

Abstract

Title: Management of the project Jr. NBA League 2016

Objectives: The main aim of this master thesis is to elaborate a detailed analysis of the Jr. NBA League 2016 management, point out its strengths and weaknesses, potential opportunities and threats, and according to these discoveries to make a list of proposals and recommendations leading to a removing the weaknesses, an elimination of potential threats and thus to a complete development, an increasing of attractiveness and improvement of an organization of the next Jr. NBA League seasons.

Methods: To achieve the aims of this master thesis were used methods of a case study, a semi-structured interview, participating observations, a document's analysis and a SWOT analysis.

Results: The master thesis describes the process of this, above mentioned, sports project for children. A part of this thesis is focused on all periods necessary to organization of this type of event. Thanks to the case study were discovered many imperfections e.g. financial and communication problems. Because of these discoveries were, by the author of the thesis, proposed 8 detailed drafts to improve this project. These drafts can be also used for other similar projects.

Key words: Management, marketing, sports event, organization, planning, basketball, Jr. NBA League, case study, SWOT analysis.