



CAF Football Management Executive Programme

Empowering Football Executives through Executive Education





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CAF FOOTBALL MANAGEMENT EXECUTIVE PROGRAMME

In line with CAF President Dr Patrice Motsepe's vision of making African football globally competitive and self-sustaining, the CAF Football Management Executive Programme is a landmark initiative that combines football excellence with cutting-edge leadership development.

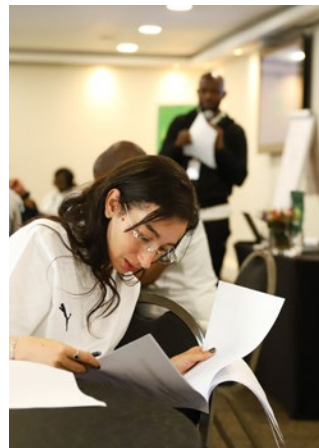
This world-class, flexible programme is designed to empower football professionals with advanced skills in governance, administration, and commercial strategy. Leveraging CAF's global network and deep expertise in the sport industry, participants will gain valuable insights into the rapidly evolving world of sport, entertainment, and business—preparing them to drive African football to new heights.





Programme Benefits

- **Strengthens Professional Expertise:** Enhances the skills and knowledge of professionals across the football industry.
- **Focuses on African Football Development:** Builds capacity and fosters skills development among key stakeholders in African football.
- **Drives Innovation & Strategic Thinking:** Encourages forward-thinking, innovation, and the expansion of strategic and leadership capabilities among football executives.
- **Promotes Sustainability & Growth:** Contributes to the long-term advancement and self-sustainability of the football sector across the continent.



PROGRAMME SNAPSHOT

WHO  Decision Makers, Executives, Managers

 **WHEN**
From September
to January 2026

 **WHERE**
Cairo, Rabat
and Cape Town

NUMBER OF PARTICIPANTS  **35**

LANGUAGE  English

ACADEMIC CERTIFICATION  Certificate in Football Management

 **42** Online Teaching Hours

69 On-site Teaching Hours 

 **14** Immersive Modules

 **30** Guest Speakers

1 
Final Panel Presentation

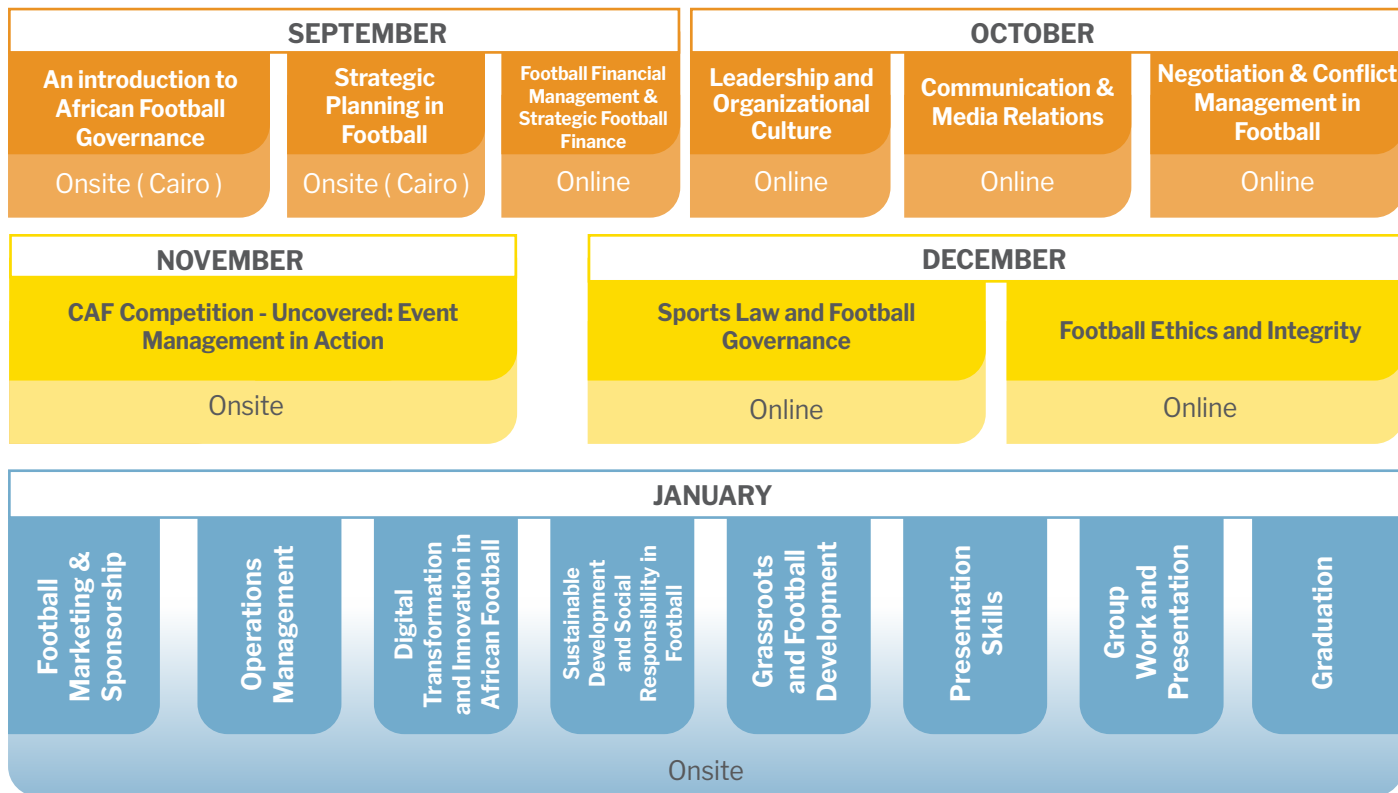
4 
Cross-Collaborative Project Teams



4 Action Learning Project (ALP) Coaching Sessions

PROGRAMME STRUCTURE

MODULES & ACTIVITIES





TESTIMONIALS



"This programme is a clear reflection of CAF's commitment to elevating football leadership on our continent, and I am truly grateful for the opportunity to learn and grow through this initiative. I would also like to extend my heartfelt thanks to the CAF President Dr. Patrice Motsepe and General Secretary Mr. Véron Mosengo-Omba for their vision and leadership in supporting the development of football administration across Africa."

Victor Lual,

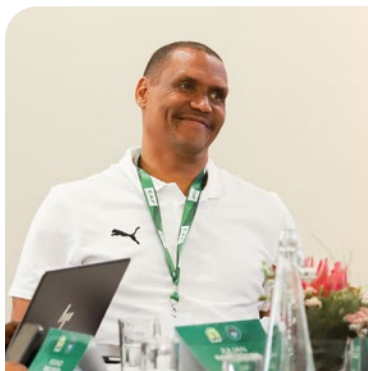
General Secretary, South Sudan Football Association

"It was a privilege for me to participate in this first-ever CAF Football Management Executive program hosted by the University of Cape Town in partnership with CAF. This gave us as football administrators on the continent a great platform to exchange administrative knowledge, learn from experts and each other, network and also encourage one another on challenges faced. Congratulations to the CAF leadership, management and administration for this thought-provoking course, and sincere thanks also to UCT lecturers & experts for an interactive & well-delivered program that's bound to take football administration in Africa to the next level."

Lydia Monyepao,

South African Football Association, CEO





My observation is that this course is very beneficial, and tailor made to suit any Football administrator in Africa as it provides a variety of necessary requirements tools to create Strategies and how to Execute them. We have had great instructors and collaboration from all participants.

Edgar Watson Suubi,
General Secretary, Uganda Football
Federation

As the CEO of the Ethiopian Football Federation, I find the CAF-UCT executive program for Member Association General Secretaries exceptional. It has greatly enhanced my skills and experiences. I look forward to its continued success in advancing African football leadership. Thank you, CAF and UCT.

Bahiru Limenih,
General Secretary, Ethiopia
Football Federation



"I am deeply grateful for the opportunity to participate in the CAF Football Management Executive Program, which has been a transformative experience. This program has not only broadened my understanding of football management but also provided a platform for collective growth and knowledge sharing among African football stakeholders. The wealth of expertise and insights gained will undoubtedly enhance my contributions to African football, both at the continental level and in my home country Ghana. Thank you, CAF, for investing in our development and empowering us to drive positive change in the beautiful game".

Ama Brobey Williams,
Deputy General Secretary, Ghana
Football Federation

REGISTRATION

Applications will be evaluated upon receipt. Admissions operate on a rolling basis and will conclude on August 10, 2025. To avoid disappointment, we encourage early application.

Applicants are required to submit a curriculum vitae along with their application. Letters of recommendation are optional but can enhance the application; however, no more than two may be submitted.

The programme fee of USD 2,900 is payable by the start date of the programme. This fee includes materials for all modules, lunch and coffee breaks as well as accommodation and logistics on ground while on site. Selected participants will receive detailed logistical information closer to the start of the programme.

Contact Us for application:

CAFEducation@cafonline.com

