

ABSTRACT:

Title: Floorball management in the Karlovy Vary and Pilsen region

Goals: The aim of this thesis is to elaborate recommendations for improving the management of floorball in the Karlovy Vary and Pilsen region. Specifically, the recommendations will focus on people management, volunteering, sponsorship, planning, organizational structure and marketing. The recommendations will be developed based on the analysis of the management of the regional organization Czech Floorball of the Karlovy Vary and Pilsen Regions. The methods of descriptive analysis, semi-structured interviews and the analysis of the internal environment based on them will be used for data collection and processing.

Methods: descriptive analysis, semi-structured interviews, observation, internal environment analysis

Results: The outcome of this thesis is a set of recommendations developed for the regional floorball organization.

KEYWORDS:

sport organization management, managerial activities in sport, indoor environment analysis, floorball regions, descriptive analysis, semi-structured interview