



Educating Leaders in Sport Management

A black and white close-up portrait of Johan Cruyff, showing his eyes, nose, and mouth. The image is partially obscured by a vertical grey bar on the right side.

Johan Cruyff

**Johan Cruyff Institute
educates the next
generation of Leaders
in sport management for
the benefit of the sport
industry and society.**

JOHAN CRUYFF INSTITUTE

The academic legacy of Johan Cruyff

**Sport,
management
and social work**
are three key words
in world of Johan
Cruyff's and the key
pillars of his legacy.



Since 2002 educates athletes
and sport professionals.

5,356

On campus
students

Amsterdam, Barcelona,
Mexico City and Lima

4,173

Online
students

In the world

+90

Programs

Sport Management
Sport Marketing
Football Business
Coaching

TOP
20
OF THE BEST
PROGRAMS IN
EUROPE 2021

OFFICIAL MASTER'S
DEGREE IN SPORT
MANAGEMENT
Ranking SportBusiness
International Magazine
SEPTEMBER 2021

127

Faculty
members

25

Staff

120

Active agreements

With federations, clubs and companies

11

Delegations

We have
commercial and
representative
agents in 11
delegations
around the world



Global
presence

24

Countries

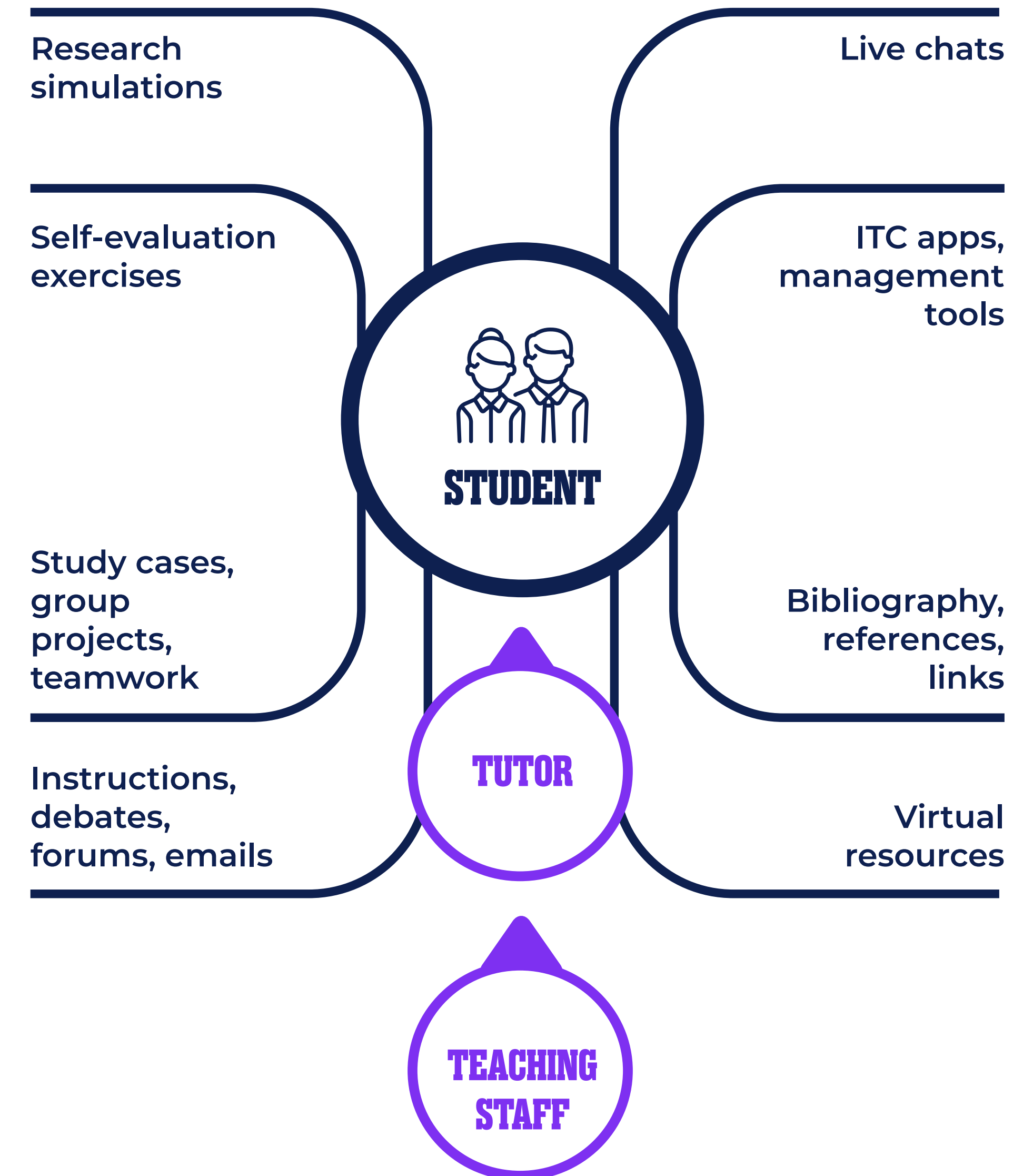
Barcelona (Spain)
Amsterdam (The Netherlands)
Mexico City (Mexico)
Lima (Peru)

Argentina
Australia
Brazil
Chile
Colombia
Denmark
Ecuador
El Salvador
Faroe Islands
Guatemala
Iceland
Ireland
Israel
Italy
Middle East
Northern Ireland
Norway
Scotland
Uruguay
Venezuela

SPORT MANAGEMENT		SPORT MARKETING AND SPONSORSHIP		FOOTBALL BUSINESS			COACHING	
MASTERS	OFFICIAL MASTER'S DEGREE IN SPORT MANAGEMENT — On campus Barcelona — Online 	MASTER IN SPORT MANAGEMENT — On campus Amsterdam — Online	MASTER IN SPORT MARKETING AND MANAGEMENT — Blended Barcelona	MASTER IN SPORT MARKETING AND SPONSORSHIP — Online	MASTER IN FOOTBALL BUSINESS IN PARTNERSHIP WITH FC BARCELONA — On campus Barcelona 	MASTER IN FOOTBALL BUSINESS — Online	MASTER IN FOOTBALL BUSINESS — On campus Mexico City — On campus Lima	MASTER IN COACHING — On campus Amsterdam
	POSTGRADUATE DIPLOMA IN SPORT MANAGEMENT — Online	POSTGRADUATE DIPLOMA IN SPORT MARKETING — Online		POSTGRADUATE DIPLOMA IN SPORT SPONSORSHIP — Online	POSTGRADUATE DIPLOMA IN FOOTBALL BUSINESS — Online			
ONLINE COURSES	Financial Management in Sport Organizations	Strategic Management of Sport Organizations	Sport Event Management	Corporate Social Responsibility in Sport	Sport Law	Introduction to Football Business	Strategic Planning in Football	
	Sport Marketing	Sport Facility Management	Innovation and Entrepreneurship in Sport Organizations		Leadership in Sport Organizations	Football for managers	Communication in football	Branding
	Sport Sponsorship I: Strategy	Sport Sponsorship II: Activation and Measurement	Digital Marketing in Sport	Governance in Sport	People Management in Sport	Commercial management in Football	Digital transformation and revenue generation	
	Sport Media	Data Analytics in Sport	Fan engagement	eSports		Football Events Management		
	Sport Management Fundamentals					Football Business Fundamentals		
*	Course in Sports Business and Marketing — On campus Mexico City		Module Sport & Facility/Event Management — On campus Amsterdam			Football Industry Insights Seminar Series — On campus Barcelona		

METHODOLOGY

- Student-centered
- Based on the principle of 'learning by doing'
- Learning 3.0: flexible schedules, different learning environments and technologies
- Collaborative tools, teamwork, communication and debate
- World-class faculty: interaction with expert faculty and industry professionals
- Study cases and methodological analysis



Sports Competition

↳ Professional sports teams and event organizers

Governance

↳ Sports federations and associations

Facilities and Sport Events

↳ Championship organizers, sports clubs

Community Sports

↳ Foundations, municipalities

Sports Consulting

↳ Own business initiatives

Sports Journalism

↳ Media

Marketing and Sponsorship

↳ Private and public companies

ACTIVITIES

INTERNSHIPS IN FOOTBALL ORGANIZATIONS

The student has the possibility, on a completely optional and voluntary basis, to take internships in organizations linked to football during the program.

STUDY TRIP combining classes, visits, networking opportunities and free time throughout 3 exciting days (supplement).

STEP DAY

A full day of interviews dedicated to connect participants of the master's degrees with sports companies and facilitate their access to internships in the sector.

THE CHALLENGE: WORKING DAY BARCELONA-AMSTERDAM

Master's degree students from both cities, divided in teams, get together for a day dedicated to solve a business challenge.

VISITS TO ENTITIES AND SPORTS FACILITIES guided by executives who present their business model.



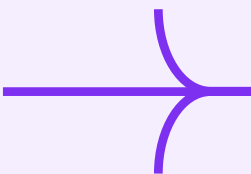
ADMISSION PROCEDURES

MASTERS AND POSTGRADUATES

1

Submit the pre-enrollment* with the following documents:

* 30 euros application fee.
Non-refundable.



- Curriculum Vitae
- Photograph
- National ID or Identity card or Passport
- Image of the university degree title (if you have one)
- Motivation letter

2

Admission interview (videocall).

3

Confirm your place.

OFFICIAL MASTER'S DEGREE IN SPORT MANAGEMENT

- Pre-enrollment is done through the website of the Autonomous University of Barcelona (UAB). Once on the UAB site, you will be explained all the steps you must follow to complete your enrollment.

UAB

Universitat Autònoma de Barcelona



WWW

COURSES

- Registration through our website



WWW

TUITION FEE INFORMATION

MASTER IN:

- ▶ **SPORT MANAGEMENT**
- ▶ **SPORT MARKETING AND SPONSORSHIP**
- ▶ **FOOTBALL BUSINESS ONLINE**

€ 7,920

+ € 30 Application Fee*

MASTER IN FOOTBALL BUSINESS IN PARTNERSHIP WITH FC BARCELONA

€ 18,600

+ € 1,250 Enrollment Fee
+ € 140 Application Fee*

MASTER IN COACHING AMSTERDAM

€ 10,648

(incl. 21% VAT).*

DISCOUNTS AND SCHOLARSHIPS

PAYMENT BY INSTALLMENTS AVAILABLE

Masters and Postgraduates Online offer the option for gradual, course-by-course study. Hence, you can enroll in one online course at a time, which is part of the academic itinerary for the Master or Postgraduate you would like to pursue. You can sign up directly on our website.

DISCOUNTS AND SCHOLARSHIPS

Discount for alumni and members of partner entities: All the athletes and staff of our partners benefit of a discount of up to 20% for our programs. We also offer our alumni a 10% discount for our Postgraduate and Master programs.

OFFICIAL MASTER'S DEGREE IN SPORT MANAGEMENT

€ 8,240

+ € 1,000 Enrollment Fee
+ € 30 Application Fee*

MASTER IN SPORT MANAGEMENT AMSTERDAM

€ 12,890

(incl. 21% VAT).*

POSTGRADUATE DIPLOMAS

€ 4,460

SPECIALIZED COURSES

€ 646
3 ECTS

€ 1,042
6 ECTS

FUNDAMENTAL COURSES

€ 525

* The Application Fee is non-refundable if not admitted or not enrolled. This fee is independent from the price of the Master credit.

BENEFITS

**BENEFITS AS
A PARTNER
MEMBER**

20%
**DISCOUNT ON TUITION
FEE OF MASTERS
AND POSTGRADUATE
DIPLOMA**

10%
**DISCOUNT ON
ONLINE COURSE**

CAREER SERVICES

We serve as a platform between potential applicants and the sport business sector. Many sport organizations and businesses with job vacancies turn to us when they search for candidates with a ‘sports mentality’. We also announce job openings and new projects in sports throughout our channels for our alumni.

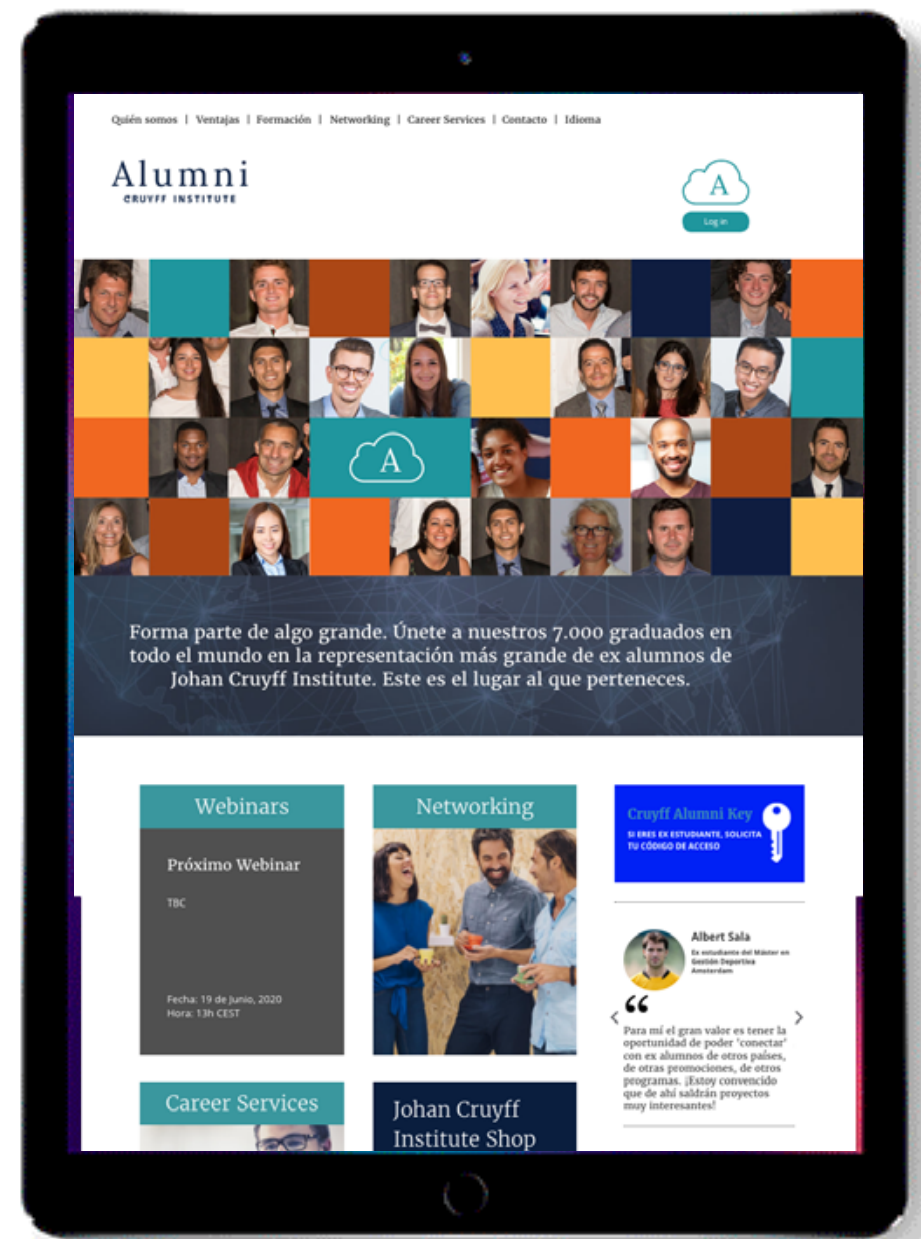
We are an official partner of **Global Sports Jobs**, **Sportalent**, **IworkinSport Career Fair** and we organize career fairs exclusively for our students and alumni.

Additionally, we provide you with the opportunity to enter your CV at our partner **WFS Talent platform**, a specialized sport recruitment company with special discount benefits for our current students and alumni.

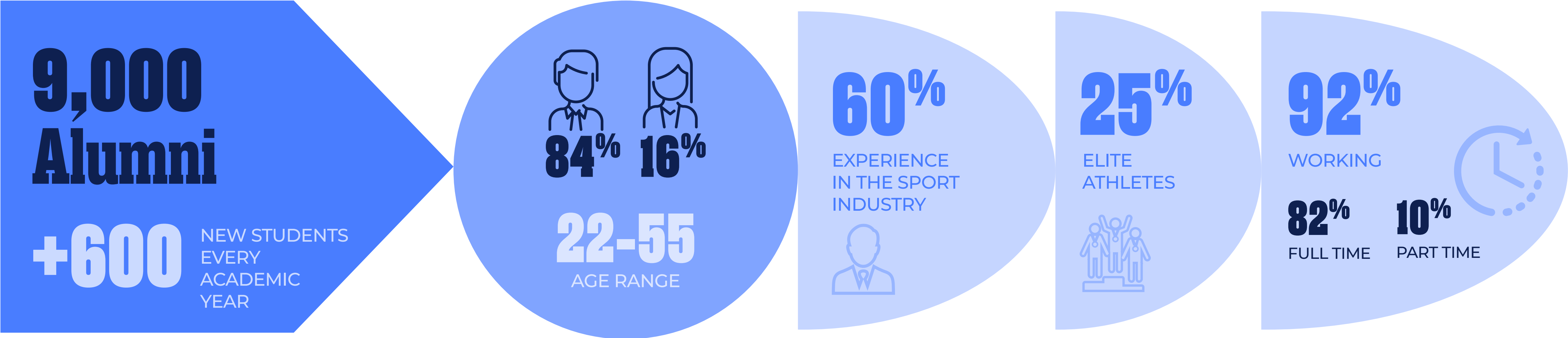


ALUMNI

Platform that offers continuous education, professional support and networking opportunities for our alumni network.



OUR ALUMNI



Edwin Van Der Sar
AFC AJAX



Fernando Revilla
BOARD MEMBER FIFPRO



Leyla Chihuan
CONGRESSWOMAN PERU



Craig Foster
FOOTBALL BROADCASTER



Eduarda Amorim
BRAZILIAN OLYMPIC COMMITTEE



Raquel Casal
SPANISH FOOTBALL PLAYERS ASSOCIATION (AFE)



Marcos Pelegrín
LALIGA



Cristina Morena
WORLD FOOTBALL SUMMIT



Vladimir Harizanov
VICE-MINISTER OF SPORT IN THE GOVERNMENT OF THE REPUBLIC OF BULGARIA



THANK YOU!

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www.johancruyffinstitute.com

