

Abstract

The aim of this bachelor thesis is to describe business processes in the advertising agency Dentsu Czech Republic and to infer employees contentment with the setting of the business processes based on an internal survey. Theoretical part describes business processes and process management, then delineate new ways of management, continues with the description of advertising agencies and the business processes they use and lastly summarize history and present of the advertising agency Dentsu. The practical part of the thesis analyzes internal material of the project office in Dentsu Czech Republic and describes business processes in the company. Simultaneously evaluates internal survey of employees contentment with the business processes. Lastly carries out the McKinsey 7S strategic analysis.