

This MA thesis starts to explore a new exciting part of socialization theory, by applying the research into socialization in the management of the Czech football club SK Slavia Praha. This is done through the evaluation of the end of the year 2007, when SK Slavia Praha for the first and last time played the group stage of UEFA Champions League. This MA thesis tries to prove that there was indeed a transfer of norms and values from UEFA to SK Slavia Praha. Next to this, this MA thesis also tries to prove that the previous socialization is not anymore apparent in the club, since the contacts with UEFA (and ECA) have since then lost because of the lack of international matches played by SK Slavia Praha. This research is done through interviews with the employees of the club, both the ones working in the club in 2007, and the ones who are employed in 2014.

Keywords: SK Slavia Praha; UEFA; ECA; Socialization; Europeanization; football; management