

Creating an optimal bachelor study program for information professionals is the main topic of this thesis. This program should reflect the needs of Czech information society, be international and fulfill the requirements of the Bologna declaration, be based on the opinions of professional bodies and guarantee employability for its graduates. Work methods used were identifying key Czech and foreign materials and their analysis and evaluation, researching graduates and creating a new study program project. Analysis of the development of the Czech information society and its opportunities creates the preface of this thesis.

The analysis of the European dimension of the topic has been made in the thesis. It is based on the Bologna declaration and its influence on the European Higher Education Area and higher education in the Czech Republic. The analysis of key competencies of information professionals has been made in the thesis as well.

The approaches of chosen professional bodies (ALA, SLA, CILIP) have been analyzed and evaluated to optimize both the new program and the experiences of partner universities (Metropolitan Manchester University and Fachhochschul Burgerland).

The research among graduates demonstrates their employability and how the content of the present study program, VOSIS (Vyšší odborná školy informačních služeb), reflects needs of the Czech employment market.

The model of an optimal bachelor program for information management with several specializations has been created as a conclusion. This proposal differs from the running study program, VOSIS.

The thesis's main contribution and innovation is the different view of professions in which a library education for public and for professional librarians is different, and where a librarianship is not independent, but rather one of many information professions.