

Abstract

Title: Management of sports organization SK Praga Vysocany and suggestions for its improvement

Goals: The aim of this work is to gather and subsequently process the proposals improving the management of sports non-profit organization. The proposals will be based on an analysis of managerial functions (planning, organizing, selection and deploying staff, leadership, control and some continuous functions).

Methods: A semi-structured interview, SWOT analysis, descriptive analysis

Results: The results of the work are proposals for change in the organizational structure of the sports club, modification and improvement of promotional activities and sponsorship.

Keywords: Non-profit organization, Sports organization, Managerial functions, Management