

## **Abstract**

**Title:** The economic impact of the corona crisis on Bundesliga football clubs

**Objectives:** The objective of this bachelor's thesis is to explore and analyse the economic impact of the corona crisis on selected Bundesliga teams, with a focus on the financial consequences faced by the clubs due to the pandemic. The study will examine various aspects of the crisis and the factors, that affected the income and expenditure between the two seasons and the financial stability of Bundesliga clubs. Additionally, the thesis will address the mitigating strategies that clubs implemented to successfully manage these unprecedented circumstances. This research aims to contribute to a better understanding of the issues faced by professional football clubs and provide insights into the solution to the economic crisis as a possible use of the work to further elaborate and recommend future crisis management in the football world. It will be achieved by gaining insight into the economic consequences and management practices during pandemic for selected clubs and comparing some indicators with other clubs in the entire league.

**Methods:** Data were obtained from secondary sources. It was then processed and interpreted using a combination of vertical, horizontal, ratio and cash flow analyses.

**Results:** The survey is captured based on calculations and clear tables with graphs. Based on the data, the difference in expenses and income in the compared seasons was determined for the teams Bayern Munich and Borussia Dortmund, followed by a comparison between them and with the entire Bundesliga. The calculated results compare both total income and expenses, as well as their item structure. Both Borussia and Bayern were able to adapt and optimize their main sources of income during the pandemic, their implemented strategies were effective and the clubs were able to withstand the onset of the pandemic to some extent.

**Keywords:** Economic crisis, Covid, Bundesliga, football club economy, income and expenditure, funding sources