

Abstract

This thesis examines the application of two educational methods - coaching and mentoring - in an internal corporate education system. Attention is first drawn to the concept of corporate education, while terms such as education effectiveness and procedures of actual implementation are clarified. Thereafter, both examined methods are defined and goals to achieve through these methods are presented. Both methods are then compared, with the emphasis on their similarities and differences. The thesis also examines the specific situations in which it is appropriate to use either coaching or mentoring as part of company staff development. In the empirical part of the thesis, a cross-company survey is presented, researching an own approach to use of examined methods.

Key words:

corporate education, coaching, coach, coachee, mentoring, mentor, mentee