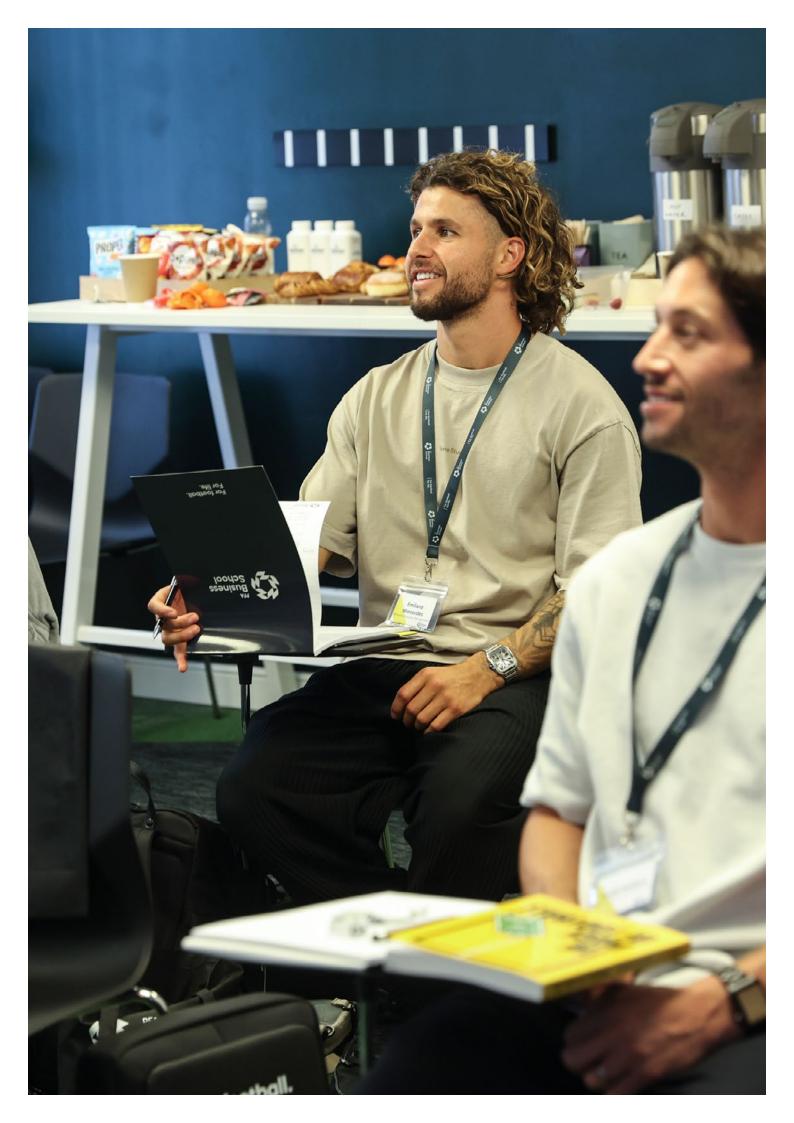


PFA BUSINESS SCHOOL

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



The PFA Business School provides Football Management Programmes like NO OTHER SCHOOL



FOOTBALL MANAGEMENT PROGRAMMES

Specific programmes to prepare for jobs within 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 long-standing 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 <u>Business School has to offer.</u>

Maheta Molango PFA CEO



A Player-Centric Initiative



With 15 years of experience in executive education and a deep sense of pride in contributing to the development of exceptional professionals in the sports industry, including former footballers, I am confident that we have established a genuinely unique Business School proposition.

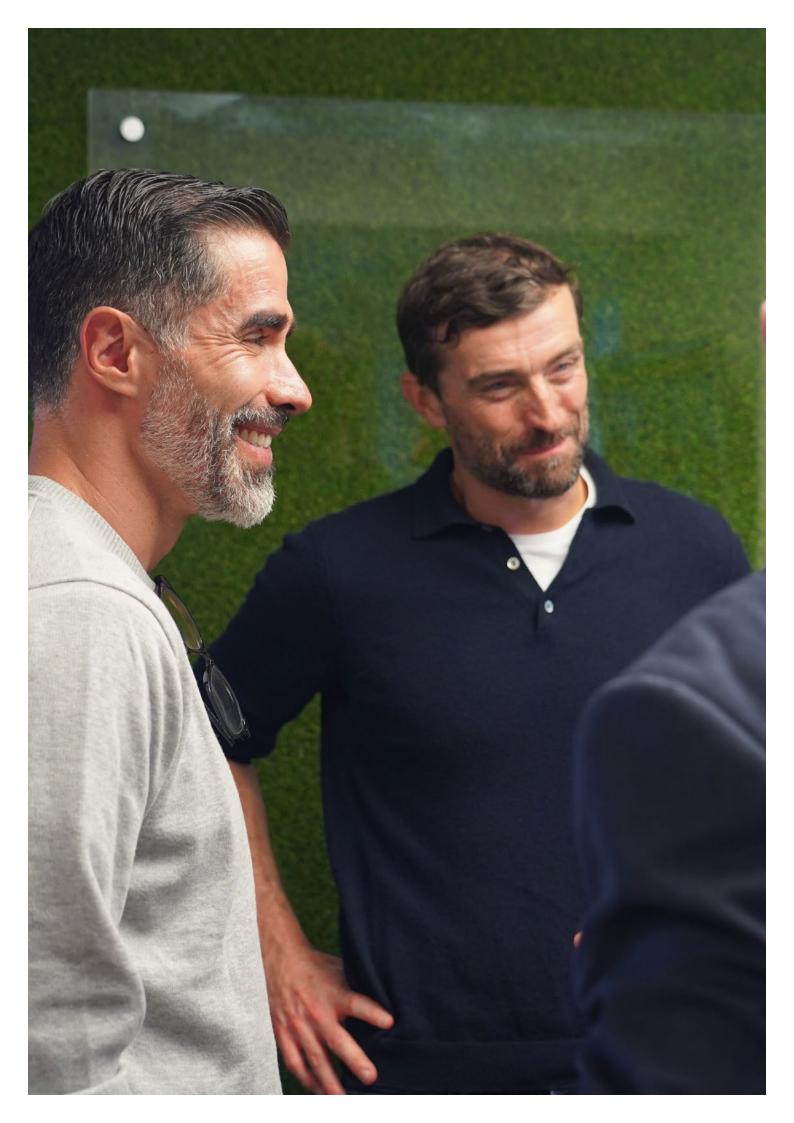
As the players' union, we recognise that our members, the players, have acquired their skills and expertise through hands-on experience. Therefore, we have carefully designed all our programs with a practical approach, as we firmly believe this is the most effective learning method.

Our faculty members have been hand-picked to embody this methodology. They possess extensive knowledge and experience in the football industry, offering a wealth of real-world insights that surpass what is available in textbooks. Their exposure to diverse situations and challenges greatly enhances our educational delivery.

This first-hand experience plays a pivotal role in preparing candidates for a successful career in professional football. This approach will enrich students' knowledge and skills, empowering them to thrive in a highly competitive and commercialised industry.

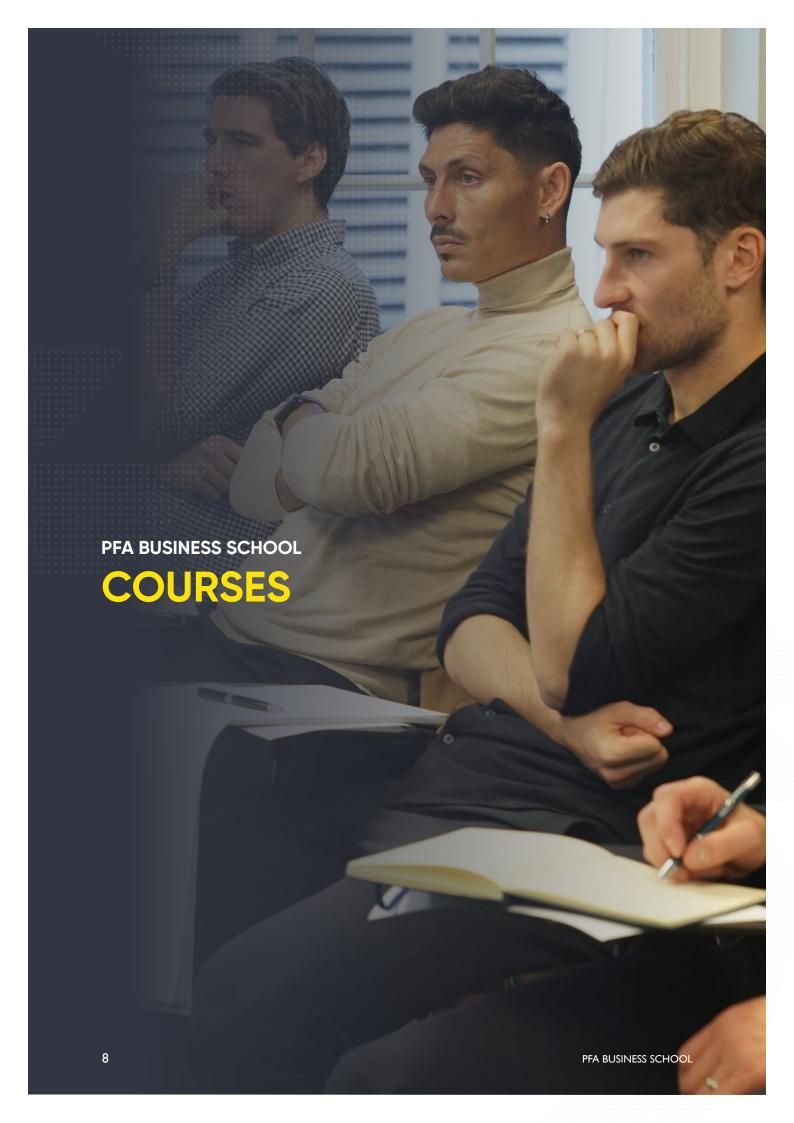
Alejandro Cardenas

Director of the PFA Business School



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UNDERGRADUATE



BA (Hons) FOOTBALL & BUSINESS MANAGEMENT

This degree is designed to help young players take their first steps towards becoming future leaders in the game.

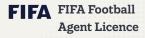
- Enable continued formal education while pursuing a football career, providing an opportunity to maintain a focused commitment on the field alongside completing an undergraduate degree.
- Gain in-depth knowledge in specialist areas related to football club and business management.
- Understand the decisions made in club management and how they impact the players, the team and the wider game.
- Give players the tools to enhance their performance both on and off the pitch by furthering their understanding of various aspects and disciplines within the sport.

Students who complete this course will obtain the following vocational qualifications





FA National Talent Identification and Scouting in Football



COURSES DELIVERY



Length of course

Three academic years. Nine months per year.



Where

Online - PFA Virtual Campus (The UEFA B module will adopt a blended learning approach, a mix of online and face-to-face).



Language

English



When

Starts in August.

 Two virtual sessions every week on average, held in the evenings.



years), will receive a "BA (Hons) in Football & Business Management" awarded by the University of Portsmouth in collaboration with

the PFA Business School.

Accreditation

credits in three

Students who successfully complete the programme (360

DIPLOMAS



GLOBAL FOOTBALL BUSINESS MANAGEMENT

- Gain a comprehensive 360° view of football club business management
- Advance your career in all areas of football business management, including commercial strategy, marketing, finance and administration



GLOBAL FOOTBALL SPORT DIRECTORSHIP

- Gain a comprehensive 360° view of sport management
- Develop your career in sports management, scouting and recruitment

COURSES DELIVERY



Length of course

Two years



Language

English



Where

PFA London Office Online - PFA Virtual Campus





Accreditation

On completion of the course, students will receive a "Diploma" awarded by the University of Portsmouth.



When

Starts in September.

- One virtual session every 2 weeks, each lasting two hours
- · Four face-to-face sessions per year



CPD - UEFA Licence

Validated by The FA as accredited CPD up to UEFA Pro Licence

MASTERS



MSc FOOTBALL CLUB MANAGEMENT

- Gain a comprehensive 360° view of football club business management and sport directorship.
- Advance your career in all areas of football, covering the administration (business, commercial, strategy, marketing, finance), and the sport (recruiting, scouting, player transfer, operations) management side of a football club.

THE MSc ALLOWS YOU TO COMPLETE BOTH DIPLOMAS IN 3 YEARS

DIPLOMA GLOBAL FOOTBALL BUSINESS MANAGEMENT





DIPLOMA GLOBAL FOOTBALL SPORT DIRECTORSHIP

COURSES DELIVERY



Length of course

One year (This is one additional year on top of completing either Diploma)



Language

English



When

Starts in September.

- One virtual session every two weeks, each lasting two hours
- Four face-to-face sessions per year



Where

PFA London Office Online - PFA Virtual Campus



Accreditation

On completion of the course, students will receive a "MSc in Football Club Management" awarded by the University of Portsmouth.

CERTIFICATES



FOOTBALL PSYCHOLOGY, EMOTIONAL INTELLIGENCE AND LEADERSHIP

- Enhance emotional intelligence and psychological skills to assist players in managing their emotions and achieving peak performance
- Build a strong emotional connection with players



EDI DIRECTORSHIP IN SPORT ORGANISATIONS

- Obtain a comprehensive professional certification for directors and managers in Equality, Diversity, and Inclusion (EDI) policies in sports organisations
- Learn best practices to effectively implement EDI policies in a club environment

COURSES DELIVERY



Length of course

One year



Where

PFA London Office
Online - PFA Virtual Campus



Language

English



Accreditation

On completion of the courses, students will receive a "Certificate" awarded by the University of Portsmouth.



When

Starts in:

EDI Certificate – February

Football Psychology - November

- · One virtual session every two weeks, each lasting two hours
- · Four face-to-face sessions per year

WORKSHOPS



PFA PLAYER DEVELOPMENT PROGRAMME

Gain a holistic view of the football industry and club management.

Explore diverse career pathways following a sports career, including:

- Broadcasting
- Coaching
- Sports directorship
- Player representation
- Club marketing
- Scouting
- Club executive positions
- Operations management
- Events management
- Football analytics



FOOTBALL DATA ANALYTICS

- Learn about the uses of data in football
- Understand the relevance of data for making decisions in coaching, recruiting, scouting, competitor analysis and performance analysis

COURSES DELIVERY



Schedule

One virtual session every two weeks, each lasting two hours



Language

English



When

Two cohorts per year.

The first starting in January and

the second in August

Each cohort runs for five months



Where

Online - PFA Business School Virtual Campus



BA (Hons) FOOTBALL & BUSINESS MANAGEMENT

The industry needs skilled and qualified professionals with a deep understanding and passion for the sport. This is vital to preserving the unique qualities that set football apart from other entertainment forms in a highly competitive environment.

Imagine a club managed by people who are not only passionate about the game but also understand the player's perspective. Football consists of numerous elements, yet there is no product without the players.

The PFA Business School, working with an array of top-tier executives and club managers, has created the Football & Business Management degree. This programme is designed to help young players take their first steps towards becoming future leaders in the game.

COURSE DIRECTOR



FIFAArsène Wenger

Former Arsenal FC Manager and FIFA's current Chief of Global Football Development.

SOME OF THE TEACHERS



Tony Simpson Partner Oliver Wyman, Expert in the sport business and media



Les Ferdinand
Former player and head coach,
previously Director of Football at
Queens Park Rangers



Gary Neville Sky Sports broadcaster and former England international



Ramón Monchi Sport Director, Aston Villa



Tom Connaughton Former Spotify Managing Director for UK & Ireland



Ornella Desirée Bellia Director of Professional Football Relations and Development at FIFA



Mark Bullingham
CEO, The FA



Sarah Batters
Director of Pay to Play (Global Football
Schools) at City Group and former
Director of Sponsoring and Partnerships
at Brighton & Hove



MODULE 1

The Global Football Industry

MODULE 2

Club Management

MODULE 3

Sport Finance

MODULE 4

Football Psychology, Sports Science & Nutrition

MODULE 5

Professional Development



MODULE 6

Marketing & Commercial Management

MODULE 7

Human Resources & Player Care

MODULE 8

PR, Media & Broadcasting

MODULE 9

Event & Project Management

MODULE 10

Football Coaching -UEFA B Licence



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YEAR 3

MODULE 11

Law & Governance - FIFA Agent Exam



MODULE 12

Strategic Management & Business Intelligence

MODULE 13

Recruitment, Scouting & Performance Analysis - FA Talent ID & Scouting Certificate



MODULE 14

Sport Directorship & Football Operations

MODULE 15

Entrepreneurship and Business Development

MODULE 16

Leadership Development



POSTGRADUATE DIPLOMA IN GLOBAL FOOTBALL BUSINESS MANAGEMENT

Football clubs are experiencing growth in all areas, from club commercial management, including ticketing, VIP experiences and football tourism, to operational management, digital transformation and internationalisation

This programme has been specifically designed to train future professionals from all over the world in the most complex and technical aspects of football business management.

COURSE DIRECTORS



David Dein

Co-Director of the Programme, former co-owner and vicechairman of Arsenal FC, and former vice-chairman of The FA



Maheta Molango

Co-Director of the Programme and PFA CEO

SOME OF THE TEACHERS



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



Steve Parish
Co-owner and Chairman,
Crystal Palace FC



Zoe Webber Executive Director, Norwich City FC



Nick De Marco KC Leading football lawyer in the UK and author of the book 'Football and the Law'



James Bonington

General Counsel at

Chelsea FC



Giorgio Furlani CEO, AC Milan



Juliet SlotChief Commercial
Officer, Arsenal FC



Hemen Tseayo Strategic Development Director, Tottenham Hotspur FC

YEAR 1

YEAR 2

MODULE 1



FOOTBALL CLUB FINANCE ANALYSIS

- The football industry and club ownership
- · The business of audiovisual rights
- Football club financial and revenues analysis
- · Multi-club ownership management
- Economic control and financial fair play regulation
- Football club governance
- Equality, Diversity and Inclusion (EDI) management

MODULE 2



COMPLIANCE AND BUSINESS STRATEGY MANAGEMENT

- Legal aspects of club management
- Football club strategy management
- Football club HR management
- Internationalisation of a football club

MODULE 3



FOOTBALL OPERATIONS MANAGEMENT

- Club marketing and commercial management
- Fan engagement
- Football club commercial strategy
- Marketing and sponsorship strategy
- Ticketing and VIP services
- Sports events management
- Hospitality and stadium facilities business
- Club operations management: Pre-season and during the season

MODULE 4



COMMUNICATION AND INVESTMENT IN FOOTBALL

- Communication and public relations
- Innovation and digital transformation
- Investments, debts and equity
- Transfer of players
- · Club financial planning
- Investing in stadium and facilities
- Mergers and acquisitions in football clubs
- CSR foundation



POSTGRADUATE DIPLOMA IN GLOBAL FOOTBALL SPORT DIRECTORSHIP

Football has undergone a significant evolution across all aspects of the game, with one of the important developments being the increased influence of the role of the sporting director.

This postgraduate diploma has been designed to train future sports directors to operate in the global industry by covering complex and technical subjects that have never been previously addressed in a specialised training programme.

COURSE DIRECTORS



Les Reed

Co-Director of the Programme, Founder and CEO of Reed Consulting an Elite Football Advisory Consultancy, vice-chairman of the UEFA Development and Technical Assistance Committee



Andoni Zubizarreta

Co-Director of the Programme, former player and former Sporting Director at Olympique de Marseille, FC Barcelona and Athletic Club.

SOME OF THE TEACHERS



Julian Ward
Former Sporting Director,
Liverpool FC



Johannes Spors Global Sporting Director at 777 Partners: Melbourne, Genoa, Standard Liège, Red Star FC, Vasco da Gama



Hope Powell CBE Women's Technical Director at Birmingham City and Former England international and first team manager of Brighton & Hove Albion Women



Victor Orta
Sporting Director at Sevilla
FC, and former Sporting
Director at Leeds United



Dougie Freedman
Sporting Director,
Crystal Palace FC



Philipe Senderos
Sporting Director



Omar Berreda
CEO, Manchester United



Stuart Webber
Fromer Sporting Director,
Norwich City FC

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YEAR 1

YEAR 2

MODULE 1



GLOBAL FOOTBALL INDUSTRY AND CLUB FINANCIAL ANALYSIS

- The football industry and club governance
- Club ownership models and how they affect sports directorship
- Football club financial analysis
- Economic control and financial fair play
- · Sport team financial planning

MODULE 2



THE SPORT PROJECT AND FOOTBALL REGULATION

- · Legal aspects of sport management
- Sport strategy management
- · Strategic sport due diligence
- The sport project

MODULE 3



MANAGING SPORT STRATEGIC OPERATIONS

- Sport operations management
- The manager and coaching team
- The academy
- Male and female first-team management
- Medical, physiotherapy and rehab management
- Psychology department management
- EDI management
- · Player care

MODULE 4



FOOTBALL ANALYTICS AND SCOUTING

- · Communication and public relations
- Scouting
- Talent identification in football
- · Recruiting and transfer of players
- Football analytics and knowledge management
- · Data analytics in practice
- Probability, prediction and player
 performance
- Using data to scout and coach players



MSc in FOOTBALL CLUB MANAGEMENT

For students who have completed one of our Diplomas in Football Business Management or Sports Directorship and want to broaden their knowledge with comprehensive training covering both fields, the MSc in Football Club Management provides an excellent opportunity. By adding one more year to either diploma, students can complete both diplomas in three years, significantly enhancing their understanding of the football industry and opening up career opportunities in club management beyond their playing days.

COURSE DIRECTORS



David DeinCo-Director of the Programme, former co-owner and vice-chairman of Arsenal FC, and former vice-chairman of The FA.



Les Reed

Co-Director of the Programme, Founder and CEO of Reed Consulting an Elite Football Advisory Consultancy, vice-chairman of the UEFA Development and Technical Assistance Committee

SOME OF THE TEACHERS



Julian WardFormer Sporting Director,
Liverpool FC



Omar Berreda CEO, Manchester United



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



Zoe WebberExecutive Director, Norwich
City FC



Dougie Freedman
Sporting Director,
Crystal Palace FC



Ramón Monchi Sporting Director, Aston Villa



Juliet Slot
Chief Commercial
Officer, Arsenal FC



Hemen Tseayo Strategic Development Director, Tottenham Hotspur FC

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COURSE MODULES OVERVIEW

To complete a top-up MSc, choose between Module A or Module B in addition to completing one of the diplomas.

MODULE A.1



FOOTBALL OPERATIONS MANAGEMENT

- Club marketing and commercial management
- Fan engagement
- Football club commercial strategy
- Marketing and sponsorship strategy
- · Ticketing and VIP services
- · Sports events management
- Hospitality and stadium facilities business
- Club operations management: Pre-season and during the season

MODULE A.2



COMMUNICATION AND INVESTMENT IN FOOTBALL

- Communication and public relations
- Innovation and digital transformation
- · Investments, debts and equity
- · Transfer of players
- Club financial planning
- Investing in stadium and facilities
- Mergers and acquisitions in football clubs
- CSR foundation

MODULE B.1



MANAGING SPORT STRATEGIC OPERATIONS

- Sport operations management
- The manager and coaching team
- The academy
- Male and female first-team management
- Medical, physiotherapy and rehab management
- Psychology department management
- EDI management
- · Player care

MODULE B.2



FOOTBALL ANALYTICS AND SCOUTING

- Communication and public relations
- Scouting
- Talent identification in football
- Recruiting and transfer of players
- Football analytics and knowledge
- Data analytics in practice performance
- Using data to scout and coach players management
- Probability, prediction and player



POSTGRADUATE CERTIFICATE IN FOOTBALL PSYCHOLOGY, EMOTIONAL INTELLIGENCE & LEADERSHIP

How can emotional management help us improve the performance of players and teams? What strategies can we consider to motivate the team and players?

The Certificate in Football Psychology, Emotional Intelligence and Leadership aims to help students develop their leadership skills, fostering an environment that enables both players and the wider team to achieve better results on and off the field.

COURSE DIRECTORS



Tim Harkness

Director of Performance and Chief of Staff of the Saudi Pro League. Former Head of Sports Science and Psychology at Chelsea FC



IVEROO

Lee Richardson

Performance Psychologist at Liverpool FC

SOME OF THE TEACHERS AND GUEST SPEAKERS



Russell Martin
Manager at Southampton
& Former Head Coach
at Swansea City AFC



Steve Cooke Head Coach, Atlanta United FC 2



Graham PotterFormer Manager at Chelsea FC



Jesús Pérez Assistant Head Coach, Chelsea FC



Anthony HudsonFormer Assistant Manager, US
Men's National Team



Julen Lopetegui Former Manager at Wolves, Sevilla FC, Real Madrid and Spanish National Team

SPECIAL CONTRIBUTION FROM:



Drewe Broughton"The Fear Coach" and former player

The coming together of vastly experienced teachers and practitioners on this course is, in my opinion, unique. Insights and extremely hard-earned wisdom will be offered alongside evidence-based studies, all with one goal: to give you a profound understanding of yourself and those you lead.

COURSE MODULES OVERVIEW

LEADERSHIP DEVELOPMENT

- · Team conflict management
- Creation and management of the coaching staff
- Feedback and communication skills: before, during and after the matches
- · Negotiation and influence
- · Managing difficult conversations
- Leadership

MODULE 1



PSYCHOLOGICAL AND EMOTIONAL APPROACH TO THE PLAYER

- Understanding the psychological scene for players
- Understanding the fundamentals of emotional intelligence (EI)
- Applying EI with players: Identifying and managing emotions
- Methodology for working with players from a psychological perspective
- Connect with the new generation of players
- · Motivational strategies for players

MODULE 2.1



PSYCHOLOGICAL AND EMOTIONAL APPROACH TO THE TEAM

- · Variables affecting group performance
- Analysing the psychological state of the team
- Build team culture
- Psychological conflict management in teams
- Team motivation strategies

MODULE 2.2



PSYCHOLOGICAL AND EMOTIONAL APPROACH TO THE MATCH

- Analyse the psychological approach to the match
- Psychological strengths and weaknesses that affect to the team's performance
- False / right assumptions
- Match motivation strategies
- Facing a key match (derby, final or playing to survive)
- Working on mental strength
- Playing against a higher/lower ranked team
- · Home and away matches

MODULE 2.3



PSYCHOLOGICAL AND EMOTIONAL APPROACH TO THE SEASON

- Variables affecting group performance during the season
- Seasonal psychological challenges
- Setting up a team culture
- Prevention of mental exhaustion and wellbeing
- Working on mental health
- When the team is in a position where it will neither win nor lose at the end of the season
- Creating a purpose for the season and keeping the players committed
- Pressure of promotion/relegation



POSTGRADUATE CERTIFICATE IN EDI DIRECTORSHIP IN SPORT ORGANISATIONS

As a globalised industry, football is seeing growth across multiple areas including business development, off-field operations and on-field management. To maximise opportunities, to find and retain talent, it's crucial to prioritise Equality, Diversity and Inclusion (EDI). This course covers EDI management in sports organisations, including different types of discrimination and prevention protocols.

COURSE DIRECTORS





Hope Powell CBE

Women's Technical Director at Birmingham City. Former England Manager and former first team Manager of Brighton & Hove Albion Women.





Simone Pound

Co-Director of the Programme. PFA Director of EDI.

SOME OF THE TEACHERS



Leon MannFounder of BCOMS and co-founder of the Football Black List



Rishi Jain Director of Impact (EDI) at Liverpool FC



Fern Whelan PFA Women's Football EDI Executive



David McArdle
Head of Equality Diversity
and Inclusion, EFL



Neelam Chohan Associate Client Partner, ESF and DE&I at Korn Ferry



Yasir MirzaDirector of EDI at The FA.



Monique Choudhuri
Director at Brentford FC and
Women in Football Board Member



Iffy Onuora
Facilitator/Tutor

MODULE 1



EDI REGULATION AND ITS APPLICATION TO SPORTS CLUBS AND INSTITUTIONS

- Equality Act 2010 and its application to sports organisations
- Code of sports club governance
- · The FA and UEFA
- The FA Football Leadership Diversity Code
- Premier League EDI Standards
- Clubs capability code of conduct
- Other sports specific EDI regulations / codes

MODULE 2.1



EDI IN SPORTS CLUBS ADMINISTRATION

- EDI in management process
- · People management
- Selection and training processes
- Talent development: Promotion, career development and succession planning, EDI monitoring
- Performance management
- Employee package
- Total compensation process
- Internal and external communication
- Work life balance: Personal and professional
- Labour management
- Leaving and disengagement process
- Culture, values, code of conduct
- Equality scorecard and KPIs

MODULE 2.2



EDI IN SPORT MANAGEMENT AND ON- FIELD PROTOCOLS

- EDI in football and sports management
- Coaching
- Management
- Players and athletes
- Club staff multidisciplinary team (MDT)
- Trends in leading sports organisations and clubs in managing EDI
- EDI protocols on-field and in the workplace:
 Behaviours, Language, Culture
- Sport governance & sanctions

MODULE 2.3



EDI STRATEGIES, POLICIES AND ACTION PLANS

- EDI audit: Diagnosis of the situation
- Job evaluation
- · Remuneration register and audit
- Salary analysis: internal equality, external competitiveness and remuneration policy
- · Objectives of the equality plan
- Measures, timeframe, prioritisation and indicators
- Bullying prevention protocol
- · The equality plan agreement
- Communication for EDI
- Online abuse
- Processes and procedures
- Legal framework
- #Enough



PFA PLAYER DEVELOPMENT **PROGRAMME**

As footballers, like other professionals, the vision we have is often limited to our expertise. To make informed decisions about the future, it's crucial to have a 360° view of the industry.

This programme gives players a holistic view of the industry, including the stakeholders, regulations, key organisations and clubs. The workshop covers the fundamentals to become a highly qualified professional in any role within the game.

SOME OF THE TEACHERS



David Dein Former co-owner and vicechairman of Arsenal FC, and former vice-chairman of The FA



Les Reed Founder and CEO of Reed **UEFA Development and Technical** Assistance Committee



Hope Powell CBE Women's Technical Director at Consulting an Elite Football Advisory Birmingham City and Former England Consultancy, vice-chairman of the international and first team manager of Brighton & Hove Albion Women.



Dougie Freedman Sport Director. Crystal Palace FC



Philipe Senderos Sporting Director



Eniola Aluko Former England international, former coach at Aston Villa and Sport Broadcaster



Nick De Marco Leading football lawyer in the UK and author of the book 'Football and the Law'



Gary Neville Sky Sports broadcaster and former England international



Nick Speakman Global Head of Social Media. Manchester United



Chris Ramsey Former Technical Director at Queens Park Rangers



Maheta Molango PFA, CEO



Kieran Maguire Football Club Finance and Accounting Expert, Teacher at University of Liverpool

MODULE 1



UNDERSTAND THE FOOTBALL INDUSTRY AND BUSINESS

- Overview of the football industry and business
- Overview of football institutions, their mission and regulations
- Media business in football industry
- Football broadcasting
- A new era for scouting and how data analytics is affecting every area in sport
- · From player to agent
- From player to entrepreneur

MODULE 3



DEVELOP KEY PROFESSIONAL SKILLS

- The day after: from player to executive
- · Emotional management
- What kind of professionals are the football clubs looking for?

MODULE 2



GET A HOLISTIC VIEW OF FOOTBALL CLUB MANAGEMENT

- · Club management overview
- From player to football sporting director
- · Leadership from player to coach
- Football club business development management: Sponsoring and commercial development
- Scouting and recruiting management
- Medical, physiotherapy and rehab management in football
- Football Psychology department management
- EDI management in football

MODULE 4



GET KEY KNOWLEDGE FOR PERSONAL MANAGEMENT

- Private finance and wealth management
- Key aspects of personal taxation in sport and image rights management
- Social media management and personal branding



FOOTBALL DATA ANALYTICS

From broadcasters using advanced stats like 'expected goals', to clubs harnessing bespoke algorithms for coach and player recruitment, to performance analysts harnessing tracking data to help players, every element of the game is using data.

This workshop will provide clear, practice-based insights into how data is used across the industry. It will target specific use-cases to explain how data is generated, analysed and communicated.

in collaboration with



SOME OF THE TEACHERS



Jeremy Steele CEO and Founder, Analytics FC



Alex Stewart

Head of Content,

Analytics FC



Tom WorvilleData Scientist, Red Bull
Leipzig



Jon MacKenzie Executive Producer, Tifo Football / The Athletic



Sudarshan Gopaladesikan Head of Data Analytics, Former Atalanta B.C. player



Oliver Gage Director, Association of Professional Football Analysis



Malden Sormaz Director of Football Analytics, 777 Partners



Demba BaFormer Player, Chelsea
and Newcastle United

MODULE 1



THE FOOTBALL DATA REVOLUTION

An Introduction to Data in Football

- Why is data important for football prediction vs description
- How has data and data roles in football grown
- · Which jobs/roles utilise data now
- · What do these jobs look like
- On-boarding: Data visualisation tools, data coaching and scouting tools

MODULE 2



TEAM ANALYSIS

Data in Practice: Analysing and Explaining
Teams

- · Game phases and style of play
- What's your style of play? Build your game model
- Case study: Creating and scoring phase -'Where goals come from'
- Opposition analysis

MODULE 3



PROBABILITY, PREDICTION AND PLAYER PERFORMANCE

Using Data to Scout Players

- Moneyball 2.0: How data changed scouting 'Who would you sign?' - How does more information impact player selection?
- Player profiling: Build player/positional profiles and utilise data-scouting methods
- Transfer committee integrating data into decision

Using Data to Coach Players

- Identifying player technical and tactical performance strengths and weaknesses through data
- · Key Performance Indicators
- · Presenting data to players
- · Data-driven individual development plans

MODULE 4



THE 'ART' OF THE DEAL

Using Data to Understand Footballing Value

- Using footballing and other data sources to determine a player's sporting and financial value
- Using data workflows to identify market trends and manage restrictions and regulations
- Case study: The boardroom Signing a player
- Case study: The agent Getting your player to the right team with the right deal

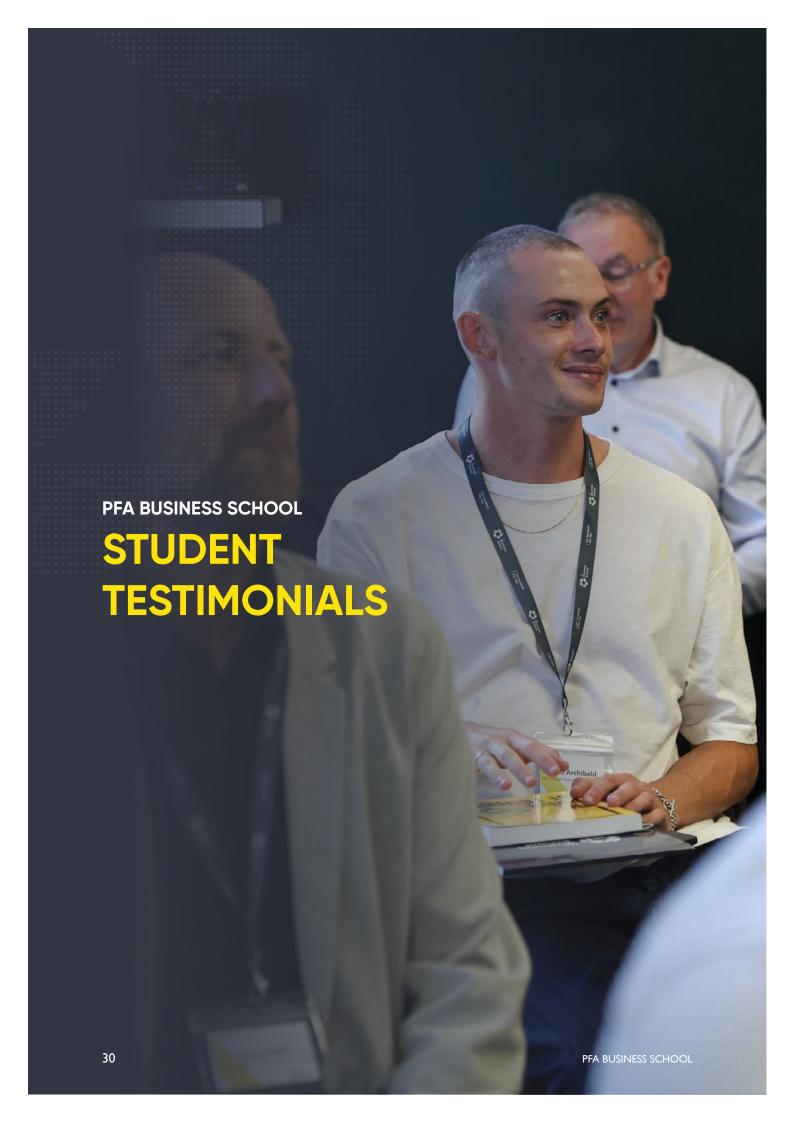
MODULE 5



TELLING A STORY

Using Data to Explain Football to Fans

- How do you talk about data? How do we make it understandable to our audience?
- Adapting data for media different methods and use-cases for different types of storytelling
- Case study: The rise of social media Tifo and YouTube
- · Case study: 'Nerd nonsense': Jamie and Gary
- Transfer deadline day: Analysing a transfer, creating a narrative and communicating the what, where and why of a player signing



STUDENT TESTIMONIALS



The PFA Diploma in Global Football Business Management has really broadened my understanding of the industry and prepared me for my post-playing career in the game. The opportunity to work in groups with other current and former players with different perspectives has been a great source of learning and the flexibility the course offers means I can fit my studies in around my busy training and playing schedule.

İlkay Gündoğan

Student of the Diploma in Global Football Business Management



The PFA's certificate in Football Psychology, Emotional Intelligence and Leadership has provoked much self reflection on my own leadership qualities and those around me. By learning from individuals who've provided both a theoretical and practical perspective, I feel able to assess the current needs and desires of leadership in the women's game. I feel motivated to ensure that players and staff are getting the support they need and I hope to use these learnings moving forward in my career post playing.

Lucy Staniforth

Student of the Certificate in Football Psychology, Emotional Intelligence and Leadership



The Sporting Directorship course has given me an opportunity to expand my knowledge in greater detail after my playing career, while being able to connect with like-minded professionals and industry experts. It has equipped me with the necessary skills to excel in this field, and I'm excited for the future.

Phil Jones

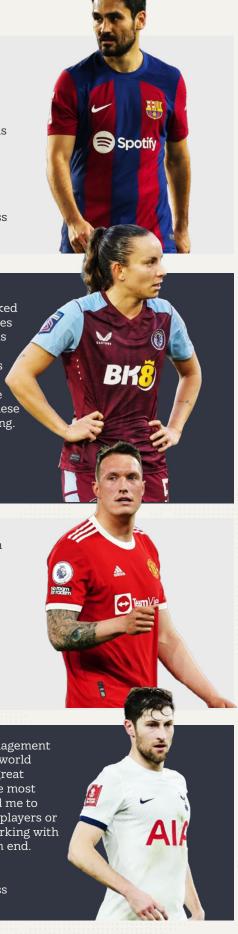
Student of the Diploma in Global Football Sport Directorship



The PFA Diploma in Global Football Business Management has given me a greater understanding of how the world of football works beyond the pitch. It has been a great opportunity to learn and interact with some of the most successful leaders in our game. It has also allowed me to meet and develop relationships with like-minded players or ex-players with the hope that we can continue working with each other after our time on the pitch comes to an end.

Ben Davies

Student of the Diploma in Global Football Business Management





The PFA Diploma in Global Football Sport Directorship has given me a great opportunity to prepare for my next career beyond playing. It's provided excellent knowledge through experts in the industry, opening my eyes to the many on-going challenges at elite level sport. I've been able to network with like-minded people in my industry looking to a carve a way into this particular role. And all of this has been flexible enough to work around my busy schedule as I'm still playing full time.

James Tarkowski

Student of the Diploma in Football Sport Directorship



The PFA Diploma in Sport Directorship has given me an incredible insight into the role of a Sporting Director. With the lecturers all being practitioners in the game or related industries, it's been fantastic to tap into their real-world experience. The networking opportunities with both course mates and lecturers are second to none.

Steve McManaman

Student of the Diploma in Global Football Sport Directorship



I thoroughly enjoyed the Player Development Programme. It provided me with a unique opportunity to listen and learn from a number of knowledgeable and well-respected people regarding player and personal growth. As a young player trying to create a future for myself, I have obtained valuable real-world advice which will aid me not only in my footballing career but also in establishing a foundation for life outside of the game.

Jack Lewis

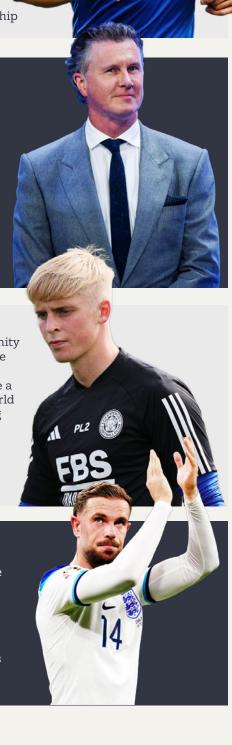
Student of Player Development Programme

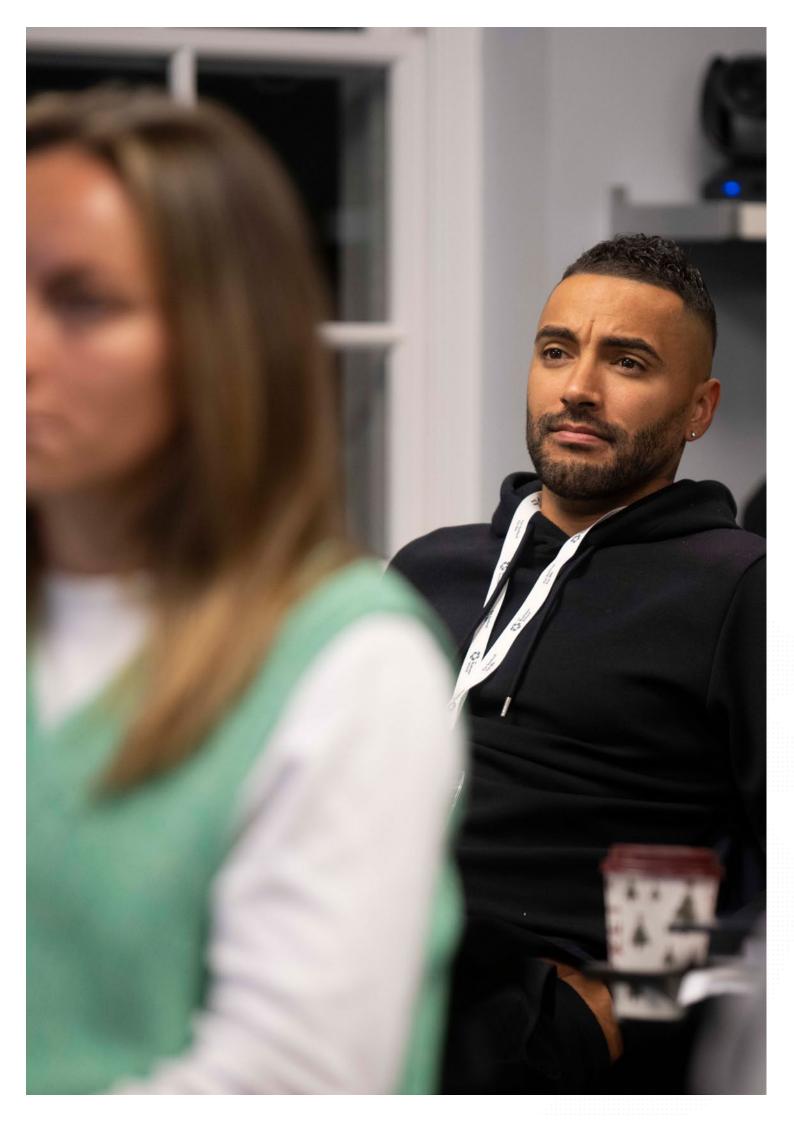


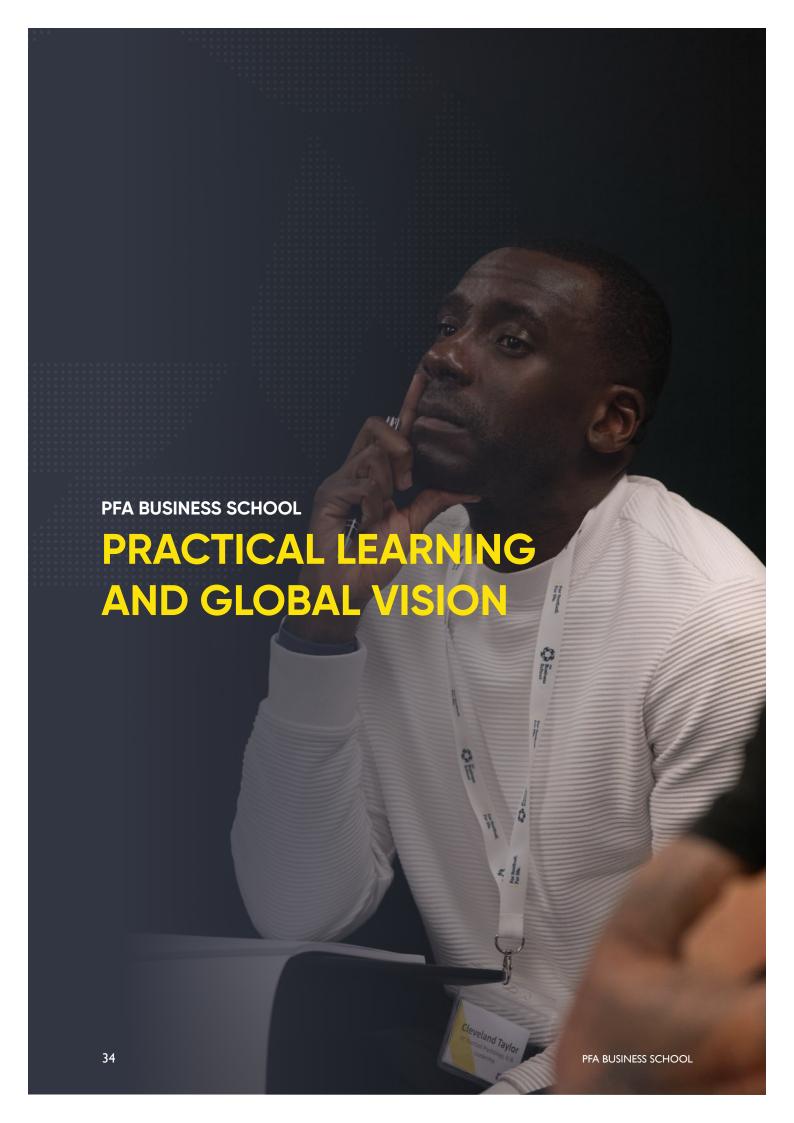
As players, we don't always get to see the inner workings of the game. The PFA Diploma in Global Football Business Management has pulled back the curtain and shown me what goes on 'backstage', seeing what's required to operate at director level within the game.

Jordan Henderson

Student of the Diploma in Global Football Business Management







The programme has been designed to offer students a practical vision through the following pillars:

LEARNING FROM EXAMPLES OF REAL LIFE SCENARIOS

Students will learn about each topic using examples of real-life situations, conflicts and analysing complex projects.

LEARNING BY DOING

Throughout the programmes, students will be required to develop several case studies, in addition to a "Development Project" mentored by a professional from a football club.

LEARNING FROM PRACTITIONERS

All sessions will be delivered by football and sports professionals with practical knowledge and first-hand experiences.

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





























































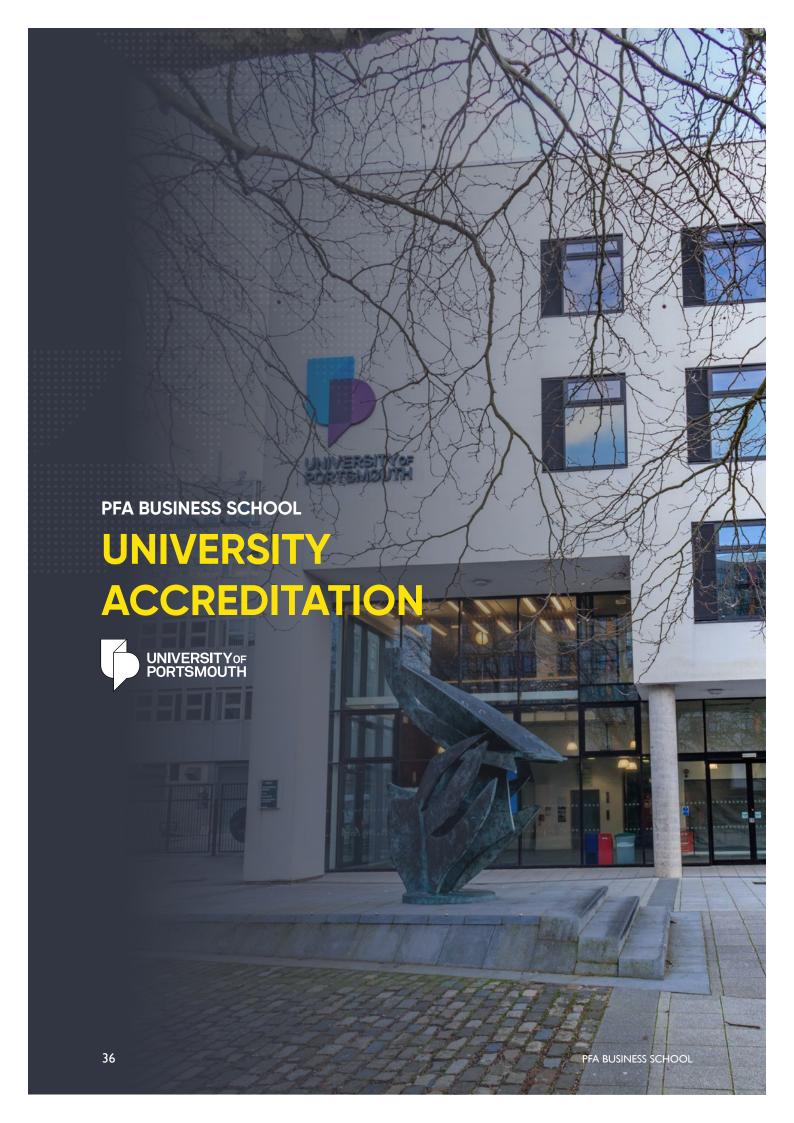












The PFA Business School is supported by the University of Portsmouth in the accreditation of Postgraduate Diplomas and Certificates. The University of Portsmouth is ranked in the top 10 young UK universities (Times Higher Education 2022). In addition, it has a five-star rating for excellence (QS Top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

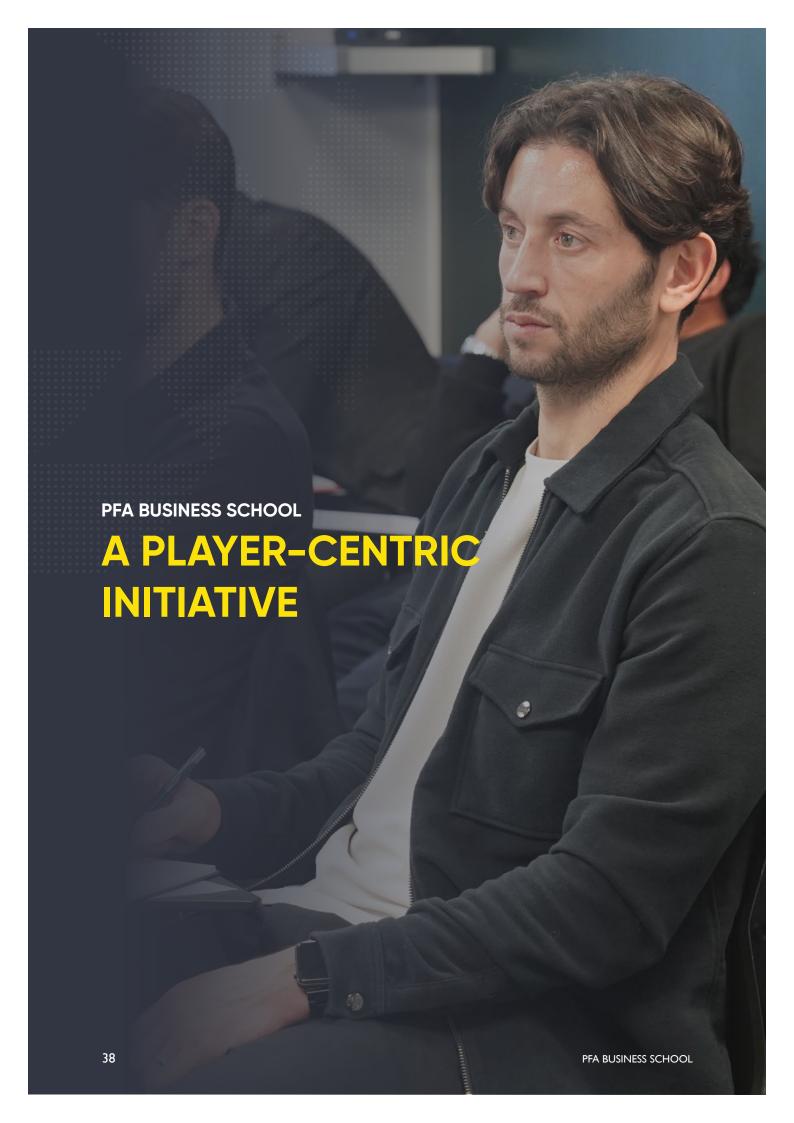
Students who successfully complete a Postgraduate Diploma (120 credits in two years), will receive a "Postgraduate Diploma" awarded by the University of Portsmouth in collaboration with the PFA Business School. Those who add 1 more year (60 credits more), will receive a "MSc".

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.



PFA BUSINESS SCHOOL 37



All programmes have been designed to be fully compatible with the busy schedules of current players and football working professionals. The calendar and attendance format, including considerations around geographical locations, have all been tailored to fit around training and match schedules.

In addition, to ensure flexibility, every session is recorded, and participants have remote access to

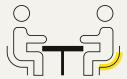
ADAPTABILITY AND PERSONAL DEVELOPMENT PLAN



FLEXIBILITY TO ATTEND

The programmes are taught both live and online and every session is recorded.

This allows students to adapt their academic learning to their training and match schedules.



ACADEMIC MENTORING

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



BESPOKE CALENDAR

Bespoke to football professionals (in season and pre-season).



PERSONAL DEVELOPMENT COUNSELLING

Students will be given guidance and support in the creation of their own Personal Development Plan.

PFA BUSINESS SCHOOL 39



Some programmes are delivered with a virtual methodology (100% online), and others 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.

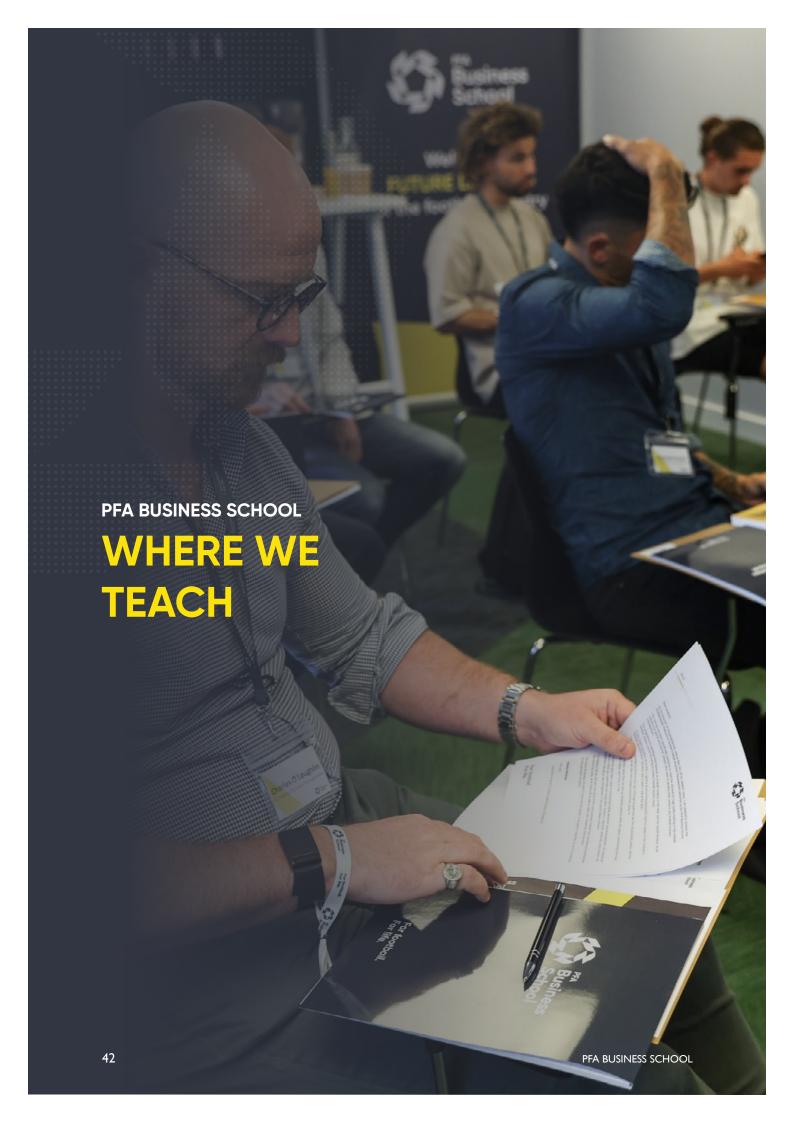
BEST OF FACE-TO-FACE

The face-to-face format provides three very important and unique aspects in a quality training process:

- To be enriched by the contributions of other experienced professionals
- To create a friendly environment for collaboration
- · To facilitate 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.

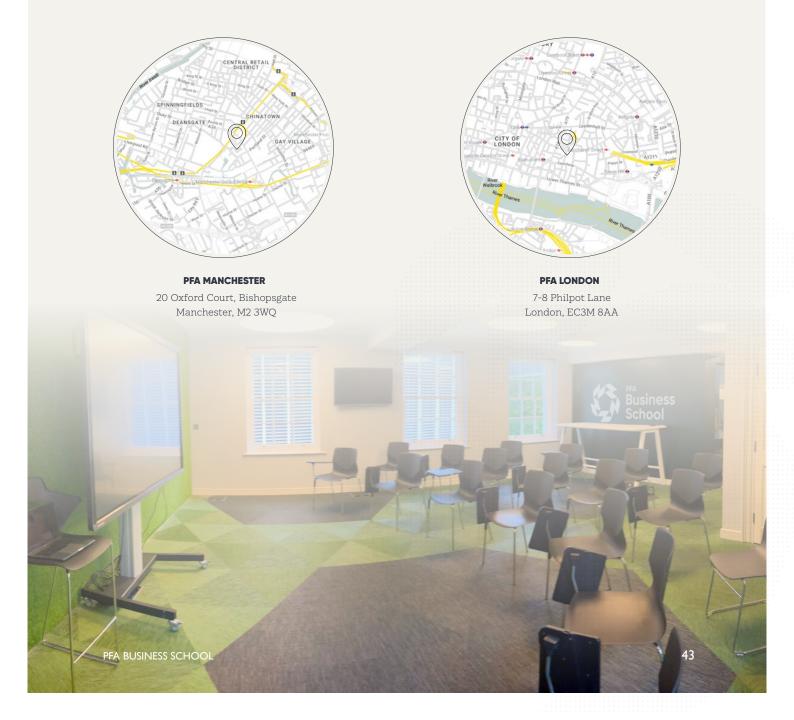




The PFA Business School offers a range of programmes designed to provide accessible and interactive learning experiences for all participants. Some programs are offered entirely online, while others use a blended learning methodology that combines online learning with face-to-face seminars.

To support these programmes, the Business School has the most advanced digital resources and expertise to develop state-of-the-art virtual and hybrid programs. In addition to online learning, the Business School has two physical venues in London and Manchester. These locations offer students a private environment to experience face-to-face learning and engage with their peers and instructors.

Whether studying online or in-person, the PFA Business School is committed to providing high-quality education and personal development resources that help prepare members for success beyond football.

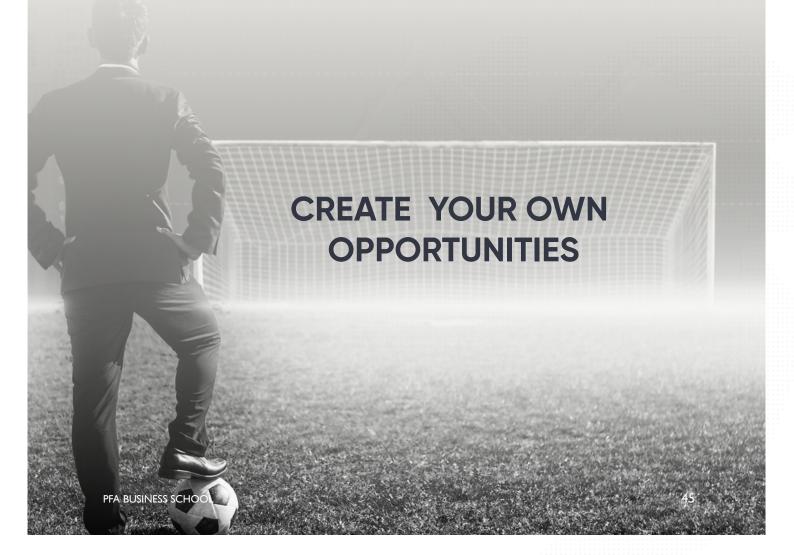


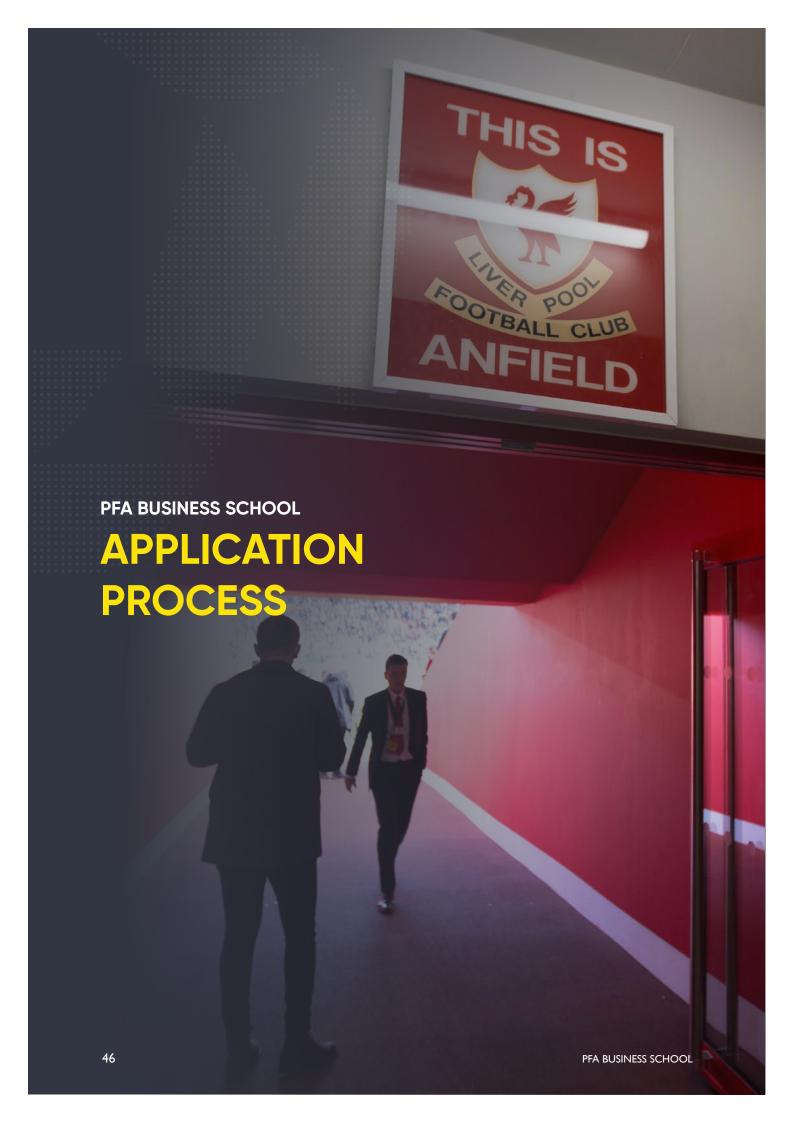


ACCESS TO KEY FOOTBALL JOBS FOR PLAYERS

Whether you're currently in a transition period seeking to explore new possibilities for your future career, have already hung up your boots, or are a professional in the sports sector looking for a suitable opportunity in sports management within a football environment, the PFA Business School is committed to helping you:

- Search for professional opportunities in the sports sector through our internship agreements
 with clubs and institutions worldwide, and by leveraging our network of recruitment professionals and head-hunters.
- Provide advice and guidance when applying for opportunities to help secure an invitation to the interview stage.
- Prepare professionally and comprehensively for the selection and interview process to increase your chances of a successful application.





How to apply



Contact the PFA Business School



(+44) 0330 236 8855



businessschool@thepfa.com



PFA BUSINESS SCHOOL 47



For football. For life.



