

ABSTRACT

The thesis The principal's role in improving the quality of school involved in the project „We help schools towards success“ focuses on roles of the school principal as a leader and manager, that influence the improvement of school quality. The thesis is divided into a theoretical and practical part. The theoretical part focuses on school quality, its indicators, management areas and evaluation criteria. It also brings theoretical knowledge about the school principal, his competence in his role of a leader and manager and about the project „We help school towards success“

The practical part investigates which criteria parents considered while selecting a school for their children and what they understand by the term “quality school”. It also analyzes what activities carried out by the school principal in his role of a leader and manager are in the eyes of teachers and parents the most important ones for the improvement of school quality and how the respondents assess the contribution of school involvement in the project “We help schools towards success”.

KEYWORDS: school quality, school principal, competence, principal's role, manager, change management, innovation, project