

## **ABSTRACT**

- Title:** Foreign ownership in Czech football
- Objectives:** The main goal of the bachelor's thesis was to find out the current mood of fans in the Czech Republic regarding future potential owners, as well as current owners, and investors from abroad in Czech football. My effort was to analyse the concept of foreign football leagues, according to which they approached and are approaching foreign owners and what possible measures they use. The targeted outcome of my bachelor's thesis was to present the opinions and concerns of ordinary and diehard supporters on this topic and a reflection on the possible changes that the League Football Association could follow.
- Methods:** I use electronic questioning for my bachelor thesis. The questionnaire is semi-structured - a situation of combining a standardized type of questionnaire and a type with open questions. On the one hand, there is the ease of adding and comparing data for a fixed list of questions, and on the other hand, the respondent has the opportunity to express himself in more words and thus add a more comprehensive opinion.
- Results:** The bachelor's thesis offers a detailed view of the foreign ownership of Czech football clubs and introduces organizational structures in selected competitions of European countries. The chapter with the results presents the specific opinions of fans from the Czech Republic across all competitions and summarizes mixed opinions on this topic.
- Keywords:** Management, investment, fans, communication