

## **Abstract**

### **PROJECT OF FOOTBALL YOUTH ACADEMY OF SK SLAVIA PRAGUE**

**Objectives:** The main aim of this work is to build the project of football youth academy of SK Slavia Prague. This project is based on already applied and successful models of foreign youth academies. It is based on the potential of human resources, talent identification and development and regular improvement of material and immaterial conditions.

**Methods:** As the methods were used case study and qualitative analysis. Case study method was applied for research of current trends and models used in the football environment and method of analysis in identifying the key pillars of effective and successful football youth academies.

**Results:** The project of youth academy of football club SK Slavia Prague was built. Model of this project is based on the use of strategy, human resources, structure, reward system, the use of sports science, business processes, education, allocation of financial capital, innovations and projects and professional environment.

**Keywords:** sport, development, talent, management, education, competitive advantages