

Master in technical,  
executive and technological  
management in football



UPV

# MASTER

IN TECHNICAL, EXECUTIVE AND  
TECHNOLOGICAL MANAGEMENT IN FOOTBALL



UNIVERSITAT  
POLITÈCNICA  
DE VALÈNCIA



CÁTEDRA DEL  
DEPORTE



CENTRO FORMACIÓN PERMANENTE

UPV



# VALIDATION



MINISTERIO  
DE EDUCACIÓN

"Master in technical, executive and technological management in football" fulfills the Royal Decree 822/2021 of the Government of Spain of September 28, which establishes the organization of university education and the procedure for ensuring its quality.

## INTRODUCTION

The global football industry is heading towards a place where the complexity and demands of the industry itself are demanding professionals with elite training and with a 360° view, who are able to master both technical and executive skills. Facing this reality and combining the experience, means, capacity and canons of excellence of the Universidad Politécnica de Valencia, together with Emprende Fútbol Academy and Dorsal Salva SL, a company with extensive experience in the sports field, we decided to create this training aimed to the new generation of professionals that will dominate the football industry in the coming decades.

## OBJECTIVE

- To train future professionals in the field of technical, executive and technological direction and management within the world of soccer, clubs, training and technification academies or entities that organize soccer activities or events.
- To complement the training of qualified coaches so that they can perform executive and managerial tasks.
- To offer the interested parties new methodological and technological tools and work philosophies suitable for managing an advanced soccer entity adapted to the new times.

## DIRECTION

- Dr. César Iribarren Navarro, Director of the Chair of Sport and Sports Area of the UPV.
- Dario Drudi, Founder Emprende Fútbol Academy.
- David Soriano, Director of the Sales group.

## METHODOLOGY

The master will have two editions, one in Spanish language and another in English.

The course is divided into four phases:

- 300h of lessons in Valencia. At the end of the course, students will be rewarded with a "Professional Specialist" diploma.
- 200 hours to visit stadiums, training centers, international academies and to participate in seminars and conferences in Spain.
- 100h Master's thesis (TFM). Upon completion, students will be rewarded with the Master's degree diploma.
- oExtracurricular internships from Monday to Friday.
- Extracurricular internships from Monday to Friday.

## SCHEDULE AND PRICES

- Both the Master will start approximately in second half of September 2023.  
To know tuition fee, write to:
- [info@mastergestiondeportivaupv.com](mailto:info@mastergestiondeportivaupv.com)
- [masterupv@dariodrudi.com](mailto:masterupv@dariodrudi.com).

## APPLICATION

- Passport or ID.
- Undergraduate Degree (or university record where it shows that you are under 30 credits to finish the degree).
- Foreign diplomas will require The Hague Apostille.
- Passport size photo.

To receive more information, please email to::

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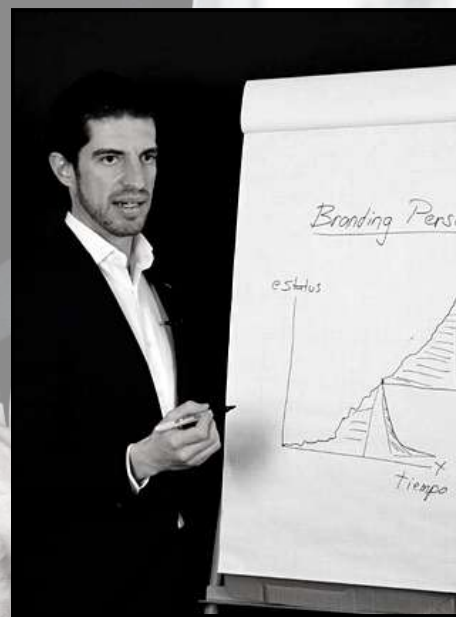
## **MODULE I: EXECUTIVE MANAGEMENT (116H)**

- Marketing
- Advertising
- Sponsorships
- Finances
- Digital Transformation
- Legislation
- Communication



## **MODULE III: TECHNICAL DIRECTION AND TECHNOLOGY (150H)**

- Game analysis
- Scouting and talent detection
- Training methodology
- Sporttech apps



## **MODULE II: LEADERSHIP SKILLS (34H)**

- Management skills
- Personal Branding
- HR Management
- Corporate image development
- Sports excellence management



## **MODULE IV: PROFESSIONAL TRAINING IN SPAIN**

- Visits to Football Stadiums
- Visits to Academies and Training Centers
- Attendance to Football Conferences, Seminars and Conferences.
- Visits to tech companies





Despite being the most popular sport on the planet, the football clubs in the industry continue struggling every year to create new profitable business sources to not rely exclusively on television rights and/or multimillion-dollar sponsorships.



This situation opens infinite possibilities for those willing to learn multiple skills (technical, executive and technological) to connect with each other and results in innovative products and services with competitive advantages, blue niches and the enormous opportunity power to generate an unprecedented impact.

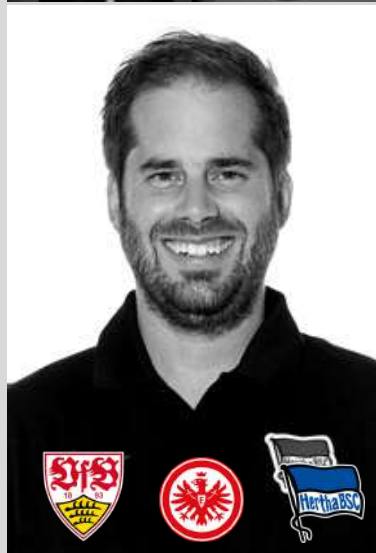


This Master is the consequence of years of learning, studies and experience put into practice in the professional football elite. Each lesson learned is a gateway to a world full of opportunities.



Now it only depends on you, your ambition and your ability to leave a legacy and make history around a ball.

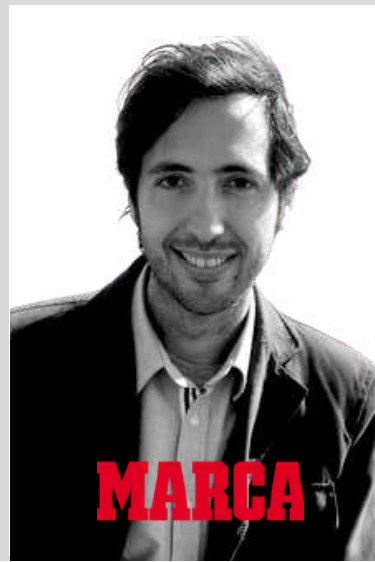




## PROFESSORSHIP

- **José Manuel Jabaloyes:** Professor at the Polytechnic University of Valencia. Dept. of Statistics and Applied Research and Quality.
- **.Phillipe Senderos:** Sporting Director Servette FC - FIFA Ambassador / Former player of the Swiss National Team and Arsenal, Milan, Valencia, among others.
- **Juanlu Delgado:** Austin FC Technical Director. Former Aspire Qatar, Valencia and Villarreal.
- **Joseda Alfonso:** Head of analysis Malmö FF, ex Nordsjælland, Levante, Almería and Valladolid.
- **Mathias Borst:** Methodology Director of Hertha Berlin, former Eintracht, Brøndby IF, Stuttgart.
- **Pedro Gomez Carmona:** Head coach at Al Wasl SC, former East Riffa, Valencia C.F., Betis, Estoril, Bahrain National Team, Murcia.
- **Eric Lira Fernández:** Director of Methodology and Under-18 Coach at Pafos FC, former Junior Barranquilla.
- **Alberto Talavera:** Professional in the management of sports clubs. He participated in the design of the Marketing plan of the National Federation of Sports Facilities Businessmen.
- **Iván Salazar:** Director of TNGS. Company that has four Areas designed to offer the best training to future soccer professionals.
- **César Ponz:** Marketing Department of Valencia Club de Fútbol.
- **María Iribarren:** Content Manager and expert in social media and personal branding.
- **Eugenia Babiloni:** She teaches at the Faculty of Business Administration and Management, in subjects such as HR Management, Innovation and Competitiveness.

\* Subject to confirmation and availability. It may undergo modifications in which case the professor will be replaced by another of the same category.



# PROFESSORSHIP

- **Juan de Dios Crespo:** Partner of the law firm "Ruíz Huerta & Crespo", an international reference in sports law.
- **Otto Addo:** Ghana National Team Head Coach, Borussia Dortmund Assistant Coach.
- **Pablo Manzanet:** Assistant coach of Marcelino García Toral in Villarreal, Valencia and Athletic Bilbao.
- **Joseda Alfonso:** Head of analysis Malmö FF, ex Nordsjælland, Levante, Almería and Valladolid.
- **Joe Mulberry:** Chief Scout Nordsjælland and Right to Dream / Ghana.
- **Xabi Ruiz de Ocenda:** Tactical analyst. Former Atlético Madrid in the Staff of Simeone and Real Sociedad.
- **Sergio Gomez:** Director of the Levante UD Academy and Methodology area.
- **Olga Ramis:** HR Manager East Zone Prosegur Group.
- **Carlos Mangado:** Managing Partner of ASDE. He has participated and directed the implementation and development of the Marketing Departments of the main high performance clubs in the Community of Navarra.
- **Sandra Femenía:** Professor of Advertising in Sports Entities.
- **David Blay:** Narrator of Radio Marca and responsible for directing the press offices of renowned athletes and companies through the agency Pasarela Comunicación.
- **Humberto Herrera:** Personal Brand Expert/CEO [blackwellstrategy.com](http://blackwellstrategy.com).

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"Master in Technical, Executive and Technological Management in Football."  
· Curriculum



## MODULE I– TECHNICAL MANAGEMENT - 11 UNITS

	SUBJECTS	Hours
1	1.1 Game analysis / Collective, group and individual analysis.	10
2	1.1 Game analysis / Match preparation.	10
3	1.1 Game analysis / Improvement and evolution of players.	10
4	1.1 Game analysis/ Management of specific software.	5
5	1.2 Scouting and talent detection / Intro & Bases	15
6	1.2 Scouting and talent detection / Creation of scouting departments	15
7	1.2 Scouting and talent detection / Management of specific software.	5
8	1.3 Training methodology / Development of training methodology	8
9	1.3 Training methodology / Creation of methodological departments.	8
10	1.3 Training methodology / Creation and development of game models.	8
11	1.3 Training methodology / Management of specific software.	6

## MODULE II – EXECUTIVE MANAGEMENT - 19 units



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	SUBJECTS	Hours
1	Introduction to marketing	6
2	Marketing Plan, Sponsorship Activation and ROI	14
3	Marketing Strategies	6
4	Advertising Management	8
5	Marketing strategies and sponsors search for sports clubs	8
6	Press cabinets and communication strategies	8
7	Social Media in sports entities	8
8	Big Data and digital transformation	6
9	Application to Fan Engagement	8
10	Professional athlete hiring	8
11	Safety in events and sports facilities	6
12	Anti -doping law	4
13	Other scourges in sport	4
14	Ambush Marketing	2
15	Football governing agencies. Sports Committees and Justice	2
16	Planning and financial management	6
17	Growth plans	
18	Financial Fair Play	8
19	Tokenization of assets	4

## MODULE III – LEADERSHIP SKILLS - 11 units



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	SUBJECTS	Hours
1	Business Leadership and Coaching Management	8
2	Management of indicators and control panel	4
3	Management by processes and of quality. Sports Excellence	6
4	Development of corporate image	6
5	Responsible use of Social Media	6
6	Human Resources Management (Theory)	4
7	Team management and technical staff/ Emotional intelligence	15
8	Team management and technical staff/ Problem resolution	10
9	Team management and technical staff/ Effective communication	10
10	Personal brand / Development and exploitation of the public image	10
11	Personal brand / Building communities	5

## Visits

1	Las Rozas RFEF	Training Centers Management
2	LaLiga	Sports Entity Management
3	GSIC. Microsoft Sports	Sports Company Management
4	Ciudad Deportiva Villarreal CF	Training Centers Management
5	Ciudad Deportiva Valencia CF	Training Centers Management
6	Estadio Wanda Metropolitano	Sports Facility
7	Resort Mas Camarena	Private Management
8	Circuito de Chestre	Circuit Management
9	L'Alqueria del Basket	Sports Facility Management



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# The City where you will form for your destiny.

## DISCOVER VALENCIA

VALENCIA, CHOSEN AS THE BEST CITY IN THE WORLD TO LIVE.



# VALENCIA

*World Design Capital 2022 and European capital of smart tourism*

Valencia is unique for infinite reasons, capital of the homonymous province and of the Comunidad Valenciana.

It is the third most populous city and metropolitan area in Spain, behind Madrid and Barcelona.

Its historic center is one of the largest in Spain. Thanks to its historical and monumental heritage and its diverse scenic and cultural spaces, it is one of the cities with the highest influx of national and international tourism throughout the country.

Due to its long history, this is a city with innumerable festivals and traditions, among which it is worth highlighting the Fallas, a festival declared as international tourist interest and World Intangible Cultural Heritage by UNESCO.

Valencia was the World Capital of Design throughout 2022. It was decided by the World Design Organization, choosing the project for the capital of the Valencian Community. It thus became the first Spanish city to obtain this award, which recognizes "the maturity of Valencian design".

Valencia rewards the visitors with 300 days of sunshine a year and an average annual temperature of almost 18°C.





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THINKING ABOUT YOU

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