



# Syllabus: Logistics Management applied to Football Clubs and National Teams

Football is a global phenomenon with a unique ability to represent groups and unite people like no other. Over recent decades, its evolution has expanded into various areas and professional sectors, both on and off the field, transforming sports into something that transcends the boundaries of the sporting world.

Football is more than just a sport; it is entertainment and a multi-billion-dollar global industry. Considering this new reality, football must become a space for increasingly qualified professionals at managerial and organizational levels to keep pace with its rapid evolution. In this course, students will have the opportunity to explore one of the most impactful aspects of organizing a top-tier sporting event: logistics management applied to football clubs and national teams.

Throughout this course, students will explore topics such as organization, planning, processes, hotel structures, aviation, transportation, specific and general requirements for match operations, understanding regulations, protocols, tools, and innovations. The course content is designed to equip professionals with the skills needed to thrive in an extremely demanding and ever-evolving market.

## SYLLABUS

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### Objectives

☰ Competencies

☰ Bibliography

☰ Graduate profile

☰ Criteria for participation and approval

☰ Aimed at

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☰ Module 1. INTRODUCTION, CONCEPTS AND STRUCTURES

☰ Module 2. REGULATIONS AND RELATIONSHIP OF LOGISTICS WITH OTHER AREAS

☰ Module 3. GAME OPERATIONS

☰ Module 4. TOOLS AND INNOVATION

# Objectives

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By establishing objectives, we give ourselves a clear idea of what we want to achieve once the teaching and learning process of this course has finished. But our aims are even more specific: we also want to establish what you will need to accomplish in order for this new knowledge to contribute to your educational goals.

To achieve these objectives, you must complete the entire process laid out in the different stages of the course.

Thus, if you work in the way suggested, you will be well-positioned to meet the following objectives:

## General objective

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Develop and train professionals for skilled work in logistics management applied to football clubs and national teams.

## Specific objectives

1

Present fundamental elements and characteristics of sports logistics applied in football.

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2

Make people realize the importance of understanding the regulations of sports competitions.

3

Create a script and an operational proposal for the game, highlighting the importance of relationships with the various sectors and areas of football.

4

Support the understanding of tools that assist and optimize the daily work of professionals.

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# Competencies

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The skills we hope you will develop throughout this course are:

## General Competencies

1

**Group and collaborative work:** the ability to work with colleagues in order to accomplish shared goals and to achieve the synergy typical of a high performance group.

2

**The capacity of analysis/reflection:** the capacity to methodically examine the different aspects of a certain reality or situation and to carry out an assessment of that situation.

3

**Creativity and innovative, knowledge-based solutions:** the capacity to find alternative solutions to existing problems based on formal knowledge.

## Specific skills

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The ability to develop the logistics management of a football team in its various stages and requirements from an operational perspective, from planning to execution.

The student will have the ability to develop general and specific skills related to the course topic, with the goal of building processes that lead to the management of operations with excellence.

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# Bibliography

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**Corraze, J.** (1987) Las bases neuropsicológicas del movimiento [The neuropsychological basis of movement]. Paidotribo, Barcelona.

**Cratty, B.** (1974). Motricidad y psiquismo [Motor function and the psyche]. Miñón, Madrid.

Le Boulch, J. (1975). Hacia una ciencia del movimiento humano [Towards a science of human movement]. Paidós, Buenos Aires.

**Le Boulch, J.** (1989). El deporte educativo; psicokinética y aprendizaje motor [Educational sports; the mind in movement and motor learning]. Paidós, Buenos Aires.

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# Graduate profile

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**THE CERTIFICATE will give the graduate the ability to perform with knowledge, aptitudes and skills in the field of knowing how to prepare and organize all the processes and stages of the logistics management of a football team, from planning, execution, control and closing.**

**At the end of the course, the student will have the ability to understand all levels of organization and complexity involved in the management of a sports logistics operation applied to Football, being able to apply in practice all the contents presented in the course.**

**In addition to understanding the importance and correlation of all the sectors involved in a football operation, the student will also develop skills in the search for information and the use of tools that optimize the professional's day-to-day work.**

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# Criteria for participation and approval

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## Participation criteria

During the month of course, the student is expected to:

- Browse the multimedia contents of each of the modules that make up the course.
- Solve the evaluations assigned in each module.
- Carry out the proposed activities, whether group or individual.
- Take the final exam.

## Approval criteria

For the approval of the course, the student is required to complete the (4) proposed activities in the course and pass the final exam. The student must obtain a final score of 70% or more. This grade will be the average between the activities and the final exam.

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## Aimed at

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Professionals in the administrative, sports and supervisory areas, event managers, sports federation professionals.

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# Module 1. INTRODUCTION, CONCEPTS AND STRUCTURES

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## **TOPIC 1 - INTRODUCTION**

1.1 – LOGISTICS: THEORETICAL CONCEPTS

1.2 – UNDERSTANDING THE COURSE

## **TOPIC 2 – CONCEPTS AND STRUCTURES: HOSTING**

2.1 – TYPES OF ACCOMMODATION

2.2 – HOTEL CATEGORIES

2.3 – REGIMES AND SERVICES

2.4 – SPECIAL CONDITIONS

2.5 – TYPES OF APARTMENTS/ROOMS

2.6 – HOTEL STRUCTURES

2.7 – HOTEL SECTORS

2.8 – RATES

2.9 – DOCUMENTS

**TOPIC 3 – CONCEPTS AND STRUCTURES: AIR TRANSPORT**

3.1 – TYPES OF FLIGHTS

3.2 – SEATING CATEGORIES

3.3 – ONBOARD SERVICE

3.4 – LUGGAGE

3.5 – TYPES OF AIRCRAFT

3.6 – AIRPORT

3.7 – DOCUMENTS

## **TOPIC 4 – CONCEPTS AND STRUCTURES: LAND TRANSPORTATION**

4.1 – PASSENGER VEHICLES

4.2 – SEATING CATEGORIES

4.3 – FREIGHT VEHICLES

4.4 – DOCUMENTS

## **TOPIC 5 – CONCEPTS AND STRUCTURES: OTHER TYPES OF TRANSPORTATION**

5.1 – RIVER TRANSPORT

5.2 – RAIL TRANSPORT

**CONTINUE**

# **Module 2. REGULATIONS AND RELATIONSHIP OF LOGISTICS WITH OTHER AREAS**

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## **TOPIC 1 - KNOWING THE REGULATIONS**

1.1 – GENERAL REGULATION

1.2 – SPECIFIC REGULATIONS AND COMPETITION REPORTS

## **TOPIC 2 - RELATIONSHIP OF LOGISTICS WITH THE EXECUTIVE AREAS OF FOOTBALL**

2.1 – PRESIDENCY

2.2 – FOOTBALL EXECUTIVE

2.3 – FOOTBALL MANAGER

2.4 – FOOTBALL SUPERVISION

### **TOPIC 3 - RELATIONSHIP BETWEEN LOGISTICS AND TECHNICAL DEPARTMENTS**

3.1 – TECHNICAL COMMISSION

3.2 – HEALTH AND PERFORMANCE SECTOR

3.3 – SUPPORT AREAS

### **TOPIC 4 - RELATIONSHIP OF LOGISTICS TO OTHER CLUB/SELECTION DEPARTMENTS**

4.1 – FINANCIAL SECTOR

4.2 – LEGAL SECTOR

4.3 – COMMERCIAL / MARKETING SECTOR

4.4 – INFRASTRUCTURE / EQUITY SECTOR

4.5 – COMMUNICATION SECTOR

4.6 – RECORDS SECTOR

4.7 – OPERATIONS SECTOR

4.8 – HR SECTOR

4.9 – IT SECTOR

## **TOPIC 5 – RELATIONSHIP OF LOGISTICS WITH EXTERNAL SECTORS**

5.1 – FEDERATIONS / OPPONENTS

5.2 – AIRLINES

5.3 – HOTELS

5.4 – AUTHORITIES

5.5 – PRESS

5.6 – FANS

5.7 - SPONSORS

## **TOPIC 6 – LOGISTICS RELATIONSHIP WITH LOCAL FACILITATOR**

6.1 – SUPPLIERS

6.2 – PURCHASE OF SUPPLIES

6.3 – COORDINATION OF THE WORK TEAM

**CONTINUE**

# Module 3. GAME OPERATIONS

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## **TOPIC 1 - PRECURSOR VISITS**

1.1 – SELECTION OF LODGING / TRANSPORTATION

1.2 – DEFINITION OF STRUCTURES AND INSTALLATIONS

1.3 – SCHEDULING / DISPLACEMENT ANALYSIS

1.4 – OPERATIONAL MEETINGS

1.5 – COMMUNICATION SYSTEM / RECORDS

## **TOPIC 2 - INTERACTION WITH DECISION MAKERS**

2.1 – TOURNAMENT MANAGEMENT

2.2 – TECHNICAL MANAGER / GAME

2.3 – RESPONSIBLE FOR INFRASTRUCTURE / HEADQUARTERS

2.4 – COMMERCIAL / CEREMONIAL MANAGER

2.5 – MEDICAL/SAFETY OFFICER

2.6 – PRESS OFFICER / ACCREDITATION

2.7 – RESPONSIBLE FOR TRANSPORTATION / LODGING

2.8 – RESPONSIBLE FOR ARBITRATION / SYSTEMS

2.9 – RESPONSIBLE FOR CLEANLINESS / SUSTAINABILITY

2.10 – RESPONSIBLE FOR VOLUNTEERS / HOSPITALITY

### **TOPIC 3 - AGREEMENTS**

3.1 – GENERAL SERVICES

3.2 – AIRPORTS

3.3 – SURVEILLANCE AND SECURITY

## **TOPIC 4 - PROTOCOLS**

4.1 – INPUT / OUTPUT

4.2 – PRESS / INTERVIEWS

4.3 – TRAINING / GAMES

4.4 – AWARDS / PARADES / CEREMONIES

## **TOPIC 5 - CATERING**

5.1 – PLAYERS / TECHNICAL COMMITTEE

5.2 – REFEREES / PRESS / STAFF

5.3 – VIPS / VVIPS / GUESTS

## **TOPIC 6 - GAME**

6.1 – MD-1 / MD / MD+1

6.2 – TRAINING / GAME

6.3 – HEATING

6.4 – PRESS CONFERENCE

6.5 – PLANS AND ASSEMBLIES

6.6 – TIMELINE AND TIMELINE

6.7 – WARDROBE / PHYSIOTHERAPY

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# Module 4. TOOLS AND INNOVATION

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## **TOPIC 1 – GENERAL TOOLS**

1.1 – CHANGE INQUIRY

1.2 – INSURANCE QUOTE

1.3 – TRAVEL SCHEDULING

1.4 – OPERATING COSTS

1.5 – GROUND TRAVEL

1.6 – AIR TRAVEL

1.7 – CAR RENTAL

1.8 – FLIGHT CONTROL

1.9 – AIRCRAFT INFORMATION

2.0 – HOTEL / APARTMENT RESERVATIONS

**TOPIC 2 - CONTROL AND MANAGEMENT**

5.1 – AGENDA

5.2 – TASK AND ACTIVITY MANAGEMENT

5.3 – MANAGEMENT OF

5.4 – PRESENTATION AND CONTROL OF ACTIVITIES

5.5 – INTERNAL AND EXTERNAL COMMUNICATION

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