

ue



Real Madrid

Escuela Universitaria
Real Madrid
UNIVERSIDAD EUROPEA



Private Master's Degree

Football Coaching and Sports Direction Online

Specialise in methods and tools of performance analysis in football. With this master, you will gain the skills to be a leader capable of managing complex football projects. You will acquire leadership abilities and improve your ability to hold one-to-one and group dialogues.

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Private Master's Degree in Football Coaching and Sport Direction

Introduction

The **Private Master's Degree in Football Coaching and Sport Direction** provides a unique opportunity to aspiring football coaches and other professionals all around the world to acquire the tools and knowledge to successfully design, develop and implement football projects in clubs and associations located anywhere on the globe.

Study Big Data as a key tool shaping the future of football from different perspective: Big Data in sports management, analysing performance of the team and potential new players, and application of Big Data performance analysis in football: our team, opposition, individual players, physical aspects.

The **international nature** of this programme will enable students to obtain the broadest perspective on all technical football methods of the top European clubs, thanks to the participation of a top-class international faculty.

This educational **commitment will greatly improve the scope and professional possibilities of our students.**

You will receive a 360-degree education that will enable you to make a difference in the football world. You will have a global view of all key areas to increase the performances of football players.

Big Data and Sports Management

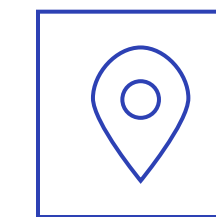
- Organisation, key roles and tasks in a professional club's sport management department.
- Game theory and decision-making applied to sport management.
- **Analysing and understanding** performance of our own team and potential new players. **Application of Big Data for scouting and identifying talent.**
- Case study of successful and innovative sport directors in Spain.

Performance analysis through Big Data

- **Performance analysis in football:** our team, opposition, individual players, physical aspects.
- **Technological tools for Big Data management**, such us: Tableau, Power BI, R Studio and other databases.
- **Technological tools for scouting** and performance analysis: Wyscout.
- Reporting and presenting data and findings.

Our flexible methodology allows you to combine online with unique **optional face-to-face experiences** in which you will be in direct and continuous contact with the business world of the sports sector and will provide you networking with industry professionals, professors, and colleagues of multiple nationalities.

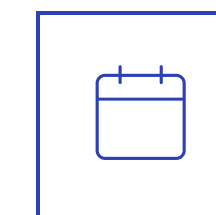
In the international stays, you will be able to choose between different destinations such as **Portugal, Netherlands, or Madrid**, among others. The Portuguese methodology in terms of football training is one of the most renowned and successful internationally.



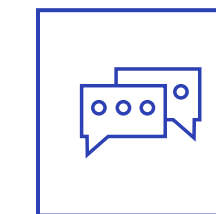
LOCATION
Virtual Campus



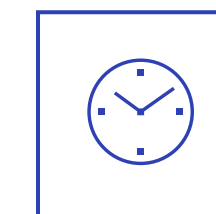
METHODOLOGY
Online with live classes



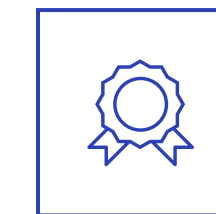
SCHEDULE
The online classes take place from Monday to Thursday at 19:00h (Spain). The duration of the classes is approximately 2h.



LANGUAGE
English



DURATION
9 months



ECTS
60



What makes us different?

International and specialised networking

An international programme that will allow you to foster relationships and contact with top international professors and students of multiple nationalities. This educational commitment will greatly improve the scope and professional possibilities of our students.

The factory experience

Get to know Real Madrid during a week-long stay. See how Real Madrid City in Valdebebas operates and access the Real Madrid training facilities.

Invitation to the White Week Online

This event organised by the School is exclusively for our students. A week of unique lectures with leading sports industry professionals, elite athletes, and Real Madrid C. F. executives.

Madrid: Revolutionising the sports industry

Discover the most important aspects of the club. You will have the opportunity to get to know Valdebebas Sports City from the inside, you will have access to the Real Madrid C. F. training facilities. You will also visit the Santiago Bernabéu stadium as well as other main international sports entities in Madrid and meet their executive managers.

Portugal: A unique football methodology

Portugal has some of the most recognised teams at club level in European football. Clubs such as F.C. Porto, S.L. Benfica, Sporting Clube Portugal or S.C. Braga regularly compete in European competitions and have produced some of the world's best players. Learn first-hand how they work on talent development, methodology and physical preparation. Discover the rest of the trips that you can take part in.

Online Methodology

The online methodology focuses on the student and on guaranteeing effective and personalised learning, always accompanying them so that they can achieve their objectives. Technology and innovation allow us to offer a dynamic and motivating environment, with the flexibility you need and the tools that ensure quality training. During the learning process, the student will have several resources such as:

- **Live virtual classes** that can be connected to from any from any place and device. These sessions are also recorded in case the student cannot attend or wants to watch them again. The exams are online, so you don't have to travel at any time.
- **You will have the support of our expert faculty** who will facilitate the learning process, as well as a tutor who will guide and help students to achieve their goals.
- **The student will obtain comprehensive training** based learning through real cases combined with theoretical and theoretical and practical learning.



International School

The history of Real Madrid is an example of **vision, dedication and a pioneering spirit** that has inspired generations throughout the years. Its legend in the world of football has forged the most prestigious and respected sports brand on every continent. Real Madrid is a multicultural club open to all and a leader in the global sports industry.

In 2006, the club started its joint venture with Universidad Europea, sharing a great international vocation which is reflected every day on the campus.

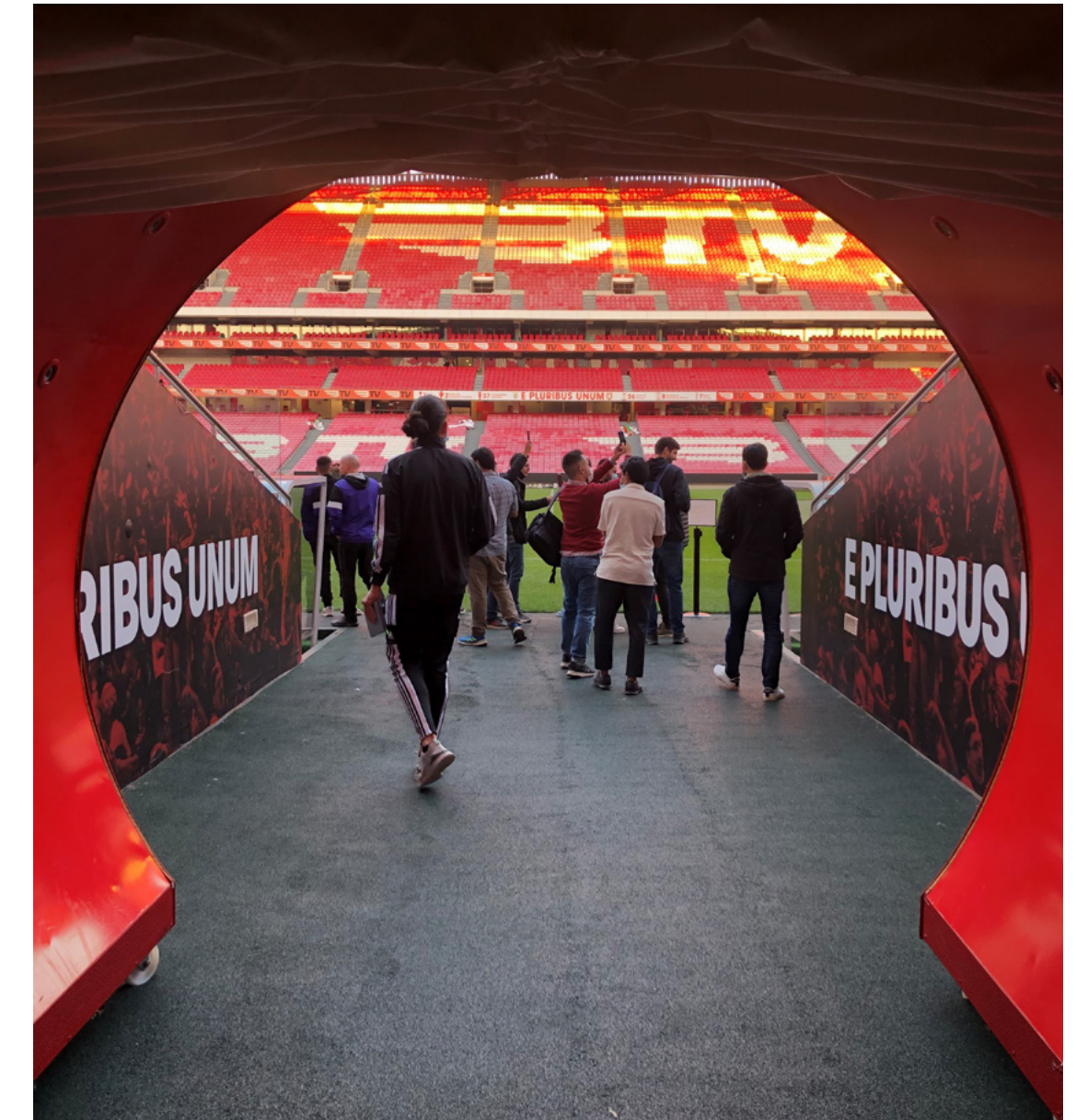
Nowadays, Escuela Universitaria Real Madrid Universidad Europea offers 32 graduate programmes with the mission of training the future leaders of the sports industry. Its academic quality has made the School become a key part



in how the sports sector has modernised over recent years, and there are more than 13.000 alumni working worldwide in the sector.

This year we'll receive around 1.000 students, with 78% of them coming from outside of Spain. The multicultural profile of the teaching staff and students, coming from more than 70 different nationalities, adds a unique value to our graduates.

Our open and multidisciplinary approach is evidenced by the experiences and opportunities offered by the School, such as the chance to study different management models from a range of sports, including getting to know the key



players within each sport and discipline.

We'll visit some worldwide renowned sports facilities, the headquarters of regulatory institutions in sports, and key players within the sports industry. The visits will include several work sessions with leading professionals, allowing students the chance to exchange opinions and deep dive in the 'know-how' of each organisation.

A unique chance to broaden your horizons and open your mind.

#GoBeyond

Our Students

Private Master's Degree in Football Coaching and Sport Direction

Students Profile

The Masters in Football Coaching and Sports Direction Online is aimed at a wide range of football professionals – from directors to coaches, to scouts and analysts – who wish to develop their careers at any level in football - youth and senior, professional or semi-professional levels.

- Sports and football managers.
- Youth academy directors.
- Club coordinators and managers.
- Scouting and recruitment professionals.
- Football school managers.
- Methodology and performance managers.
- Football coaches and technical staff.

For admission to the Private Master's Degree in Football Coaching and Sports Direction, the following is required:

- The candidate must have training in football management.
- Candidates without previous training in this field will be reviewed and their previous demonstrable experience in managing football projects will be essential, preferably in technical positions.



Gustavo Angel Tamayo

Alumni of the Private Master's Degree in Football Coaching and Sport Direction Online

“ For me, studying the master online helped me a lot. It facilitated a right balance because I work in London, and it was easy for me to connect to the classes.





Academic Curricula

Private Master's Degree in Football Coaching and Sport Direction

Module I: Management & Leadership (6 ECTS)

- Organisation of a professional club's sporting structure.
- Leadership in football: players and teams, technical and administrative staff.
- Personal development as a leader. Key skills and values for effective leadership.
- Leadership from a project management perspective: leading new projects, change management, organisational culture and identity.

Module II: Club & Academy Analysis (6 ECTS)

- Critical success factors and KPI's of successful football clubs. Best practice examples and case studies, based on the Double Pass scientific model.
- Strategy Development: making ambitious yet realistic choices.
- Structure: club organisation and youth academy organisation. The importance of the academy within a club. Creating a structure for best performance and management.
- Financial and Legal Management. Cost & Revenue in an academy: setting up and managing financial KPIs, protecting the investment and managing the legal context.

Module III: Football Philosophy (6 ECTS)

- How to develop and implement a football philosophy. Relationship between the club identity and the football philosophy. The importance of the club DNA and its context, how it affects the youth academy.
- Identification and design of smart objectives in line with the strategies. Different types of objectives per area within the sporting section. Layered approach to linking objectives through the different development phases.
- Integrated Player Development plans. Design and application of game related, age-specific topics including mental, physical, and technical aspects for individual development.
- Coaching styles: finding the most effective models. Team and Individual training and coaching. Different coaching methods for different age groups.

Module IV: Football Curriculum (6 ECTS)

- Setting up a curriculum: organising football contents and skills per age group for long term development, always related to the football philosophy.
- Talent ID: lessons from the most effective talent detection systems and applying them to your specific club scenario.
- Periodisation and planning. How to bring the theoretical concepts on to the pitch. Alternative methodological models and potential hybrid systems.
- Individual player development. How to integrate it in and around team planning. Developing individual profiles and curriculum.

Module V: Player Promotion to professional football (6 ECTS)

- The complexities of the last step in a young player's development process. Supporting the player making the transition.
- Structural and operational bases in the club organisation to increase player promotion success.
- First team demands on and off the pitch. Preparing the player for professional football. Dealing with the First Team coaching staff to aid the player's development in the final steps.
- Player Promotion as the successful end to the development process. KPIs to measure success and effectiveness.

Module VI: Big Data and Sport Direction (6 ECTS)

- Organization, key roles and tasks in a professional club's Sport Direction department.
- Game Theory and Decision Making applied to sport direction.
- Big Data in Sport Direction: analysing and understanding performance of our own team and potential new players. Application of Big Data for scouting and talent ID.
- Case study of successful and innovative Spanish Sport Directors.

Module VII: Performance analysis through Big Data (6 ECTS)

- Performance analysis in football: our team, opposition, individual players, physical aspects.
- Technological tools for Big Data management: Tableau, Power BI, R Studio, databases.
- Technological tools for scouting and performance analysis: Wyscout.
- Reporting and presenting data and findings.

Module VIII: Real Madrid Experience (6 ECTS) (Optional)

Study this module online or face-to-face, you choose. Get to know Real Madrid during a two-week stay. See how The Factory, Real Madrid's academy in Valdebebas operates, and learn the secrets behind the most successful club in European football. You will attend conferences led by club professionals and have the unique opportunity to watch the Real Madrid youth teams train.

Module IX: Multidisciplinary Best Practice in Football (6 ECTS)

Module X: Final Project (6 ECTS)

Faculty

Our teaching team.

Programme Director

D. David Viejo

Programme director

Carlos Dreschsler

Associate director

Professor of module 5: Player promotion to professional football.

Professor of module 9: Final Project.

Teaching staff

María Ruiz de Oña

Sports psychologist and Director, Department of Psychology and Performance: Aspire Qatar. Professor of module 1: Management & Leadership

Daniel Parnell

Associate professor in Sport Business at the University of Liverpool.

Professor of module 2: Club and academy analysis.

Raymond Van Meene

Head of Operations at Feyenoord.

Professor of module 2: Club and academy analysis.

Dean Santangelo

Goalkeeper coach at FC Zürich.

Professor of module 3: Football philosophy.

Professor of module 5: Player promotion to professional football.

Melvin Boel

Head Coach at Feyenoord U-18.

Professor of module 3: Football philosophy.

Professor of module 4: Football curriculum.

David Tenorio

Ex-coach at Recreativo Granada C.F.

Professor of module 3: Football philosophy.

Professor of module 4: Football curriculum.

Chris Docherty

Assistant to 1st team head coach, currently Boro Primorac, former assistant coach to Arsene Wenger at Arsenal F.C. Professor of module 3: Football philosophy.

Professor of module 4: Football curriculum.

Professor of module 5: Player promotion to professional football.

Professor of module 6: Big Data and Sports Management

Ivan Kepjica

Head of recruitment at Hibernian Football Club.

Professor of module 4: Football curriculum.

Professor of module 6: Big Data and Sports Management.

Patricia González

Group leader talent development programme - FIFA.

Professor of module 5: Player promotion to professional football.

Joselin Juncker

First team assistant coach and Head of player development – CE Sabadell F.C.

Professor of module 5: Player promotion to professional football.

Víctor Orta

Director of football - Leeds United.

Professor of module 6: Big Data and Sports Management.

Anselmo Ruiz de Alarcón

Data analyst and consultant.

Professor of module 7: Performance Analysis through Big Data.

Raúl Peláez

Data analyst FIFA Technology & Innovation Consultant.

Professor of module 7: Performance Analysis through Big Data.



Programmes that facilitate your professional dreams

Our values are present in all areas of the School's training: syllabus, methodology, teaching, internships and student-faculty relations.

The School's training offer includes postgraduate programmes and university courses that you can study together to develop your career and succeed in the sports sector.

Study to become one of the leading professionals in the sports industry thanks to our specialised programmes and acquire a double qualification by focusing your master's degree in Football Coaching and Sport direction with a specialisation and innovation course in the sports sector. Choose the area of expertise that most interests you. You will enjoy online training, where you will have the opportunity to attend live masterclasses with experts from the sector.



■ Certificate Course in Sports Coaching



DURATION: **10 weeks**

METHODOLOGY: **online**

LANGUAGE: **spanish/english**




A unique Postgraduate School

Real Madrid Graduate School Universidad Europea was founded in 2006 with the aim of training the sports industry's future leading professionals.

The alliance between Real Madrid – the most successful sports club in history – and Universidad Europea, a leading holistic education institution in Spain, aims to boost professional development and modernisation in the sector through university education.

The graduate school's academic quality and strict standards are demonstrated by the 13,000 students that have already graduated over the past 17 years, many of whom are now working as successful professionals in different areas of the sports industry today.



In the image, our General Director, Mr. Emilio Butragueño, receives the National Sports Award Stadium Cup from his Majesty Felipe VI of Spain and Queen Letizia, granted to Real Madrid Graduate School - Universidad Europea for its commitment in “promoting education, research and professionalisation in all sports related areas.”






Admissions process

The admissions process for **Escuela Universitaria Real Madrid Universidad Europea** programmes runs throughout the whole year, although enrolment in all graduate programmes depends on the availability of places.

For personalised guidance, you can contact us via phone: **(+34) 918 340 912** or e-mail: **facultad.deportesonline@universidadeuropea.es** to receive advice from the Graduate Degree Admissions staff.

Once candidates have received guidance and have provided the necessary documentation, the Graduate Degree Admissions staff will send them a date for taking the **entrance exams** for the programme they are interested in, and for a **personal interview** with the Programme Director or a member of the Admissions Committee.



-  **Personalised guidance**
-  **Sending in the application and documentation**
-  **Assessment of the profile and interview**
-  **Confirmation of admission**
-  **Formal reservation of a place and enrolment**



**Escuela Universitaria
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