

Abstract

Title: Proposal for a new study program Healthy lifestyle

Objectives: The aim of the thesis is to design an innovative and comprehensive Healthy Lifestyle study programme that is internationally competitive and responds to current needs and trends in society. The proposal aims to provide a universal educational foundation that can be adapted to different institutions to effectively meet all requirements and demands in the area of healthy lifestyle.

Methods: Comparative and qualitative methods of document analysis are used, focusing on the level of lifestyle of the Czech population and comparison of study programmes of public and private universities in the Czech Republic and abroad. Another method used is expert assessment through an electronic questionnaire, which provided expert feedback on the curriculum proposal, which is crucial for refining and shaping the final version of the proposal. The combination of theoretical exploration and practical evaluation allows for a well-grounded curriculum.

Results: The research confirms that the current study offer in the Czech Republic does not sufficiently respond to the rapid changes in society related to the growing emphasis on health and preventive care. The population of the Czech Republic needs increased support for healthy lifestyle and current study programmes are not comprehensive enough. The necessary basis for creating an innovative curriculum that responds to current needs and trends in society and is internationally competitive has been identified. Feedback from experts has provided positive reactions to the programme proposal, supporting its potential success and adoption. The content and structure of the draft programme has been adapted based on the experts' responses. The programme has the potential not only to fill gaps in the education system but also to contribute to improving public health and reducing healthcare costs associated with inappropriate lifestyle and related diseases.

Keywords: comprehensiveness; concept; education; health; higher education