

## **Abstract**

### **Work name:**

Football club management

### **Work purpose:**

On the base of theoretical management outputs to describe management conceptions of the selected football clubs in the “Vysočina” territory and by their comparison to determine the positives and negatives of their management conception.

### **Method:**

The base is content analysis – study of the specialized literature with regard to given theme. Content analysis is continued with synthesis of the obtained information from analysis and result is uniform theoretical description of given problem. Information about football clubs were obtained by the method of managed dialogues with the members of mentioned club staff.

### **Results:**

The results show that FC Vysočina Jihlava a.s. has the more suitable conception than FC Žďas Žďár nad Sázavou club which is confirmed by the sport successes and results. I found more deficiencies in the FC Žďas Žďár nad Sázavou club mainly from the reason of other club legal form.

**Key words:** football, management, football club.