGREE

BA (Hons) Football and Business Management



MASTERS

MSc in Football Club Management



MASTERS

MSc in Women's Football Management



POSTGRADUATE DIPLOMA

Global Football Business Management



POSTGRADUATE DIPLOMA

Global Football Sport Directorship



POSTGRADUATE CERTIFICATE

Football Psychology, Emotional Intelligence and Leadership

WORKSHOPS



The Career Transition Programme



Football Data Analytics



Football Finance Fundamentals



Sport Science Fundamentals



Approach to Elite Coaching



Football Broadcasting and Media Management



Football Club Community Trust Management



Sport Events and Project Management



Financial Literacy



The Player Entrepreneurship Programme

A close-up, profile view of a man wearing a black graduation cap with a blue tassel and a red and blue graduation gown. He is wearing glasses and is speaking into a microphone. The background is blurred with warm, bokeh lights.

PROGRAMMES



COURSE DIRECTOR



Arsène Wenger

Former Arsenal Manager
& FIFA Chief of Global
Football Development

Undergraduate

- Length of the programme:
3 Years
- Start date:
August

BA (Hons) FOOTBALL AND BUSINESS MANAGEMENT

Designed for young professional players, this degree combines academic study with the realities of modern football, enabling students to continue playing while building the knowledge, leadership capability and commercial awareness required beyond the pitch.

The programme provides a comprehensive understanding of how clubs operate – spanning governance, finance, recruitment, marketing and performance. Graduates leave with academic and vocational qualifications, including the UEFA B Licence, Talent ID certification and preparation for the FIFA Agent Examination, supporting progression into coaching, recruitment, management or executive roles.

FEATURED FACULTY



Francesca Whitfield
Director of Group Planning,
Manchester United



Fran Jones
Head of Commercial,
Brentford



Tony Simpson
Partner,
Oliver Wyman



Hemen Tseayo
Former Strategic
Development Director,
Tottenham Hotspur



Joe Jacobson
Co-CEO,
Reading



Abby Carrington
Player Care and Wellbeing
Specialist at the Premier League.
Former Performance Wellbeing
Lead at Manchester United



Preeti Shetty
CEO of Upshot and Director
at Brentford

[CLICK HERE TO
FIND OUT MORE](#)



COURSE DIRECTORS



Emma Hayes OBE

Head Coach, United States Women's National Team



Rebecca Caplehorn

Chief Football Officer, Premier League

Masters

- Length of the programme: **2 Years**
- Start date: **September**

MSc IN WOMEN'S FOOTBALL MANAGEMENT

Women's football has experienced rapid professional growth, creating new demands on leadership, governance and commercial strategy. This MSc is designed to prepare senior decision-makers to operate confidently within that evolving landscape. It provides a detailed understanding of how modern women's football clubs are structured, financed and led, while addressing the unique challenges and opportunities within the women's game.

The programme equips future executives with advanced knowledge across governance, finance, commercial development, sport directorship and performance strategy, preparing them for senior leadership roles within women's football clubs and organisations globally.

FEATURED FACULTY



Casey Stoney MBE
Manager of the Canada Women's National Soccer Team



Hope Powell CBE
Women's Technical Director, Birmingham City



Andy O'Boyle
Managing Director, Liverpool Women



Zarah Al-Kudcy
Chief Revenue Officer, WSL



Sarah Batters
Managing Director, London City Lionesses



Kelly Simmonds
Sports consultant and Director of Women in Football. Former Director of the Women's Professional Game at The FA



Marisa Ewers
Director of Women's Football, Aston Villa

CLICK HERE TO FIND OUT MORE



COURSE DIRECTORS



David Dein

Former Vice-Chairman,
Arsenal FC



Les Reed

Founder and CEO,
Reed Consulting

Masters

- Length of the programme:
1 Year
- Start date:
September

MSc IN FOOTBALL CLUB MANAGEMENT

For graduates of our Postgraduate Diplomas in Global Football Business Management or Global Football Sport Directorship, this top-up MSc brings both disciplines together into a single executive qualification, allowing diploma graduates to extend their training by one additional year.

The programme strengthens leadership across football operations, commercial management and performance. It provides a clear understanding of how elite clubs are structured, financed and governed, preparing graduates for senior decision-making roles within the modern game.

FEATURED FACULTY



Zoe Webber
Executive Director,
Norwich City



Paul Barber
Chief Executive and
Deputy Chairman,
Brighton and Hove Albion



Damian Vidagany
Director of Football,
Aston Villa



Alex Inglethorpe
Academy Director,
Liverpool

THE MSc ALLOWS YOU TO COMPLETE BOTH DIPLOMAS IN 3 YEARS

[CLICK HERE TO FIND OUT MORE](#)

DIPLOMA GLOBAL FOOTBALL BUSINESS MANAGEMENT



+

DIPLOMA GLOBAL FOOTBALL SPORT DIRECTORSHIP





COURSE DIRECTORS



David Dein

Former Vice-Chairman, Arsenal



Maheta Molango

CEO, PFA

Postgraduate Diploma

- Length of the programme: **2 Years**
- Start date: **September**

GLOBAL FOOTBALL BUSINESS MANAGEMENT

Football clubs are evolving into sophisticated, multi-layered organisations operating in an increasingly global and commercialised industry. This diploma equips future leaders with a comprehensive understanding of how modern clubs are structured, governed and financed. Covering ownership models, financial analysis, commercial strategy, digital transformation and regulatory frameworks, the programme develops the technical knowledge and strategic thinking required to operate at executive level.

Designed and delivered by industry practitioners, it provides practical insight into real-world decision-making, enabling graduates to manage complexity, drive sustainable growth and contribute confidently to the long-term success of professional football organisations.

FEATURED FACULTY



Michael Williamson
CEO of Wrexham AFC



Edwina Haddon
Head of Legal (Regulatory), Chelsea



MILLS & REEVE
Advise. Create. Together.

Carol Couse
Partner of regulatory and commercial issues, Head of the Sports, Entertainment and Media Sector, Mills & Reeve LLP



Giorgio Furlani
Chief Executive Officer, AC Milan



Steve Parish
Co-owner and Chairman, Crystal Palace



Tiago Lopes
Chief Executive Officer at Casa Pia A.C. Chief of Football, Platek Football Group



Polly Bancroft
CEO, Grimsby Town

[CLICK HERE TO FIND OUT MORE](#)



COURSE DIRECTORS



Andoni Zubizarreta

Former Sporting Director, FC Barcelona and Olympique de Marseille



Les Reed

Founder and CEO, Reed Consulting

Postgraduate Diploma

- Length of the programme: **2 Years**
- Start date: **September**

GLOBAL FOOTBALL SPORT DIRECTORSHIP

The role of the sporting director has become central to the strategic success of modern football clubs. This diploma prepares future technical leaders to operate at the highest level of the global game. Combining governance, financial literacy and regulatory understanding with advanced recruitment, analytics and performance strategy, the programme addresses the full complexity of elite sporting operations.

Delivered by experienced practitioners from across European football, it equips participants with the leadership, analytical and strategic capabilities required to build competitive squads, align football philosophy with long-term planning and operate effectively within high-pressure, high-performance environments.

FEATURED FACULTY



Julian Ward
Former Sporting Director,
Liverpool



Victor Orta
Sport Director at Valladolid FC
and former Sport Director at
Sevilla and Leeds United



Johannes Spors
Sport Director at Southampton
and former Global Sporting
Director at 777



Stuart Webber
Former Sporting Director,
Norwich City



Monique Choudhuri
Former board member
of Brentford



Jon DeSouza
Head of Methodology,
QPR



Patrick Montgomery
Global Markets Researcher,
Arsenal

[CLICK HERE TO FIND OUT MORE](#)



COURSE DIRECTORS



Graham Potter

Head Coach of the Swedish Men's National Football Team



Lee Richardson

Performance Psychologist, Liverpool

Postgraduate Certificate

- Length of the programme: **1 Year**
- Start date: **November**

FOOTBALL PSYCHOLOGY, EMOTIONAL INTELLIGENCE AND LEADERSHIP

Performance in elite football is shaped not only by tactics and talent, but by how individuals manage emotion, pressure and relationships. This certificate develops the psychological understanding and emotional intelligence required to lead effectively within high-performance environments. Drawing on applied research and real-world practitioner experience, the programme explores leadership identity, communication, motivation and team culture across the season cycle.

Participants gain practical tools to strengthen resilience, manage conflict, support player wellbeing and sustain performance under pressure. Designed for coaches, players and aspiring leaders, it bridges evidence-based psychology with the realities of modern professional football.

FEATURED FACULTY



Russell Martin

Former Manager, Glasgow Rangers



Michael Caulfield

Sports Psychology Consultant, Brentford



Casey Stoney

Manager of the Canada Women's National Soccer Team



Dr David Burston

Group and Individual Psychotherapist, Elite Sports Performance Coach. Former psychologist at Spurs



James Coppinger

First team coach at DRFC
Director of ProMindset



Tim Harkness

Former Head of Psychology, Chelsea



Willy Caballero

Former Assistant Coach, Chelsea

[CLICK HERE TO FIND OUT MORE](#)

WORKSHOPS

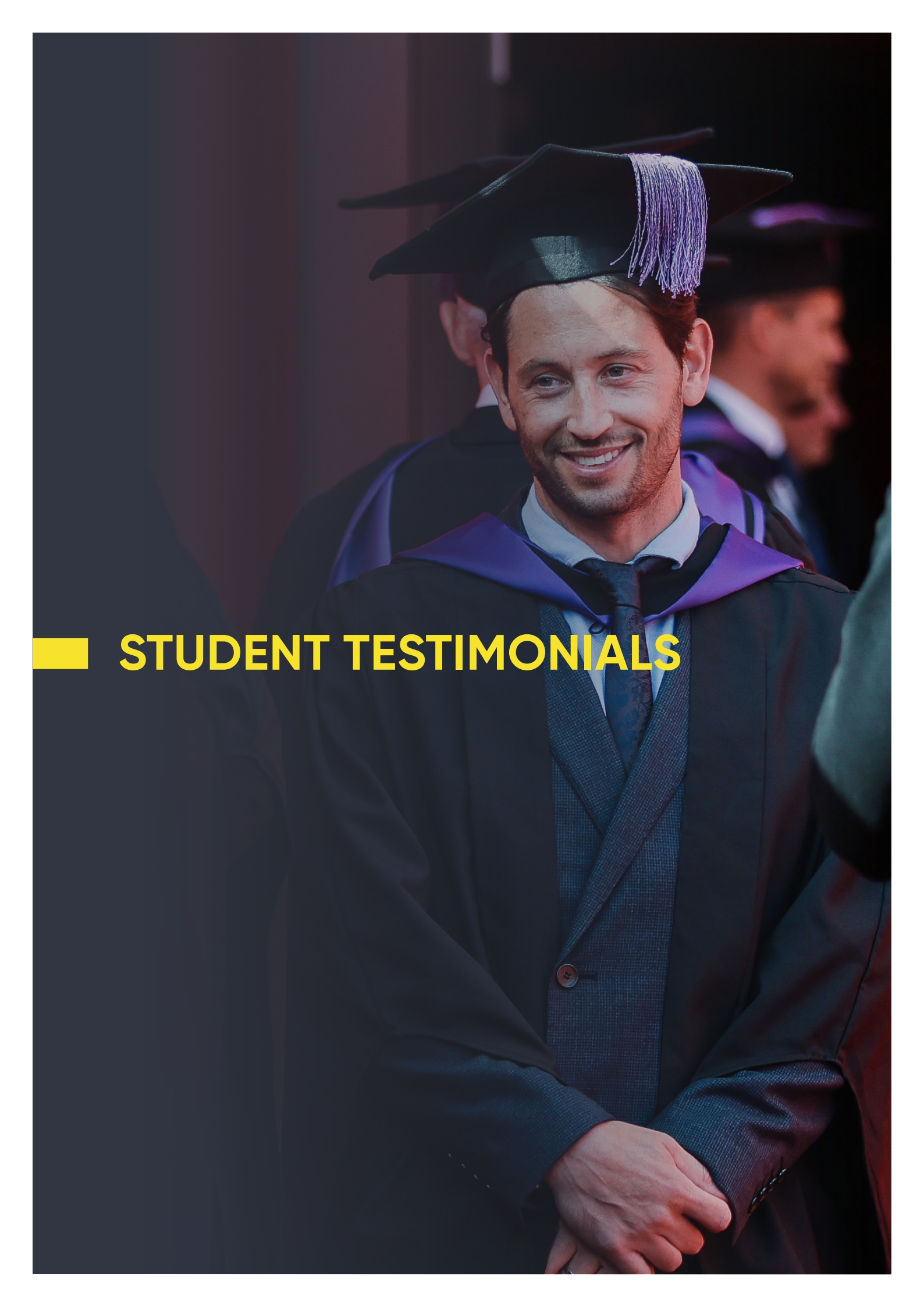
Alongside our accredited programmes, the PFA Business School delivers a series of specialist, focused workshops designed to provide practical insight into key areas of the modern game. Delivered fully online, these courses fit around the demands of professional football while offering immediate, real-world relevance.

Each workshop focuses on a specific discipline – from finance and data analytics to media management, coaching, sport science, community leadership and personal development. Sessions are led by experienced practitioners, bringing current industry knowledge and applied expertise.

Designed to be interactive and accessible, the workshops equip participants with clear frameworks, practical tools and greater confidence in specialist areas. Whether exploring a potential career pathway or strengthening existing knowledge, these courses provide a flexible and focused route to continued professional development within the game.

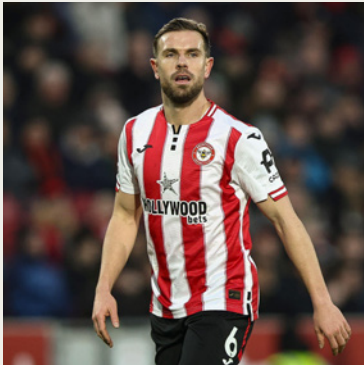
COURSES	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL
The Career Transition Programme		█				█				█		
Data Analytics						█						
Football Finance Fundamentals								█				
Sport Science			█									
Elite Coaching	█											
Football Broadcasting							█					
Football Club Community						█						
Sports Events									█			
Financial Literacy	█				█				█			
The Player Entrepreneurship Programme							█					

[CLICK HERE TO FIND OUT MORE](#)



STUDENT TESTIMONIALS

STUDENT TESTIMONIALS



“

As players, we don't always see the inner workings of the game. The PFA Diploma in Global Football Business Management has pulled back the curtain and shown me what goes on behind the scenes, including what is required to operate at director level within the game.

Jordan Henderson



“

The PFA Diploma in Global Football Business Management has broadened my understanding of the industry and prepared me for life after football. Learning alongside current and former players brings valuable perspective, and the flexibility of the course allows me to balance study with training and matches.

İlkay Gündoğan



“

I enrolled with the PFA Business School to prepare for the next stage of my career. After suffering a serious injury, the course gave me focus alongside my rehab. It has strengthened my understanding of the industry, and its flexibility allowed me to continue studying while recovering.

Tyrone Mings



“

The PFA's Certificate in Football Psychology, Emotional Intelligence and Leadership has prompted important self-reflection on my own leadership and those around me. Learning from both theoretical and practical perspectives has strengthened my understanding of leadership in the women's game and how to better support players and staff.

Lucy Staniforth

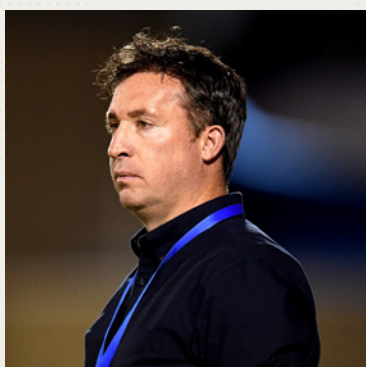
STUDENT TESTIMONIALS



“

The PFA Diploma in Sport Directorship has broadened my understanding of how elite clubs operate behind the scenes. Learning from experienced practitioners and engaging with like-minded professionals has been invaluable, and the flexibility of the programme has allowed me to continue performing at the highest level.

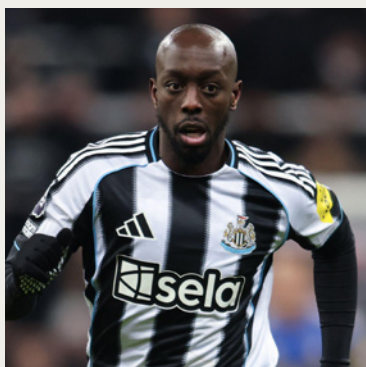
Kiernan Dewsbury-Hall



“

The Sporting Directorship programme has been a game-changer for me. It's not just theory – it gives you a real insight into what the role involves at the highest level. This programme gives you the tools, knowledge and network to make it happen.

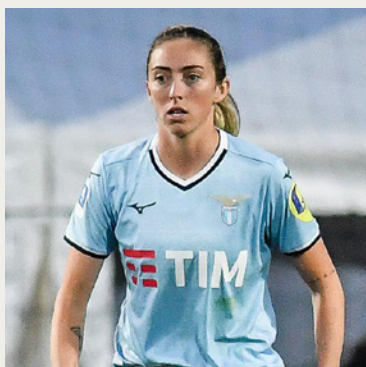
Robbie Fowler



“

I enrolled on the Global Football Business Management programme to prepare for a move into management. Although studying in a different language was a concern, the lecturers made it accessible. The flexibility of the course allowed me to continue studying while playing at the Africa Cup of Nations.

Yoane Wissa



“

The PFA Business School has given me the opportunity to learn from and connect with leaders across the game. The flexibility of the course allows me to balance study with training and matches, while broadening my understanding of the business side of football.

Megan Connolly



“

The Global Football Business Management course has given me a deeper understanding of how football works beyond the pitch. It has provided the opportunity to learn from senior leaders in the game and build valuable relationships with current and former players.

Ben Davies



“

As a player, you know your time on the pitch won't last forever, so planning ahead is vital. The Sporting Directorship programme has prepared me for the transition into leadership, strengthening my understanding of football strategy and operations and boosting my confidence for the next stage.

César Azpilicueta



“

The PFA Diploma in Sport Directorship has given me valuable insight into the role of a Sporting Director. Learning from experienced practitioners and industry leaders has been fantastic, and the networking opportunities with both course mates and lecturers are second to none.

Steve McManaman



“

My experience on the PFA Sport Directorship course has been incredibly rewarding. The programme balances theory and practical learning, offering valuable insight into strategy, operations and leadership. It has strengthened my understanding of club management and enhanced my confidence both personally and professionally.

Janice Cayman



GRADUATION CEREMONY



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PFA Business School



PFA Business School

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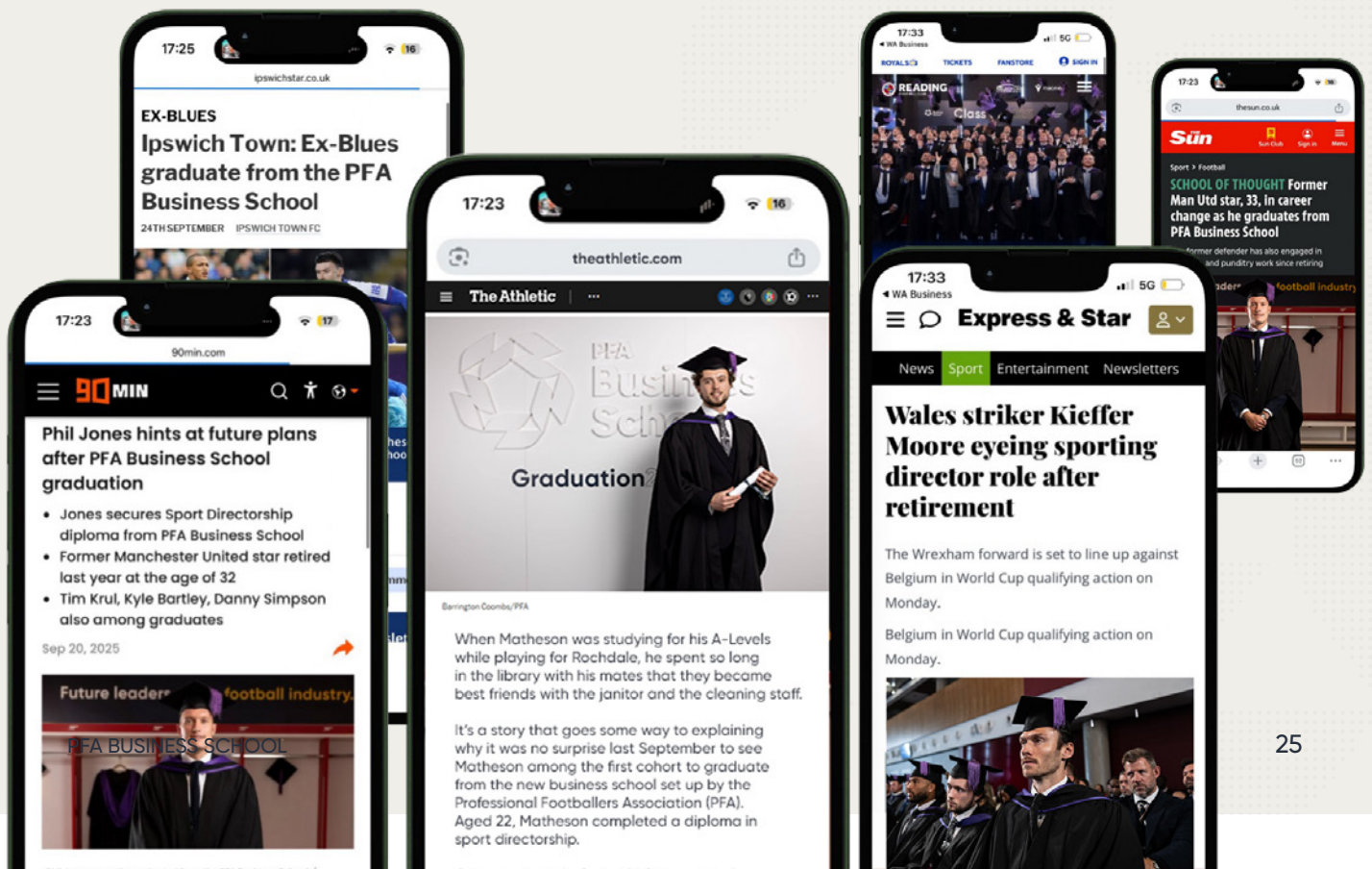


Graduation ceremonies are held at leading football venues, offering a fitting setting to recognise the achievements of our students. Bringing together graduates, faculty, course directors and families, the occasion celebrates the completion of their studies and marks a significant milestone in their journey.



The inaugural graduation attracted coverage across national and sports media, reflecting growing interest in the development of players and professionals beyond the pitch.

Graduates from the first cohort included current and former players from across the professional game.





**PRACTICAL LEARNING
AND GLOBAL VISION**

The programme has been designed with a focus on practical learning, which is achieved through the following pillars:

LEARNING FROM EXAMPLES OF REAL-LIFE SCENARIOS

Students will learn about each topic using examples of real-life situations and conflicts, and through the analysis of complex business development projects.

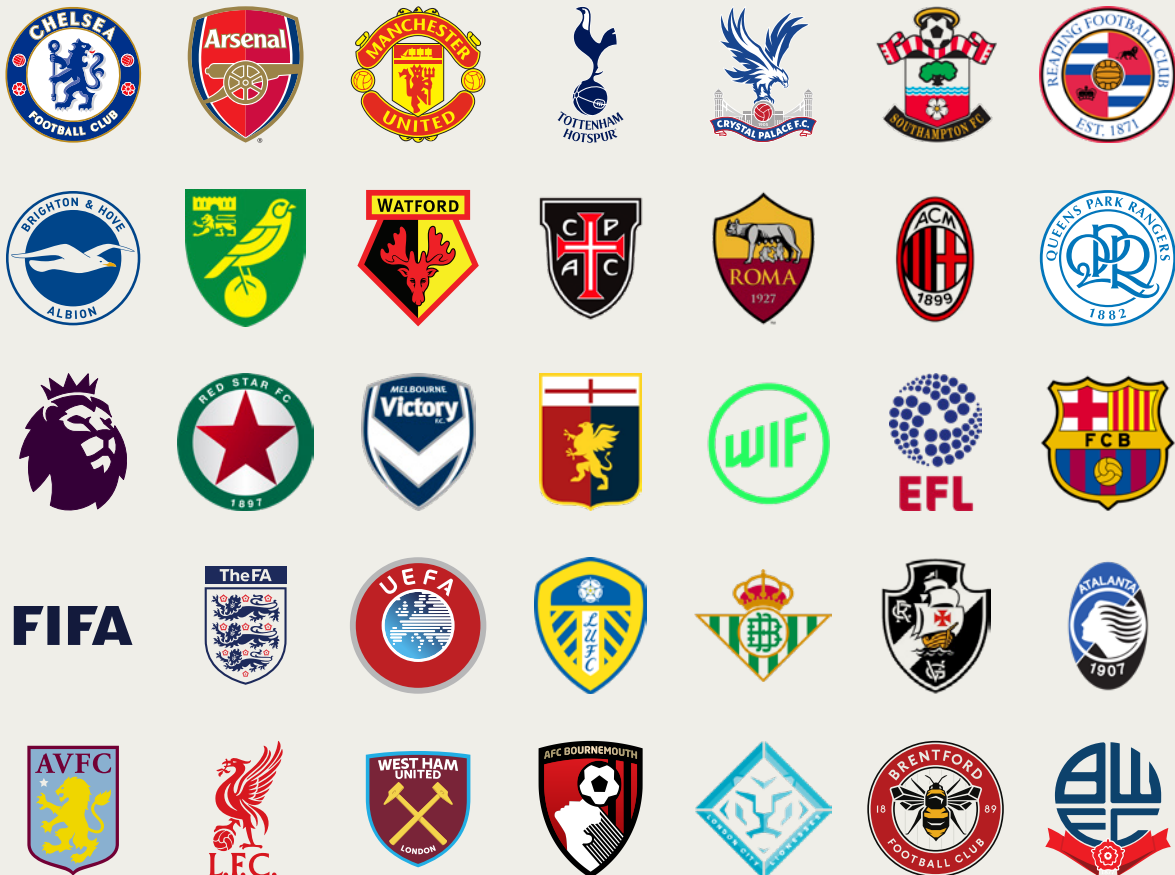
LEARNING BY DOING

During the program, students will be required to develop several case studies and create a 'Football Business Development Project' while receiving mentorship from a professional in a football club.

LEARNING FROM PRACTITIONERS

All sessions will be delivered by football and sports professionals with practical knowledge and first-hand experiences of the challenges associated with managing clubs.

Our faculty members have gained work experience at the following clubs and organisations.





UNIVERSITY ACCREDITATION



The PFA Business School is supported by the University of Portsmouth in the accreditation of Postgraduate Diplomas and Certificates. The University of Portsmouth is ranked in the top 10 young UK universities (Times Higher Education 2022). In addition, it has a five-star rating for excellence (QS Top Universities 2023).

The University is home to around 31,000 students from across five faculties, each with its own schools and departments. This includes the School of Sport, Health and Exercise Science, with staff accredited by the British Association of Sport and Exercise Sciences and impressive links with sporting bodies and professional organisations, including Portsmouth Football Club.

UNDERGRADUATE

Students who successfully complete a BA (Hons) **(240 credits in three years)**, will receive a **"BA (Hons) Football & Business Management"** awarded by the University of Portsmouth in collaboration with the PFA Business School.

POSTGRADUATE DIPLOMAS & MSc

Students who successfully complete a Postgraduate Diploma **(120 credits in two years)**, will receive a **"Postgraduate Diploma"** awarded by the University of Portsmouth in collaboration with the PFA Business School. Those who add 1 more year (60 credits more), will receive a "MSc".

POSTGRADUATE CERTIFICATES

Students who successfully complete a Postgraduate Certificate **(60 credits in one year)**, will receive a **"Postgraduate Certificate"** awarded by the University of Portsmouth in collaboration with the PFA Business School.





A PLAYER-CENTRIC INITIATIVE

Donerron Daniels



For Football
For Life



For Football
For Life

For Football
For Life

ADAPTABILITY AND LEADERSHIP DEVELOPMENT

The programme is designed to fit around the schedules of players and working professionals. The calendar and delivery format are tailored to training and match commitments, with sessions recorded and available for remote access to ensure flexibility.

RECORDED SESSIONS

Sessions are delivered live and online, with recordings available to support flexible learning.

ACADEMIC MENTORING

Students receive personalised support from a group of tutors throughout the programme.

BESPOKE CALENDAR

A calendar tailored to the demands and schedules of professional players.

PERSONAL CAREER ADVICE

Students are supported in preparing for their transition into football club roles.



ELEVATING LEADERSHIP IN FOOTBALL

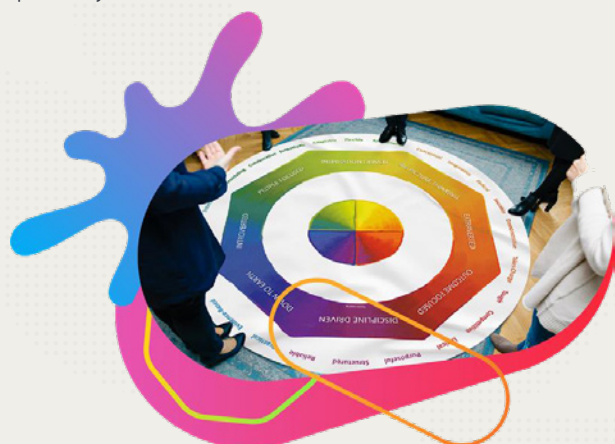
As part of the programme, all participants complete Lumina Spark, an innovative psychometric tool that provides insight into how you think, communicate and lead, including how you respond under pressure – a key capability in professional football.

Developed from the PhD research of Dr Stewart Desson, Lumina Spark moves beyond traditional personality “types” to reflect the complexity of human behaviour. It measures 72 qualities, recognising that individuals adapt across different situations and highlighting both strengths and areas for development.

Using three lenses – **Underlying**, **Everyday** and **Overextended** personas – it shows how you operate at your core, how others experience you, and how behaviour may shift under pressure. These insights support leadership development across communication, teamwork and adaptability.

You will gain:

- Greater self-awareness
- Stronger communication and collaboration
- Improved working relationships
- Better strategies for managing pressure





■ HOW WE TEACH

The programme will be developed with a blended learning methodology that consists of a mixture of online learning and face-to-face seminars that ensure an accessible and interactive learning experience for all participants.

BEST OF VIRTUAL

We have the most advanced digital resources and experience for the development of state-of-the-art virtual programmes.

Our teachers are constantly innovating in the use of advanced methodologies for the continuous improvement of the impact that webinars have on participants, as well as in the development of content, forums and off-line cases that maintain the connection with the programme and maximise learning.

BEST OF FACE-TO-FACE

The face-to-face format provides three important and distinctive aspects of a high-quality training experience:

- To be enriched by the contributions of other experienced professionals
- To create a friendly environment for collaboration
- To facilitate high-quality networking

For those who cannot attend the face-to-face sessions, the sessions will be streamed live, so that students will be able to participate remotely in the face-to-face sessions.

THE BEST OF FACE-TO-FACE

THE ADVANTAGES OF VIRTUAL LEARNING



A modern office interior featuring a lounge area with a light-colored sofa and a glass coffee table. The ceiling is a prominent feature, consisting of a grid of hexagonal panels, some of which are illuminated from within. In the background, a glass-walled meeting room is visible, containing a table, chairs, and a large screen displaying a colorful graphic. The overall aesthetic is clean, professional, and contemporary.

 Professional

 WHERE WE TEACH

The PFA Business School delivers a range of programmes designed to be flexible, accessible and built around the demands of professional football. Some are delivered fully online, while others combine virtual learning with face-to-face seminars through a blended format.

Our digital platforms allow members to study wherever they are, without compromising on interaction or quality. In addition, we offer in-person learning at our dedicated venues in London and Manchester, providing a focused environment to connect with peers and teachers.

Whether online or in person, every programme is designed to support personal development and prepare members for success beyond the pitch.



PFA MANCHESTER

Floor 5, Lincoln Building
Brazenose Street, Manchester, M2 5AD



PFA LONDON

7-8 Philpot Lane
London, EC3M 8AA





CAREER OPPORTUNITIES

CAREER GUIDANCE AND OPPORTUNITIES

Whether you are exploring your next step, have already retired from playing, or are seeking a role within football, our dedicated Business School Careers Progression Manager is here to support you.

We provide practical guidance to help you move forward, including:

- Tailored support with CVs and cover letters for roles in football
- Advice on building and strengthening your LinkedIn profile
- Weekly job alert emails highlighting relevant opportunities
- Hosting networking events
- Finding jobs in and outside of football
- 10 years experience working within the industry



Daniel Mayhew
Career Progression Manager



Professional Footballers' Association

APPLICATION PROCESS



HOW TO APPLY

1

Complete an online application on the PFA Business School's website

2

Have a personal virtual meeting with a member of the Academic Board

3

The Admission Board will analyse and discuss your application

4

You will receive an admission notification

5

Complete the process by confirming the admission and pay the enrolment fees



Contact the PFA Business School



(+44) 330 236 8855



businessschool@thepfa.com





**| For football.
For life.**



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