

Abstract

Title: Management of a selected professional basketball club in the Czech Republic

Objectives: The main objective of the bachelor thesis is to analyze internally a selected professional basketball club and to reveal the key points that have an impact on the club's management. Then, to elaborate on this to make recommendations for the club to effectively improve its leadership.

Methods: The research included an analysis of the internal environment according to the McKinsey 7S framework. Secondary and primary data were used to compile the analysis. Primary data were obtained from semi-structured interviews. Based on this information, recommendations were made on what the club should improve for its future operations.

Results: Based on the analysis conducted, it was found that the club has a well-set structure and shared values. From the interviews conducted, it was found that all employees in the club are familiar with the same values in the club and that everyone knows what position they hold and who they report to. The lack of technology used in communication and very low development of employees' job skills were identified as a problem. The club does not provide any form of self-development for its employees.

Keywords: McKinsey 7S framework, strategy, shared values, structure, management style, capabilities, collaborators, systems