



ECA Executive Leadership Programme

in collaboration with
Harvard Business School Executive Education



Chairman's Foreword

Dear Member of the ECA Family,

I am proud to introduce the ECA Executive Leadership Programme, created in collaboration with Harvard Business School Executive Education.

We are very proud of this initiative, which demonstrates ECA's commitment to developing visionary leaders within football, to drive forward-thinking strategies that will shape the future of our beautiful game.

This elite programme combines Harvard's renowned approach with a curriculum uniquely tailored to football's challenges. I am confident that you will

gain insights, learn from real-world examples and have the opportunity to connect with top industry leaders. To all club leaders involved, I extend my best wishes as you embark on this journey of collaboration and growth. Thank you for your dedication to excellence, which will help shape football towards a bright future.

Warmest regards,



Nasser Al-Khelaifi
ECA Chairman



Introduction

The ECA Executive Leadership Programme, in collaboration with Harvard Business School Executive Education (ELP), offers a world-class learning experience designed to empower visionary leaders in football. Through the dynamic Harvard Business School (HBS) case-method approach and a curriculum uniquely tailored to the business of football with all its complexities, this elite programme provides breakthrough learning for those ready to drive transformational change within their clubs and across the industry.

Participants will delve into a set of real-world case studies designed to help executives in football explore effective business strategies and obtain the perspectives essential to be impactful leaders in football.

This exclusive programme not only equips senior professionals with advanced skills to navigate the sport's evolving landscape but also fosters invaluable connections with industry leaders, inspiring collaboration that fuels long-term success.

The ECA ELP is where change-makers elevate their expertise, forge meaningful relationships and prepare to lead with confidence and clarity in the modern game.



Programme Features



Learning Objectives

- Learn from trailblazing industry leaders through practical case studies
- Enhance and develop strategic decision-making skills
- Elevate expertise in the global sport and entertainment landscape
- Reflect on and evolve your own personal leadership style
- Tackle leadership challenges with confidence
- Acquire cutting-edge tools to analyse and shape the future of football



Programme Format

- 3** Modules
- 3** Days on the HBS campus
- 5** Sessions of virtual learning through HBS Live Online Classroom
- 2** Days in-person programme wrap-up in Europe

The blended programme kicks off with an immersive on-campus experience at the prestigious HBS campus. Participants then continue their journey with dynamic, live

sessions in the HBS Virtual Online Classroom, engaging directly with world-class faculty. The programme concludes with an in-person gathering at a location in Europe.

Module Details

Module 1	4-6 September 2025	Full-time at HBS campus, Boston, USA
Module 2	October 2025 - March 2026	5 sessions of virtual learning through HBS Live Online Classroom
Module 3	Specific dates <i>TBC</i>	Full-time, Location <i>TBC</i>

Who Should Attend?

This programme is designed for top executives and decision-makers across the football industry who are ready to elevate their leadership capabilities and spark innovation within their organisations, all within the realms of sport, media, and entertainment. ECA Club Members receive priority enrolment, granting them exclusive access to this unparalleled opportunity to shape the future of football.



Programme Features

About Harvard Business School

Founded in 1908 as part of Harvard University, Harvard Business School (HBS) is located on a 40-acre campus in Boston. Its faculty of more than 250 offers full-time programmes leading to the MBA and PhD degrees, as well as more than 175 Executive Education programmes, and Harvard Business School Online, the school's digital learning platform. For more than a century, faculty have drawn on their research, their experience in working with organisations worldwide and their passion for teaching, to educate leaders who make a difference in the world. The School and its curriculum attract the boldest thinkers and the most collaborative learners who will go on to shape the practice of business and entrepreneurship around the globe.

Case Method

Pioneered by HBS, the case method is employed as the best tool to teach general management and leadership. Case studies offer multiple levels of learning, compelling participants to identify relevant issues and to apply practical business lessons to their own situations and companies. Executive Education participants benefit from an added dimension no other business school can offer: the opportunity to be taught by many of the faculty who wrote the cases and have personal knowledge of the problems and solutions presented.



Teaching Team

This exclusive Harvard Business School Executive Education programme is developed and taught by the world renowned HBS faculty at the forefront of their fields. Through their unique blend of field-based research, board memberships and consulting, they address the complex challenges facing business leaders across the globe.

The ECA Executive Leadership Programme is led by award-winning professor and scholar **Professor Anita Elberse, Lincoln Filene Professor of Business Administration.**

Professor Elberse is a leading expert in the intersection of entertainment, media and sports, delivering one of Harvard Business School's most coveted MBA courses, *The Business of Entertainment, Media, and Sports*. This course is renowned for its compelling insights and has been a flagship offering for years. In addition, she chairs the highly regarded *Business of Entertainment, Media, and Sports* executive programme and leads the *Crossover into Business* mentoring initiative, designed to guide professional athletes transitioning into the business world.

Professor Anita Elberse

Lincoln Filene Professor
of Business Administration



**Harvard
Business
School**
Executive
Education



Her cutting-edge research focuses on the dynamics driving success in creative industries, examining how products and talent are managed for maximum impact. Acclaimed for her pioneering work on digital media, the influence of superstar talent and leadership strategies, Professor Elberse has shaped the strategic thinking of top entertainment companies worldwide. Her groundbreaking case studies, featured in her best-selling book *Blockbusters: Hit-Making, Risk-Taking and the Big Business of Entertainment*, offer invaluable lessons for leaders in media and sports industries.

Professor Elberse is one of the youngest female professors to have been promoted to full professor with tenure in Harvard Business School's history.

Programme Features



The HBS Experience

This dynamic, blended programme seamlessly combines in-person and virtual elements for a truly immersive learning experience. You'll kick off on the iconic HBS campus, where you'll live and learn at the heart of Boston's vibrant business, academic and technology hubs. At HBS, every detail is thoughtfully crafted to drive your success. From purposefully designed living spaces and classrooms that encourage connection and collaboration to world-class academic resources that both challenge and inspire, HBS creates an environment where you can thrive.

For a glimpse of the one-of-a-kind Harvard Business School on-campus experience, visit:

<https://www.exed.hbs.edu/experience/plan-your-stay>





Programme Features



Programme Fees

- ◆ **The standard programme fee is €12,900.**
- ◆ **ECA Members are eligible for a special rate of €9,900.**

Scholarships

In keeping with its commitment to fostering a more diverse and inclusive learning environment and football industry, ECA is offering scholarships for the ECA Executive Leadership Programme. Priority will be given to women employed by ECA Member Clubs and those working in women's football within ECA Member Clubs.

The fee includes:

- ◆ **Programme Tuition Fees**
 - 3-day in-person module at HBS Campus
 - 5 virtual sessions
 - 2-day in-person module
- ◆ **Accommodation**
 - 2 nights' accommodation at HBS Campus
 - 2 nights' accommodation for the third module
- ◆ **Food, Beverage & Social Activities**
 - All meals and beverages during the official programme
 - Networking and social events
- ◆ **Onsite Transportation**
 - Transportation during in-person sessions
- ◆ **Exclusive Commemorative Gift**
 - A special gift to commemorate your experience in the programme.

Participants are responsible for their own travel, airport transfers, visa costs and any additional onsite expenses.

Criteria

We welcome applications from senior leaders across the football industry, with priority given to ECA Club Members.

ECA is fully committed to Equity, Diversity and Inclusion and recognises education as a fundamental tool to actively amplify the voices, contributions and development of typically under-represented groups. In line with this commitment, ECA actively encourages applications from under-represented groups, including but not limited to those based on race, ethnicity, gender identity, sexual orientation, disability, age, religion, nationality and socioeconomic background.

Full attendance is required to qualify for the certificate.



Application Process

- ◆ **Eligible candidates must apply via the online application form before 14 March 2025.**
- ◆ **As part of your submission, you will need to provide:**
 - Up-to-date CV
 - Motivation Statement
 - Letter of Recommendation
- ◆ **Successful applicants will be notified by 30 April 2025.**

Link to online application form

<https://wkf.ms/3OmKNal>



If you have any questions about the application process, please contact campus@ecaurope.com



ECA Executive Leadership Programme

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