

Abstract

Title: Strategic development plan of the University golf club UK Praha

Objectives: The aim of this diploma thesis is to draw up a strategic plan for the development for University golf club UK Praha

Methods: A qualitative interview with the sports manager of ČGF, and head of golf at FTVS UK, an analysis of documents and the SWOT analysis.

Results: An analytic part of the diploma thesis was built on the documents analysis and interviews with the representatives of the ČGF and Charles University. These information had provided the basis for the SWOT analysis of the University golf club UK Praha. Key points as well as the budget were designed in the strategic plan.

Keywords: Strategic plan, strategic planning, University golf club, golf