

Abstract:

This master thesis discusses the possibilities of education of women managers/entrepreneurs. The aim of the thesis is to identify the form of an educational project suitable for the development of women entrepreneurs. As a result, I analyze not only the skills typical for successful managers, but also the features of managerial development and education and factors influencing the development and education of women entrepreneurs. Then I am trying to outline suitable methods for development of women entrepreneurs, with a special focus on women only training programs. In order to analyze the educational program better, I also focus on the design and evaluation of an educational activity. In the practical part of the thesis, I analyze the effectiveness of the PROFÍ ŽENA I. project and of the training course Managerial Skills and Team Building, and I am trying to identify the educational preferences of women entrepreneurs. Although, according to the survey, the concept of two-day courses seems to be insufficient for gaining new skills and knowledge, the project appears to be very beneficial for the participants, especially in terms of gaining new contacts, experience, self-affirmation and raising self-confidence. A good way to increase the effectiveness of the course would be some form of a follow-up - according to the survey; most entrepreneurs would prefer methods based on a long-term sharing of experience and group work.