

This thesis is focused on the business extension of a Gerontology Centre represented by the product entitled Education Courses for Health and Social Workers.

In the introduction, the systems of adult health & social care workers education are analysed. Branches of health care and social care in the Czech Republic and their specifics are described together with their systemic elements (students, educational institutions, education processes and factors influencing the whole system dynamics). The study deals to a certain part also with the institution change process.

The substance and usefulness for the practice body of the study is represented by a design for introducing the educational system as a new product into the activities of the Gerontology Centre. The concept includes all key management scopes – human resources, finances, marketing etc.