Abstract

This bachelor work deals with strategies of secondary schools in the fight for students in connection with school management at two similar secondary vocational schools in one district. In this partially neglected issue, attention is paid to the current issue of recruiting new students at secondary schools and the associated way of managing and managing the school and its staff within the school management. The issue is viewed from the point of describing roles and exercising the functions of education policy actors - directors and their view of the situation in the district. The issue is also explored in the framework of observation directly at two events related to the recruitment of students. The basis of the thesis is a comparative case study in which the thesis describes and analyzes the strategies and the offer of two secondary vocational schools that exists in one district, but they are undoubtedly different. The thesis concludes that the most important elements in the recruitment of students are the policies themselves, their form, management and leadership of the school director, the applicants for study and the external factors acting on the education market in the district. The problem of recruitment can be slightly associated with the founder of school, location of the school, the density of the population around.