

The bachelor thesis is dealing with the problems of organizational culture and analysis of the actual state of the culture of nursery schools (also called kindergartens). It proceeds from the finding, that the knowledge of the culture of the school has a specific importance in the educational system for its influence upon the educational process, especially in the sphere of marketing and management of the school and that there is important to observe and analyze this process continuously.

It brings the basic findings about the culture of nursery schools in selected spheres with the subsequent determination of the findings from the examination, which can serve as a recommendation for a management of nursery schools to think about the substance of the culture of the school itself and subsequent creation of a plan for improvement or change of the school-culture.