



acce

AFC  
Academic Centre  
of Excellence

AFC Certificate in Football Administration and Management

2023 - 2024

Programme Overview and Guide



# AFC General Secretary's Message

Dear football family,

It gives me great pleasure and pride to introduce the latest programme by the AFC Academic Centre of Excellence – the AFC Certificate in Football Administration and Management (ACFAM).

Since its inception in September 2021, the AFC Academic Centre of Excellence has showcased incredible innovation in the delivery of its programmes in its continual bid to engage participants more readily, which has contributed greatly to remarkable outcomes across all its programmes.

The growing reputation of the AFC Academic Centre of Excellence has also resulted in an increased demand for its landmark education initiatives from all corners of our vast Asian Continent and beyond. The launch of the ACFAM signifies a timely new addition to the suite of programmes and this ground-breaking syllabus will be delivered asynchronously, making it accessible to a variety of time zones and locations no matter where in the world the participants may be.

The ACFAM has been thoughtfully curated to nurture a football-specific skill set that enables future leaders to plan, execute and monitor their day-to-day operations in all aspects of football management. These key areas include the Organisation of World Football, International Sports Federations, Strategic Management, Financial Management, Income Generation, Media and Communications, Event Management, Operational Management, Human Resource Management, Child Safeguarding and Social Responsibility, Sports Law and Club Licensing.

This latest initiative reinforces the AFC's resolute commitment to its Vision and Mission of developing its Member Associations (MAs) and Regional Associations (RAs) by nurturing the future leaders of Asian football. Through the various offerings of the AFC Academic Centre of Excellence, all designed to equip managers from top to bottom at our MAs, RAs and football stakeholders with the relevant strategic and administrative competencies, successful graduates can then go on to elevate their associations, and Asian football, to greater heights.

The ACFAM is no different and it is my firm belief that all participants will find the experience greatly beneficial and enjoyable at the same time.

Lastly, I encourage our football family to undertake this programme with great enthusiasm and rest assured that the AFC Academic Centre of Excellence will always be there to support you in achieving our common goals.

**Datuk Seri Windsor John**  
AFC General Secretary



# Table of Contents

	Page
Programme Overview and Guide	4
Modules and Format	5
Eligibility and Application	6
Contact Us	7

## Programme Overview and Guide

The AFC Certificate in Football Administration and Management (ACFAM) is an online learning experience offered by the AFC Academic Centre of Excellence (ACE), which is designed to empower managers and administrators at all levels within the AFC's Member Associations, Regional Associations and other stakeholders.

ACFAM aims to impart the knowledge and skills necessary to excel in the dynamic world of football. Whether they are aspiring football managers or experienced administrators, participants will be equipped with the essential tools to thrive in the football industry.

This self-paced programme is delivered asynchronously, allowing participants to learn at their own convenience. The online format ensures that participants can access the ACFAM materials easily and readily, in order to facilitate efficient learning. The ACFAM syllabus comprises 12 comprehensive modules that are covered through pre-recorded video sessions, each with an approximate duration of 180 minutes, depending on the module's complexity. Throughout the programme, participants' understanding and progress will be assessed through a series of online quizzes and evaluations.

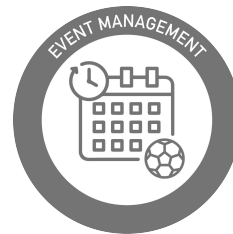
Following the successful completion of the programme, participants will be awarded an e-Certificate.

## Programme Learning Outcomes

By the end of the ACFAM, participants will be able to:

- Define and explain key concepts surrounding football management and administration
- Understand and apply various learnings surrounding day-to-day operations
- Analyse challenges and opportunities in the various sectors within the football industry
- Adapt to the ever-changing nature of football management
- Develop and strengthen managerial and operational skills

## Modules



## Format

- **Mode of Delivery:** Asynchronous (online private studies)
- **Platform:** AFC ACE Learning Management System (LMS)
- **Duration:** 12 Modules, each comprising pre-recorded videos of approximately 180 minutes in duration
- **Module Completion Limit:** Each Module should be completed within three (3) weeks

## Eligibility and Application

1. Each Member Association (MA), Regional Association (RA) and AFC Stakeholder is entitled to nominate any number of staff members to participate in the programme.
2. Independent applications are welcomed from:
  - those working in or connected to the football or sports industry.
  - those passionate about football.
3. Applicants must be fluent in English (written and spoken).
4. Applicants must possess fundamental knowledge of football operations.
5. Applicants must be highly motivated, self-directed and dedicated.

## Selection Process

Interested candidates are required to complete the application form.

The final selection of candidates is determined by the AFC as per the programme enrolment process below:



### Application

- Submission of the completed application form along with the necessary supporting documents to the AFC within the stipulated time.



### Selection

- Applications will be evaluated thoroughly by the AFC Administration.
- Online/tele-conversation interviews will be conducted by the AFC Administration.




### Notification

- Application outcomes will be communicated to applicants through their respective Member Associations, Regional Associations or stakeholders.
- Independent applicants will be directly notified by the AFC.

The logo for the AFC Academic Centre of Excellence, featuring the lowercase letters 'ace' in a white, rounded, sans-serif font.

**AFC Academic Centre of Excellence**

 [academy@the-afc.com](mailto:academy@the-afc.com)

 [www.afcacademy.com](http://www.afcacademy.com)



**ASIAN FOOTBALL CONFEDERATION**

AFC House, Jalan 1/155B, Bukit Jalil, 57000 Kuala Lumpur, Malaysia

T: +603 8994 3388 | F: +603 8994 2689

**the-AFC.com**