




 Tomas Bata University in Zlín

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Welcome to Tomas Bata University

Our University is a modern higher education institution carrying out its activities using the concept of entrepreneurial university. Our aim is to develop the University as an institution having an excellent reputation in the educational system and conducting high-quality research.

More than 9,000 students study at six TBU faculties. International students coming from all over the world and forming 10 % of the student body help create an international environment at the University.

On the other hand, Czech students are motivated to learn English and other foreign languages. All forms of international cooperation receive maximum support; our goal is to offer all students interested in spending at least a part of their studies abroad a possibility of doing so.

The University is regularly successful when evaluated on the international level. In the

ranking issued by the reputable British Times Higher Education company, TBU ranks among the world's top 40 universities established after 2000. According to the World University Rankings published by the British QS company, our University is ranked 92nd among universities in emerging Europe and central Asia.

In the area of research, TBU has produced significant results mainly in the area of polymer engineering, applied informatics and creative specializations. At the same time, TBU research units offer optimum facilities and opportunities for the provision of classes to students as well as for collaboration with companies and institutions.

Therefore, please accept our invitation to come to Tomas Bata University in Zlín.
Prof. Ing. Vladimír Sedlařík, Ph.D., Rector

We Develop the Concept of an Entrepreneurial University

Our institution strives to build a profile as an entrepreneurial university, i.e. emphasis is laid on course units focusing on entrepreneurship, and students are educated in such a manner as to prepare them for starting a business of their own. The University carries out its own business activities as well, and supports its graduates in their efforts to establish start-up companies. TBU has intense cooperation with companies, public sector administration authorities, non-profit organizations and self-employed people. Three technology parks provide support to innovation business activities. One of

them offers offices and laboratories for hire, in particular for plastics processing, cosmetics and medical technology industry, another one is focused on information and communication technologies; the one most recently built among the parks interconnects the University and the world of film, design and marketing, for a change. TBU offers the organization of contract research according to requirements set by companies, implementation of joint projects focusing on R&D and innovations, specialist counselling and technology transfer to practice as well

“Entrepreneurial universities not only teach, but also actively do business themselves.”

Prof. Milan Zelený
Czech economist and promoter of the Bata management system

as services related to legal protection of industrial rights over R&D results.

The University also runs the TBU Job Centre – a facility mediating jobs for self-motivated students and graduates. Cooperating companies are offered recommendations as to suitable candidates, participation in career opportunities fairs or an opportunity to elaborate topics of Bachelor’s, Master’s or doctoral theses for TBU students. Services provided by the Centre are used by hundreds of students each year.





We Educate Graduates for the Entire World

“Europe is not our only target. We must be able to produce graduates for the global market!”

Tomas Bata Jr.

The sentence, formulated during one of his frequent visits to TBU by the son of the man after whom the University has been named, describes the goal which the institution pursues when educating its students. The institution has been designed as bilingual since the beginning; English is of the same importance as Czech. Students are educated for the global labour market – in the spirit of the Bata-inspired philosophy.

Every year, about a thousand students from

abroad study at TBU – either in long-term programmes or as exchange students. And vice versa, the TBU management strive to offer every single student the opportunity to spend at least one semester of studies abroad. Owing to the participation of the University in a number of international cooperation programmes and thanks to the partnership with higher education institutions all over the world, students have hardly any limitations in their options.

The Faculty of Technology

offers studies in disciplines important for the automotive industry, food processing, pharmaceutical industry, healthcare, cosmetics, environmental protection or mechanical engineering. Employees of the Faculty have already won a number of international scientific awards, and that particularly in the sphere of research into polymers, which is considered as the key research discipline at the Faculty and is conducted by Czech as well as foreign scientists from all over the world. Also its students regularly receive scientific awards. The Faculty offers excellent conditions for pedagogical activity as well as for research: A top laboratory centre of the Faculty is equipped with state-of-the-art instrumentation. Employees of the Faculty also use the laboratories of the Centre of Polymer Systems for their research, other new laboratories intended for research in the sphere of food processing are under construction.

The Faculty of Management and Economics

is the best Czech higher education institution in economics according to the British Times Higher Education company. It teaches students to become effective professionals in spheres such as economics and management, enterprise economics, accounting and taxes, public sector administration and regional development, production and quality management, finance or industrial engineering. The Faculty cooperates with a number of international higher education institutions; its students are offered the opportunity to attend a course entitled Firms and Competitiveness carried out in cooperation with the Harvard Business School, USA. Research and development activities at the Faculty are supported by the Centre for Applied Economic Research, which focuses on managerial and economic causes and aspects of performance and competitiveness.

The Faculty of Multimedia Communications

was placed 11th among American and European arts-oriented higher education institutions in the Red Dot Design Award ranking in 2015. It represents a unique type of a higher education unit whose accomplishments are promoted not only verbally but also visually to a large extent. The Faculty combines media and communication studies, and visual arts and audio-visual arts. Teachers as well as students of the Faculty have won awards with their projects in film, artistic, design as well as marketing competitions all around the world, including the most prestigious ones, such as the above-mentioned Red Dot Design Award. The Faculty runs the Creative Industries Centre in order to support graduates' creative business in the sphere of audio-visual arts, design, marketing and advertising.





The Faculty of Applied Informatics educates specialists in information and security technology, automated process control and alternative energy sources. The Faculty has the best predisposition for the provision of high quality education, since its employees participate in a number of national as well as international R&D projects. A top research centre renowned all over Europe – CEBIA-Tech – forms part of the Faculty. The FAI runs a technology park that focuses on information and communication technology, and is used not only for the research activities carried out by the Faculty, but also as a facility for IT companies – a number of these have been established by the very graduates of the Faculty. Employees of the Faculty boast a number of scientific awards, e.g. Karel Kolomazník has received the Rolex Award (the so-called Mini Nobel Prize), Czech Brain award and other awards.

The Faculty of Humanities offers education in philological, pedagogical and healthcare degree courses – in degree courses focused on humans, and provides obligatory as well as voluntary language classes for the other component parts of the University. The platform for research and development activities of the Faculty is the Research Centre of the Faculty of Humanities, which focuses mainly on research in the area of school educating in a wider pedagogical and socio-pedagogical context, research in the sphere of philology, nursing and in selected clinical disciplines on an interdisciplinary basis. Since 2018 classes at the Faculty have been held in the new building of the TBU Educational Complex that has been constructed according to the project designed by world-renowned architect and designer, native of Zlín, Eva Jiřičná.

The Faculty of Logistics and Crisis Management is unique in the Czech Republic with respect to its orientation. It offers studies in degree programmes focused on the sphere of population protection, crisis management, environmental protection and logistics that are so much needed today. The Faculty principally aims to produce graduates who are able to apply their knowledge when dealing with unexpected situations, such as floods, inundations, industrial accidents, pandemy or terrorist attacks, to make adequate decisions in such situations, and, mainly, to prevent them effectively. In their R&D activities, the staff of the Faculty specialize in the issues of logistics, logistically dealing with extraordinary and crisis situations and crisis management. The Faculty is located in the educational campus in Uherské Hradiště, approximately 20 km from Zlín.

Living on Campus with Unique Atmosphere

The TBU university campus has its own unique atmosphere. It is not a closed area situated somewhere on the outskirts of the town – on the contrary, the University buildings form a natural part of the centre of the town of Zlín, most of them are located within a 10 minute's walk of each other. Thanks to the greenery that can be found all over the town, the surroundings of TBU have become an open-air university.

High-quality studies at a higher education institution are conditional on high-quality educational facilities. Such facilities are provided by TBU to a sufficient extent. All faculties and other component parts of the University reside in modern buildings,

either in those built in the recent years or in newly renovated ones. The equipment of the buildings reflects the latest global trends in the sphere of education. No matter whether we refer to laboratories, studios, lecture halls or seminar rooms, the Library or the Residence Halls and Refectory, we always offer the top options available for tuition and in terms of facilities to our students.

The first person to be named among the architects cooperating with the University during the construction of buildings is Eva Jiřičná. A native of Zlín, she has designed buildings and interiors which can be found all over the world, starting from London over Dubai to Moscow, and is

the author of the design of the University Centre and the building of the Faculty of Humanities. The TBU Library has its seat in the University Centre, with dozens of user seats equipped with computers available for students. Library users can browse through books, newspapers, journals and electronic periodicals in the comfort of a sofa or a bean bag in the quiet zones. The high quality of the Library is evidenced by the fact that since 2010 it has been listed on the prestigious website www.librarybuildings.info, which features the best contemporary European libraries.

Another important component part of the TBU Library is the TBU University Press.

— *“The countryside is ablaze with colour. That is why I chose various colours for the interior space, from yellow over light green to dark green – the colours of spring.”*

Architect Eva Jiřičná about the building of the Faculty of Humanities





Conducting Research and Development

Research at TBU is carried out in research centres established with funding provided by Operational Programmes of the EU and in research units at TBU faculties.

The **Centre of Polymer Systems** is one of the world's leading research units focusing on polymer research; it employs researchers from various countries. Since 2015, the CPS has been residing in a new building equipped with state-of-the-art instrumentation. The most significant scientific accomplishments of the Centre involve a European patent for a device intended for a quick and efficient sterilization of the hospital environment or for rapid polymer hardening. The Centre is a holder of the HR Award, which is an acknowledgement of the quality of management of research institutions. Research into polymers is conducted at

the **Polymer Centre** of the Faculty of Technology as well.

The **Centre for Security, Information and Advanced Technologies**

CEBIA-Tech focuses on research and development in the sphere of applied informatics, security technologies and alternative sources of energy. It has a direct relation to the activities of the Faculty of Applied Informatics. The CEBIA-Tech has also earned the prestigious HR Award.

The **Centre for Applied Economic Research** of the Faculty of Management and Economics focuses on managerial and economic reasons and aspects of performance and competitiveness and of their development and measuring in the context of both individual institutions and of clusters and regions.

The **Creative Industries Centre** of the Faculty of Multimedia Communications is focused on audiovisual arts, design, advertising and marketing. At the same time, the Centre provides support to creative entrepreneurial activities of students and graduates of the Faculty.

The **Research Centre** of the Faculty of Humanities focuses on interdisciplinary research into school education in a wider pedagogical context, on topics in the sphere of social pedagogy, philology, in nursing and in selected clinical disciplines.

Practical application of research results is of major importance for any type of research. At TBU, the transfer of knowledge to practice is ensured by the **Technology Transfer Centre**.

Residing in a Unique Town

**“Zlín is a shining phenomenon.”
Le Corbusier**

Zlín – the town in which TBU is located – is unique in many respects. The turbulent growth in the first half of the 20th century associated with the development of the Bata factories made Zlín a living textbook of modern architecture. The best architects of that epoch – Jan Kotěra, František Lýdie Gahura and Vladimír Karfík - participated in the construction project in the interwar period; Le Corbusier, the guru of functionalism, was also highly complimentary about the town’s architecture. Buildings constructed of red bricks and concrete, functionalist buildings, family houses typical of the Bata era, rectangular street grid inspired by New York, skyscraper built in 1938 (at that time the second-tallest skyscraper in Europe) and the ever-present greenery of the parks, woods and gardens give the town its distinctive character. The former factory premises are being transformed into a lively town centre with industrial charm. Names of renowned personalities, many of them world-famous, are connected with the town of Zlín. In the field of science, those who can be named include, for example, Otto Wichterle, inventor of contact lenses, or Ernst Mach, after whom the physical

quantity indicating the speed of sound in the medium has been named. Cinematography is represented by film directors Karel Zeman and Hermína Týrlová. Thanks to the work of Vincenc Makovský and Zdeněk Kovář, Zlín is considered the cradle of Czech industrial design. Other people who brought fame to the town also include the travellers Miroslav Zikmund and Jiří Hanzelka, Emil Zátopek, four-time Olympic champion in distance running, Tom Stoppard, playwright and native of Zlín, linguist František Bartoš, architect Eva Jiříčná, and many others. TBU aims to continue the work of these personalities in a respectful manner: By means of development of high-quality research in specializations which have a long tradition in Zlín, through educating filmmakers and designers, by offering sports activities and creating modern architecture. Zlín is a home to 80,000 inhabitants and the centre of East Moravia. In the course of the year, the number of its inhabitants is increased by the University students, in summer by visitors, mainly during two events of European significance: The annual International Film Festival for Children and Youth and the Barum Rally Championship, which forms part of the FIA European Rally Championship.





Czech Republic - Country in the Heart of Europe

The Czech Republic is a democratic country situated in Central Europe, a member of the European Union, and has a population of 10.5 million. It borders on 4 countries – on Germany in the west, on Poland in the north, on Slovakia in the east and on Austria in the south. Thanks to its location on the continent it tends to be denoted as the “heart of Europe”. The capital city of the country is Prague.

The Czech Republic is known mainly for its many historical monuments and natural sites. Every year, Czech spa resorts, medieval towns, castles and chateaus, some of which have been included in the UNESCO World Cultural Heritage List, are visited by tourists from all over the world. National parks, rock towns or publicly accessible caves also belong among the most popular destinations for tourists.

The history of the Czech country is longer than 1,000 years. A number of personalities who have become renowned all over the world were born in the Czech lands. Music composers Antonín Dvořák and Bedřich Smetana, scholar Jan Ámos Komenský, Nobel laureates Jaroslav Heyrovský and Jaroslav Seifert or playwright and erstwhile president Václav Havel are among the most significant of them. The Czech Republic is famous for its products, such as glass, jewellery, Škoda and Tatra motor vehicles, pianos, and, last but not least, beer. Also excellent performances in sports have earned fame to the Czech Republic – particularly ice hockey players (every fan of this sport is familiar with the name of Jaromír Jágr, the most productive European player in the entire history of NHL) and athletes regularly win medals at Olympic Games and world championships.

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