

Professional Diploma in Football Scouting and Analysis



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Proposal justification

The field of football has undergone a significant transformation in recent years, driven by the rise of scouting and tactical analysis. The increasing competitiveness and professionalization of the sport have led clubs to seek advanced tools and methodologies to identify and evaluate talent, as well as to analyze and optimize the tactical performance of their teams.

Scouting is a fundamental component in the development and success of any football team. The work of scouts involves observing and analyzing players and teams, gathering crucial information that influences strategic decisions such as signings, match preparation, and monitoring of loaned players. Scouts impact all levels of football, from youth divisions to elite clubs, facilitating player transitions and ensuring a competitive and balanced lineup. In parallel, tactical analysis has gained increasing importance in modern football. The ability to thoroughly analyze the phases of the game, set piece actions, and high pressure allows teams to develop more effective and adaptive strategies. Tactical analysts employ advanced technological tools to

evaluate performance in both training and matches, providing valuable information for coaches and players.

This professional diploma is inspired by the identity and methodology of FC Barcelona, recognized worldwide for its distinctive and successful approach to player development and tactical analysis. FC Barcelona's philosophy, focused on possession play, comprehensive player development, and meticulous analysis of every aspect of the game, serves as a model for this course. Students will learn the best practices in scouting and tactical analysis, following the principles that have led FC Barcelona to the top of world football.

Under FC Barcelona's approach, the integration of scouting and tactical analysis offers a significant competitive advantage, allowing clubs to make informed and data-based decisions. This program is designed to provide students with cross-disciplinary training in both fields, preparing future professionals to face the challenges of an ever-evolving football environment.

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Objectives

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

The main objective of the program is to introduce students to the world of scouting and tactical analysis in football, based on FC Barcelona's DNA. During the classes, students will learn:

1. What scouting is and the stages of player recruitment.
2. How to tailor scouting plans to different situations.

3. Methods for evaluating players and creating comprehensive reports
4. Concepts and methodologies of tactical analysis.
5. Technological tools for performance analysis.

Upon completion of the course, students will have acquired comprehensive knowledge and practical training that will allow them to start working as both player scouts and tactical analysts. The program is designed both for those already working in these fields and wanting to expand their knowledge, as well as for people wishing to start in this area or anyone interested in the world of football.

This professional diploma will provide students with deep and practical knowledge in the fields of scouting and tactical analysis in football, preparing them to face the challenges of these ever-evolving fields, following the successful model of FC Barcelona.

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Skills

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

General skills

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

Learn about the parameters and tactical elements of the game initiation phase.

Develop the ability to select, organize, and effectively transmit important information using technological tools.

Understand the importance of set piece actions in modern football.

Obtain resources and criteria to develop the analysis of this type of action.

Learn the most relevant theoretical and practical content for analyzing the high pressure phase in football.

Identify and recognizing different high pressure situations and proposing tasks for their training.

Learn a new observation methodology focused on youth football, covering training to matches.

Learn on the approach and practices of successful teams like FC Barcelona.

Incorporate the fundamentals of football scouting to successfully develop the activity.

Understand the methodology and phases of the scouting process.

Plan the season and work week based on the team's context.

Learn how to evaluate players.

Understand the different types of reports and learning to produce a detailed player report.

Target audience

Professional and Semi-Professional Football Personnel: Coaches, physical trainers, technical assistants, analysts, sports coordinators/directors, and technical secretaries looking to deepen and update their knowledge in scouting and tactical analysis. Those interested in acquiring knowledge in the field of football and looking to develop professionally in scouting. This program is ideal for both those wishing to start their career in this field and those already working in scouting or tactical analysis who seek to improve their skills while updating their knowledge with advanced techniques designed by FC Barcelona experts.

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Criteria for participation and approval

Participation criteria

During the 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

To pass each course, students are required to complete the activity proposed in the course and pass the final exam.

The student must achieve a final score of 70% or higher. This grade will be the average of the activity and the final exam.

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Course contents

Course 1: Fundamentals of Scouting —

Module 1: Introduction to Scouting

Module 2: The Scout's Role and Responsibilities

Module 3: Core Principles of Scouting

Module 4: The Evolution of Scouting: Present and Future Perspectives

Course 2: The Scouting Process —

Module 1: Establishing Foundational Criteria and Player Profiles

Module 2: Evaluation, Monitoring, and Validation

Module 3: Proposal Development and Negotiation Strategies

Module 4: Player Adaptation

Course 3: Scouting Methodology —

Module 1: General Planning

Module 2: Specific Planning

Module 3: Player Observation

Module 4: Player Evaluation and Data Acquisition

Course 4: Player Evaluation Techniques —

Module 1: Player Developmental Stages: Classification and Taxonomy

Module 2: Performance Factor Analysis Across Developmental Stages

Module 3: Talent Identification: Process Phases and Analytical Methods

Module 4: Talent Detection

Course 5: Reporting —

Module 1: Principles of Effective Reporting

Module 2: Report Structure and Key Characteristics

Module 3: Report Writing

Module 4: Information Management and Organization

Course 6: Analysis of the start phase of the game —

Module 1: Definition and evolution of the start phase and understanding general analysis criteria

Module 2: Study of the structural elements of the start phase

Module 3: Study of the dynamic elements of the start phase

Module 4: Statistical analysis, selection, and presentation of information

Course 7: Analysis of set piece actions —

Module 1: The importance of Set Piece Actions (SPA) and introduction to their analysis

Module 2: Analysis of defensive SPAs

Module 3: Analysis of offensive SPAs

Module 4: Methodological trends in the training of SPAs

Course 8: High pressure in football —

Module 1: High pressure in the defensive phase. Theoretical framework

Module 2: Most common defensive structures in high pressure in football

Module 3: Training methodology for high pressure in football

Module 4: Data for a good interpretation in the analysis of high pressure in football

Course 9: Methodology of observation in youth football —

Module 1: Introduction to video observation

Module 2: Observation in a training session

Module 3: Observation in competition matches

Module 4: Individual player observation

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