ABSTRACT:

Title: Identity of football club FC Háje Jižní Město

Bachelor thesis is focused on the presentation of the identity of the football club FC Háje Jižní Město, who works at Prague 11. The goal is to gather information about the club – the history, organizational structure, activities. Based on interviews with club management is the responsibility of the section compared with other clubs in the area and finding philosophy of the club and its development for the future.

Key words: Presentation, identity of football club, history, organizational structure, activities, interview, comparison, philosophy