

Abstract

Title: Management Comparison of JKA Sports Karate Association in the Czech Republic and Abroad

Goals: This thesis deals with the problematic of management in sports karate organizations in selected European countries. The aim is to give suggestions for management improvement in selected organizations. The suggestions will be based on an analysis of managerial functions and subsequent comparison of Czech and foreign organizations.

Methods: For this thesis I used the methods of structured non-standardized interview, descriptive analysis, SWOT analysis and comparison.

Results: The results of the thesis are proposals for implementation in problematic parts of each organization. The changes are proposed in managerial functions of planning, organizing and staffing and improvement of sponsorship and promotional activities.

Keywords: Management, Managerial functions, Sports organization, Marketing, Sponsorship, Comparison, Karate