



Escuela Universitaria
Real Madrid
UNIVERSIDAD EUROPEA

Private Master's Degree in

Football Coaching and Sport Direction

Online

Take your passion for football even further, learning the key skills needed to excel in coaching and directing professional athletes in the sport.



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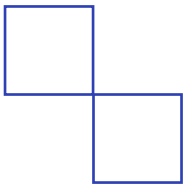
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Real Madrid Graduate School Universidad Europea

Real Madrid Graduate School Universidad Europea is a world-leading postgraduate institution, established in 2006 to inspire and develop top-tier professionals for the dynamic sports industry. As a trailblazer in sports education, the School offers an innovative teaching methodology rooted in Real Madrid C.F.'s expertise in management, sports, and health, honed through years of success at the highest level.

What sets the School apart is its unparalleled connection to the Club's leadership. Senior executives from Real Madrid C.F. actively mentor students across master's programs, offering unique insights and guiding them through real-world case studies drawn from the Club's day-to-day operations, providing hands-on experience in tackling challenges in the global sports industry.

Recognised for excellence, the School received the prestigious 2018 National Sports Award Copa Stadium for its commitment to advancing education, research, and professionalisation in sports on both national and international stages. Join a program that blends academic rigour, industry expertise, and a passion for sports to fast-track your career in this exciting field.



ELITE values

that go beyond sports

Our values are present in all areas of the school's education: study programs, methodology, teaching, internships, and relationships between students and faculty.



Entrepreneurship: are dreamers and innovators, which is why we don't settle for what we've achieved. We take risks and always aspire to open new paths.



Leadership: It is part of our institution's DNA. Our reference is the constant pursuit of success and the relentless drive for self-improvement.



Integrity: Our school must always be a model of the values that have shaped the history of Real Madrid. Beyond success and achievements, we must always strive to be an example of education and life.



Teamwork: The team is the most important; together we go further. The interests of the team always come before our personal interests.



Excellence: Our work and commitment are to always give the best of ourselves. The word impossible does not exist for us.





Rankings and ratings that validate our commitment



- **QS Stars™:** Five out of five stars in university quality: excellence in teaching, economic development, online learning, global impact, employability, governance, social impact, diversity, equity, and inclusion.



- **Times Higher Education:** ranks Universidad Europea among the top 3 private universities in Spain.



- **EFQM:** it awards its highest recognition to the university with the European Excellence 500+ seal granted by the Excellence in Management Club.



- **Scimago Institutions Rating:** it highlights the university for having over 100 selected publications with research indexed in SCOPUS (a bibliographic database of abstracts and citations of journal articles).

Master in Football Coaching and Sport Direction

The **Master in Football Coaching** is designed to equip you with the essential tools to excel in coaching roles at the highest level of professional football. With a practical and strategic approach, this program prepares you to navigate the challenges of a constantly evolving sport and coaching landscape.

Football is more than just a game; it is a global phenomenon that demands **leaders** with the vision and expertise to **develop talent**, lead teams, and make critical decisions on and off the pitch. This master's will provide you with the knowledge and skills necessary to be a key part of this transformation.

The program covers crucial areas such as **coaching methodology, player development, tactical strategies, and team management**. You will also have the opportunity to apply your learning to real-world scenarios, ensuring that you are ready to take on leadership roles in professional football coaching.



Duration
9 months



Modality
Online



Language
English



N of ECTS
60

Sign up

Differentiating aspects



Big data integration

Leverage big data to analyze player performance and inform coaching decisions, helping you adopt a more data-driven approach in your strategies.



Football technical management

Develop the skills to design and implement a football philosophy, manage player development pathways, and oversee coaching methodologies to ensure long-term sporting success.



Faculty excellence

Study under esteemed experts in football coaching, working actively in different teams, including members of Real Madrid C. F.



80% international students

The master's program is international, offering you the opportunity to build professional relationships with top global experts and students from various nationalities.



Innovative coaching methodology

The program integrates the latest coaching methodologies, combining traditional techniques with modern practices to develop players' skills, enhance team performance, and prepare you for the evolving demands of the sport.



White Week

For one week, you will have the opportunity to attend live-streamed talks with leading professionals from various areas of the industry, executives from Real Madrid C. F., and elite athletes.

Faculty

The Master in Football Coaching features an outstanding faculty, recognised as a reference in the sports industry. The connection with the sports industry is integrated into the program and serves as the foundation of our practical learning approach.

The master's faculty consists of top executives from Real Madrid C. F. and academics specialized in the sports industry, offering an up-to-date perspective on the realities of the sector.



Dr. David Viejo

Director of the Master in Football Coaching and Sport Direction

“It is the only master degree in Sport Direction in which you develop the skills and insights required to implement a work method of your own, unique and adaptable to the real world of football clubs”

PhD in Sports Performance from the University of Castilla-La Mancha and in Physical Activity and Sports Sciences from the European University. Master in Sports Nutrition from the Real Madrid Graduate School. He has worked as a fitness coach for numerous football clubs, including Real Madrid C. F.



Carlos Drechsler

Associate Director of the Master in Football Coaching and Sport Direction

“The opportunity to learn from the most important leaders and pioneers in European football is unparalleled. Students have the chance to get close and personal with outstanding professionals.”

Graduated in Sports Management from Deakin University, he has worked in technical secretariat and scouting roles at clubs such as Levante UD and Getafe CF. With 15 years of experience as a methodology director and coach in Spain, Australia, and Argentina, he has also provided strategic and corporate development consulting in the sports sector.

■ Álvaro Arbeloa

[Coach of Real Madrid Castilla](#)

Co-Director of the Private Master's Degree in Football Coaching and Sport Direction.

■ María Ruiz De Oña

Sports psychologist director, department of psychology and performance: Aspire Qatar.

■ Daniel Parnell

Associate professor in Sports Business at the University of Liverpool.

■ Patricia González

Group leader talent development programme - FIFA.

■ Mads Davidsen

Group Head of Football at Right to Dream

■ David Pauwels

Talent Development Programme Manager at FIFA

■ David Tenorio

Ex-coach at Recreativo Granada C. F.

■ Dean Santagelo

Goalkeeper coach at FC Zürich.

■ Ivan Prelec

Manager of Danish superliga club Vejille.

■ Hugo Relvas

Assistant coach of Salgueiros.

■ Josselin Juncker

Specialist in individualized learning, former analyst at Granada C.F., Leeds United, and Sochaux F.C.



Meet the whole faculty

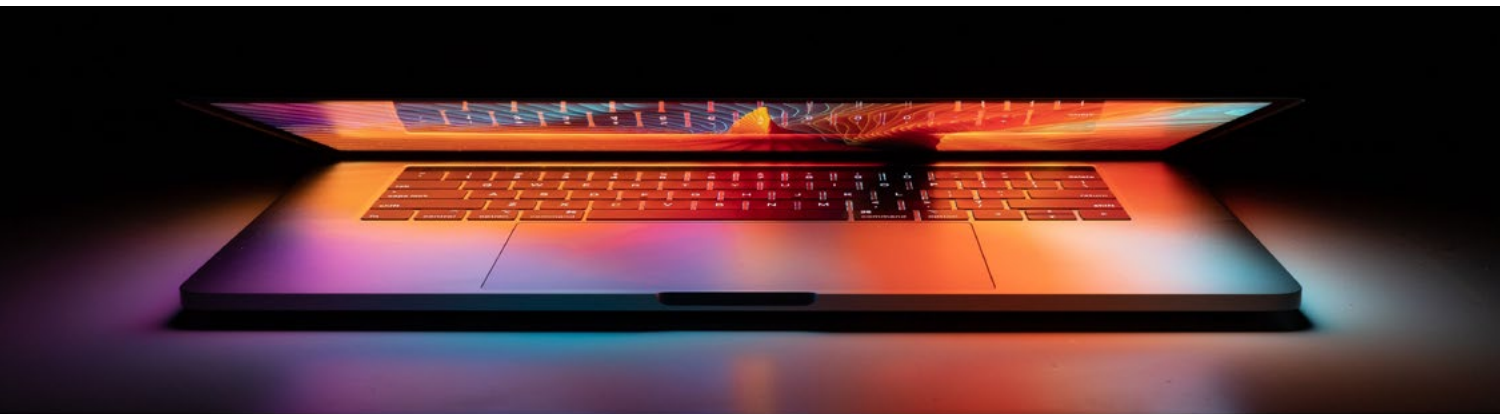




Online methodology

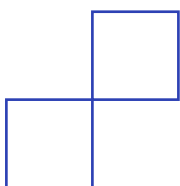
The online methodology at Universidad Europea focuses on the student, ensuring effective and personalized learning, supporting them at every step to achieve their goals. Technology and innovation enable us to provide a dynamic and motivating environment, offering the flexibility needed and the tools that ensure quality education.

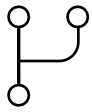
Our approach is rooted in experiential learning, making the process intuitive and dynamic. You'll engage with real-world case studies, comprehensive educational resources, lively discussions, virtual classes, and both individual and collaborative projects. This fosters a vibrant exchange of ideas and enriches the learning experience for all students.



Our Virtual Campus ensures that you can access all course materials at any time, giving you the flexibility to study at your own pace.

Alongside this, a continuous assessment system keeps your progress closely monitored, ensuring that you are always moving towards your goals with the support of your professors.





Continuous assessment

An evaluation system that allows the student to assimilate the content progressively and effectively as the course progresses.



Personalisation

Focused on ensuring **effective, flexible learning** that is tailored in both format and content to meet the needs of the student.



Technology and innovation

A virtual campus based on an agile platform that promotes **collaborative learning** and provides tools to ensure high-quality education.



Interactive content

Dynamic resources to facilitate content comprehension and motivate students to broaden their knowledge: masterclasses, seminars, and **weekly virtual tutoring sessions**.



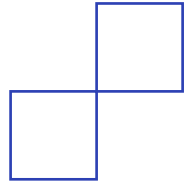
Academic support

Three specialised roles in the online modality: faculty, program assistants, and the student experience team. Their goal is to support the student's development and resolve any questions.



Networking

Online students will have access to the **Alumni network, professors, and companies**. This increases the market value of the students' profiles, creating highly attractive professionals in the job market.

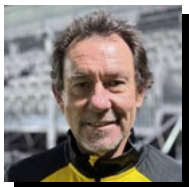


AI Sports

Join Artificial Intelligence in Sports

Prepare to Apply Artificial Intelligence to football coaching in the Sports Sector

Gain the opportunity to learn from internationally renowned experts in AI within the sports industry. Through live online classes, exclusive content, and the development of a master's thesis project centred on AI, you'll acquire the skills and knowledge to excel in this innovative field.



Mark Parker

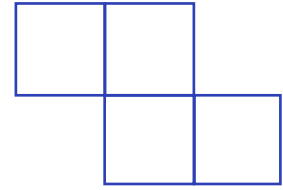
Technical Director at Langley United Soccer Association

— — [Private Master's Degree in Football Coaching and Sports Direction](#)



“The program's emphasis on collaboration with experts from renowned football clubs around the globe adds immense value. These industry leaders brought invaluable insights into contemporary practices, strategic innovations, and real-world challenges in football.

International experiences



The **international focus of the School** and its strong ties to the global sports industry are evident in every aspect of our academic model.

As a student, you will have the opportunity to **take part in an international trip**, choosing from a selection of exclusive experiences.

This journey offers the chance to visit some of the most influential organisations in your field of study worldwide. You will attend presentations by executives from these organisations, providing invaluable insights into the expertise and strategies behind the success of leading sports institutions globally.

Experiences included in this program:



Portugal

[Excellence in football training](#)

Discover how top clubs in the country develop talent and structure their game effectively. Learn from professionals at F.C. Porto, S.L. Benfica, Sporting Clube de Portugal, and S.C. Braga by immersing yourself in their methodologies and training strategies.



Madrid

[Revolutionising the sports industry.](#)

You will discover the key aspects of the club's operations. You will get an inside look at the Real Madrid Sports City – Florentino Pérez, and the Santiago Bernabéu stadium. You will visit major international sports organizations in Madrid and meet with their executive leaders.



Who it is aimed at and career opportunities



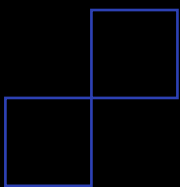
The **Private Master's Degree in Football Coaching and Sport Direction** is designed for football professionals looking to advance their expertise in the field. This program is ideal for those aiming to develop their careers in youth and senior, professional or semi-professional levels:

- Sports and football managers.
- Youth academy and club coordinators.
- Scouting, recruitment, and methodology managers.
- Football coaches and technical staff.

Access requirements

For access to the Accredited Private Master's Degree in Football Coaching and Sports Direction online it is necessary to fulfill one of the following requirements:

- To be in possession of a University Degree. In the case of being a graduate from a university outside of Spain, it is not necessary to have had the degree officially recognised by the Spanish Education Ministry.
- To have accredited professional experience related to the programme of interest. This guarantees the achievement of the abilities specified in the Profile for prospective students section. Some of the programmes offered at Universidad Europea do not allow access through professional experience. See the full list [here](#).
- Higher Vocational Training Graduates who can accredit professional experience after completion of the internship.
- In all cases, the University may limit access to certain degrees if a specific university degree has not been previously completed.



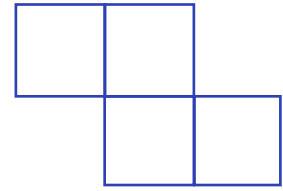
Curriculum

Modules

- | | | | |
|----|---|-----|--|
| 1. | Management & Leadership
— 6 ects | 6. | Big Data and Sports Management
— 6 ects |
| 2. | Club & Academy Analysis
— 6 ects | 7. | Performance Analysis through Big Data
— 6 ects |
| 3. | Football Philosophy
— 6 ects | 8. | Real Madrid Experience
— 6 ects |
| 4. | Football Curriculum
— 6 ects | 9. | Multidisciplinary best Practice in Football
— 6 ects |
| 5. | Player Promotion to Profesional Football
— 6 ects | 10. | Final Project
— 6 ects |

[View the whole curriculum](#)

Specialise your master



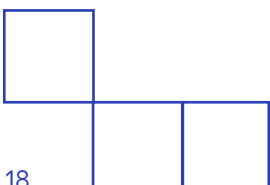
Master in Football Coaching and Sport Direction + Certified Program in Big Data and AI in Sports Management

Learn to implement artificial intelligence, transforming and enhancing the performance of sports organizations through data analysis and management.



Master in Football Coaching and Sports Direction + Certified Program in Football Data Analytics

Learn the fundamentals of data analysis in football. Master the use of advanced tools and techniques to evaluate player performance, optimize team strategies, and make data-driven decisions in the football industry.



Admission process

The admission process to pursue an online postgraduate at Real Madrid Graduate School can take place throughout the year, although enrolment in any of our programs is subject to availability of open places.

To complete the process, you must follow these simple steps:

1

Documentation: You will need to send the specific documentation to your personal advisor.

- Admission form.
- Legal document for access to the chosen degree.
- A copy of your ID card.
- Curriculum vitae.

2

Access: Once reviewed, your personal advisor will contact you.

3

Place reservation: Confirm your place in the program through our various payment methods.

- Bank direct debit.
- Credit card.
- Virtual payment.

And that's it! Welcome to Real Madrid Graduate School.

[#Trainyourdreams](#)

Sign Up!



Other programs that could be of interest




Private Master's Degree in Sports Psychology

 Online

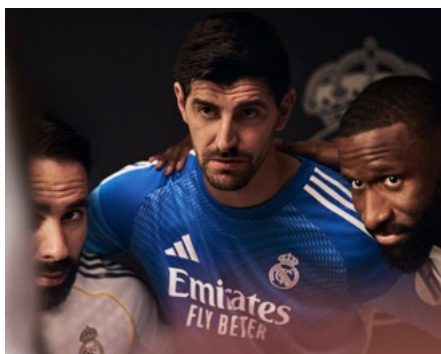
 English



Private Master's Degree in HighPerformance Conditioning. Sport Scientist

 Online

 English



Máster en Dirección de Fútbol y Metodologías de Juego

 Online

 Español





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