

## **ABSTRACT:**

This thesis deals with defining the role of the school director in the development and dissemination of educational or alternative innovations. Even if the school director has many roles and perform many different duties, he may not forget the quality control of the educational process and its continuous improvement through innovations. The aim of this thesis is to describe instruments that can be used in dissemination of educational and alternatives innovations. To specify the extent of school director's influence in this process and find obstacles which may appear during implementation and propose options to eliminate and overcome. The work is divided into a theoretical and an empirical part.

The theoretical part is based on a current scientific knowledge of these issues and contains definitions of necessary theoretical terms, that are used in thesis. The thesis includes also generally known and used approaches, which allows to gain awareness of the chosen theme to the reader. The empirical part of the thesis than contains a description of the carried out scientific research and findings learned through it . The survey was carried out among school directors and teachers on some nursery and primary as well as secondary schools throughout the Czech Republic. With the use of gained informations were afterwards defined specific conclusions and recommendations.

## **KEYWORDS:**

educational alternatives, educational innovations, role of the school director