

## Structure

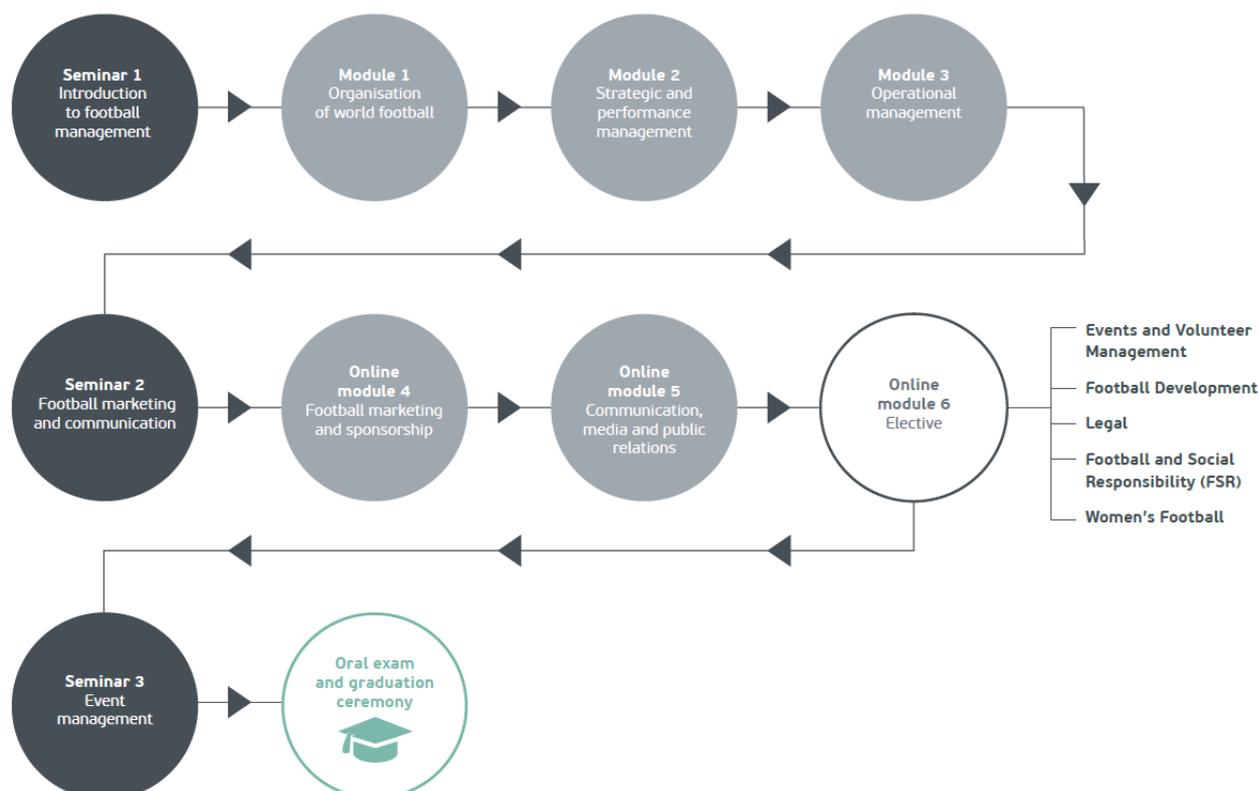
Up to five editions of the UEFA CFM are starting every year and are directly organised within national associations selected by UEFA. The curriculum comprises a total of six e-learning modules: five core modules and one elective, as well as three seminars (two face-to-face and one online). Each module and seminar address a key area of national football association management and is prepared and run by internationally renowned academic experts in cooperation with UEFA and the host national association. The UEFA CFM runs over a period of nine months. The certificates are issued through the Swiss Graduate School of Public Administration (IDHEAP), at University of Lausanne. The certificate is worth 10 ECTS Credits acknowledged by all European universities.

The five core modules provide students with essential concepts and tools for their management career:

- Organisation of world football
- Strategic and performance management
- Operational management
- Football marketing and sponsorship
- Communication, the media and public relations

The elective is chosen from the following five options:

- Events and volunteer management
- Women's football
- Football and social responsibility (FSR)
- Football development
- Football law



### Target group

The UEFA CFM programme aims to help the UEFA member associations enhance and increase the knowledge of sports, and in particular football, organisation management.

The Polish FA is responsible for the recruitment of spots for its own staff and stakeholders (regional associations, professional clubs, leagues, player union or professional player, etc.). Candidates to the UEFA CFM should:

- Work in football (NA, regional association, professional club, league, player union or, potentially, be a professional player) and have a permanent contract
- Have at least two years of experience with the NA/regional association, etc.
- Have a good command of English (both oral and written).

### Assessment

The amount of work necessary is approximately four days per online module (including the written assignments). E-learning technology allows flexibility enabling participants to continue with their day-to-day work.

Participants will be graded on the basis of:

- two written assignments;
- a final oral exam.

### Contact details

Any questions related to the UEFA CFM – Polish edition can be addressed to:

**AGATA KOZIEŁ**

[cfm@pzpn.pl](mailto:cfm@pzpn.pl)

+48 501 770 086