



No. 64/2021

TO UEFA MEMBER ASSOCIATIONS

For the attention of
the President and the General Secretary

Your reference	Your correspondence of	Our reference	Date
		NAD/JUD	30 August 2021

UEFA Certificate in Football Management – national associations edition, 2022

Dear Sir or Madam,

We are pleased to announce that the applications for the UEFA Certificate in Football Management (UEFA CFM) – national associations edition are now open.

As our programme with the broadest reach, with more than 1,200 graduates across Europe, the UEFA CFM has been particularly effective in making sure anyone working in football can learn how the game is managed across Europe.

Recently revamped, the UEFA CFM provides participants with enriched content and great flexibility. The programme is based on ten online modules and three seminars. Among the ten online modules, five core modules are mandatory and one is elective and chosen from a list of five depending on the individual's professional needs and aspirations. These modules have been thoroughly updated with recent examples and best practices from our member associations.

The UEFA CFM also features three seminars that encourage group exercises and knowledge-sharing. One is delivered online, while the others are delivered face-to-face providing the networking opportunities that are key to the success of any development programme.

While demanding, the course is designed so that participants can study alongside their normal professional activities. Most of the estimated 330 hours can be done at home.

Graduates receive a certificate of advanced studies worth 10 ECTS credits from the University of Lausanne in Switzerland.

Applications are now open for the national editions of the UEFA CFM starting in 2022. You can find further details of the programme and eligibility criteria in the enclosed brochure.

Each national association may submit up to two candidates. As women's football development is one of the key priorities of the UEFA Strategy for 2019-2024, our goal is to enable at least one person working in women's football per national association to complete the UEFA CFM programme over the next three years. For this reason, if the national association recommends two candidates, at least one of them must work in women's football.

Applications must be submitted online on the [UEFA Academy website](#) by **19 September 2021**. After a careful review, UEFA will allocate participants to one of the UEFA CFM editions starting in 2022. UEFA covers the tuition fees of €7,900, travel expenses in economy class and accommodation for the two face-to-face seminars for participants from its national associations.

If you have any questions regarding the programme or should your association be interested in hosting the UEFA CFM programme in 2022 or 2023, please contact our Academy programme assistant Alexandra Doncila (academy@uefa.ch).

Yours faithfully,

U E F A



Theodore Theodoridis
General Secretary

Enclosure

- CFM brochure

cc (with enclosure)

- UEFA Executive Committee
- UEFA HatTrick Committee
- European members of the FIFA Council
- FIFA, Zurich

UEFA CFM: Key characteristics	
Objective	Gain a comprehensive understanding of football management
Target group	Staff of UEFA member associations
Admission criteria	<p>Candidates must:</p> <ul style="list-style-type: none"> – hold a permanent position within a national association, and – have a good command of English, both spoken and written
Teaching model	Blended learning: six online modules and three two-day seminars, one online and two face-to-face
Duration	About nine months, 330 hours of workload, most of which can be completed from home
Topics	<ul style="list-style-type: none"> – Organisation of world football – Strategic and performance management – Operational management – Football marketing and sponsorship – Communication, the media and public relations <p>Plus one of the following elective subjects:</p> <ul style="list-style-type: none"> – Event and volunteer management – Women's football – Football development – Football and social responsibility – Football law
Qualification	Certificate of advanced studies from the University of Lausanne, 10 ECTS credits
Costs	Tuition fee (€7,900), accommodation and travel costs (economy class) all covered by UEFA.
Number of candidates	<p>Maximum two per national association. If two candidates are submitted, at least one of them must work in women's football.</p> <p>National associations hosting the UEFA CFM in 2021 receive 20 places on their programme and therefore may not submit additional candidates. UEFA wishes to enable a maximum number of its member associations' staff to take part in the programme. If the number of candidates exceeds the number of available seats, national associations that have not recently hosted the UEFA CFM will be given priority.</p>
Application deadline	19 September 2021