



**BARÇA
INNOVATION HUB**
Universitas

CERTIFICATE

FOOTBALL TACTICAL ANALYST

100% ONLINE • 4 MONTHS

Learn from the best
Enjoy a unique educational experience
Become part of a global network

**VYSOKÁ ŠKOLA
MANAŽMENTU**

CityUniversity
of Seattle programs

barcainnovationhub.com

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.).

Antolín Gonzalo Martín

EXPERT ADVISOR



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.



- **DELIVERY MODE ONLINE**
- **DURATION 4 MONTHS**
- **ACADEMIC DEGREE EXECUTIVE EDUCATION**
- **DELIVERED IN ENGLISH AND SPANISH**



OBJECTIVES

To examine the work of an analyst from a global perspective, and to provide the appropriate tools for working effectively.

AIMED AT

- Professional/semi-professional football staff such as coaches, physical trainers, technical assistants, analysts, sports coordinators/directors, technical secretaries, etc.

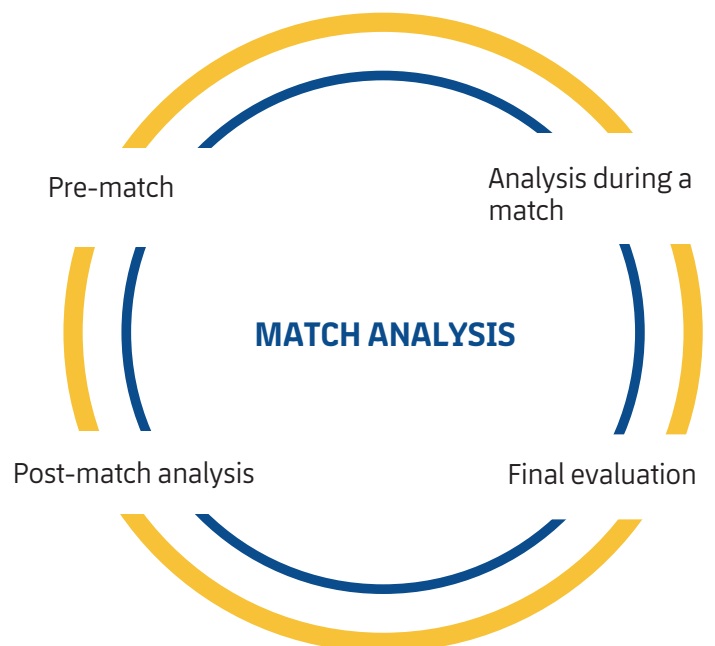
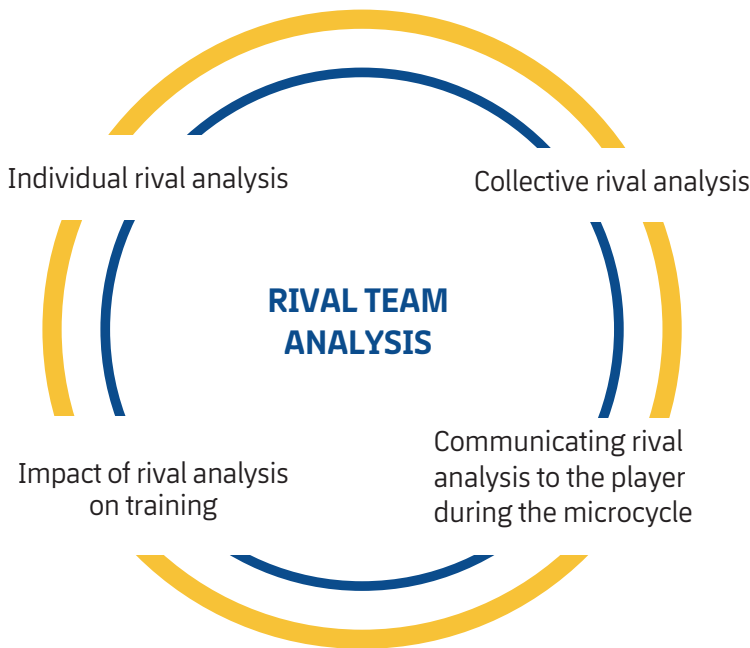
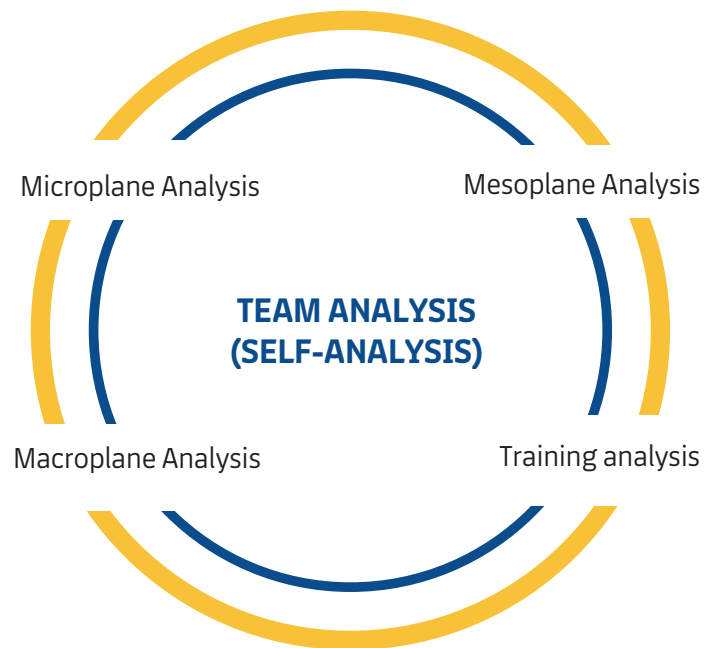
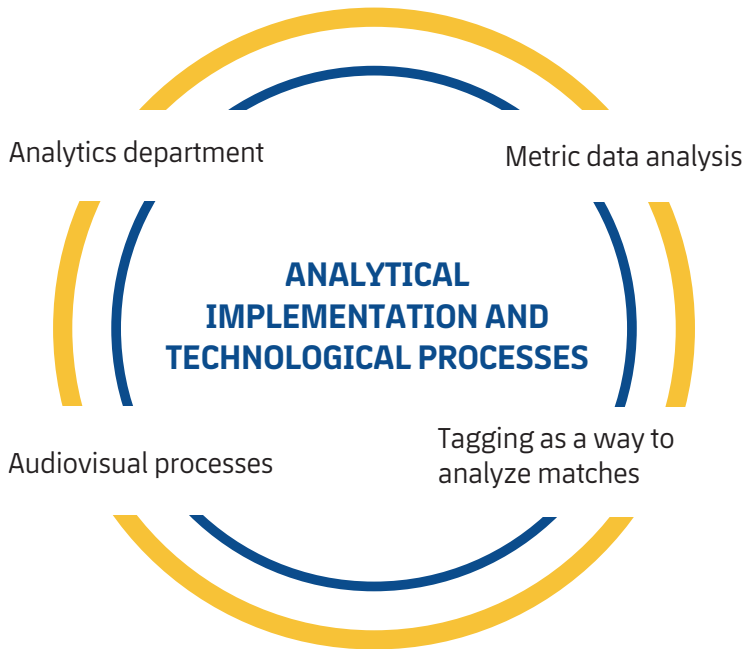
LEARN TO

- 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.

COURSES



The Certificate is composed of four one-month courses. This Certificate is completed sequentially (the course is enabled and each course is completed over a month).



EXPERIENCE

All your learning experience will take place in an online platform where you will find all the resources you need to study:

LECTURES

which address the main topics.

VIDEOS

that deepen some subjects of the readings.

ACTIVITIES

to apply the content addressed in each module.

RUBRICS

that will evaluate you in each module.

ONLINE EXPERT

In every course, you will have the support and virtual follow-up of a subject-matter expert. This online expert will perform interventions throughout the different modules to ensure your learning, as well as the interaction with the rest of your peers.

In addition, he will be available in the forum and by internal messaging so that you can appeal to him as many times as you need.

FORUMS

where you can interact with your colleagues.

SELF-ASSESSMENTS

which will help you measure your learning progress.



BENEFITS

- **World-class content, designed by experts and sports-industry oriented for an immediate impact.**
- **Round-the-clock access to study material, wherever you want and from any device.**
- **Custom feedback for every individual and teamwork activity.**
- **Spaces of discussion and interaction with industry professionals from all over the world.**
- **Certificate of participation for each course, issued by Barça Innovation Hub - Universitas. If you pass each of the courses that make up the program, and complete and pass the comprehensive final exam, you will also receive a verified certificate of completion for the entire program, with confirmation of identity, issued by Barça Innovation Hub - Universitas.**



BARÇA INNOVATION HUB

**CREATING A NEW GENERATION OF
SPORTS PROFESSIONALS**

**VYSOKÁ ŠKOLA
MANAŽMENTU**

CityUniversity
of Seattle programs

barcainnovationhub.com