

PORTFOLIO

In partnership with



PORTFOLIO 2020/21

SPORT MANAGEMENT & MARKETING

1. Current Issues in Sports Governance
2. Leadership, Ethics and Social Responsibility
3. Basic Elements of Sports Law
4. Certificate in Communication in Sports Organisations
5. Certificate in Sports Marketing and Sponsorship
6. Certificate in Sports Facilities Management
7. Digital Marketing in Sports
8. Sports Ticketing
9. Fan Engagement
10. Sports Entrepreneurship Program: turning ideas into business

SPORT SCIENCE

1. Barça Coach Academy - Introductory level
2. Certificate in Psychology for High Performance Sports
3. Certificate in Training for Team Sports
4. Certificate in Neurobiology and Sports Performance
5. Certificate in Sports Nutrition
6. Certificate in Team Sports Physician - Essential Concepts
7. Certificate in Sport Psychology for Athletes Development
8. Certificate in Workload Management in Football
9. Certificate in Workload and Injury in Team Sports
10. Certificate in Advanced Sports Nutrition
11. Certificate in Sports Nutrition for Football
12. Certificate in Strength Training: From Rehabilitation to Performance
13. Certificate in Psychology for Sports Coaches in High Performance
14. Certificate in Football Tactical Analyst
15. Lower Limb Tendinopathy
16. Certificate in Technology and Science Applied to Sport
17. Certificate in Basketball Training Process Optimisation
18. Physiotherapy and Readaptation for Muscle Injuries in Football



SPORT MANAGEMENT & MARKETING

In partnership with



CURRENT ISSUES IN SPORT GOVERNANCE

Expert Advisors	Roger Pielke, Jr. Ph.D. in Political Science. Professor of the Environmental Studies Program and member of the Cooperative Institute for Research in Environmental Sciences (CIRES).
Duration	1 Month
Description	The topic of governance is increasingly the focus of debate in different sporting areas. Corruption, doping, refereeing, and the selection of playing surfaces are just some of the issues facing sports in the modern era. This course, designed by Robert Pielke, Jr., will help you understand the key elements of sports governance: institutions, expertise, accountability, and transparency.
Learn To	Understand key elements of the governance of sport: institutions, expertise, accountability and transparency.
Aimed At	<ul style="list-style-type: none"> Managers of organisations linked to the world of sport (clubs, federations, companies which offer sports products and/or services). Professionals working in the business and/or sports field, who wish to make a qualitative leap in their careers by acquiring specialised knowledge. Professionals in general, interested in this subject.
Syllabus	COURSE 1: Current Issues In Sports Governance

LEADERSHIP, ETHICS AND SOCIAL RESPONSIBILITY

Expert Advisors	Michael P. Hoffman. An expert in Philanthropy who has supplied strategic orientation to leading worldwide non-profit organisations, philanthropic organisations and corporations in areas such as organisational development, fundraising, branding, and corporate social responsibility.
Duration	1 Month
Description	In this course, you will use different theoretical frameworks from leadership studies and the global philanthropic outlook in order to consider corporate social responsibility, how business leaders resolve ethical issues, and the role business professionals play in the process of leading (managing) the organisation so that prioritising the “common good” can be optimised personally and professionally to make a social and market impact.
Learn To	<ul style="list-style-type: none"> • Compare and contrast the major leadership theories and discuss the key points of each theory. • Understand and articulate significant concepts relating to the study of leadership. • Discuss the interplay between leadership, ethics, and social responsibility, and the linkages between various leadership models and the concept of moral leadership. • Understand and articulate how prioritising the “common good” can be personally and professionally optimised for social and market impact. • Examine the differences between a leader and a manager and analyse the perspectives that shape each role for maintaining a healthy organization. • Analyse their own leadership style(s) and evaluate the impact of each approach to leadership on the workplace. • Given different organizational scenarios, discuss and analyse the responsibilities and privileges of leaders, including ethical and moral decisions and the right use of authority and power.
Aimed At	<ul style="list-style-type: none"> • Managers of organisations linked to the world of sport (clubs, federations, companies which offer sports products and/or services). • Professionals working in the business and/or sports field, who wish to make a qualitative leap in their careers by acquiring specialised knowledge. • Professionals in general, interested in this subject.
Syllabus	COURSE 1: Leadership, Ethics and Social Responsibility

BASIC ELEMENTS OF SPORTS LAW

Expert Advisors	Marcus Bach-Armas. M.A. in Sports Management. Director of Legal Affairs and Governance for the Miami Dolphins & Sun Life Stadium.
Duration	1 Month
Description	Understanding certain legal principles in general terms can help the “layman” negotiate better commercial agreements, observe their attorneys more effectively, and navigate risks when making high-risk decisions in the sports industry. We can leave the technical stuff to the lawyers. But the basic legal principles – from signing contracts to fulfilling agreements – are useful for anyone hoping to do business in the sports world. Through this course, Marcus Bach-Armas provides the basic legal principles to the negotiators of the sports business world, which will lead to more favorable commercial results.
Learn To	<ul style="list-style-type: none"> • To understand the essential elements of a contract and be able to intelligently negotiate the same. • To develop a familiarity with basic dispute resolution processes and mechanisms. • To understand the strengths, weaknesses, and functions of governing bodies in sport.
Aimed At	<ul style="list-style-type: none"> • Managers of organizations linked to the world of sport (clubs, federations, companies which offer sports products and/or services). • Professionals working in the business and/or sports field, who wish to make a qualitative leap in their careers by acquiring specialised knowledge. • Professionals in general, interested in this subject.
Syllabus	<ul style="list-style-type: none"> • COURSE 1: Basic Elements of Sports Law

CERTIFICATE IN COMMUNICATION IN SPORTS ORGANISATIONS

Expert Advisors	<ul style="list-style-type: none"> • Jimmy Sanderson. Assistant Professor in the Department of Kinesiology and Sport Management at Texas Tech University. He actively researches the influence of social media on sport and consults with sport organizations on social media management. • Sean D. Williams. Ph.D., professor and member of Clemson University's Spiro Institute for Entrepreneurial Leadership.
Duration	4 months
Description	In this course, which is targeted at both new and established managers, Jimmy Sanderson and Sean D. Williams will teach the essential skills for managing the most relevant external communication tasks of their sports organisations in order to communicate effectively with their diverse audiences and achieve positive results.
Learn To	<ul style="list-style-type: none"> • Complete most fundamental communication tasks on their own when a dedicated communications staff does not exist. • Manage the work of communications teams when the organization employs professional communicators.
Aimed At	<ul style="list-style-type: none"> • Managers of organisations linked to the world of sport (clubs, federations, companies which offer sports products and/or services). • Professionals working in the business and/or sports field, who wish to make a qualitative leap in their careers by acquiring specialised knowledge. • Professionals in general, interested in this subject.
Syllabus	<p>COURSE 1: Communication issues in sports organisations</p> <p>COURSE 2: Social media strategies in sports organisations</p> <p>COURSE 3: Public relations in sports organisations</p> <p>COURSE 4: Marketing in sports organisations</p>

CERTIFICATE IN SPORTS MARKETING AND SPONSORSHIP

Expert Advisors	Jim Condo. Principal, ETERNO Consulting Adjunct professor, Florida Atlantic University
Duration	4 months
Description	<p>Currently, the development of a brand for any sporting activity has become one of the central pillars for success both at the sport and the business level. Marketing as a discipline allows us to approach sports with a professional eye from a commercial perspective in order to find and take advantage of all the opportunities that are present in the market. For its part, sponsorship or commercial use of a sports brand is the strategy that clubs, sports organizations, and even athletes use to get funding and resources for their development.</p> <p>Based on the knowledge acquired in this program, Barça Universitas and James Condo will teach you how to plan, coordinate, and develop a marketing proposal, whether it be for a club, an event, or an athlete.</p>
Learn To	<ul style="list-style-type: none"> • Incorporate marketing as a discipline within the management of sports activities. • Analyze, create and manage sports products and services. • Identify and attract brands that invest in the sports market. • Take advantage of opportunities to create public events with sports sponsors.
Aimed At	<ul style="list-style-type: none"> • Managers of organizations linked to the world of sport (clubs, federations, companies which offer sports products and/or services). • Professionals working in the business and/or sports field, who wish to make a qualitative leap in their careers by acquiring specialized knowledge. • Professionals in general, interested in this subject.
Syllabus	<p>COURSE 1: Sport marketing pillars COURSE 2: Sports sponsorship COURSE 3: Sports sponsorship activation COURSE 4: Sports products and services management</p>

CERTIFICATE IN SPORTS FACILITIES MANAGEMENT

Expert Advisors	Javier Doña. MBA, Masters in Sports Business Management. Consultant specialized in Stadiums and Arenas. University Professor. Regularly participates as a speaker at conferences and seminars related to sports management and marketing.
Duration	4 months
Description	The Certificate in Sports Facilities Management offers you all the knowledge and tools necessary to analyse, design and develop business models for both existing and new stadiums and arenas. In this way, you can maximize the performance of the venue, provide a better experience for spectators, and guarantee that revenue is generated 365 days a year.
Learn To	<ul style="list-style-type: none"> • Understand the evolution of the sports facilities market; design successful strategic plans for new projects and for existing venues. • Develop, implement and manage a business model that maximizes revenue for each stadium or arena. • Identify different business models for each stadium or arena, in terms of the competitive environment and market, and new trends and changes that are disrupting the industry. • Identify the keys to success for each project or business model in real case studies of sporting venues. • Deliver improved experiences to spectators and guarantee that revenue is generated 365 days a year.
Aimed At	<ul style="list-style-type: none"> • Managers of sports facilities, multifunctional venues, stadiums and arenas Managers of professional sports clubs. • Managers in the sports industry in general, architects and architecture firms involved in multifunctional and/or sports venue projects. • Public managers of sports facilities responsible for the construction, renovation or management of venues. • Operational directors of professional sports clubs. • Business managers, marketing and communication managers of professional sports clubs. • Suppliers of products and services to multifunctional venues, stadiums and arenas • Professionals involved in the design, management and operation of sports facilities, stadiums, arenas and multifunctional venues for shows.
Syllabus	<p>COURSE 1: Analysis, development and strategic planning for sports facilities</p> <p>COURSE 2: Business model and maximization of revenue from a sport facility</p> <p>COURSE 3: Different models of sports facilities in the international market</p> <p>COURSE 4: Espai Barça and other cases relevant practices of market</p>

DIGITAL MARKETING IN SPORTS

Expert Advisors	Geoff Wilson. Sports strategist focusing on sports organizations and various businesses involved in sports around the world. He's currently working in strategic, marketing and communications consultancy roles for clients like UEFA, AFC, FIFA, FIBA and the Ulster Grand Prix.
Duration	2 months
Description	<p>Digital Marketing is fundamental to the modern sports club or federation. The industry is changing fast, with many sports executives using innovative ways to engage and reach their fan base, while at the same time generating multiple income streams from a wide range of digital activities.</p> <p>The Certificate in Digital Marketing in Sports provides a practical introduction to digital marketing for the sports executive, using relevant examples, tips and templates which can be used within the sports executive's club or federation.</p>
Learn To	<ul style="list-style-type: none"> • Conduct a digital audit • Gain a basic understanding of data and the single view of the customer (SVC). • Create a digital marketing plan • Build a brand online • Create a communications and content plan • Gain a greater understand of the various income streams available • Gain a deeper understanding on how to use digital to engage a fan base
Aimed At	<ul style="list-style-type: none"> • Managers of organizations linked to the world of sport (clubs, federations, companies which offer sports products and/or services). • Professionals working in the business and/or sports field, who wish to make a qualitative leap in their careers by acquiring specialized knowledge. • Professionals in general, interested in this subject.
Syllabus	<p>COURSE 1: Online strategy, branding and communications.</p> <p>COURSE 2: Revenue generation and fan engagement</p>

SPORTS TICKETING

Expert Advisors	<ul style="list-style-type: none"> • Octavi Tarrés. Business Development & Partnership Manager in FC Barcelona • José Luis Beltrán Andreu. Digital Project Manager in FC Barcelona
Duration	2 months
Description	<p>Sports Ticketing is a program designed to manage the income and operations management of the venues of a sports club, especially in the football industry.</p> <p>The program is aimed at those professionals in the football industry who are seeking to start or improve their commercial career within the football industry. At the end of the 2 courses, participants will be able to influence and lead change in terms of income and digital transformation in the context of the exploitation of venues in the football industry.</p>
Learn To	<ul style="list-style-type: none"> • Manage facilities and commercial strategy to exploit them, as well as the logistics coordination and operations (after-sales and customer service) in the sports facilities. • Manage all the commercial and marketing tactics of the B2C and B2B sales channels, within all the digital transformation in which the sports industry is involved.
Aimed At	Product managers, marketers, middle managers and executives related to the management of stadiums (sports venues) and their operation, who want to maximise their income and improve logistics processes using their facilities and the assets that surround them.
Syllabus	<p>COURSE 1: Exploitation of Sports Facilities</p> <p>COURSE 2: Sales Channels in the Digital Era</p>

CERTIFICATE IN FAN ENGAGEMENT

Expert Advisors	Mark Bradley. UEFA Mentor. Director of The Fan Experience Company.
Duration	4 months
Description	In recent years, the concept of Fan Engagement in football has emerged as a way for federations, associations, leagues and clubs to strengthen supporter relationships and, as a consequence, to more sustainably grow attendances. Globally, in the majority of leagues, attendances are falling. This is due to many factors, including the primacy of digital services (including eSports, gaming, the streaming / broadcast of matches and fantasy leagues); the impact of broadcasting deals on changes to kick off times and match days; ticket pricing; the evolution of different working patterns; the emergence of many other leisure and sporting options (including start-up and expansion sports) and negative external perceptions of football, with anti-social behaviour, violence, racism and homophobia, all cited as barriers to attendance and engagement. The concept of Fan Engagement (reflecting the wider service industry concept of Customer Engagement) proposes to address and / or mitigate these factors by re-defining what has been a historically 'arms-length' relationship with fans. Instead, it aims to create a 'stakeholder' relationship, where the football organisation is designed around the needs of its community and acts according to the values and principles that define it in the eyes of its fans. Fan Engagement therefore relies on a much deeper understanding of the fan: who they are; the nature of their relationship with the game, club or national association and their individual behaviours, motivations, expectations and experiences. Although elite leagues and clubs generate far more revenue from commercial partnerships than they do from ticket revenue, Fan Engagement is an absolutely necessary tool to allow them to strengthen existing fan relationships and to open up new supporter markets through a distinct and compelling offer. For non-elite leagues and clubs, the need to sustain or increase local ticket revenue is vital to financial viability. Graduates with an in-depth knowledge of Fan Engagement will therefore be able to offer potential employers a proven, effective and measurable path to sustainability and growth.
Learn To	<ul style="list-style-type: none"> • Develop a detailed understanding of Fan Engagement: its definition, history, principles, practices & rationale. • Understand the nature of fans and fandom so as to put fans at the centre of club, league and / or national association activity. • Create a Fan Engagement strategy & to design the optimum fan experience including all relevant 'touch points' and for all key fan segments. Create a culture of engagement at an association, league or club (Fan Engagement Leadership).
Aimed At	Managers of organizations linked to clubs, federations, associations and/or leagues. Members of agencies, consulting firms and/or startups focused on providing comprehensive solutions for fan engagement / experience. Professionals in general, interested in this subject.
Syllabus	<p>COURSE 1: Why Fan Engagement? Definition, Principles & Rationale</p> <p>COURSE 2: Delivering Fan Engagement</p> <p>COURSE 3: What is a Fan? Understanding the nature of fandom</p> <p>COURSE 4: Leadership: Creating & Sustaining a Culture of Engagement</p>

SPORTS ENTREPRENEURSHIP PROGRAM

Duration	6 months (one course per month)
Description	<p>BIHUB's Sports Entrepreneurship Program is the first global and online entrepreneurship program, developed by experts in the sports industry. This program is aimed at providing guidance, support and tools that seed or early-stage entrepreneurs need in order to develop their business ideas successfully in the sports industry.</p> <p>It is about an introduction program that reviews the basics on innovation and entrepreneurship. It is specifically developed to provide you with the knowledge and the required skills to:</p> <ul style="list-style-type: none"> • identify an opportunity • design a solution through a creative and distinctive value approach • create and validate the business model • prepare your validation with users • identify and pursue development opportunities <p>By getting a comprehensive education, you will acquire specific tools to increase the chance of success of your projects, validating the proposal with the sports area market and adapting it to its needs.</p>
Learn To	<ul style="list-style-type: none"> • Validating the problem or need to address. • Discovering early adopters of the product or service. • Finding the fit between the product and the market. • Validating the solution through the development of a Minimum Viable Product. • Building multiple versions of the business model through empirical iterations. • Designing customer development strategies.
Aimed At	Entrepreneurs in the sports industry, with projects in seed stage or early-stage. People with ideas or developing ideas, concerned about this topic.
Syllabus	<p>COURSE 1: Vision / Team / Role</p> <p>COURSE 2: Value Proposition</p> <p>COURSE 3: Validation of the Value Proposition</p> <p>COURSE 4: Business model</p> <p>COURSE 5: Product – Market Fit</p> <p>COURSE 6: Exponential growth</p>



SPORT SCIENCE

In partnership with



BARÇA COACH ACADEMY – NIVEL INTRODUCTORIO

Expert Advisors	<p>PACO SEIRUL·LO. Methodology Department Director at FC Barcelona. ISAAC GUERRERO. Deputy Director of the Methodology Area of FC Barcelona. DENIS SILVA. Member of Barça Academy. Former Coach of FC Barcelona’s U19A. XAVIER DAMUNT. Responsible for the Technical Development and Methodological Innovation of the Methodology Area of FC Barcelona. MARCEL SANS. Assistant Coach of FC Barcelona’s U19B.</p>
Duration	3 months
Description	<p>Barça Coach Academy provides theoretical and practical tools for designing and implementing training programs based on the methodology used by FC Barcelona. In this program, we share the methodology developed and used by FC Barcelona. This is based on a theoretical framework which has revolutionized not only how we understand the dynamics of team sports but also contemporary teaching paradigms.</p>
Learn To	<ul style="list-style-type: none"> • Understand the different theoretical movements which underlie the new training paradigms. • Create action plans based on an understanding of player complexity. • Optimize the choice of different methodologies which can be applied to the training process, focusing on the formative process of players. • Design strategies that favour a collective training process with regard to our game, focusing on player development.
Aimed At	<ul style="list-style-type: none"> • Trainers / Sports coaches • Physical trainers • Academy coaches • Sports instructors
Syllabus	<p>COURSE 1: The basics of our style of play COURSE 2: What to train COURSE 3: How to train it</p>

CERTIFICATE IN PSYCHOLOGY FOR HIGH PERFORMANCE SPORTS

Expert Advisors	Joaquín Valdés. Psychologist and Athletic Coach at FC Barcelona (2014-2017).
Duration	4 months
Description	In this Certificate, we propose working with athletes from a cognitive-behavioural perspective, the overarching psychological theory on which we will rely. We work with Sports Psychology authors that utilize elements of Cognitive Behavioural Psychology in order to modify athlete behaviour by revising the way they think and regulate their emotions.
Learn To	<ul style="list-style-type: none"> • Identify the central concepts related to the direction of individuals and teams in order to apply them to the daily management of businesses and organizations. • Employ psycho-sports tools for performance management. • Get to know the preparatory phases for training and competition from the psychological perspective. • Manage diversity. • Understand and manage the impact of technology in the realm of sports.
Aimed At	<ul style="list-style-type: none"> • Coaches, strength and conditioning coaches, referees. • Athletes. • Psychologists looking for a specialization in the sports field.
Syllabus	<p>COURSE 1: High performance leadership</p> <p>COURSE 2: Mental strength in athletes</p> <p>COURSE 3: Psychological keys in training and competition for high performance sports</p> <p>COURSE 4: Elite athletic performance in 3.0 environments</p>

CERTIFICATE IN TRAINING FOR TEAM SPORTS

Expert Advisors	<ul style="list-style-type: none"> • Paco Seirul-lo Vargas. Head of FC Barcelona's Methodology area. • Joan Ramon Tarrago. Head of FC Barcelona's Fitness Training area. Involved with the physical training of the elite level basketball teams.
Duration	4 months
Description	<p>With the aim of providing an ever-greater spectacle, sports have undergone many changes throughout their history, making them more dynamic and entertaining. These changes were made possible due to new rules and scientific advancements, which have had a powerful effect on training processes and have helped to build athletes that are faster, stronger and more athletic.</p> <p>The predominance of the physical factor in sports has, as a consequence, given a greater role to physical trainers in the construction of training processes; and the latter cannot ignore the speed and precision required for decision-making during competition. As a result, a physical trainer cannot set out to train his or her players without contemplating the behavioural component of sports.</p> <p>In this Certificate you will learn about the different physiological profiles in team sports, as well as how these influence training programs. You will also get to know the latest training methodologies.</p>
Learn To	<ul style="list-style-type: none"> • Create assessment plans, analysing diverse motor skills and obtaining measurements that can be taken into context in future training processes. • Develop and analyse strength training programs for team sports. • Propose efficient prevention strategies based on a process founded on scientific evidence. • Develop training processes for team sports, applying the proposed methodologies, and basing them on the chosen sport's physical and physiological demands
Aimed At	<ul style="list-style-type: none"> • Coaches, strength and conditioning coaches, athletes. • Students and graduates of careers related to sports sciences and physical activity. • Students and graduates of careers related to health sciences (doctors, nutritionists, etc.).
Syllabus	<p>COURSE 1: Sports assessment COURSE 2: Strength training in team sports COURSE 3: Injury prevention COURSE 4: Training programs and physiological profiles in team sports</p>

CERTIFICATE IN NEUROBIOLOGY AND SPORTS PERFORMANCE

Expert Advisors	Francesc Cos. Former Head of Strength Training for FC Barcelona's first team football squad (2004-2016). Former Director of the Performance area of Barça Innovation Hub (2016-2018).
Duration	4 months
Description	In this Certificate, we provide you with the tools and knowledge you need to develop athletes with greater motor awareness and better decision-making abilities. In order to do this, we cover all the aspects that involve movement, from perceiving stimulus, to processing information, to finally making a decision and executing it. Without a doubt, this structured development of this subject matter will constitute a milestone in our pursuit of such an ambitious goal.
Learn To	<ul style="list-style-type: none"> • Identify the areas that participate in sensorimotor perception as well as how they influence it. • Determine how the central nervous system influences human movement as well as how we can shape the ability to make decisions for movement. • Identify the areas involved in the control and adjustment of movements, as well as how they are involved. • Identify motor failures and determine how to prevent and correct them.
Aimed At	<ul style="list-style-type: none"> • Coaches, strength and conditioning coaches, athletes. • Students and graduates of careers related to sports sciences and physical activity. • Students and graduates of careers related to health sciences (doctors, nutritionists, etc.).
Syllabus	<p>COURSE 1: Afferent organization of human movement</p> <p>COURSE 2: Central processing of voluntary movement</p> <p>COURSE 3: Efferent organization of human movement</p> <p>COURSE 4: Difficulty and environment in human motor function</p>

CERTIFICATE IN SPORTS NUTRITION

Expert Advisors	Antonia Lizarraga. Head of FC Barcelona's Sports Nutrition area.
Duration	4 months
Description	<p>The influence that nutrition has on physical performance and individuals' body composition is a matter of public knowledge. In fact, we hear about a huge number of professional athletes that owe their increased performance to radical changes in diet.</p> <p>The ingredients that make up athletes' diets determine the quality of their movements. When we talk about diet or food in the context of sports, we also make references to athletic supplements and hydration. These are all key components when it comes to increasing or maintaining our physical performance.</p> <p>In this educational program you will learn about the effects that foods and athletic supplements produce in the body. The objective is for you to optimize the selection of dietary components when it comes time to maximize physical performance.</p>
Learn To	<ul style="list-style-type: none"> • Differentiate effective and non-effective or dangerous substances in the formulations of nutritional supplements in order to use them optimally. • Utilize your knowledge of sports nutrition, based on the demands and needs of different forms of physical activity. • Design safe hydration strategies for before, during and after training and competitions. • Create practical applications of the key concepts of body composition and somatotype within nutrition and for physical performance.
Aimed At	<ul style="list-style-type: none"> • Professionals of health sciences related to sports. • Students and graduates of programs and careers related to sports, health and fitness. • Athletes, relatives of athletes, or any person linked to sports.
Syllabus	<p>COURSE 1: Food and athletic performance</p> <p>COURSE 2: Supplementation and ergogenic aids in sports</p> <p>COURSE 3: Sports hydration</p> <p>COURSE 4: Body composition, somatotype and athletic performance</p>

CERTIFICATE IN TEAM SPORTS PHYSICIAN - ESSENTIAL CONCEPTS

Expert Advisors	Gil Rodas Font. Medical Doctor and Surgeon. Specialist in Physical Education and Sports Medicine. Head of the Barça Innovation Hub Medical Service area.
Duration	4 months
Description	In the Certificate in Team Sports Physician Fundamentals, Gil Rodas develops the essential concepts inherent to team sports medicine, including improvements in nutritional control, a deeper understanding of the physiology of effort to obtain better physical results, the establishment of therapeutic criteria for fast recovery, the detailed study of ergogenic aids before and after effort, and of course, an understanding of the serious issue of doping. At the end of this certificate, you will be trained to make better decisions in the sport science environment, as applied to team sports. DISCLAIMER. This certificate does not provide accreditation for the professional practice of sports medicine.
Learn To	<ul style="list-style-type: none"> • Handle and manage data from evaluations and monitoring of performance and team injuries, compared to data from science and training. • Get to know the fundamental characteristics for both prevention strategies and injury rehabilitation, as well as the different injury mechanisms in team sports. • Handle pathologies and specific injuries corresponding to each sport. • Master complementary topics inherent to sports medicine.
Aimed At	Physicians High performance team physicians/Team sports medical team Coaches Rehabilitation specialists Physical Trainers Physiotherapists Nutritionists Kinesiologists handling management or prevention of injuries for team sports Students/ Graduates in Sport Science or Exercise Science
Syllabus	<p>COURSE 1: Team sports physician and data management</p> <p>COURSE 2: Injuries and team sports</p> <p>COURSE 3: Team sports pathology</p> <p>COURSE 4: Inherent aspects of the team sports physician</p>

CERTIFICATE IN SPORT PSYCHOLOGY FOR ATHLETES DEVELOPMENT

Expert Advisors	Ana Merayo García. Sports Psychologist. Instructor. Coordinator of the SAIE (Service for Comprehensive Athlete Care) at Masia 360, FC Barcelona.
Duration	4 months
Description	In the Certificate in Sport Psychology for Athletes Development, Ana Merayo covers the main tools that will enable you to provide better support to high-level athletes. You will learn how to work within and with the different areas, so that the athlete can perform at their highest in all environments and increase their talent and success as a result. Upon completion of this certificate, you will know how to holistically support an athlete, taking into account the diverse facets that make up a player's life.
Learn To	<ul style="list-style-type: none"> • Acquire a holistic view of the sports world to focus on the prevention of risky situations, through knowledge of the context and the actors in the different sports environments. • Work in a team and generate communication channels between multidisciplinary teams. • Manage specific strategies to support a dual career and understand the different transitions in an athlete's life. • Manage different techniques for psychological interventions adapted to an athlete's needs. • Implement intervention strategies to train high-performance athletes in attention, concentration, and motivation, as well as the management of variables to control anxiety and stress.
Aimed At	Psychologists, therapists, and team coaches High performance sports physicians Coaches Rehabilitation specialists Physiotherapists, all modalities Physical Trainers Sports delegates Management Athletes' parents Specialists in team sports training with non-university education Professionals, athletes and persons working with athletes and sports teams
Syllabus	<p>COURSE 1: The life of an elite athlete</p> <p>COURSE 2: Psychological variables and sports performance</p> <p>COURSE 3: Psychological intervention techniques</p> <p>COURSE 4: Contextualizing the elite athlete environment</p>

CERTIFICATE IN WORKLOAD MANAGEMENT IN FOOTBALL

Expert Advisors	David Casamichana Gómez. Doctor in Physical Activity and Sports Science. Physical trainer in soccer. University Professor and Researcher.
Duration	4 months
Description	<p>In the sports environment, the proliferation of new technologies has given rise to more efficient, accessible and unlimited ways to learn, analyse and train. These advances, added to a greater involvement from sports sciences, have allowed, among other things, for the control of the training workload to be more specific and rigorous. This forces professionals and athletes to train in a continuous manner and to incorporate said tools to improve and push their results further.</p> <p>The Certificate in Workload Management in Football is an introductory and comprehensive program intended for people affiliated with sports science, looking to improve sporting performance for themselves or the athletes they work with. You will learn about the most up to date means for training and competition load control, assessing its applicability to diverse situations. You will also be able to recognize the importance of assessing both internal and external training loads, as well as the different technological means required to do so.</p>
Learn To	<ul style="list-style-type: none"> • Manage the different tools and variables for monitoring training. • Select the appropriate variables depending on the different objectives for training and competition load control. • Use data generated by load control to evaluate and manage the process. • Detect and appropriately utilize the most relevant training load indicators.
Aimed At	Coaches Rehabilitation specialists Physiotherapists, all modalities Physical Trainers Technical staff Specialists in team sports training with non-university education Professionals, athletes and persons working with athletes and sports teams Sports doctors
Syllabus	<p>COURSE 1: Tools and variables for monitoring training loads</p> <p>COURSE 2: Selecting variables: are we repeating information or providing additional information?</p> <p>COURSE 3: Assessing training and training load management</p> <p>COURSE 4: Indicators for training load management</p>

CERTIFICATE IN WORKLOAD AND INJURY IN TEAM SPORTS

Expert Advisors	Tim Gabbett. High Performance Consultant. 20 years experience working as an applied sport scientist with athletes and coaches from a wide range of sports.
Duration	4 months
Description	Starting from the premise that it is impossible to manage what one cannot measure, everyone involved in constructing team sports processes needs to be able to put values on the physical and physiological demands put on players, both in competition and in training. For this reason, controlling, monitoring and managing workload has been one of the biggest areas of interest for coaches and physical trainers, starting in the second half of the 20th century up until the current day. Technology has played a fundamental role in this regard, with data collection becoming an increasingly simple and effective task. Since GPS devices, accelerometers and other devices were introduced, coaches and physical trainers have had the ability to measure and evaluate an ever-increasing number of training variables in their ongoing pursuit of two main goals: optimizing performance and preventing injuries.
Learn To	Analyse workload monitoring data to orientate the training process towards preventing injuries and consequently successfully optimize sports performance
Aimed At	Physical trainers Personal trainers Students in programs related to sports science Sports physiotherapists Sports physicians
Syllabus	COURSE 1: A Best Practice Approach to Workload Monitoring COURSE 2: The Training-Injury Prevention Paradox COURSE 3: What Are We Training For? COURSE 4: Training Smarter and Harder

CERTIFICATE IN ADVANCED SPORTS NUTRITION

Expert Advisors	Asker Jeukendrup. Sports nutrition scientist. Professor of Exercise Metabolism. Performance consultant in elite sport. Entrepreneur. Ironman triathlete.
Duration	4 months
Description	<p>The Certificate in Advanced Sports Nutrition is the most advanced sports nutrition course available relevant to team sports. It provides the latest science but also the application -from theory to recipes- put together by Asker Jeukendrup, leader in the field from an academic point of view, who has published over 200 papers but in addition has worked as a practitioner for many years. This Certificate is a combination of cutting edge knowledge and years of experience working at the highest level in sport. The FCB DNA comes in when we add in each topic an example of how we at FCB do find solutions for these issues.</p> <p>The Certificate in Advanced Sports Nutrition will give clear guidelines, but do not expect a cookie-cutter approach where you get one solution you can use to solve all problems. You will learn to think to come up with specific solutions for specific situations.</p>
Learn To	<ul style="list-style-type: none"> • Improve athletes' behaviour through sports nutrition. • Implement supplements in daily practice. • Minimise the risk of supplement use. • Optimize acute recovery and training adaptation with nutrition. • Plan nutrition for a season as well as a week. • Understand the theoretical basis for nutrition periodization • Apply personalisation in team sports nutrition. • Apply the latest science around on match day preparation.
Aimed At	Professionals of health sciences related to sports. Students and graduates of programs and careers related to sports, health and fitness. Elite athletes (professional or amateur).
Syllabus	<p>COURSE 1: Advanced Sports Nutrition</p> <p>COURSE 2: Nutrition, Recovery and Training Adaptations</p> <p>COURSE 3: Match Day Preparation and Personalized Nutrition</p> <p>COURSE 4: Periodised Nutrition</p>

CERTIFICATE IN SPORTS NUTRITION FOR FOOTBALL

Expert Advisors	Ian Rollo. Principal Scientist for the Gatorade Sports Science Institute. Visiting Research Fellow Loughborough University UK. Exercise Physiologist, SENr Sport and Exercise Nutritionist.
Duration	4 months
Description	<p>At Futbol Club Barcelona (FCB) and Gatorade Sports Science Institute (GSSI) we believe the appropriate nutrition is essential to support player health and performance. A greater understanding of the physical demands of football has allowed a more scientific approach to training/match preparation and the manipulation of macronutrient ingestion to support training and match day performance and recovery.</p> <p>The aim of the course is to teach the core principles for nutrition for football. Each module will summarise the key topics in sports nutrition based from peer reviewed research, review articles as well as expert consensus statements. The course provides a comprehensive learning experience which will not only inform the candidate on “how” to implement sports nutrition strategies but importantly ensure they understand “why” nutrition is important.</p> <p>Providing an evidence-based approach to sports nutrition allows a consistent message with regard to nutrition education which in turn informs practice. This is something FCB and GSSI together have been partnering to achieve over the last 5 years. The Certificate in Sports Nutrition for Football now provides the platform to share our learnings to the wider global football community.</p>
Learn To	<ul style="list-style-type: none"> • Master core principles of nutrition for football • Understand the role of macronutrients for football performance • Identify fluid needs and micronutrient requirements for football • Implement uses and best practices of dietary supplementation for football
Aimed At	This course is targeted for anyone with a passion or interest in nutrition for football. It is also appropriate for the following audience: Sports scientists; Physiotherapists; Dieticians; Sports nutritionists; Strength and conditioning coaches; Sports professionals; Sports medicine practitioners.
Syllabus	<p>COURSE 1: An Introduction to Football Metabolism and Nutrition</p> <p>COURSE 2: The Role of the Macronutrients in Football</p> <p>COURSE 3: Hydration and Micronutrients in Football</p> <p>COURSE 4: Dietary Supplements in Football</p>

CERTIFICATE IN STRENGTH TRAINING: FROM REHABILITATION TO PERFORMANCE

Expert Advisors	<ul style="list-style-type: none"> • Daniel Romero Rodriguez. Physiotherapist. Physical trainer and rehabilitator of competitive high performance athletes. Performance, prevention and post-injury rehabilitation advisor for various professional football players. • Francesc Cos. Former Head of Strength Training for FCBarcelona's first team football squad (2004-2016). Former Director of the Performance area of Barça Innovation Hub (2016-2018).
Duration	4 months
Description	<p>Throughout the certificate, we will deepen our understanding of the professional application of strength training in the two major work environments that are presented: the strength and conditioning coach and the return-to-play-coach. In both cases, the contents of the certificate's two main courses cover fundamental and up-to-date knowledge of these two professional profiles, with strength as their central topic. The main aspects of development for both profiles are succinctly addressed, and the work methodology for each of them is also covered.</p>
Learn To	<ul style="list-style-type: none"> • Improve critical analysis by completing a training program on the different professional roles of sports science and health. • Improve sports performance and injury prevention through a deepened understanding of the methodology to use in strength training and muscle power programs. • Apply the appropriate methodology to the design of the post-injury rehabilitation process in situations where strength development plays a significant role. • Have a broad understanding of the emerging methodologies of strength training in order to explore these with the benefit of a solid scientific foundation.
Aimed At	Physical trainers Strength trainers Physiotherapists and physical therapists Rehabilitators Sports physicians Students in fields related to the science of exercise and health through movement"
Syllabus	<p>COURSE 1: Neuromuscular basis for strength training COURSE 2: Strength training methodology: its application in the improvement of sports performance and post-injury rehabilitation for competition. COURSE 3: Strength and muscle power as a key feature of rehabilitation from sports injuries. COURSE 4: Technology, strength training and muscle power</p>

CERTIFICATE IN PSYCHOLOGY FOR SPORTS COACHES IN HIGH PERFORMANCE

Expert Advisors	Ana Merayo García. Sports Psychologist. Instructor. Coordinator of the SAIE (Service for Comprehensive Athlete Care) at Masia 360, FC Barcelona.
Duration	4 months
Description	As coaches, our role goes beyond teaching the technical, tactical, and physical aspects of the game to our players. We must understand and master the psychological aspects of each player, and of the team as a whole, in order to train and compete in the best possible conditions. Knowing oneself as a professional and as a person, and understanding the best techniques for optimising the psychological variables involved in athletic performance, are key for achieving top performance – for ourselves, each of our players, and the team as a whole.
Learn To	<ul style="list-style-type: none"> • Develop self-knowledge, both on the personal and professional level for a better work performance in coaching roles. • Use the appropriate tools to develop effective leadership in the management of groups and individuals. • Manage strategies and techniques to optimize athletes' psychological variables. • Acquire specific strategies for resolving specific situations that arise in the athletic environment on a regular basis.
Aimed At	Coaches, physical trainers, and sports psychologists who work directly with the coaching staff.
Syllabus	<p>COURSE 1: Knowing the Coach</p> <p>COURSE 2: Basic Coaching Skills</p> <p>COURSE 3: Resources for Training Players</p> <p>COURSE 4: Daily Situations in Sport</p>

CERTIFICATE IN FOOTBALL TACTICAL ANALYST

Expert Advisors	Antolín Gonzalo Martín. Football coach and tactical analyst. Antolín has worked as the Head Analyst for the Spanish National Team (RFEF) and for Real Madrid CF's first division team.
Duration	4 months
Description	The Certificate in Football Tactical Analyst is approached in light of the recent growth in the number of analysts and the size and importance of analytic departments within professional football clubs. Given the demand for analysts with a professional background, it is important to detail and prioritize each of the functions they carry out or may be expected to carry out in the near future. In an increasingly competitive environment, the huge growth in the economic resources of professional football clubs has given analysts the opportunity to work in a more thorough, organized way and to contribute to improving team performance. This in turn has firmly placed this professional job profile within a growing labor market. At the end of this course, you will know how to establish an analytics department within a specific football club; you will be familiar with the technological tools at your disposal and will be capable of using a holistic analysis process (self-analysis, analysis of rivals, training, matches, competitions, etc.).
Learn To	<ul style="list-style-type: none"> • Contribute towards correctly implementing a football club's analytics department and familiarize yourself with the current technological tools handled by analysts. • Use analysis to organize and improve knowledge of your team and its performance. • Improve data collection on rival teams and the use of this information during training. * Adopt a method of analysis to employ during competition.
Aimed At	Professional/semi-professional football staff such as coaches, physical trainers, technical assistants, analysts, sports coordinators/directors, technical secretaries, etc.
Syllabus	<p>COURSE 1: Analytical implementation and technological processes</p> <p>COURSE 2: Team analysis (self-analysis)</p> <p>COURSE 3: Rival team analysis</p> <p>COURSE 4: Match analysis</p>

LOWER LIMB TENDINOPATHY

Expert Advisors	<ul style="list-style-type: none"> • Jill Cook. Physiotherapist. Professor in musculoskeletal health in the La Trobe Sport and Exercise Medicine Research Centre at La Trobe University. Her research areas include sports medicine and tendon injury. • Ebonie Rio. Leading researcher in tendon pain and rehabilitation at La Trobe University.
Duration	2 months
Description	<p>Tendons of the lower limb predominantly function as springs to allow locomotion as well as high level athletic activity. Tendon pain and dysfunction is a common presentation and clinicians must be competent at recognizing the key features of tendon pain, as well as possess an excellent knowledge of evidence-based management. Critical to applying the evidence base is an understanding of the pathoetiology of tendon pain, adaptation, as well as changes that exist at all levels (from tendon to muscle, kinetic chain and brain). These concepts provide the premise for thorough rehabilitation and appropriate use of adjuncts in the management. Rehabilitation considerations include the current capacity of the individual as well as their goals, co-morbidities and individual factors. The in-season athlete provides an additional challenge and clinicians must understand how and when to apply the current research. This program will also teach the importance of pain science, use of language when explaining ideas to patients and athletes as well as key stakeholders such as parents of junior athletes and coaches. The latest evidence for how to incorporate neuroscience into rehabilitation will also be covered.</p>
Learn To	<ul style="list-style-type: none"> • Describe normal tendon and the changes that occur with pathology • Understand and explain what is known about nociception and pain in tendons • Describe the function of lower limb tendons • Understand the role of imaging in tendon pain • Conduct a thorough subjective examination • Increase confidence in differential diagnosis or considering a treatment path following objective assessment • Provide evidence-based rehabilitation for lower limb tendons • Adapt management for the in-season athlete
Aimed At	Professionals who carry out a process of prevention or rehabilitation of injuries: • Traumatologists • Team doctors • Physiotherapists • Physical trainers
Syllabus	<p>COURSE 1: Understanding tendon anatomy, function and adaptation COURSE 2: Assessing and rehabilitating lower limb tendons</p>

CERTIFICATE IN TECHNOLOGY AND SCIENCE APPLIED TO SPORT

Expert Advisors	<ul style="list-style-type: none"> • Xavier Reche. Tracking & Monitoring Sports Scientist en FC Barcelona. • Edu Pons . Physical Trainer of FC Barcelona's First Team. • Andrés Martín García. Physical Trainer of FC Barcelona's U19A team. • Xavier Linde. Physiotherapist and return-to-play coach for FC Barcelona's First Team. • José Pino Ortega. Professor at Murcia University. Co-founder and Sports Manager at Real Track Systems. • Sergi Bellmunt Guasch. Sport scientist at Real Track Systems. • Angel Ric. Phd in Sport Science. Football professor at INEFC. Complex Systems in Sport Research Group. MSc Team Sports - FCB. UEFA PRO Licence. • Martí Casals. Researcher at the Center for Studies in Sports and Physical Activity (CEEAF) at the University of Vic- Central University of Catalonia (UVic-UCC). Sports statistician and collaborator in Barça Innovation Hub - Universitas. • José María Fernández Ponce. Professor of the University of Seville. Member of the Department of Statistics and Operational Research and researcher of the group "Quantitative Methods in Research, FQM-328" of the the Andalusian Regional Government. • Sam Robertson. Sports Scientist & Sports Analyst. Leader of the Sports Performance & Business program within the Institute for Health and Sport at Victoria University.
Duration	4 months
Learn To	Adopting theoretical knowledge for its practical application, regarding the use and understanding of technology in sport. Nowadays, a correct interpretation of data will provide the participant with the possibility of making decisions according to the individual and collective sports needs, allowing the contribution of specific necessary skills and quality in the demand of this profile by professional clubs.
Aimed At	Professional/semi-professional staff in football such as coaches, physical trainers, technical assistants, sports coordinators/directors, technical secretaries, etc.
Syllabus	<p>COURSE 1: External Load Monitoring in Team Sports through EPTS</p> <p>COURSE 2: Video analysis</p> <p>COURSE 3: Sports Analytics - Essential Concepts</p> <p>COURSE 4: Technology in Sport</p>

CERTIFICATE IN BASKETBALL TRAINING PROCESS OPTIMIZATION

Expert Advisors	<ul style="list-style-type: none"> • Jairo Vázquez Guerrero. Strength and Conditioning Coach of the Basketball First Team and member of the FC Barcelona's Performance area. • Joan Ramon Tarrago. Head of FC Barcelona's Sports Performance area. • Andrés Darbyshire. Strength and Conditioning Coach in Professional Basketball. • Matías Pera Lallana. Coordinator and grassroots football coach.
Duration	4 months
Description	<p>Collective sports in general, and basketball in particular, have based their physical training on the training theory used for individual sports, particularly athletics, so they require a new approach which adapts to their own characteristics and needs. Furthermore, technological advances have provided new tools for physical trainers, sports scientists and coaches, allowing, among other things, the control and assessment of the workload produced by training sessions and/or competitions. Hence, it is necessary to know this new approach, based on holistic physical training, to apply it to modern basketball with the main objective of optimizing performance and preventing injuries.</p>
Learn To	<ul style="list-style-type: none"> • Analyse how physical demands condition basketball practice • Analyse basketball physical and technical-tactical demands • Know the theoretical framework of the new training approach. • Design training sessions in the structured microcycle.
Aimed At	<p>This course is aimed at all those people related to basketball or small-field team sports, mainly physical trainers, sports scientists, coaches and sports doctors who seek to broaden the traditional vision of physical preparation in basketball. We start from a holistic approach of the basketball player and the knowledge of the physical demands the player puts up with during the competition to design training sessions.</p>
Syllabus	<p>COURSE 1: Physical demands and injury risks in team sports COURSE 2: Basketball physical demands during competition COURSE 3: Basketball training from FC Barcelona's perspective: theoretical approach COURSE 4: Basketball training proposal from the perspective of FC Barcelona</p>

CERTIFICATE IN BASKETBALL TRAINING PROCESS OPTIMISATION

Expert Advisors	<ul style="list-style-type: none"> Juanjo Brau. FC Barcelona's physiotherapist and fitness coach.
Duration	3 months
Description	<p>This programme is aimed at those professionals in sports science and health who are interested in expanding their knowledge in readaptation of muscle injuries. Accordingly, the knowledge is presented from two essential aspects: on the one hand, the updated scientific information about the developed topics, and, on the other hand, Juanjo Brau's experience, a professional who offers 30 years of work in the high performance practice field. Thus, a proposal analysed from the different points of view that form a player's injury will be presented. The approach consists of a pedagogical construct that suggests the reduction of the distance between the theory and the practise.</p>
Learn To	<ul style="list-style-type: none"> Recording the components forming part of an injury, starting with the type and mechanism, including each one's diagnostic and prognosis. Identifying the steps involved in the process of readaptation in order to get an optimised decision-making. Understanding the player physical demands to identify the specific needs during the process of readaptation. Designing field tasks according to the type of injury and depending on the athlete's specific demands.
Aimed At	<ul style="list-style-type: none"> Physiotherapists Athletic trainers Doctors Licensed in Physical Activity and Sports Sciences Personal trainers Readaptators Strength and conditioning coaches Performance coaches
Syllabus	<p>COURSE 1: Injuries are not dealt with... They are "managed"</p> <p>COURSE 2: Injury management: practical applications</p> <p>COURSE 3: Masterclasses</p>



Thanks

In partnership with

