

In Focus: The Football Business Academy

Educating The Next Generation Of Football Executives

As the business of football becomes ever more professional the need for executives with the right knowledge and skill set becomes ever greater. fcbusiness talks to The Football Business Academy about how it hopes to bridge the skills gap.

What is The Football Business Academy and why was it developed?

The Football Business Academy is a new, ambitious educational institution entirely dedicated to the football industry. Our Professional Master in Football Business has been developed in a collaborative way with football industry experts around one foremost objective: to provide students with all the necessary tools and an optimal learning environment in order to succeed in this passionate and dynamic industry. Also, at a time when integrity is a key concern of the football industry, The FBA will ensure our students embrace the values of transparency, professionalism and ethics.

This is a newly launched programme, what makes it different from other courses of this type?

Our program has been designed to cater to the real needs and interests of both football organizations as well as the people eager to work for them. Essentially, this meant stepping away from traditional course structures and educational models and creating a more innovative and comprehensive curriculum which encompasses everything from knowledge and insight to experience and networking, continuously interacting with industry leaders and experts. The result is a more valuable and engaging learning experience which in turn should increase the employability of our graduates and accelerate the professionalization of the industry.

How is the programme structured?

Our educational philosophy focuses on 3 pillars: Knowledge, Network and Experience. Throughout the 12-month program, students will be engaged through online courses, guest lectures, active participation at business events, a provided internship, on-campus courses and workshops, insightful field trips, and a Student Business Project. This allows them to mix theory with practical application, truly understand the intricacies of such a dynamic and fast-paced industry, and eventually find a job more easily while



being fully capable to add real value and help transform it.

What can students expect to learn?

In reflection of the industry's needs and realities, course topics include fundamentals such as history, finance, or law in football, industry specifics such as stadium operations, sponsorship, or governance, as well as key trends such as women's football development, digital marketing, and innovation. Additionally, the program structure will significantly enhance their learning experience and provide them with much needed people, business, and networking skills.

Once graduated and as they progress during their careers, The FBA's alumni will be able to stay on top of their game thanks to our promise for free lifetime access to our virtual campus.

You have a strong line up of teachers and guest lecturers, who can we expect to see during the programme?

Indeed, The FBA draws its academic strength from its international faculty of highly experienced industry professionals who have a passion for teaching. Our students will be inspired and mentored by the likes of Alfonso Roberes (former Head of International Sponsorship at Real Madrid), Dennis Thom

(Head of Marketing, Borussia Dortmund), Giuliano Giorgetti (Media Content Director, Inter Milan), Jérôme Champagne (former FIFA presidential candidate), Mayi Cruz Blanco (former Head of Women's Football Development, FIFA) and many others, giving our students the ability to develop an unparalleled understanding of the football industry, work on real practical cases, and expand their network even further.

What type of people do you hope to attract onto the course?

We seek to attract those diamonds in the rough that, through their personality, attitude, and moral values, will develop into shining leaders capable of handling the challenges and opportunities which the football industry presents them with. The FBA encourages anyone who has a bachelor degree, a decent level of English, and a strong interest in football business to apply to our course.

How can prospective students find out more about the programme and how to apply?

We welcome all interested parties to visit our website www.the-fba.com and engage us on our social networks (Facebook/ LinkedIn: "The FBA - The Football Business Academy"), drop us a line on info@the-fba.com, or give us a call on +41 22 575 44 22.