

Abstract

Title: Draft concept in the highest women's basketball league in the Czech Republic

Goal: The primary goal of this thesis is to suggest a new concept of women's basketball league. This concept can be only applied in case that the current status of the highest women's basketball league proves inefficiency and that has to be changed. But first of all must meet the secondary requirements of the work, which are - Evaluation of competition level and comparison of competition system in season 2010/2011 versus season 2014/2015.

Methods: In a research and completion of the project were used methods from expert sources, analysis, synthesis and comparison. In addition to these methods were used primary and secondary collection of data along with descriptions of expert sources in chapters of theoretical bases. In other chapters were used analysis of effects extending Women's basketball league. Primary qualitative surveys were a source of data analysis and syntheses as a base for the change of concept for season 2019/2020. By comparison, we were finding inspiration in other international basketball league.

Results: In this thesis was found, that the current status doesn't follow prior expectations. For this reason was suggested a brand new concept for the whole competition that will be applied for the first time in season 2019/2020. Main elements of this change will consist in change of the competition system, regulation of players from different countries and bigger marketing activity in the field of woman basketball.

Key words: sport, professional competition, strategic plan, basketball, woman basketball league