

ABSTRACT

The topic of this diploma thesis is the topic **Management of education in non-school organizations**. It deals with the internal employee education system at Coca-Cola Hellenic Czech Republic and Slovakia. The main aim of this diploma thesis is to analyze the existing system of training of employees in Coca - Cola Czechia and Slovakia and Austria, to compare the education system of selected countries and to propose the modification of this system in order to support the further successful development of the employees in the organization.

The thesis is divided into two parts, theoretical and practical part. The theoretical part introduces the professional concepts that are necessary to understand the topic. The work deals with the management of education, the formation of strategy in the organization, the personnel strategy, the learning cycle in the organization (by analyzing the educational needs, the planning of education, realization) and its subsequent evaluation. The practical part will describe the current state of the corporate education cycle in the selected Coca-Cola Hellenic Czech Republic. On the basis of the facts found, modifications of this system will be proposed. Based on an analysis of the current state of education in both Coca-Cola Hellenic countries analyzed, Coca-Cola Hellenic Austria, Poland and the Czech Republic and Slovakia, which belong to the same organization, will then be compared. In the framework of the survey conducted, a recommendation is made to adapt this system to the differences in education. Specifically, it is the management of education, analysis, planning, realization and evaluation of the educational activities carried out within the organization.