

Abstract

Title: Identification of sport manager's role and creation of the type position of a sport manager in the Czech Republic

Objectives: The aim of this bachelor thesis is to identify the profile of a sport manager, which is demanded by Czech labour market and creation of the type position of a „sport manager“. The resulting profile of the sport manager should help future sport managers to better prepare for the requirements and demands of the labour market.

Methods: In the thesis method of qualitative content analysis was used. Via content analysis recruiting advertisements were analysed.

Results: The bachelor thesis achieved its goal, it has been found what requirements are demanded from sport managers at labour market. The type position of a “sport manager” was created on bases of the analysis.

Keywords: content analysis, type position, recruiting advertisements, competence