



AMP

ACADEMY
MANAGEMENT
PROGRAMME

LEAD ACADEMIES OF THE FUTURE

An initiative by



In collaboration with





ACADEMY DIRECTORS
+ MANAGEMENT



9 MONTHS
NOV 2023 – JULY 2024



BLENDED LEARNING
ONLINE + ONSITE



EXECUTIVE COACHING



30 PARTICIPANTS



FEE VARIES UPON
CLUB SUBDIVISION

PROGRAMME OVERVIEW

The ECA Academy Management Programme (AMP) is the latest offering from ECA Campus. An initiative of the ECA Youth Football Strategy and Working Group, and in collaboration with Johan Cruyff Institute, this brand-new blended executive education programme is aimed at elevating and inspiring the next generation of Academy Directors and those in management positions within academies.

In collaboration with the industry's best, the ECA AMP is committed to helping individuals and academies to realise their full potential. Through a tailored and flexible approach, the programme is designed with the specific needs and goals of the participants in mind, working through real-life case studies to support individual growth in key areas of academy management.

Consisting of both academic and pragmatic elements, this is a unique opportunity for those working within academy management to challenge themselves personally and professionally.

LEARNING OUTCOMES

Grow your knowledge, expertise and competencies in key areas relating to on and off the pitch elements.

Learn, exchange and be inspired by renowned expert speakers and lecturers, executive coaches, as well as peers from every corner of European youth football.

Become the **best leader**, **motivate your team and players**, immerse yourself in **pan-European best practices**, learn how to integrate the **latest innovations and trends**, grow an **invaluable network**, and much more..., all in the context of academy management.

ONLINE MODULES

The ECA AMP consists of five online modules. Each online module features a blend of theoretical and expert webinars (approx. 90 minutes per live session) and varies from 4 – 9 weeks in duration.

The programme aims to offer a flexible learning environment which is adapted to the learner's needs and commitments. Online learning means that participants can learn from anywhere. Should a participant be unable to join in live, sessions are recorded and made available soon after on the sophisticated e-learning platform.



**CONTENT AVAILABLE
LIVE OR ON DEMAND**



**LEARN FROM
ANYWHERE**



**ENGAGING +
INTERACTIVE CONTENT**

EXAMPLE OF TOPIC AREAS

STRATEGIC MANAGEMENT DEVELOPMENT

- MARKETING
- STRATEGY

OPERATIONAL MANAGEMENT DEVELOPMENT

- FINANCE
- FACILITIES

MANAGING PEOPLE

- PEOPLE MANAGEMENT
- LEADERSHIP
- COMMUNITY MANAGEMENT

FOOTBALL DEVELOPMENT

- FOOTBALL ECOSYSTEM
- MANAGING AN ACADEMY
- INNOVATION & MONETISATION

FINAL PROJECT WORK

ONSITE MODULES

A key aspect of the learning journey is the overall learning experience, including environment.

ECA recognises the importance of maximising opportunities to interact, discuss, exchange, as well as share moments of fun and laughter with peers, which is why three of the core modules will take place in-person.

Hosted at inspirational venues across three esteemed academies, the ECA AMP offers everything from pragmatic and interactive sessions, to fun and engaging team-building activities.



**3-4 DAYS
IN-PERSON
LEARNING**



**TOP LOCATIONS
ACROSS EUROPE**



**CREATIVE SESSIONS +
ADDITIONAL TEAM-
BUILDING ACTIVITIES**





05 - 08 DEC 2023 *



3 DAYS ONSITE



AJAX ACADEMY
NETHERLANDS



FIRST IN-PERSON
GATHERING

ONSITE MODULE I

FOOTBALL DEVELOPMENT

This module tackles the topic of football development under the double prism of the physical and the cognitive domains.

LEARNING OUTCOMES

After completing this module, participants will:

- Understand the key factors of football talent development: physical care
- Understand the key factors of football talent development: cognitive care
- Know how to apply tools to improve football talent development.

EXAMPLE TOPICS

- The next generation model of football talent development
- Tools to improve football talent development





19 – 21 MARCH 2024



3 DAYS ONSITE



MANCHESTER CITY
ENGLAND



ADDITIONAL
ACTIVITIES

ONSITE MODULE II

PERFORMANCE

+ sports law

This module provides a hands-on experience on two different, but very important concepts of Performance on one hand, and Law regulations on the other.

LEARNING OUTCOMES

After completing this module, participants will:

- Understand how data science can be applied to academy management
- Know how to effectively use data for performance improvement
- Know how different football methodologies influence the game.

EXAMPLE TOPICS

- Identifying talent in football with the help of data science
- Football methodology





22 - 25 JULY 2024



4 DAYS ONSITE



CLUB BRUGGE KV
BELGIUM



FINAL PROJECT
PRESENTATIONS +
GRADUATION

ONSITE MODULE III

COMMUNITY MANAGEMENT + project presentations

This module marks the closing of the programme and provides various sessions focused on Community Management, followed by an additional session where a panel of judges will evaluate the participants' final projects. The programme will end with a farewell dinner and the presentation of diplomas.

LEARNING OUTCOMES

After completing this module, participants will:

- Understand how corporate social responsibility influences the management of football academies
- Know how a community can be built across football academies
- Understand the impact of changing social and cultural diversity
- Understand the responsibility of an academy in the development of players off the pitch.

EXAMPLE TOPICS

- Building a community
- Unique social projects in the field of football and sport



COACHING & MENTORING

The importance of self-leadership in enabling participants to excel in their roles is well-understood. This is why mentoring and coaching is a key aspect of the ECA AMP.

The coaching programme will focus on helping participants develop greater self-awareness, confidence, and resilience. By cultivating self-leadership skills, participants will be better equipped to drive their personal growth and navigate challenges effectively.

The individual coaching offered includes guidance on leading others, fostering teamwork, and nurturing a positive and supportive environment within teams.

Participants will learn strategies to inspire and motivate their teams, leading to positive and impactful outcomes such as enhanced performance and athlete development.



BEFORE / DURING +
AFTER

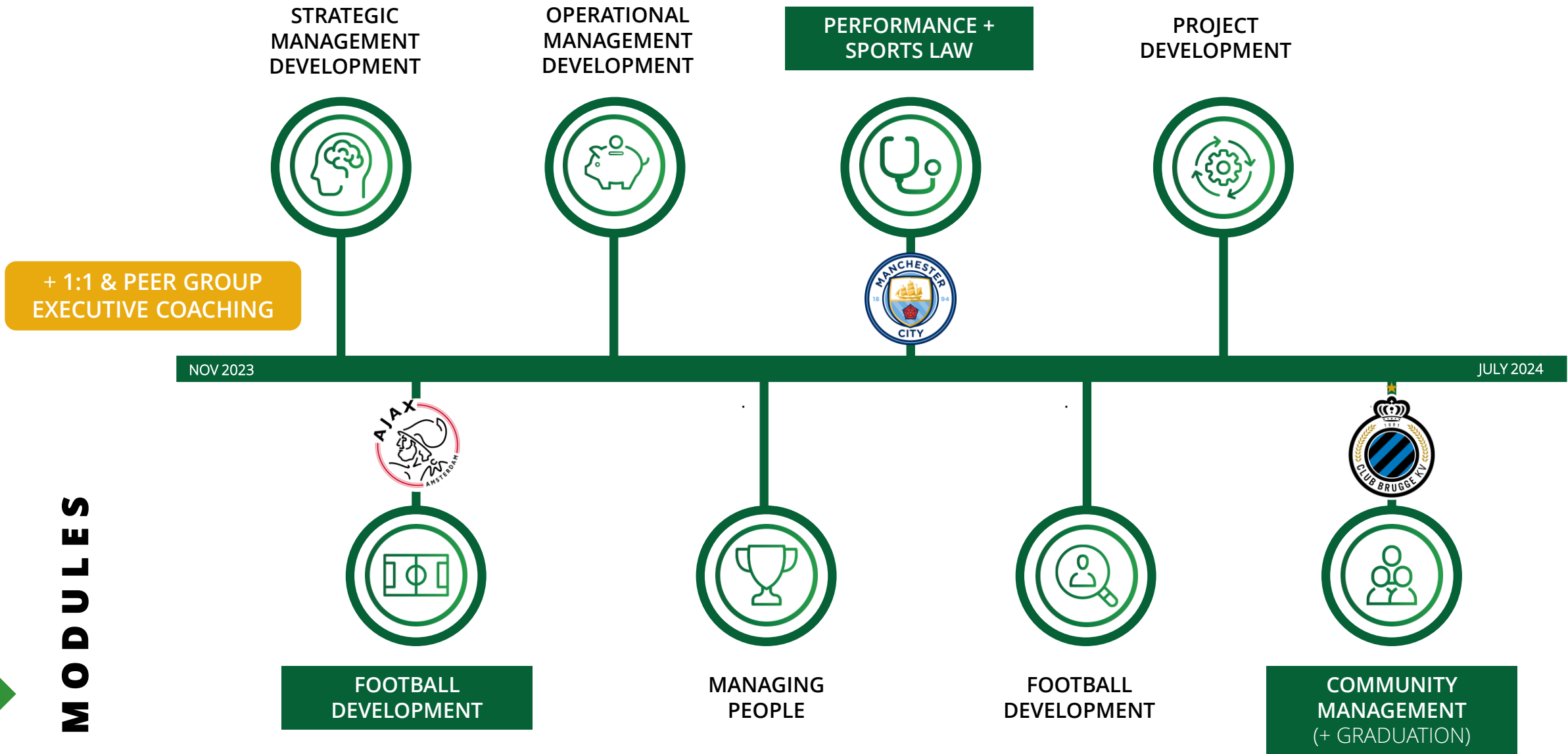


ONLINE



NEEDS-DRIVEN EXPERT
SUPPORT







JOHAN CRUYFF INSTITUTE



ABOUT

Sport, management and social work are three key words in the world of Johan Cruyff and basic pillars of his legacy. His own experience as a professional football player, and later as a coach and advisor, led Johan to devise a plan to help athletes enter the working world at the end of their sports career, and to promote the professionalisation of management in the world of sport. And thus, Johan Cruyff Institute was born, the academic legacy of Johan Cruyff.

Since its founding in 1999, Johan Cruyff Institute has trained athletes, sport managers and other professionals in sport management, sport marketing, sponsorship, football business and coaching. Its expansion has been unstoppable, and it currently offers over 90 study programmes in company training and Sport Xperiences.

Today, Johan Cruyff Institute, besides its pioneer online platform, has teaching centres in Spain, the Netherlands, Peru and Mexico and more than 170 agreements with key entities in the sports sector worldwide. Over 10,000 sports professionals have taken its on-campus, online or blended learning programmes in English, Spanish, Dutch or Arabic.



Who to Apply

- Applications are encouraged from Academy Directors and those in academy management roles within ECA Clubs.
- Note that the programme will be delivered in English.



When & How to Apply

- Contact campus@ecaurope.com with the stated application documents by:
Closing Date: **27 October 2023**



Application Documents

- Up-to-date CV
- Letter of motivation
- Letter of recommendation (club)



PROGRAMME FEES



INSPIRED TO LEAD ACADEMIES OF THE FUTURE?

ENQUIRE OR APPLY TODAY AT

CAMPUS@ECAEUROPE.COM

CLOSING DATE: 27 OCTOBER 2023

PROGRAMME FEE CLUB SUBDIVISION

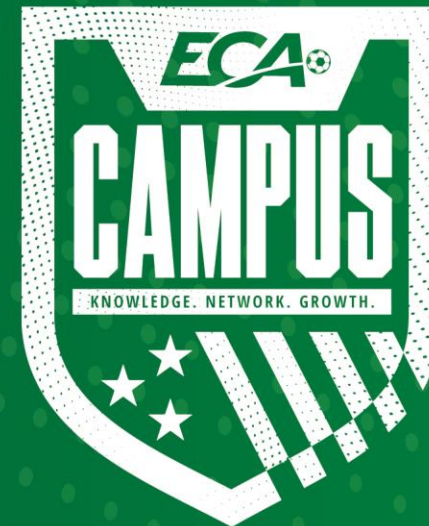
Subdivision 1: 6,800€

Subdivision 2: 4,800€

Subdivision 3: 3,800€

Subdivision 4: 2,800€





In collaboration with  **CRUYFF**[®]
INSTITUTE

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