

Abstract (in English):

The basis of this diploma thesis is to describe business process modelling and its current use in IT companies. The subject is to determine if respondents use process modelling in their companies or if they find it unsuitable. In the theoretical part, modelling in the context of information science, new media, and some models of communication are briefly presented. An important part of the theory is focused on the chapter of cognitive modelling, as a basic approach for creating process models. It follows an introduction of process modelling and a current market overview in this industry. The practical part maps the use of modelling in companies. Methodology is presented as first followed by data analysis. The research uses questionnaire survey for data collection, for qualitative data processing applies the grounded theory. Finally, the thesis evaluates the current state of modelling on the Czech market and defines the strengths and weaknesses of the process modelling.