



# Campus

## Academy Management Programme

Lead Academies of the Future



In collaboration with



An initiative by

**EFC Youth Football**



# About EFC Campus

EFC Campus is the central hub for European Football Clubs' (EFC) education programmes and knowledge-sharing initiatives, designed to help clubs grow, thrive and achieve professional excellence. Built on the pillars of Knowledge, Network and Impact, EFC Campus supports club development by adapting to the evolving needs of our members.

Through executive education methodologies that blend theoretical knowledge with practical learning, participants gain the skills and insights needed to create tangible results within their clubs. EFC Campus fosters a culture of knowledge-sharing, encouraging the exchange of experiences, contacts, strategies and good practices to drive collective success.

**Read on to learn about the EFC Academy Management Programme (AMP).**



# Introduction

The EFC Academy Management Programme (AMP) is a specialised executive education initiative for academy directors and senior leaders working within professional football academies.

As a core pillar of the EFC Youth Football Strategy, this seven-month hybrid programme addresses the full scope of modern academy leadership. The curriculum spans football development, governance, organisation, management and innovation, coaching practice and the transition to the first team, alongside personal and interpersonal growth.

Delivered through a blend of online learning and on-site modules hosted by leading academies, the programme combines academic insight with real-world case studies and peer exchange. Participants develop the strategic, operational and personal capabilities required to lead academies effectively and shape sustainable development pathways for players and staff.



**Academy Directors +  
Head of Academies**



**September 2026 -  
June 2027**



**Blended learning  
online + on-site**



**Coaching & mentoring**



**25 participants**



**€7,400**

# Programme Learning Outcomes

- Ability to lead and develop football academies effectively, combining self-awareness, leadership capability and sound decision-making in complex sporting environments.
- Tools to design and implement a coherent football development model, aligning football philosophy, player development pathways, coaching practice and transition to senior football.
- Frameworks to apply data, technology and innovation in monitoring development, informing decisions and continuously improving academy processes and outcomes.
- Strategic understanding of talent identification, recruitment and integration, aligned with the club's long term football philosophy and performance objectives.
- A strong pan-European peer network, enabling ongoing exchange, collaboration and shared learning with fellow academy leaders and experts.

## Target Audience

The EFC AMP is designed for academy directors and leads from academies of EFC Member Clubs. This programme is ideal for those already in management roles, as well as individuals aspiring to advance into higher positions, all with a shared commitment to further their personal and professional development.



# Programme Structure

Starting in September 2026, the EFC AMP is a nine-month journey combining immersive learning with practical application. The programme includes four 3-day on-site modules, two online modules, ongoing peer coaching and regular expert check-ins, culminating in a final applied project that demonstrates participants' critical thinking and real-world learning.





**15-17 September  
2026**



**3 days on-site**



**Feyenoord Rotterdam**



**First in-person  
gathering**



**Networking  
opportunities**

## ON-SITE MODULE I

# Football Development

### Main Learning Outcomes

- Align all aspects of football development, integrating technical, tactical, physical, mental and social components into a coherent academy approach.
- Define and implement a clear Football Philosophy and Game Model, guiding coaching practice, training and match performance.
- Design a structured curriculum and periodisation plan, building age-appropriate learning pathways supported by sports science and performance data.
- Monitor and evaluate player development effectively, using data, technology and performance systems to inform feedback and continuous improvement.
- Understand and map the academy director's role within the club structure and identify core operational responsibilities ensuring efficient and effective daily management.



## Example Topics

- Position, Role & Responsibilities of the Academy Director
- Football Philosophy & Game Model
- Team Development: Age Specific Characteristics
- Curriculum & Periodisation

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ON-SITE MODULE II

# Governance, Organisation Management & Innovation

## Main Learning Outcomes

- Apply modern governance and organisational frameworks, strengthening policies, decision making structures, transparency and accountability in line with international best practice.
- Identify and manage organisational risk and innovation, assessing financial, operational, legal and safeguarding risks while leading change through technology, agile processes and new ways of working.
- Design and lead effective stakeholder communication and engagement, aligning staff, players, parents, partners and governing bodies around a shared vision and culture.

## Example Topics

- Academy Management & Football Strategy
- Organisational Structure – Staff Management
- Coach Development Framework
- Data – Analytics – Technology - Innovation (DATI)

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-  **17-19 November 2026**
-  **3 days on-site**
-  **Borussia Dortmund (BVB)**
-  **Networking opportunities**





**02-04 March 2027**



**3 days on-site**



**Sevilla FC**



**Networking  
opportunities**

ON-SITE MODULE III

# Coaching Practice & Transition to Senior Football

## Main Learning Outcomes

- Translate curriculum and coaching frameworks into effective on-field practice, aligned with match demands and player progression.
- Monitor and evaluate development and coaching interventions, using data, observation and player feedback to inform continuous improvement.
- Design and deliver structured transition pathways, guiding players from academy football into senior performance through clear milestones and KPIs.

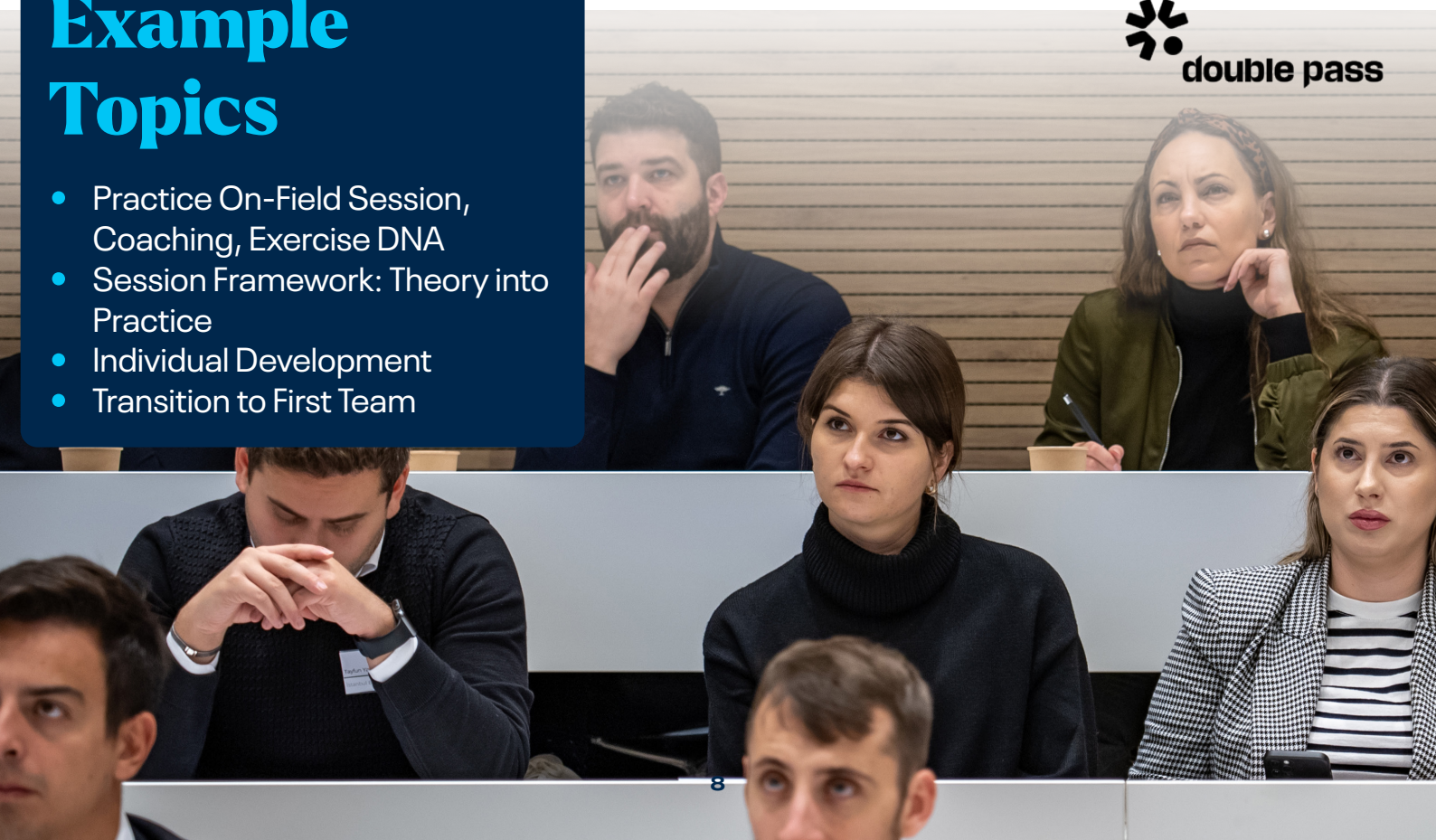
## Example Topics

- Practice On-Field Session, Coaching, Exercise DNA
- Session Framework: Theory into Practice
- Individual Development
- Transition to First Team

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**double pass**



ON-SITE MODULE IV

# Personal & Interpersonal Growth

## Final presentations + graduation

### Main Learning Outcomes

- Increase self awareness and emotional intelligence, enabling more intentional leadership behaviour and stronger impact on people and culture within the academy.
- Lead others more effectively, applying advanced communication, active listening and influence skills to motivate teams, manage relationships and build trust.
- Navigate conflict and complex decisions with confidence, balancing empathy, authority and accountability in challenging leadership situations.
- Translate learning into a personal leadership roadmap, integrating programme insights into a clear and actionable development plan.

### Example Topics

- Self Awareness & Emotional Intelligence
- Leading & Developing Others
- Decision Making & Conflict Management
- Applied Leadership & Personal Roadmap



-  **01-03 June 2027**
-  **3 days on-site**
-  **Carcavelos, Portugal**
-  **Networking opportunities**
-  **Final project presentations + graduation**

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January 2027



Online

## Example Topics

- Talent ID Strategy
- Scouting Blueprint
- Data-Driven Recruitment
- Onboarding & Integration

### ONLINE MODULE I

# Talent ID, Scouting & Recruitment

## Main Learning Outcomes

- Align internal and external scouting processes with the club's philosophy and player profiles, ensuring consistent talent identification across all levels.
- Implement data-driven recruitment approaches using measurable metrics, structured reporting tools and transparent decision-making frameworks.
- Establish professional scouting standards, defining key competencies and ethical practices while supporting effective documentation, communication and player integration within a unified development strategy.



ONLINE MODULE II

# Health & Performance Player Care

## Main Learning Outcomes

- Apply evidence-based physical conditioning and sports science innovation to optimise player performance, health and readiness.
- Design holistic player care systems integrating injury prevention, recovery, safeguarding, mental health and life skills development.
- Enhance psychological performance by developing players' motivation, resilience and mental skills through applied coaching and mindset techniques.



April 2027



Online

## Example Topics

- Performance Physical
- Performance Mental
- Player Care & Safeguarding
- Health – Readiness2Perform



# Programme Contributors



Double Pass is an international expert on football organisation performance, specialising in building sustainable sporting value from the inside out. With over two decades of experience working with federations, leagues and clubs worldwide, Double Pass brings deep expertise in how football organisations develop talent, structure their operations, make decisions and execute strategy.

As a contributor to the programme, Double Pass brings its proven methodology for strengthening the internal foundations of football organisations. From coaching and player development to technical leadership, governance, and long-term planning. Their role in the programme is not only to share best practice, but to translate football expertise into organisational excellence and measurable impact.

Double Pass contributes expert insight to the programme's content and learning journey, helping ensure that theory, evidence and real-world application are closely connected. Faculty and contributors are selected to reflect a balance of elite football knowledge and cross-sector insight, on-field and off-field expertise, and European and global perspectives, always grounded in practical relevance.

Programme delivery is supported by the Double Pass core team, whose backgrounds in talent development, academy leadership and organisational performance provide continuity, strategic coherence and operational rigour throughout the programme. This ensures participants gain not just knowledge, but a clear framework to build value, performance and resilience within their organisations.



Nova School of Business and Economics (Nova SBE) is a European business school with recognised expertise in management, leadership and executive education. Based in Portugal, Nova SBE brings an academic perspective to the EFC Academy Management Programme, contributing to the personal and interpersonal development component of the curriculum.

Within the programme, Nova SBE is responsible for the delivery of the fourth module, focused on personal and interpersonal growth. This module is designed to support participants in developing greater self-awareness, emotional intelligence and leadership capability, complementing the football and organisational content delivered across the earlier modules.

Nova SBE's contribution centres on applied leadership development, combining academic insight with experiential learning methods. The module provides participants with structured opportunities for reflection, dialogue and skill development in areas such as communication, leading others, decision making and managing complexity within professional environments.

Through this collaboration, the programme integrates a business school perspective on leadership and personal development, supporting participants in strengthening the human and relational aspects of academy leadership.



# Testimonial



## George Ivanishvili

Transition Manager / Former Academy Director  
FC Dinamo Tbilisi



*For me, the **most valuable** aspect of the on-site module was once again **deepening friendships** through unique content with solid guest speakers. Their expertise and our personal input brought all the presentations to a level which **exceeded my expectations.***



EFC ACADEMY MANAGEMENT PROGRAMME  
(AMP1) ALUMNI



# Application Process

## Who Can Apply

- Applications are encouraged from academy directors and those in academy management roles within EFC Member Clubs or similar roles within professional football organisations.
- Applicants should have a good command of English as this course will be delivered in English.

## When & How to Apply

- To apply, candidates must complete the [online application form](#) by 17 July 2026.
- For any enquiries, please see the [EFC Campus website](#) or contact [campus@efcfootball.com](mailto:campus@efcfootball.com).

## Supporting Documents

- Up-to-date CV
- Motivation statement
- Letter of recommendation/approval (from your club)

## Programme Fees

**€ 7,400** per participant

Please note that the programme fee does not include personal travel or accommodation. Payment is due upon acceptance to the programme. For any questions regarding the applicable fees or to enquire about possible payment options, including instalments, please contact [campus@efcfootball.com](mailto:campus@efcfootball.com).

# EFC Equity, Diversity & Inclusion Support

EFC is fully committed to Equity, Diversity & Inclusion and recognises education as a fundamental tool to actively amplify the voices, contributions and development of typically underrepresented groups. In line with this commitment, EFC actively encourages applications from underrepresented groups, including but not limited to those based on race, ethnicity, gender identity, sexual orientation, disability, age, religion, nationality and socioeconomic background.

In line with its commitment to fostering a more diverse and inclusive learning environment and football industry, EFC is offering two scholarship opportunities to support participation: one for a woman and one for an individual working in women's football.

If you wish to apply for one of these opportunities, please clearly state so in your application and respond to the following questions:

- Why should the EFC Education Advisory Panel consider you for financial support? (Please highlight the key factors that differentiate your application.)
- How would receiving financial support enable your participation and help you achieve your professional objectives?



# Inspired to lead academies of the future?

Apply or enquire today at  
[campus@efcfootball.com](mailto:campus@efcfootball.com)





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