

Abstract

This diploma thesis is focused on the process of making a strategic plan for kindergarten development. In the theoretical part, I defined basic terms of management, especially the educational and strategical one. Then I characterized particular parts of the strategic plan of kindergarten development emphasizing issues of strategic analysis.

In the practical part, I focused on the process of making a strategic plan for the specific kindergarten. Based on the chosen strategic analysis I identified important factors of the external and internal school environment and made a strategic plan of development of Mateřská škola Letců, a public-benefit corporation.