








Professional Diploma in Managing Director




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PROGRAM STRUCTURE

-  **Course 1: Functions of the Sports Director**

 **Course 2: Planning and Organization of a Sports Management Department**


 **Course 3: Skills of the Sports Director**

 **Course 4: Communication and Relationships**

 **Course 5: Psychological Keys to High-Performance Training and Competition**

 **Course 6: Fundamentals of Scouting**

 **Course 7: Technology in Sports**

 **Course 8: Injury Prevention**

 **Course 9: Introduction to Sports Law**

 **Course 10: Implementation and Technological Processes of Data Analysis**

Justification

According to a FIFA survey, there are currently around 1.7 million teams worldwide and approximately 301,000 football clubs. This data reflects the magnitude and global importance of sports, as well as the growing need for efficient and professional management in the sports industry.

The Professional Diploma in Sports Director was created in response to the growing demand from clubs, federations, and sports organizations for highly trained professionals in sports management and administration. These professionals must be capable of leading, managing, and effectively coordinating all sports-related areas within an organization.

The primary goal of this diploma is to train future leaders in the management of clubs, federations, and other sports entities, providing them with the necessary tools for planning and organizing these organizations. Additionally, the program focuses on developing personal, social, and communication skills that are essential to meet the demands and challenges of the role.

Our program offers a comprehensive approach, providing participants with cross-disciplinary knowledge, tools, and skills needed to successfully perform the functions of a Sports Director. This diploma not only prepares participants in technical and administrative aspects but also promotes the development of key leadership and management competencies in the sports sector.

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Target Student Profile

The Professional Diploma in Sports Director is aimed at a wide range of professionals in the sports industry. This program is ideal for:

- sports Directors who wish to update and enhance their knowledge and skills.
- Professionals currently working in sports management who seek career advancement by acquiring new competencies.
- Professionals from the football world and other sports who aspire to gain the tools and knowledge needed to perform effectively in sports management roles.

Upon completion, participants will acquire knowledge, personal skills, and attitudes essential for success in sports management roles. This diploma equips graduates with the capabilities required to face the challenges of sports

management and contribute significantly to the success of their organizations.

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Professional Profile

Upon completing the Professional Diploma in Sports Director, graduates will have a comprehensive set of knowledge, aptitudes, and skills that will allow them to perform effectively in the sports industry.

Acquired competencies include: —

- Planning and Coordination Skills.
- Human Resources Management.
- Strategic Decision-Making.
- Strategy Development and Negotiation.
- Human Relations and Communication.
- Project and Team Leadership.
- Business Intelligence Knowledge.

- Legal Knowledge.

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Skills

- Management and Planning
- Leadership and Teamwork
- Emotional Management in Professional Situations.
- Empathy and Assertiveness

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Objectives

General objective

Acquire the knowledge and personal skills necessary to work in a Sports Management Department

Be able to lead a work team to achieve the objectives set by the club

Specific objectives

1

Understand and develop the different functions of a Sports Director

2

Organize and lead a work team effectively

3

Learn and develop personal skills specific to the role

4

Understand the professional football environment and how to interact within it

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Competencies

Generic 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 Competencies

- Serve as a Sports Director, Technical Secretary, or any other sports management role
- Develop leadership capacities
- Work as a player's agent

- Expertise in facility management or HR
- Build institutional relationships
- Promote a sense of belonging
- Sports contract analysis and administration
- Leverage data for strategic decision-making

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Criteria for participation and approval

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

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 1: Functions of the Sports Director

Module 1: Understanding the club, its identity, and environment

Module 2: Resource and budget management

Module 3: Defining the club model (Mission – Vision – Values) and organizational chart

Module 4: Sports Law / Training Rights

Module 5: Football players' agents

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Course 2: Planning and Organization of a Sports Management Department

Module 1: Organizational chart and responsibilities

Module 2: Strategic planning and creation of the technical secretariat

Module 3: Player analysis and scouting

Module 4: Importance of data and AI

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Course 3: Skills of the Sports Director

Module 1: Leadership and decision-making

Module 2: Process management

Module 3: Applied psychology

Module 4: Data interpretation

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Course 4: Communication and Relationships

Module 1: Planning meetings and communication

Module 2: Negotiation skills

Module 3: Relations with stakeholders

Module 4: Marketing and new technologies

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Course 5: Psychological Keys to High-Performance Training and Competition

Module 1: Planning and adherence

Module 2: Skill learning and repetitive practice

Module 3: Pre-, during, and post-competition phases

Module 4: Psychological factors in high performance

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Course 6: Fundamentals of Scouting

Module 1: What is scouting?

Module 2: The scout's role

Module 3: Foundations of scouting

Module 4: Scouting today and future perspectives

[CONTINUE](#)

Course 7: Technology in Sports

Module 1: Why technology matters in sports

Module 2: Importance of technology

Module 3: Technology in decision-making

Module 4: Maximizing technology value

[CONTINUE](#)

Course 8: Injury Prevention

Module 1: Basic concepts

Module 2: Preventing common muscle injuries

Module 3: Preventing joint injuries

Module 4: Integrative analysis

[CONTINUE](#)

Course 9: Introduction to Sports Law

Module 1: Contractual principles

Module 2: Remedies and dispute resolution

Module 3: Supervisory entities

Module 4: Case studies

[CONTINUE](#)

Course 10: Implementation and Technological Processes of Data Analysis

Module 1: Sports analysis department

Module 2: Metric data analysis

Module 3: Audiovisual processes

Module 4: Event tagging and classification

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