



INTERNATIONAL
CENTRE FOR
SPORTS STUDIES

INTERNATIONAL MASTER IN MANAGEMENT, LAW AND HUMANITIES OF SPORT



by CIES Education

In partnership with:



SDA Bocconi
School of Management

unine
UNIVERSITÉ DE
NEUCHÂTEL

In cooperation with:

Università
della
Svizzera
italiana



Welcome from the Presidents

The International Centre for Sports Studies (CIES), in partnership with three distinguished universities: De Montfort University, Leicester (England), SDA Bocconi School of Management, Milan (Italy) and the University of Neuchâtel, Neuchâtel (Switzerland), welcomes you to the International Master in Management, Law and Humanities of Sport: The FIFA Master.



Joseph S. Blatter
FIFA President



Bertrand Reeb
CIES President

The FIFA Master was created to provide management education to the world of sport. After more than a decade, the FIFA Master has grown to become a highly respected programme focused on developing all-round managers that are able to succeed in various areas within the sports industry.

If you are looking to develop your career in a truly unique industry through an equally unique and top-level programme, we invite you to read on and learn more about the FIFA Master.



Joseph S. Blatter
FIFA President



Bertrand Reeb
CIES President

A unique programme, developing unique people, for a unique industry

Organised by the International Centre for Sport Studies (CIES) and endorsed by the Fédération Internationale de Football Association (FIFA), the FIFA Master was created to promote management education within the sports world. It has developed to become a top graduate programme forming all-round managers who can cope with the increasingly complex world of sport.

A Unique Programme

The FIFA Master takes its graduates on a unique journey through three different European countries to study sport. Three distinguished universities in England, Italy and Switzerland, which are among Europe's most sports-oriented countries, have come together to provide a ten-month programme that combines top-class academic teaching and practical case studies supplemented by guest lecturers and field visits. The course focuses on three key and inter-related aspects of sport: humanities, management and law.

Developing Unique People

The FIFA Master offers a dynamic international environment with around 25 different nationalities represented in the class of approximately 30 postgraduates that are selected each year. The international, multi-disciplinary approach provides postgraduates with the opportunity to learn a broad range of subjects and develop their analytical skills to better cope with the fast-changing trends in the sports industry.

For a Unique Industry

The FIFA Master offers a unique opportunity to meet top executives from high-level international sports federations, clubs, agencies, and organising committees, enabling students to build up their own network of contacts – one of the keys to a successful career in sport. On top of these opportunities, each graduate also has the opportunity to become a member of the FIFA Master Alumni Association (FMA). The FMA plays a crucial role in connecting all alumni of the FIFA Master, creating lifelong bonds between graduates.

THE ACADEMIC DIRECTOR



Professor Denis Oswald, Director of CIES, is supported by a scientific committee made up of representatives from the three prestigious universities involved in the course. He oversees the overall quality and coordination of the academic teaching within the FIFA Master and the selection of each edition's graduates.

Besides his role as the Director of CIES, Oswald is an Honorary Professor of Law at the University of Neuchatel and a highly regarded member of the international sports community. President of the International Rowing Federation (FISA) and an Arbitrator for the Court of Arbitration for Sport (CAS), he is also a Member and former Executive Board Member of the International Olympic Committee (IOC), a former President of the Association of Summer Olympic International Federations (ASOIF) and Head of both the Coordination Commission of the Athens 2004 and London 2012 Olympic Games. His continuous commitment to the international sports community acts as an inspiration to everyone involved in the FIFA Master.

A word from our graduates

Pierre Ducrey
Swiss

IOC
Head of Olympic Games Coordination



" In 2002, I was looking for a way to combine all of my personal interests into a career path and researched how it was possible to integrate international relations, project management and sport. The FIFA master seemed to be the most logical choice with a curriculum delivered in three countries which included a wide range of multi-disciplinary modules across all of the areas I wanted to further explore. I never regretted this decision since. The master was a fantastic experience, both on the professional and personal fronts. It really prepared me for the next phase of my career. "

Hicham El Amrani
Moroccan

CAF
Confederation of African Football
Secretary General



" Graduating from the FIFA master in 2004 was the best achievement I could have dreamt of, since it allowed me to enter the sports business industry and then secure a position within the Asian Football Confederation (AFC). In 2009 I then moved, to the Confederation of African Football (CAF), where I currently hold the position of Secretary General (held since October 2010). The FIFA Master was truly instrumental in such a career path, as it allowed me to gain not only the required managerial and legal knowledge, but also to learn how to deal with complex issues in a diverse and challenging environment. In addition to lifelong friendships, the FIFA Master provides you with the confidence required to work in a competitive industry and gives you a competitive edge. "

Mayrilian Cruz Blanco
Cuban

FIFA
Women's Football
Development Manager



" The FIFA Master is a complete programme for all those who seek a career in sport business. Besides the academic experience, there is a great networking opportunity within the sport world which is enhanced by the FIFA Master Alumni Association. Since completing the Master, I have had exciting positions at the IOC/Olympic Solidarity, the International Archery Federation and I currently manage the Women's Football Development area within FIFA. Coming from Cuba, the FIFA Master gave me the opportunity to work in new settings and experience new cultures and horizons. "

Tim Goethals
Belgian

ASOIF
Head of Projects



" Graduating from the FIFA Master in 2005 has definitely changed my life and given a new turn to my professional career. Always wanting to work in sports, I gambled a promising career in finance at a big five management consultancy company to follow my true passion. Seven years later I can whole-heartedly say that it paid off, working now in a central role within the Olympic Movement. The FIFA Master definitely gave me the tools I needed to have a head start in the sports industry, and brought me the required network to progress my professional career. The programme exposes you to a wide range of people from around the world and will help you to understand cultural differences, which is an essential skill needed to work within an international environment. "

CIES - The International Centre for Sports Studies

Creating an impact on the way sport is managed worldwide

The International Centre for Sports Studies (CIES) is an independent study centre located in Neuchâtel, Switzerland. It was created in 1995 as a joint venture between the Fédération Internationale de Football Association (FIFA), the University of Neuchâtel and the City and State of Neuchâtel.

Using a multi-disciplinary approach, CIES provides research, top-level education and consulting services to the sports world, with the aim of overcoming the complexities of sport in today's society and improving how it is governed and managed. As an international centre, CIES maintains a qualified and diverse staff and continually expands its partnerships with individuals, universities and sports organisations around the globe.

CIES Research - Stimulating innovative research in sport

The research conducted by CIES examines sport from multiple angles, with an emphasis on **law, sociology, geography, history and management**. The projects undertaken by CIES are part of both pure and applied research. The dedicated CIES research team has gained an international reputation for producing and publishing high quality academic work. We also have an extensive international network that allows us to call on experts and academics from other fields when needed.

CIES Education - Offering graduate and executive programmes to future managers in sport

CIES offers top-level education at universities around the world. Courses are offered at both a national and international level and from a Masters level to shorter executive programmes. Whether you are an independent student looking to further your education, an organisation looking to recruit a top class graduate, or a university looking to offer a sports management programme, CIES can help you find a solution for your educational needs.

CIES Consulting - Providing solutions based on scientific analysis, academic knowledge and practical experience

CIES is regularly asked to provide consultancy services to federations, associations, clubs, public institutions and individuals (athletes). CIES is equipped to provide advice in the following areas:

- statistical products for the governance of sports organisations
- seminars for professional and continuing education
- legal advice, sports management advice
- research projects
- organisation of congresses
- seminars and conferences

CIES can respond to a wide range of consultancy requests by utilizing its own high quality in-house expertise or via its vast international network of experts. Together we can offer a unique service of top quality advice and support.



CIES Headquarters - Neuchâtel, Switzerland

Three Partner Universities

The FIFA Master takes place at three different universities. Each module has a separate, yet inter-related focus and consists of a combination of in-class seminars, guest speakers and field visits. Evaluation is done through presentations, exams and written reports.

De Montfort University, Leicester, England

www.dmu.ac.uk/sportshistory



De Montfort University

De Montfort University has an outstanding reputation in the study of sports history and a diverse range of specialised research centres. Among these research centres is the International Centre for Sports History and Culture (ICSHC), based within the Faculty of Art, Design and Humanities. The ICSHC was established at De Montfort University in 1996 and is widely acknowledged as the leading centre for the study of sports history in the world. The Centre hosts major international sport history conferences and the academic team has published many critically acclaimed books and articles.

From September to December, the FIFA Master is based within the ICSHC. The programme focuses on the humanities of sport, starting from the birth of modern sport, to its professionalisation and internationalisation. During this first module, students also have the opportunity to study research and communication methods (taught by Università della Svizzera italiana).

The Humanities module Co-Scientific Directors are Professor Richard Holt and Professor Pierre Lanfranchi.

SDA Bocconi School of Management, Milan, Italy

www.sdabocconi.it



SDA Bocconi

SDA Bocconi has been Bocconi University's School of Management since 1971. As the leading Italian management school, it is one of the most prestigious in the world with a sound ranking position and an excellent international standing.

The faculty within SDA Bocconi combines academic excellence and professional expertise, which is effectively applied to a wide variety of postgraduate Masters programmes. The School also offers about 1000 executive courses every year, attended by thousands of managers and professionals. SDA dedicates energy and resources to creating and disseminating strong values in its research, teaching and relations with the scientific, business and institutional communities.

The management module, which takes place from January to March, focuses on sport organisation and governance, strategy, sport finance, sport strategic and operational marketing, sport event management, business planning and sport leadership.

The Management module Co-Scientific Directors are Professor Dino Ruta and Professor Marco Elefanti.

University of Neuchâtel, Neuchâtel, Switzerland

www.unine.ch



University of Neuchâtel

The University of Neuchâtel has an extremely strong reputation within Switzerland for the quality of its teaching staff and its learning methods, as well as for its extensive use of external experts during lectures and seminars. The Law Faculty is very active in the field of research with associated institutes and research centres.

The law module of the FIFA Master takes place at the University of Neuchâtel from April to June. The programme focuses, in particular, on the organisation of world sport, the legal aspect of events, dispute resolution in sport and ethical issues.

The final month of the FIFA Master, July, is also spent in Neuchâtel completing a final group dissertation. Prior to graduation, the dissertations are presented at the 'FIFA Master Conference' to the Executive Board of the FIFA Master, members of the teaching staff from all three universities, and external sports industry professionals.

The Law module Co-Scientific Directors are Professor Petros Mavroidis and Professor Antonio Rigozzi.

Gain Industry Expertise

Guest speakers and practical field visits complement the academic teaching within the FIFA Master

Over the years, various guest lecturers from international and national sports organisations, organising committees of major sports events, professional teams, corporate sponsors, diverse consultants and marketing agencies have visited the FIFA Master to share their experiences.

Many internationally-renowned sports organisations have also opened their doors, welcoming the FIFA Master to experience what happens inside their organisations.



Wimbledon, England



Manchester United, England



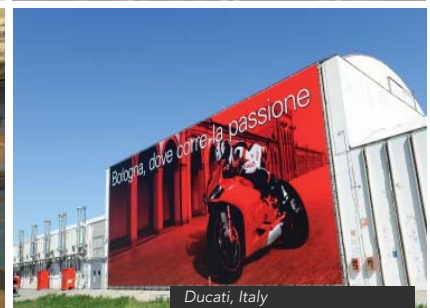
Olympic Museum, Switzerland



San Siro, Italy



UCI, Switzerland



Ducati, Italy



FIFA, Switzerland



Final Presentations, Switzerland



FIFA Master, Scientific Committee

A Word from the Employers

Jérôme Valcke

FIFA - Fédération Internationale de Football Association
Secretary General



The world of business is ever-changing and increasingly global too. The skill set required now for managers is very different from 20-30 years ago, whether it be in terms of dealing with changing technologies, different languages as new countries become 'world leaders' in the marketplace, or more sophisticated communication strategies as organisations become more and more aware of their corporate social responsibility.

The FIFA Master is a tremendously broad programme. It provides its graduates not only with theoretical and practical challenges ahead of their re-entry into business, but also with a head-start over many other candidates in a competitive employment market who wish to pursue a career in sport. Good Luck/Bonne Chance!

Christophe Dubi

IOC – International Olympic Committee
Director Sports Department



The IOC fully believes in and supports the development of talented managers for the benefit of sport. The graduates from the FIFA Master are very skilled and knowledgeable and have added a lot of value to our organisation.

Currently, we have several graduates working with us at the headquarters in Lausanne, all of whom contribute greatly to the IOC and Olympic Movement. We see graduates all over the industry, which shows the need for such a top-level executive programme in the sports industry.

Christian Baertels

adidas
Head of Sports Marketing



My experience with the FIFA Master has been a positive one. I have been both a guest lecturer and an employer of its graduates. As a lecturer, I was impressed by the quality and enthusiasm of the students. The graduates of the course are experienced, highly skilled and have well rounded backgrounds in sports management. This combination is exactly what is needed to work in a dynamic and international environment like the one we have here at adidas.

Join a Worldwide Network

Every year, the FIFA Master attracts applicants from new parts of the world, allowing the alumni network to stretch across the entire globe. This provides graduates with an unparalleled global network that continues to grow with the addition of new countries every year. The countries represented in this map are from the first twelve years of the FIFA Master.








Europe

 Armenia	 Bulgaria	 Greece	 Malta	 Russia	 Switzerland
 Austria	 Croatia	 Hungary	 Netherlands	 Serbia	 Turkey
 Belarus	 Cyprus	 Ireland	 Norway	 Slovenia	 Ukraine
 Belgium	 Finland	 Italy	 Poland	 Spain	 United Kingdom
 Bosnia & Herzegovina	 France	 Kazakhstan	 Portugal	 Sweden	
 Germany	 Macedonia	 Romania			



Asia

 Bhutan
 China
 India
 Japan
 Nepal
 Pakistan
 Philippines
 Singapore
 South Korea
 Sri Lanka

Middle East

 Bahrain
 Iran
 Israel
 Lebanon
 Palestine
 Saudi Arabia

Oceania

 Australia
 New Zealand

 Lesotho	 Sierra Leone
 Liberia	 South Africa
 Morocco	 Swaziland
 Namibia	 Zambia
 Nigeria	 Zimbabwe
 Rwanda	

To achieve the high goals set by the FIFA Master you must:

- Have completed a full course of university study – this can be in any discipline and may vary from three to four years depending on the country of study – and successfully obtained a degree by the application date;
- Have an excellent command of English, written, spoken and comprehension – the course is taught exclusively in English and the Final Project must be written and presented in English;
- Have some previous professional experience (recommended minimum of two years) – this does not necessarily need to be in sport;
- Have an international outlook;
- Be able to demonstrate some level of interest and involvement in sport;
- Be motivated and determined to succeed;
- Be flexible and able to meet the challenges of the course;
- Have an extensive general knowledge;
- Be a team player.

Does this sound like you?

Then visit www.cies.ch and APPLY ONLINE





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