

Abstract

Title: An athlete as a subject of the international bussines and the proces of the price building

Objectives: My objectives for this Theses is to work on the the problematics of international transfer of athletes from club to club in soccer and ice hockey; and also evaluation of each aspect of the transfer, athletes values and their market price.

Metods: In making of this Theses I used a method of description and theoretic reflection. To get more information I used the method of an interview.

Results: Theses contains of information gathered from available literature connected with mentioned problematics along with information collected from my interviews with experts in sport industry. They together give us a new better way of explaining main principles of the "athlete transfer market". In my theses I am taking a closer look at all the factors of the "transfer price" of an athlete as well as the "price building module", especially its use in practice. The obtained benefit from my theses is a comprehensive view on the athlete transfers and the way of building their price.

Key words: soccer, ice hockey, athlete pricing, value of and athlete, transfer price, price.