

ABSTRACT

The subject of the diploma thesis titled *Analysis of approaches to strategic management in tertiary education* is the analysis of approaches from the point of view of national and international strategies and also from the point of view of universities themselves. The thesis contains theoretical background, theoretical resources of the issue concerned focusing on strategic management in general and in concept of tertiary education. The theoretical part also presents the history of tertiary education from the first Czechoslovak Republic to the present form of tertiary education in the Czech Republic and Slovakia. The bases for the researched issue, ie. the approach to strategic management in the field of tertiary education, are represented by conceptual documents focusing on the strategy and development of tertiary education in the Czech Republic and the Slovak Republic, the attention is also focused on the tendencies within Bologna process. The outputs of the IPN KREDO project were used, which dealt with the strategy of the development of tertiary education until 2030 in connection with the elaboration of strategic plans for the development of universities for the given period. Development documents at the level of selected universities in the Czech and Slovak Republics also constitute the resources for the elaboration of the content analysis. Approaches and documents related to the management of universities are examined, too, specifically of the selected educational organizations. Based on the findings from strategic documents of universities and interviews with executives of selected universities, recommendations are formulated to improve the quality of management of educational organizations within tertiary education.

KEYWORDS

analysis, education, management, strategic, tertiary