

# SUAD / FIFA / CIES INTERNATIONAL PROGRAMME IN SPORTS MANAGEMENT



# WELCOME

**Prof. Nathalie Martial-Braz**  
Vice-Chancellor



*"The FIFA/CIES International Programme is a 360 degrees programme delivering key expertise to the next generation of sports managers in the region. Join us!"*



**Dr. Majed Al Khemeiri**  
SUAD Deputy Vice-Chancellor for Administrative Affairs

*"Turn your passion into a profession. The SUAD/FIFA/CIES International Programme in Sports Management can be the steppingstone needed to break into the competitive sports management industry by blending experiential learning with a strong foundation in business administration."*

**Dr. Bertrand Haan**  
Deputy Vice Chancellor for Academic Affairs



*"The forthcoming leaders in the sports industry must not only excel in management but also possess adeptness in communication, legal regulations, and financial principles. Through their collaboration on a comprehensive training programme, FIFA/CIES and the SUAD bring together the best teachers, ensuring excellence across all facets of expertise."*

# THE TRAINING OF SPORTS MANAGERS: A NECESSITY

In today's world, sport is confronted with a constantly increasing number of challenges, and a working environment that grows more complex with each passing day.

One can mention poor management of many sports-related entities, the ensuing lack of credibility, a demand for transparency from many partners, the gap between the richest sports organisations and those that have limited resources, responding to increasingly effective doping methods and the threat from illegal sports betting to the integrity of sports results. This non exhaustive list is followed by the challenges of obtaining support from commercial sponsors, the growing complexity related to the organisation of sports events, the migration of young athletes to rich countries, the legal frameworks which grow in size and sophistication day after day, the emergence of new technologies, the development of eSports, the consequences of the pandemic, the global financial uncertainty and the ongoing fight against the still too common threats from racism and nationalistic behaviour in stadiums and on local playing fields.

For all of these reasons, sports managers must, more than ever before, be able to deal with complex situations involving many challenges. Education, therefore, remains one of the best ways to achieve this.

Created in 2004, the FIFA/CIES International Programme in Sports Management aims to provide present and future sports leaders with the necessary knowledge and skills to be able to better understand their working environment and to deal with the types of situations modern sports organisation can be confronted with.

The FIFA/CIES International Programme in Sports Management is delivered worldwide by 22 universities, forming part of the FIFA/CIES International University Network.

This innovative network allows students, alumni, professors, experts, coordinators and speakers to interact and share their experiences on both a national and global level.

CIES is proud to partner with Sorbonne University Abu Dhabi (SUAD) in the organisation of a new edition of the FIFA/CIES International Programme in the United Arab Emirates and to contribute to the wider development of sports management in both this country and those on its borders. We can already highlight the excellent work accomplished by SUAD since the beginning of our cooperation.



**Prof. Denis Oswald**  
CIES Director



# SUAD – SORBONNE UNIVERSITY ABU DHABI

**EMBODYING EXCELLENCE, DIVERSITY, AND INNOVATION, SUAD SHAPES FUTURE GENERATIONS AND FOSTERS DIALOGUE AT THE CROSSROADS OF CULTURES.**



With stunning architecture and a rich history dating back to the 13th century, Sorbonne University Abu Dhabi is a multidisciplinary university that attracts high-calibre students from the UAE and around the world.

SUAD offers world-class, globally recognised and UAE accredited French degrees that cover a spectrum of disciplines specialising in sciences, humanities, languages, law and economics degrees to address local and global job market demands.

To date, we have educated over 2000 graduates from more than 90 countries, while developing a reputation for academic excellence and innovation.

To ensure quality, we maintain small classes, enabling us to tailor our teaching methods to individual styles of learning. We also bring our faculty from Sorbonne University in Paris, guaranteeing the same excellent teaching standards as our parent

institution. In addition, our admissions process is highly selective, ensuring that individual talent benefits from collective excellence.

We offer Foundation Year programmes in Sciences, Intensive French, Records Management and Archival Science, in addition to undergraduate and postgraduate programmes and executive education programmes spanning from Humanities and Social Sciences to Languages and Sciences. Programmes are offered in English, French or Arabic.

A number of scholarships, preferential rates and corporate discounts on tuition fees are available to UAE citizens, residents of the UAE and international students.

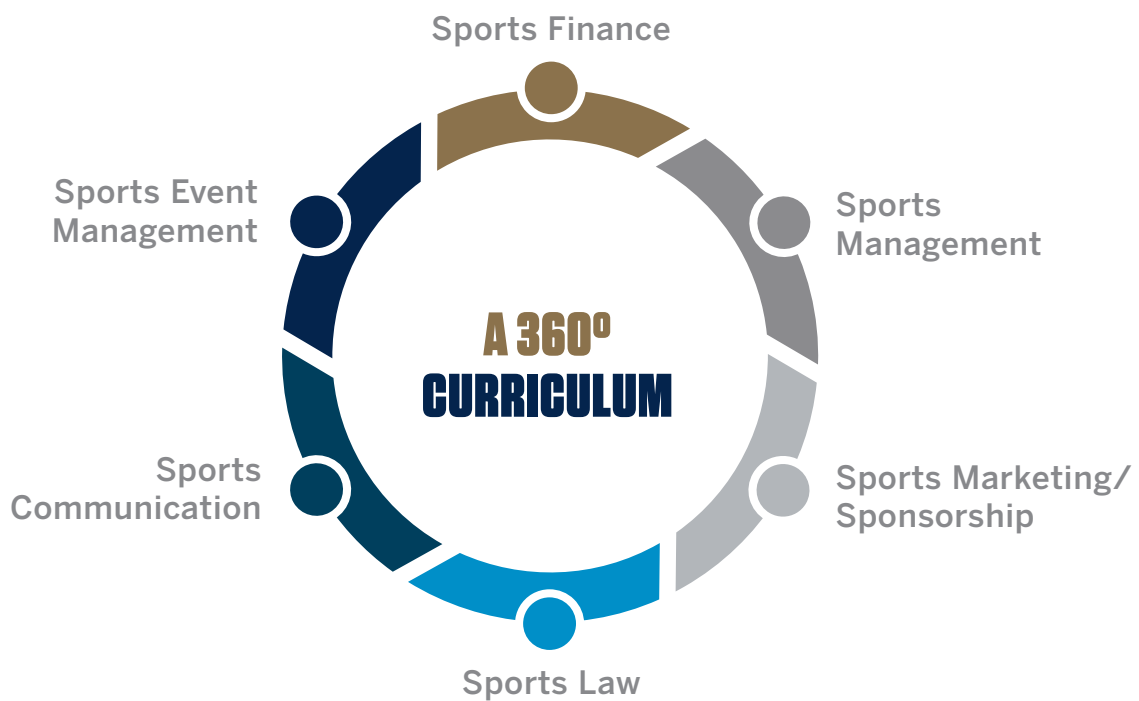
For more information

**Visit Sorbonne Abu Dhabi's website:**  
**[www.sorbonne.ae](http://www.sorbonne.ae)**

# THE FIFA/CIES INTERNATIONAL PROGRAMME

## GENERAL PRESENTATION

The FIFA/CIES International Programme in Sports Management covers all sports. It provides training in 6 essential fields of sports management, namely communication, law, marketing/sponsorship, management, finance and event management.



## SESSIONS WITH INTERNATIONAL SPORTS INDUSTRY EXPERTS

During each edition of the FIFA/CIES International Programme, CIES offers students the opportunity to meet industry experts from different backgrounds (e.g. IOC, FIFA, other international federations, continental entities, prestigious clubs, sports event organisers, etc.). These special sessions and lectures also provide an opportunity to exchange viewpoints on current issues in the world of sport and to reflect on how these issues can impact on national sport.

## OBJECTIVES

- 1** To give students a comprehensive view of sports management.
- 2** To adapt the curriculum to national and regional requirements in sports thanks to the skills and expertise of our academic partners.
- 3** To combine theoretical education with practical case studies.
- 4** To help students acquire the tools and knowledge that they can use in their daily sports environment.
- 5** To organise each year a cycle of special sessions which are delivered by international sports industry experts.
- 6** To build a network of expertise at both national and international levels.

## WHO IS THE FIFA/CIES INTERNATIONAL PROGRAMME INTENDED FOR?

- **Managers and individuals active in the sports world on a professional or amateur basis** (e.g. national and international federations, continental organisations, NOCs, regional associations, clubs, ministries, municipalities, sport-related companies) who are seeking to broaden or refresh their knowledge of sports management and adapt it to the new realities of the world of sport.
- **Current and former athletes** from the different sports disciplines.
- **Professionals from all backgrounds** (lawyers, economists, journalists, etc.) who wish to diversify, broaden or give a new focus to their professional horizons.
- **Young graduates** who wish to complement their existing academic training with a specific qualification in the field of sports management or wish to start a career in the world of sport.



# PRACTICAL INFORMATION

## OVERVIEW



### Calendar

September 2026 to February 2027  
6 block weeks  
35 hours per module



### Application deadline

15 July 2026  
<https://sorbonne.my.site.com/s/login/SelfRegister>



### Format

Mix of face-to-face (up to 70% minimum) and online classes (including case studies, seminars, event experience and international guests)



### Places available

30 students



### Services

Comprehensive CIES manuals for each module, SUAD class hand-outs, international, national and local guest speakers, official excursions, graduation function



### Fees

AED 20,000.–



### Language

English (SUAD reserves the right to request/require a TOEFL/IELTS or similar tests to confirm proficiency)

## COURSE LOCATION

Sorbonne University Abu Dhabi  
Al Reem Island  
38044 Abu Dhabi, UAE

## ADMISSION REQUIREMENTS

- High School Diploma
- Demonstrated interest and active involvement in sport
- Selection by the Programme's admission committee
- Compulsory admission interview with a University academic representative and a FIFA/CIES University Network representative
- No age limit
- Good command of English

## ATTENDANCE AND EXAMINATIONS

- Compulsory participation in all 6 block weeks
- Minimum 75% attendance required for each module (this stipulation is over and above the other academic requirements for the successful completion of each module)
- Knowledge assessments for each module
- Group project presentation

## CONTACT INFORMATION

Sorbonne University Abu Dhabi  
Phone +971 (0) 2 65 69 330  
Phone +971 (0) 2 65 69 555  
[admissions@sorbonne.ae](mailto:admissions@sorbonne.ae)  
[sport.management@sorbonne.ae](mailto:sport.management@sorbonne.ae)

# KEY PEOPLE

 **Atanas TARKALANOV**  
Programme Coordinator




 **Ellenita MERLE**  
Programme Director




 **Lucien W. VALLONI**  
Head of Law module



 **Dayana ABOUKARAM**  
Academic Coordinator



 **Damir VALEEV**  
Head of Law module



 **Andreas HERREN**  
Head of Communication module



 **Daniel RUPF**  
Head of Event Management module




 **Alexandre TOUTOUNJI**  
Head of Finance module



 **Christian UBBIALI**  
Head of Management module



 **Louis KINZIGER**  
Head of Management module



 **Aayush DABAS**  
Head of Sponsorship module



 **Mike GOLDING**  
Head of Marketing module



# TESTIMONIALS



**Mohammad MILADI**

**United Arab Emirates**

**Head of Trade Product, ADIB (Abu Dhabi Islamic Bank)**

“The Programme offers a unique opportunity to be taught by leading professionals who share insights beyond the theory. Along with the site tours offered during the course, this Programme is a great stepping stone for those looking to further their career in the sports industry.”

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**Aisha ALZAABI**

**United Arab Emirates**

**Head of Regulatory Affairs & Compliance**

“The programme enables you to acquire the basics of the sports industry. The modules cover what is required by sports managers and prepares you for real life work in the field. This is important as I aspire to make a difference in the sports world.”



**Atanas TARKALANOV**

**Bulgaria**

**Sports Lecturer, Sports Management Expert, SUAD**

“It was a pleasure to learn from the best and also to be among the best in the worldwide sport industry.”

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**Mariam ABDELMONEIM**

**Egypt**

**Sport Coach, SUAD**

“The FIFA/CIES International Programme was a truly transformative experience. Over one year, I learned how to run a business, understand and market sports, build a brand, and turn my passion into action. This knowledge inspired me to launch a community offering youth and adult coaching in the UAE.”





# THE FIFA/CIES INTERNATIONAL UNIVERSITY NETWORK



## PARTNER UNIVERSITIES

The FIFA/CIES International University Network today includes 22 universities, which deliver the FIFA/CIES International Programme in Sports Management :

### THE AMERICAS

- 1** UCA - Universidad Católica Argentina  
Buenos Aires, Argentina (2004)
- 2** UST - Universidad Santo Tomás  
Santiago de Chile, Chile (2006)
- 6** UCR - Universidad de Costa Rica  
San José, Costa Rica (2008)
- 7** UWI - The University of the West Indies  
Port of Spain, Trinidad & Tobago (2009)
- 10** UNIMET - Universidad Metropolitana  
Caracas, Venezuela (2010)
- 11** FGV - Fundação Getulio Vargas  
Rio de Janeiro, Brazil (2010)
- 12** USMP - Universidad de San Martín de Porres  
Lima, Peru (2012)
- 17** UDLA - Universidad de Las Américas  
Quito, Ecuador (2019)
- 18** UPRM - Universidad de Puerto Rico  
Mayagüez, Puerto Rico (2021)
- 19** USA - Universidad Sergio Arboleda  
Bogotá, Colombia (2022)
- 22** TMU - Toronto Metropolitan University  
Toronto, Canada (2026)

### AFRICA

- 3** UCAD - Université Cheikh Anta Diop  
Dakar, Senegal (2006)
- 4** MANDELA - Nelson Mandela University  
Gqeberha, South Africa (2007)
- 5** CU - Cairo University  
Cairo, Egypt (2007)
- 21** MSU - Midlands State University  
Harare, Zimbabwe (2025)

### ASIA

- 8** BZU - Birzeit University  
Ramallah, Palestine (2009)
- 13** SUAD - Sorbonne University Abu Dhabi  
Abu Dhabi, UAE (2012)
- 16** PILLAI - Pillai University  
Mumbai, India (2019)
- 20** KSU - King Saud University  
Riyadh, Saudi Arabia (2024)

### EUROPE

- 9** URJC - Universidad Rey Juan Carlos  
Madrid, Spain (2010)
- 14** KU - Kozminski University  
Warsaw, Poland (2014)
- 15** HSE - Higher School of Economics  
Moscow, Russia (2014)

# OVERVIEW

## OBJECTIVES & ACTIVITIES

The FIFA/CIES International University Network is based on the principles of partnership, mutual respect and openness. It allows many exchanges among students, teachers, experts, alumni and all the other participants who actively contribute to the Network.

To strengthen links between its members and to offer them new perspectives, the FIFA/CIES University Network has implemented two initiatives, which, over the years, have become central in creating a sense of community and helping to motivate participants: The FIFA/CIES University Network Prize and the FIFA/CIES University Network Scholarships.



**7000+**  
Alumni



**130+**  
Nationalities



**90%**  
Involved in the sports industry



**70%**  
Involved in football



FIFA headquarters, Zurich, Switzerland

# ACTIVITIES

## THE FIFA/CIES UNIVERSITY NETWORK PRIZE

The purpose of the FIFA/CIES University Network Prize is to reward the best group project presented by the partner universities. The Prize consists of a trip to Switzerland, which includes a visit to the CIES headquarters in Neuchâtel, as well as a day

at the FIFA headquarters in Zurich with the “FIFA Master” students. During the visit, participants are also able to attend a series of presentations by FIFA managers.

## THE FIFA/CIES UNIVERSITY NETWORK SCHOLARSHIPS

The FIFA/CIES University Network Scholarships allow FIFA/CIES International Programme alumni to finance their participation in the “FIFA Master” course (course registration fees, travel expenses, accommodation, etc.). Candidate applications must meet the criteria defined by CIES and the “FIFA Master” Scientific Committee.

Since the scholarship was created in 2012, over 45 students from countries such as Argentina, Brazil, Chile, Costa Rica, Egypt, France, Grenada, Guatemala, Honduras, Italy, Lebanon, Palestine, Russia, South Africa, Spain, Trinidad and Tobago, Turkey, United Arab Emirates, Ukraine, Uruguay and Venezuela, have all been awarded scholarships.

## OTHER FIFA/CIES UNIVERSITY NETWORK PROJECTS

The FIFA/CIES University Network – with the support of its partners – regularly offers FIFA/CIES International Programme students and alumni the opportunity to attend conferences and seminars on various topical issues related to sports management, as well as the opportunity to attend various international sports competitions.



# CIES UNIVERSITY NETWORK ALUMNI ASSOCIATION (CIES-UNA)

## OBJECTIVES



To create links between the Alumni of the different FIFA/CIES International Programme in Sports Management in the world.



To represent the interest of the Alumni of the different FIFA/CIES International Programmes in Sports Management in the world.



To promote relations within the FIFA/CIES University Network and to support activities linked to it.



To create opportunities for them to meet and join in common activities including ongoing education and professional development.



To promote the awareness and reputation of the FIFA/CIES International Programme in Sports Management, particularly in the sports industry.



To encourage and facilitate networking, professional connections, career support, scholarship and mentorship opportunities.



To support sports development projects and initiatives proposed by students and alumni.

## CIES-UNA EXECUTIVE COMMITTEE

**Taha DIAEY**  
Vice-President – CU | Egypt



**Nasr EL DIN AZZAM**  
President – CU | Egypt



**Judith JIMÉNEZ DÍAZ**  
Vice-President – UCR | Costa Rica



**Vincent SCHATZMANN**  
CIES representative



**Vincent MONNIER**  
CIES representative



# CIES – INTERNATIONAL CENTRE FOR SPORTS STUDIES

## CREATING AN IMPACT ON THE WAY SPORT IS MANAGED WORLDWIDE

The International Centre for Sports Studies (CIES) is an independent study centre located in Neuchâtel, Switzerland. It was created as a Foundation in 1995 by the Fédération Internationale de Football Association (FIFA), the University of Neuchâtel, the City and State of Neuchâtel.

Using a multi-disciplinary approach (law, sociology, geography, history and economy), CIES provides research and top-level education to the world of sport.

Since its creation, CIES has aimed to be a bridge between the worlds of research, education and sports organisations. It encourages the exchange of knowledge and experience between stakeholders from both academia and the international sports industry. Thanks to its international network of universities and experts, CIES supports and conducts research and education projects all around the world.

### CIES RESEARCH

The research conducted by CIES examines sport from multiple angles, with an emphasis on Law, Sociology, Geography, History and Economics. The projects undertaken by CIES are part of both pure and applied research. CIES' research activity

is mainly manifested through its publications and the conferences it organises and in which its collaborators actively participate. Moreover, the activities of the CIES Football Observatory and CIES Sports Intelligence have increased CIES' visibility and recognition around the world.

### CIES EDUCATION

CIES offers top-level academic education throughout the world at both the national and international level. Moreover, CIES offers programmes for football executives, in collaboration with FIFA.

The CIES supports programmes for:

- Students wishing to deepen their educational background.
- Executives looking to further their education.
- Organisations wishing to hire a qualified graduate.
- Organisations or universities wishing to offer training programmes in sport management or continuing education to their staff.

*CIES headquarters, Neuchâtel, Switzerland*



**RESEARCH**

**EDUCATION**

**ACADEMIC**







**EXECUTIVE**









# CIES OFFERS TOP-LEVEL ACADEMIC PROGRAMMES ALL OVER THE WORLD









## FIFA MASTER International Master (MA) in Management, Law and Humanities of Sport

-  3 Universities
-  3 Countries
-  1000 Contact Hours
-  Full-Time Programme
-  700+ Alumni
-  90% of graduates working in the sports industry

## FIFA/CIES INTERNATIONAL PROGRAMME IN SPORTS MANAGEMENT

-  22 Universities
-  22 Countries
-  150-200 Contact Hours
-  Part-Time Programme
-  7000+ Alumni
-  70% of graduates involved in football

## MASTER IN SPORTS LAW

-  1 University
-  1 Country
-  500 Contact Hours
-  Full-Time Programme
-  250+ Alumni
-  One of a kind in Switzerland



IN COLLABORATION WITH **FIFA**



Sorbonne University Abu Dhabi



#CIESUnitedArabEmirates