

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Management



Abstract of the Diploma Thesis

Project Proposal for an International Sporting Event

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Summary

This diploma thesis concerns management and marketing, especially in the sports area and project management. The thesis is divided into two parts. The first part is focused on the theory and the second part deals with the practical side, with organizing an international university ice-hockey tournament.

The main aim of the thesis is to highlight the important parts of the chosen topic and to create a project proposal for an international tournament for university students, to be held in the Czech Republic.

The theoretical part introduces the selected issues and the practical part of the diploma thesis is dedicated to a project proposal for an international tournament for university students. This second part is based on information obtained from a questionnaire and semi-structured interview with the main organizer of the tournament, recommendations are also proposed.

Keywords: project, university, tournament, students, event, management, marketing, ice-hockey, sport

Objectives

The main objective of this diploma thesis is to concentrate on management and marketing, especially in the sports area and project management, and to create a project proposal for an international tournament for university students, to be held in the Czech Republic.

In order to fulfill the main objective, the following sub-goals were defined:

- to define all necessary steps and aspects which are important for creating a project proposal
- to create a questionnaire, evaluate it and apply the findings in the practical part of the thesis
- to interview the main organizer of the tournament
- to answer the research questions
- to propose solutions that could improve the tournament in future

Methodology

The theoretical part of the diploma thesis will be based on study of sources which deal with the chosen topic. Management and marketing, especially in sports area and project management, will be explored and compared.

The practical work will be focused on organizing of the international sporting event. The main attention will be given to the feasibility study, financial plan of the event and to arranging the best service for the attendees including accommodation, catering and additional activities. Accessible Internet sources will be used for writing the practical part.

The information will be obtained mostly through the questionnaire and by semi-structured interview with the main organizer of the international university ice-hockey tournament.

“A questionnaire is a schedule consisting of a number of coherent questions related to the various aspects of the problem to be investigated.” (Pathak, 2008, p. 110)

Based on semi-standardized interview with the main organizer and processing of acquired questionnaires, the author of the thesis will propose solutions which could improve the organizing of the tournament in future.

In order to organize a university event properly, and to satisfy the needs and wishes of the attendees, it is necessary to clarify a number of key points. These are listed as the following research questions:

- Are students interested in additional activities such as welcome dinner, nightlife, sightseeing, etc. during the tournament?
- What is the best date and place for the tournament?
- What is the purpose of attending the tournament?
- Would the participants be interested in arranging their own accommodation and catering?

Proposals and Recommendations

During obtaining the information from studying literature, from gathered questionnaire and from the undertaken interview, the author of the thesis came up with some proposals and recommendations which are important for this tournament.

Project team

The most important aspect for any project is the organizational team as they are the “soul” of the project. Therefore, the organizers should choose the right six students as guides of the foreign teams who will spend most of the time with them. They should be enthusiastic about the event and should be responsible. These guides can influence the next year’s participation of current teams.

Request for student grant and special-purpose reserve

The international ice-hockey university tournament cannot be organized without the student grant or special-purpose reserve from the CTU’s rector. Thus, the organizers need to write the requests very precisely. They should include parts such as:

- What does the tournament bring to the university?
- What are the benefits for the university?
- What does the tournament bring to the students?

Organizing of the tournament together with the Czech University of Life Sciences in Prague

Sharing the tournament’s organization with the CULS could decrease the team’s expenditures as the students from Czech University of Life Sciences would be able to receive some grant from the university as well. Among other benefits comes especially bonding of the universities’ and students’ relationships.

To attract sponsors

The organizers could try to find sponsors to decrease the teams’ expenditures. Companies like to get into people’s association with sponsorship and helping others. The organizers have to be very active and address companies by themselves. In return,

the companies would be presented on the posters, on Facebook pages and on the university pages as sponsors of the tournament.

Conclusion

The main objective of this diploma thesis was to emphasize the important parts of management and marketing, mainly in the sports area and project management, and to create a project proposal for an international university event.

The knowledge of sport management and marketing as well as of project management was obtained by looking at and studying literature. Information which was needed to write the practical part of the diploma thesis was gained from the internet sources, from a questionnaire and from a semi-structured interview with the main organizer of the international university tournament.

The practical part of the diploma thesis depended on the results of the questionnaire undertaken. Thanks to it the research questions have been answered and thereby one of the aims was accomplished.

The following information was found out:

- foreign universities prefer to have accommodation and three main meals provided by the organizers
- students are interested in additional activities during the tournament
- students would like to attend the tournament at the end of March or in April
- the main purposes of attending the tournament include meeting and comparing performance of ice-hockey students from different countries and possibly learning from them as well as meeting new friends from different countries

The project proposal for an international university ice-hockey tournament has successfully been prepared and the tournament can be organized in the year 2016 according to this diploma thesis.

To summarize, all the stated objectives in this diploma thesis have been achieved.

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Documents of the Czech Technical University

Unpublished internal documents of the Czech Technical University in Prague