

ABSTRACT

Title: **Establishing of a sports club as a non-for-profit organisation**

Objectives: The main goal of this thesis is to set general managerial standards, usable as an aid while establishing a sports club as a non-for-profit organisation, and to show their practical use in the process of establishing. Five already existing sports clubs (established as non-for-profit organisations) will be analysed. In the first step an analysis of documents (especially law) and analysis of the clubs will be made, followed by a situation analysis. Based on the results of the analysis, we will create a set of norms and practices, helpful for managers establishing a non-for-profit sports club.

Methods: In the theoretical part, all areas necessary for establishing a sports club as a non-for-profit organisation were studied – including law, economic activities, management and marketing. Five sports clubs were chosen, intentionally at random. Document analysis has been made, using the club's articles as a source, following the situation analysis for which I have used information gathered by half-structured interviews with the clubs' representatives.

Results: Based on the document analysis and situation analysis of the sports clubs, general managerial standards have been set, helpful in the process of establishing a sports club as a non-for-profit organisation. Furthermore, a graphic manual has been made and is attached to this thesis.

Keywords: management standards, manual, non-profit sector, the new Civil Code, sequential managerial functions, marketing plan, marketing mix