

FOCUS

Sports Business School

This is to certify that

Alfie Wylie

has successfully completed the Professional Diploma Program in

ACADEMY MANAGEMENT AND TALENT DEVELOPMENT

The certificate corresponds to 30 hours of active learning time, consisting of 17 hours of instruction, 13 hours of self-study and practical assignment.

The following learning contents were conveyed:

Essentials of Academy Management in Football / Strategic Planning for Football Academies / Timeline and Milestones in Academy Development / Academy Workflows and Operations /
Innovation in Football Academies / Coaching Development Frameworks / Talent Identification and Recruitment / Building a Recruitment Network and Data-Driven TID / Talent
Development Plans / Loan Management and Player Pathways / Relationship Management with Agents and Families

March 10 - April 14, 2025



Ahmet Hizal
Director



Tommy Wilson
Program Director

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