

Abstract

Title: Improvement of managerial work in the regional level sports club

Objectives: The main aim of this work is to determinate strategic objectives of Tenisáci Benešov futsal club. Then analyze contemporary situation of club in these areas: personal, organisational and sport and then propose arrangements to improve situation of the club in some problematic matters and outline future direction of the club.

Methods: Methodology of this work was centred on analyzing the club. There was used non-standardised interview (qualitative method), secondary data analysis and questionnaire (quantitative methods). Also SWOT analysis was used for lucid estimation of current situation of the club.

Results: An accurate analysis of contemporary club situation was accomplished. On the basis of it was proposed introductions for future direction of the club in these areas: strategic goals, constitution of the association, organizational structure and competence determination, utilization of advantages of club and its opportunities, improvement of weaknesses of the club and avoidance of outer threats. Considerable part of the work is dedicated to creation of good social climate in organisation, which is essential for successful existence of club.

Keywords: mission, vision, strategic objectives, strategic planning, social climate, sociological research, SWOT analysis, organizational structure, constitution of the association