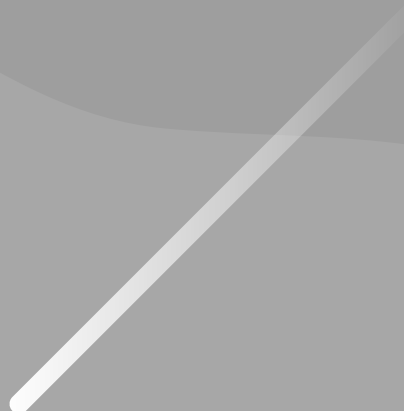


ANNUAL ACTIVITY  
REPORT

2019

 Tomas Bata University in Zlín





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REPORT

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# CONTENTS

## FULFILMENT OF PRIORITIZED TASKS SET IN THE IMPLEMENTATION PLAN OF THE STRATEGIC PLAN FOR EDUCATION, RESEARCH, DEVELOPMENT AND CREATIVE ACTIVITIES OF TOMAS BATA UNIVERSITY IN ZLÍN FOR 2019

<b>1. EDUCATION</b>	<b>7</b>
<b>2. HIGH-QUALITY AND RELEVANT RESEARCH, DEVELOPMENT, INNOVATION AND OTHER CREATIVE ACTIVITIES</b>	<b>11</b>
<b>3. QUALITY ASSURANCE</b>	<b>15</b>
<b>4. DIVERSITY AND AVAILABILITY</b>	<b>19</b>
<b>5. INTERNATIONALIZATION</b>	<b>23</b>
<b>6. RELEVANCE</b>	<b>29</b>
<b>7. DEVELOPMENT OF THE UNIVERSITY INFRASTRUCTURE</b>	<b>31</b>
<b>8. EXTERNAL AND INTERNAL COMMUNICATION OF THE UNIVERSITY</b>	<b>35</b>
<b>9. FUNDING AND ORGANIZATION</b>	<b>41</b>

## TEXT SUPPLEMENT

<b>1. BASIC INFORMATION ON TBU</b>	<b>45</b>
<b>1.a NAMES AND ADDRESSES OF THE UNIVERSITY, OF THE FACULTIES AND OF OTHER COMPONENT PARTS</b>	<b>45</b>
1.a.1 Component Parts of TBU	45
1.a.2 TBU Buildings and Premises	45
<b>1.b TBU ORGANIZATIONAL CHART</b>	<b>46</b>
<b>1.c STRUCTURE OF TBU BODIES</b>	<b>47</b>
1.c.1 Self-Governing Academic Bodies of TBU	47
1.c.2 Other TBU Bodies	51
1.c.3 TBU Advisory Bodies	52
<b>1.d TBU REPRESENTATION IN ORGANIZATIONS ASSOCIATING CZECH HIGHER EDUCATION INSTITUTIONS</b>	<b>54</b>
<b>1.e MISSION, VISIONS AND STRATEGIC AIMS OF TBU</b>	<b>54</b>
<b>1.f CHANGES REGARDING INTERNAL REGULATIONS</b>	<b>54</b>
<b>1.g PROVISION OF INFORMATION IN COMPLIANCE WITH § 18 OF ACT NO. 106/1999 COLL., ON FREE ACCESS TO INFORMATION</b>	<b>55</b>
<b>2. DEGREE PROGRAMMES, ORGANIZATION OF STUDIES AND EDUCATIONAL ACTIVITIES</b>	<b>57</b>
<b>2.a ACCREDITED DEGREE PROGRAMMES</b>	<b>57</b>
<b>2.b PARTICIPATION OF THE APPLICATION SPHERE IN CREATION AND IMPLEMENTATION OF DEGREE PROGRAMMES</b>	<b>57</b>
<b>2.c OTHER EDUCATIONAL ACTIVITIES CARRIED OUT IN ADDITION TO ACCREDITED DEGREE PROGRAMMES</b>	<b>59</b>

<b>3. STUDENTS</b>	<b>71</b>
3.a MEASURES TO REDUCE DROPOUT RATES	71
3.b LEGITIMATE DECISIONS ON THE STATEMENT OF INVALIDITY OF STATE EXAMINATIONS OR PARTS THEREOF, OR DOCTORAL THESIS DEFENCE OR OF APPOINTMENT AS ASSOCIATE PROFESSOR	71
3.c MEASURES TO REDUCE EXTENSION OF STUDIES	71
3.d OWN/SPECIFIC SCHOLARSHIP PROGRAMMES	71
3.e COUNSELLING SERVICES	71
3.f SUPPORT AND IDENTIFICATION OF SPECIAL NEEDS STUDENTS	72
3.g EXCEPTIONALLY GIFTED STUDENTS AND APPLICANTS FOR STUDY	73
3.h SUPPORT OF STUDENTS AND IDENTIFICATION OF SOCIALLY HANDICAPPED STUDENTS	74
3.i SUPPORT OF PARENTS AMONG STUDENTS	74
<b>4. GRADUATES</b>	<b>81</b>
4.a COOPERATION AND COMMUNICATION BETWEEN TBU AND GRADUATES	81
4.b EMPLOYMENT RATE AND EMPLOYABILITY OF GRADUATES	81
4.c COOPERATION WITH EMPLOYERS	82
<b>5. INTEREST IN STUDIES</b>	<b>85</b>
5.a ENTRANCE EXAMINATIONS	85
5.b COOPERATION WITH SECONDARY SCHOOLS WHEN INFORMING APPLICANTS FOR STUDY	86
<b>6. STAFF</b>	<b>91</b>
6.a CAREER REGULATIONS FOR ACADEMIC STAFF	91
6.b DEVELOPMENT OF PEDAGOGICAL SKILLS OF ACADEMIC STAFF	91
6.c GENDER EQUALITY PLAN. SUPPORT OF PARENTS AMONG EMPLOYEES	92
6.d ISSUE OF SEXUAL AND GENDER HARASSMENT	92
<b>7. INTERNATIONALIZATION</b>	<b>103</b>
7.a SUPPORT OF STUDENTS PARTICIPATING IN INTERNATIONAL MOBILITY PROGRAMMES	103
7.b SUPPORT OF INTERNATIONAL MOBILITY OF ACADEMIC AND NON-ACADEMIC STAFF	104
7.c INTEGRATION OF INTERNATIONAL MEMBERS OF THE ACADEMIC COMMUNITY	105
7.d OTHER SIGNIFICANT ACTIVITIES STRENGTHENING THE INTERNATIONALIZATION OF ACTIVITIES OF TBU INCLUDING PARTICIPATION IN INTERNATIONAL CONSORTIA AND PROJECTS	106

<b>8. RESEARCH, DEVELOPMENT, ARTS AND OTHER CREATIVE ACTIVITIES</b>	<b>111</b>
8.a INTERCONNECTION BETWEEN R&D AND CREATIVE ACTIVITIES AND EDUCATIONAL ACTIVITIES	111
8.b PARTICIPATION OF STUDENTS IN R&D AND CREATIVE ACTIVITIES	113
8.c PUBLIC FUNDING SUPPORT PROVIDED TO R&D AND INNOVATIONS	115
8.d SUPPORT OF STUDENTS IN DOCTORAL PROGRAMMES AND OF EMPLOYEES HOLDING POSTDOCTORAL POSITIONS	115
8.e COOPERATION WITH THE APPLICATION SPHERE IN CREATION AND TRANSFER OF INNOVATIONS	116
8.f SUPPORT OF HORIZONTAL MOBILITY OF STUDENTS AND OF THE ACADEMIC STAFF, THEIR EDUCATION AIMED AT DEVELOPING COMPETENCES FOR INNOVATION BUSINESS ACTIVITIES	117
<b>9. ENSURING QUALITY OF ACTIVITIES CARRIED OUT AT TBU AND EVALUATION THEREOF</b>	<b>121</b>
<b>10. NATIONAL AND INTERNATIONAL EXCELLENCE</b>	<b>125</b>
10.a INTERNATIONAL AND SIGNIFICANT NATIONAL RESEARCH, DEVELOPMENT AND CREATIVE ACTIVITY, INCORPORATION OF RESEARCH INFRASTRUCTURE INTO INTERNATIONAL NETWORKS AND INVOLVEMENT IN PROFESSIONAL OR ARTISTIC NETWORKS	125
10.b NATIONAL AND INTERNATIONAL AWARDS RECEIVED BY TBU	126
10.c EVALUATION OF TBU OR OF ITS COMPONENT PARTS CARRIED OUT BY A TEAM OF INTERNATIONAL EXPERTS	128
<b>11. THIRD ROLE OF THE HIGHER EDUCATION INSTITUTION</b>	<b>129</b>
11.a TRANSFER OF KNOWLEDGE TO PRACTICE	129
11. b ACTIVITIES OF TBU IN THE REGION. COLLABORATION WITH REGIONAL ADMINISTRATION AUTHORITIES AND INSTITUTIONS IN THE REGION	130
11. c TRANS-REGIONAL ACTIVITIES AND IMPORTANCE	133
LIST OF TABLES	136
LIST OF THE MAIN ACRONYMS USED	137

The presented Annual Report portrays the activities of Tomas Bata University in Zlín (hereinafter referred to as “TBU”) in 2019. The principal part of the Annual Report provides information on the fulfilment of the prioritized tasks set in the Implementation Plan of the Strategic Plan for Education, Research, Development and Creative Activities of Tomas Bata University in Zlín for 2019.

The text supplement comprises 11 chapters describing the activities of TBU in the following spheres: Internal organization, educational activities, students, graduates, interest in studies, employees, international relations, R&D and creative activities, quality assurance, excellence and the third role of a higher education institution. Each chapter includes the relevant tables.

*Photos published in the Annual Report depict the celebration of the 30<sup>th</sup> anniversary of the Velvet Revolution, held at Tomas Bata University in the autumn 2019. The commemorative events were funded from a grant provided by the Ministry of Education, Youth and Sports.*

**FULFILMENT OF  
PRIORITIZED  
TASKS SET IN THE  
IMPLEMENTATION  
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CREATIVE ACTIVITIES  
OF TOMAS BATA  
UNIVERSITY  
IN ZLÍN FOR 2019**



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# 1. EDUCATION

*Education was a clear priority for TBU. The University concentrated on the task of adapting the offer of degree programmes/courses to the requirements of the labour market and to the needs of research institutions, and, at the same time, interconnecting the degree courses offered. Language tuition and involvement of students in practical training/internships were also supported.*

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## **AIM 1**

- **INTERCONNECT DEGREE COURSES; CREATE A MODULAR SYSTEM OF EDUCATION. SUPPORT THE CREATION OF INTERDISCIPLINARY COURSE UNITS FOCUSING ON KNOWLEDGE TRANSFER AND ON MANAGEMENT OF INNOVATION PROCESSES.**

TBU was granted institutional accreditation in the following fields of education: Chemistry, Food Technology, Arts, Economics.

With the aim of setting uniform requirements for newly accredited degree programmes (DP), the Rector's Directive No. 32/2019 "Standards Set for Degree Programmes" was issued. Curricula of all newly accredited DP must include course units focusing on generic competences of students (international communication, entrepreneurial skills and IT competences). The inclusion of such course units was one of the items subject to a control process carried out by the Internal Evaluation Board (IEB). Topics focusing on transfer of intellectual property, management of the innovation process and on Industry 4.0 were incorporated into classes taught within selected degree courses, i.e. in lessons provided at the Faculty of Applied Informatics (FAI), Faculty of Management and Economics (FaME) and at the Faculty of Logistics and Crisis Management (FLCM).

## **AIM 2**

- **CREATE AND IMPLEMENT A NEW CONCEPT OF LANGUAGE TUITION AT TBU.**

Curricula of all newly accredited degree programmes include a new concept of language tuition. All new DP in preparation must fulfil the desirable level of proficiency in a foreign language expected to be achieved by graduates, and that the B2 level for Bachelor's programmes (BP) and the level B2 + expertise for Master's programmes (MP).

## **AIM 3**

- **PREPARE AND OBTAIN THE ACCREDITATION OF NEW DEGREE PROGRAMMES, AND THAT AT THE BACHELOR'S/FOLLOW-UP MASTER'S/DOCTORAL LEVEL. PREPARE THE CORRESPONDING INTERDISCIPLINARY DEGREE PROGRAMMES FOCUSING ON MECHANICAL ENGINEERING ACCORDING TO THE NEEDS OF REGIONAL MACHINE-BUILDING COMPANIES.**

In 2019, the process of accreditation of degree programmes, as planned and listed in the Implementation Plan of the Strategic Plan for Education, R&D and Creative Activities of TBU for 2019, was continuously implemented. An analysis of options for the creation of part-time degree programmes focusing on mechanical engineering, materials and technologies at the institutional level was carried out, and that also in cooperation with external entities. Monitoring of human resources/professional experts in the field of mechanical engineering was started, with the aim of identifying and contacting a prospective guarantor/prospective guarantors to be in charge of preparation of DP in cooperation with regional companies.

## **AIM 4**

### **→ PREPARE AND OBTAIN THE ACCREDITATION OF FOLLOW-UP MASTER'S AND DOCTORAL PROGRAMMES FOR THE NEEDS OF RESEARCH INSTITUTIONS.**

Doctoral programmes (DP) in Nanotechnology and Advanced Materials and in Biomaterials and Biocomposites were reaccredited at the institutional level and carried out in the Centre for Polymer Systems (CPS). The reaccreditation was granted within the institutional accreditation in the area of education of Chemistry.

The FaME succeeded in obtaining the accreditation of the DP in Economics and Management to be taught in Czech and in English, and the DP in Finance to be taught in Czech and in English, both for a period of 10 years. The National Accreditation Bureau for Higher Education (NAB) granted the accreditation of the DP in Industrial Engineering to be taught in Czech and in English for a period of 5 years.

The Faculty of Humanities (FHS) succeeded in obtaining the reaccreditation of the DP in Pedagogy. In the course of 2019, the needs of research institutions were taken into consideration during the preparation of accreditations, especially at the Faculty of Technology (FT), FAI, FaME, FLCM and at the University Institute (UNI).

TBU also continued to implement projects funded by the Operational Programme (OP) “Research, Development and Education” (RDE) and aimed at developing research-oriented degree programmes. These were the following projects:

- Implementation of Doctoral Programme in “Industrial Engineering” (FaME)
- Developing Research-Oriented Degree Programmes at the FAI
- Developing Research-Oriented Degree Programmes at the UNI

## **AIM 5**

### **→ IMPROVE PRESENTATION, COMMUNICATION, IT, PROJECT AND BUSINESS SKILLS AND COMPETENCES OF STUDENTS, SUPPORT CREATIVITY, SELF-DETERMINATION AND DEALING WITH DIFFICULT ISSUES.**

The Rector's Directive No. 32/2019 “Standards Set for Degree Programmes at TBU” was issued, defining the compulsory course units in accredited degree programmes: Foreign language with the desirable level of proficiency expected to be achieved by graduates, and that the B2 level for Bachelor's programmes (BP) and the level B2 + expertise for Master's programmes (MP), a seminar on academic qualification theses including the methodology of academic thesis writing, development of business and IT skills. This Directive will be used as a tool for assessing of accreditation applications, to be done by the IEB. Curricula of all degree programmes newly accredited in 2019 included course units focusing on entrepreneurial skills and on specific IT competences. At the same time, the individual Faculties of TBU provided support to talented students. In the course of the year, the Job Centre organized workshops for students focusing on communication skills and on the support of employability (mentoring, coaching, assessment centres, etc.).

FT: Curricula of new accreditations of Bachelor's and Master's programmes were created in accordance with the TBU Strategic Plan. A new concept of language tuition at TBU was incorporated into the curricula. Throughout all three years of Bachelor's programmes, 8 compulsorily-optional course units “English” including two levels were introduced. In the summer semester, a compulsory course unit “Technical Foreign Language I” was introduced in the first year of Master's programmes. A compulsorily-optional course unit “Entrepreneurial Activities I and II” was introduced. Lectures were guaranteed by a teacher from the FaME, seminars were organized by an expert from the FT, and the content of classes was adapted for the relevant degree programme. In the curricula of new accreditations, course units focusing on increasing the IT skills of Bachelor's students in the given field of education were added.

FaME: Within all newly accredited DP, communication competences were strengthened by a high percentage of foreign language classes and teaching of IT and project skills. During discussions on all plans for accreditation of new DP, the FaME checked as to whether classes focusing on entrepreneurship had been included in the curricula. A system of support of talented students was implemented during classes offered within the compulsorily-optional course unit Management of Organizations I and II for Bachelor's and follow-up Master's students. The annual support of the Student Scientific and Expert Activities (SVOČ) and the involvement of students in IGA projects within specific university research continued. The Talented Students project was held as usual.

The FMC created conditions for the development of presentation, communication, project and other competences of students, and that by providing opportunities to participate in the organization of a number of projects. Students were involved in projects such as the Dotek Fashion Event, Fashion Photo, Zlín Design Week, non-profit projects entitled Living Creatures and Life Is No Zebra, or projects organized by the KOMAG Communication Agency. Participation in these projects was closely linked to classes.

FAI: In order to increase project skills, classes in selected course units took the form of projects. In the course of the semester, students worked on the assigned project, continuously presented their results during the semester; at the end of the semester, a defence of the same project was held. The average number of students working on one task assigned was two to four. With the aim of increasing communication skills in a foreign language, full-time students compulsorily attended English classes; part-time students could choose between English, German and Russian. According to the chosen concept of language tuition, classes in the full-time and part-time mode of study were offered in the form of compulsory course units completed by a classified course credit and by an examination. Students in Bachelor's and Master's programmes deepened their language skills in specialized course units. They were also able to apply their language skills when writing semester papers and academic qualification theses in a foreign language. Students also entered the Student Creative and Expert Activities (STOČ) contest. Study periods abroad also contributed to a significant increase in the language competences of students. With funding provided by the Erasmus+ and Freemover programme, students were able to complete one semester of their studies abroad at one of the partner universities.

The FHS incorporated course units developing IT skills into the proposals of all degree programmes approved by the National Accreditation Bureau. Talented students of the FHS developed their competences by participating in research projects and other projects implemented at the Faculty. The number of students involved in scientific activities at the individual Departments of the Faculty as junior researchers also increased. The Students' Scientific and Expert Activities met with great interest, offering students an opportunity to present the results achieved at the beginning of the students' scientific career. Talented students not only from the FHS were supported in the development of presentation skills in a foreign language. They had a chance to demonstrate their skills in the university-wide competition seeking the best presentations in English and entitled Show-off, which attracted the interest of prospective employers within and outside the Zlín Region. Students of all TBU Faculties presented topics related to their areas of expertise. Close cooperation with business entities was an added value as well.

The FLCM supported these skills in particular by involving students in the R&D and creative activities of the Faculty, and that as junior researchers (approx. 27 students), through participation of students in conferences, workshops and scientific debates held both in the Czech Republic and abroad. The Faculty organized a SVOČ contest entered by 20 students. Students participated in the organization of specialist conferences, both as regards the R&D and creative activities and organizational issues. Students got involved in promotional activities of the Faculty, participated in the organization of the Researchers' Night, Open Day, events held to mark the 30th anniversary of the Velvet Revolution, celebrations of

the 10th anniversary of the Faculty's establishment, etc. Students of the Faculty also participated in the organization of the International Student Symposium on Logistics to a great extent. The Faculty supported the activities of the Student Union in Uherské Hradiště, which organized cultural events and specialist lectures for students within the Science Café project. At the Faculty, the student magazine entitled Faculty Revue was published, the preparation of which – including special editions – was completely made by students.

## **AIM 6**

- **INCORPORATE THE NATIONAL QUALIFICATION FRAMEWORK OF TERTIARY EDUCATION INTO GRADUATE PROFILES AND INTO DESCRIPTIONS OF LEARNING OUTCOMES AT THE RELEVANT LEVELS OF STUDY.**

The National Qualification Framework of Tertiary Education was permanently incorporated into all newly prepared proposals of accreditations of degree programmes. The incorporation thereof was supervised by the IEB.

## **AIM 7**

- **SUPPORT THE PARTICIPATION OF STUDENTS IN TRAINEESHIPS AND INTERNSHIPS IN COMPANIES, IN R&D AND CREATIVE ACTIVITIES OF TBU COMPONENT PARTS, ACTIVELY SEARCH FOR OPPORTUNITIES FOR COOPERATION WITH BUSINESS AND INDUSTRY. INCREASE THE NUMBER OF BACHELOR'S AND MASTER'S THESES BASED ON REQUIREMENTS OF BUSINESS AND INDUSTRY.**

The maximum number of supervisors of academic qualification theses and requirements to be met by supervisors were modified in order to ensure a sufficient number of specialized internships and topics related to business and industry and assigned to be dealt with in Bachelor's and Master's projects. In this regard, the TBU Faculties adopted an individual approach. Proposals regarding topics from various areas of business and industry were posted on the TBU Job Portal; some of the TBU Faculties preferred to announce their own topics.

TBU students were offered a number of traineeships in companies and placements in business and industry (more than 600 vacancies were posted on the TBU Job Centre portal) and of topics for Bachelor's and Master's theses. In April, the student organization IAESTE TBU Zlín organized a Job Opportunities Fair, where 39 exhibitors presented their offers. In November, TBU organized the Job Opportunities Fair – Business Days 2019, where 72 exhibitors presented their offers and which was attended by more than 1,750 TBU students/graduates. Both events linked students and prospective employers.

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## 2. HIGH-QUALITY AND RELEVANT RESEARCH, DEVELOPMENT, INNOVATION AND OTHER CREATIVE ACTIVITIES

*TBU put great emphasis on the quality of R&D and creative activities, number of publication outputs and transfer of results of research, development and innovations to practice. The University put in a great deal of effort in order to further develop the TBU research centres. It actively collaborated in international research networks and developed cooperation with national research units.*

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### **AIM 1**

- **INCREASE THE QUALITY OF R&D AND CREATIVE ACTIVITIES CARRIED OUT AT TBU WITH THE AIM OF AN INTERANNUAL INCREASE IN THE NUMBER OF PUBLICATION OUTPUTS INDEXED IN MONITORED DATABASES (REGISTERED FOR THE PURPOSES OF THE INFORMATION REGISTER OF R&D RESULTS DATABASE) AND AN INCREASE IN THE CITATION RATE OF THE SAME OUTPUTS.**

Compared to last year, there was a slight increase in the number of publications in journals with an impact factor that are indexed in the Web of Science database. The total number was 196, 6 more than in the previous year. At the same time, the percentage of articles in journals ranked in the first decile (according to the impact factor) increased by more than 5%; the percentage was as high as 16.3%. The percentage of publications in the first quartile is 44.3% of all published articles in 2019, representing an interannual increase of more than 13%. The citation rate of publications indexed in the Web of Science database increased by more than 25% compared to last year, with a total number of 4,937.

### **AIM 2**

- **INCORPORATE THE ASSESSMENT OF RESULTS OF ARTISTIC CREATIVE ACTIVITIES INCLUDED IN THE REGISTER OF ARTISTIC OUTPUTS (RAO) INTO THE INSTITUTIONAL EVALUATION SYSTEM OF TEACHING, R&D AND CREATIVE ACTIVITIES.**

In 2017, the TBU internal regulation “Rules Governing the System of Quality Assurance of Educational, R&D, Creative and Related Activities and Internal Evaluation of Quality of Educational, R&D, Creative and Related Activities” was issued, which establishes procedures for the evaluation of results of artistic creative activities and, concurrently, such activities are evaluated at the individual component parts. In 2019, the outputs were also assessed in accordance with the internal regulation and with the valid methodology, the results were reflected in the TBU Budget Rules and in the TBU Budget Breakdown. The Faculty of Multimedia Communications (FMC) occupied a dominant position in the sphere of artistic creative activities. The evaluation of TBU staff depending on outputs included in the Register of Artistic Outputs (RAO) is one of outputs of the Strategic Project of TBU in Zlín.

### **AIM 3**

- **INCREASE THE QUALITY OF THE STRUCTURE FOR TRANSFER OF R&D AND INNOVATION RESULTS TO BUSINESS AND INDUSTRY, IN PARTICULAR STRENGTHEN THE INVOLVEMENT OF TBU IN APPLIED R&D FUNDED BY NON-PUBLIC RESOURCES. PREPARE A STABLE MECHANISM FOR THE SUPPORT OF THE DEVELOPMENT OF THE TECHNOLOGY TRANSFER CENTRE.**

The Technology Transfer Centre (TTC) was further developed. The TTC expanded its activities to involve the sphere of accreditation and certification services, and participated in preparations of the opening ceremony of the Footwear Research Centre.

In 2019, a stable mechanism aimed to support the development of the TTC was set within the TBU Budget, the TBU Institutional Plan 2019-2020 and transfer projects based on the proof-of-concept principle. In 2019, the TTC extended its services again: The Footwear Testing Laboratory of the UNI obtained international accreditation on 24 January 2019, and the official opening ceremony of a new TBU research centre – the Footwear Research Centre - took place on 30 April 2019.

Within the GAMA 1 project close to the end date of implementation and funded by the Technology Agency of the Czech Republic – Commercialization at TBU in Zlín (commencement of the project – 2017), the University supported a total of 14 proof-of-concept projects by means of the TTC with a total funding amounting to CZK 10,549,043, out of which 10 projects were completed in 2019. The follow-up “Commercialization” project (GAMA 2, TA CR): TP01010006 – Commercialization at TBU in Zlín was prepared and accepted for funding in the course of the year; the project will be implemented from 1 January 2020 to 31 December 2022. In 2019, 8 contracts were concluded in the sphere of technology transfer, 4 licence agreements were concluded, and 1 PCT (Patent Cooperation Treaty) application was published.

TBU laboratory facilities were extended. In the first half of 2019, cellular biology and genetics laboratories were opened in the U11 building that houses also a high-tech confocal microscope. In the autumn 2019 new laboratories for classes in food technology and housing state-of-the-art teaching equipment and spaces designed for carrying out of analyses, and laboratories for gaining skills in the area of instrumental methods were opened.

The FaME was fulfilling this aim through the submitted and implemented joint projects (Smart Factory in the Manufacturing Plant Environment, Cross-Border Cluster Initiative for the Development of Creative Industry, Economics of Tourism in the Context of Central European Countries – Visegrád Four Countries, Innovation of Tourism Management Systems by Means of Process Management Tools, Determinants of the Structure of the System of Budgeting and Measurement of Performance and Their Impact on the Behaviour and Performance of the Organization, HORIZON 2020 project SHAPE ENERGY).

### **AIM 4**

- **ENSURE THE SUSTAINABILITY AND DEVELOPMENT OF RESEARCH CENTRES ESTABLISHED WITH FUNDING RECEIVED FROM THE OP R&DFI. PREPARE A STABLE AND TRANSPARENT MECHANISM FOR THE ALLOCATION OF INSTITUTIONAL FUNDING IN SUCH A MANNER AS TO REFLECT THE STRATEGIC IMPORTANCE OF THE RESEARCH CENTRES FOR FURTHER DEVELOPMENT OF TBU.**

The methodology specified in the TBU Budget Rules was applied in order to guarantee a sustainable development of TBU research centres established with funding provided by projects supported by the OP Research and Development for Innovations (R&DfI). The research centres – Centre for Security, Information and Advanced Technologies (CEBIA-Tech) and the Centre of Polymer Systems - started implementing the project entitled “Developing Capacity for Research and Development at TBU in Zlín” funded by the OP RDE, which continued also in 2019.

## **AIM 5**

- **ENHANCE THE INTEGRATION OF THE RESEARCH INFRASTRUCTURE OF TBU INTO INTERNATIONAL RESEARCH NETWORKS AND INTENSIVELY PARTICIPATE IN PREPARATIONS AND IN THE IMPLEMENTATION OF INTERNATIONAL RESEARCH PROJECTS. DEVELOP ACTIVE PARTICIPATION IN INTERNATIONAL SCIENTIFIC COMMUNITIES. BUILD INFRASTRUCTURES USED FOR THE IMPLEMENTATION OF PROJECT ACTIVITIES.**

TBU actively participated in networking activities carried out within the area of research and development, e.g. it offered cooperation within The European Composites, Plastics and Polymer Processing Platform (ECP4).

During the implementation of the SHAPE – ENERGY projects, successfully completed within the HORIZON 2020 programme, the FaME was a member of the international scientific network coordinated by Anglia Ruskin University; other partners included Karlsruhe Institute of Technology, Politecnico di Torino, Ecole Nationale des Travaux Publics de L'Etat, Norwegian University of Science and Technology, Middle East Technical University. Moreover, the Faculty was a member of the global network Microeconomics of Competitiveness and of the CFA Institute Global Network of Societies. In October, the FaME joined the CA18214 project funded by the COST programme.

Cooperation with external partners was carried out mainly within the implementation of joint projects funded by the Czech Science Foundation, Technology Agency of the Czech Republic as well as by the relevant Ministries. In 2019 TBU acted as a co-investigator together with another research institution in a total of 39 projects. TBU acted as the principal investigator in 16 projects. A total of 5 project applications were submitted to the HORIZON 2020 programme.

## **AIM 6**

- **RECRUIT YOUNG RESEARCHERS TO BE EMPLOYED DURING THE IMPLEMENTATION OF PROJECTS (POSTDOCTORAL EMPLOYEES) AS PROSPECTIVE HUMAN RESOURCES CARRYING OUT HIGH-QUALITY R&D AND CREATIVE ACTIVITIES AT TBU. CREATE GRANT INCENTIVES FOR YOUNG RESEARCHERS IN ORDER TO ENABLE THEIR CAREER ADVANCEMENT.**

Two projects focusing on the recruitment of postdoctoral employees and on an increase in the quality of R&D and creative activities were implemented in a goal-directed manner, namely the development project entitled “Development of Internal and External Quality of TBU” and the project entitled “International Mobility of Researchers of TBU in Zlín” and funded by the OP RDE.

## **AIM 7**

- **CREATE CONDITIONS FOR THE ESTABLISHMENT OF INTERFACULTY PROJECT RESEARCH TEAMS WITH THE AIM OF INCREASING THE POTENTIAL AND OUTPUTS OF R&D AND CREATIVE ACTIVITIES.**

Conditions for the development of interdisciplinary cooperation were created by means of the TBU Internal Grant Agency (IGA), which included also a programme of interfaculty cooperation. This was defined in the Rector's Directive No. 22/2019 “Rules of Student Grant Competition Held at TBU in Zlín”.

Requirements for the establishment of interfaculty research teams in charge of project implementation were laid down within the TBU Budget Rules for 2019, Strategic Development Fund and other resources, with the aim of enhancing the potential and the outputs of R&D activities.

## **AIM 8**

- **CREATE A SYSTEM FOR H&R MANAGEMENT IN R&D WHICH WILL FORM A BASIS FOR CONTROLLING AND INFLUENCING THE QUALITY OF R&D AND CREATIVE ACTIVITIES, AND THAT BOTH AT THE INDIVIDUAL COMPONENT PARTS AND AT THE INSTITUTIONAL LEVEL.**

The aim was fulfilled with funding provided by the “Developing Capacity for Research and Development at TBU in Zlín” project for the FAI and the UNI. Both component parts won the HR Award granted by the European Commission. The project will be extended to involve other TBU Faculties in the upcoming period.

## **AIM 9**

- **CREATE AN INTERNAL SYSTEM OF QUALITY EVALUATION REGARDING THE R&D AND CREATIVE ACTIVITIES CARRIED OUT BY THE INDIVIDUAL TEAMS AT TBU AND ENABLING THE IDENTIFICATION OF THE TEAMS’ STRENGTHS AND WEAKNESSES. THE QUALITY EVALUATION SYSTEM SHALL BE REFLECTED IN AN IMPROVEMENT OF THE QUALITY OF STRATEGIC MANAGEMENT OF THE RELEVANT RESEARCH TEAM.**

The individual teams were comprehensively assessed within the evaluation in accordance with the Rector’s Directive No. 23/2019. A detailed analysis going down to the level of individuals as well as research teams formed part of the evaluation. In accordance with the evaluation procedure, the matter was discussed between TBU Rector and Deans of Faculties for the needs of the evaluation and management of human resources in research and development

At the same time, the internal quality evaluation system of R&D and creative activities was fully introduced in compliance with the indicators of quality and performance set by the MEYS (Methodology 17+) taking into consideration specific features of TBU, in accordance with the Rector’s Directive No. 08/2019. For the purpose of quality evaluation carried out in compliance with the Methodology 17+, the Self-Evaluation Report of TBU was elaborated within Module 3, 4 and 5 as well as the Self-Evaluation Report of TBU in Zlín in order to obtain certification within the Institutional Evaluation Programme.

## **AIM 10**

- **DEVELOP COLLABORATION WITH RESEARCH INSTITUTIONS IN THE CZECH REPUBLIC AND WITH DEPARTMENTS OF THE ACADEMY OF SCIENCES OF THE CZECH REPUBLIC.**

Cooperation with external partners was carried out particularly within the implementation of joint projects funded by the Czech Science Foundation, Technology Agency of the CR as well as by the relevant Ministries. In 2019, TBU acted as a co-investigator together with another research institution in a total of 39 projects. TBU acted as the principal investigator in 16 projects. A total of 5 project applications were submitted to the HORIZON 2020 programme.



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## 3. QUALITY ASSURANCE

*The aim of TBU was the finalization of the internal system of quality monitoring and assurance in all spheres of TBU activities.*

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### **AIM 1**

- **COMPLETE THE DEVELOPMENT OF A COMPREHENSIVE AND EFFICIENT INTERNAL SYSTEM OF QUALITY MONITORING AND ASSURANCE IN ALL SPHERES OF TBU ACTIVITIES. ENSURE A REGULAR COLLECTION AND ANALYSIS OF DATA RELEVANT TO THE QUALITY OF ALL ACTIVITIES CARRIED OUT AT TBU, APPLY FOR INCLUSION IN INTERNATIONAL RANKINGS FEATURING HIGHER EDUCATION INSTITUTIONS IN ORDER TO TEST THE QUALITY OF RESULTS OF THE ABOVE-MENTIONED ACTIVITIES, AND ADOPT THE RELEVANT MEASURES DEPENDING ON THE RESULTS ACHIEVED.**

In 2019 a centralized system of the quality of classes was introduced and fully implemented at TBU. In this regard, continuous assessment of degree programmes was commenced in February 2019, carried out in the summer semester as well as in the winter semester. The main results of the survey, including the participation of students from the relevant TBU component parts, form part of the Amendment to the Internal Evaluation Report on the Quality of Educational, R&D, Creative and Related Activities Carried Out at TBU.

During the evaluation of activities carried out by TBU as a whole as well as during the evaluation of the individual TBU Faculties and component parts, indicators assessed within international rankings were taken into consideration and examined within the internal evaluation process. These were particularly the Times Higher Education World University Rankings and QS World University Rankings, which were of key relevance for TBU.

In the course of 2019, four regular meetings of the TBU Internal Evaluation Board were held. Activities carried out by the IEB comprised not just discussions and assessments regarding applications for accreditation of new degree programmes but also an internal evaluation of 12 degree programmes. Last but not least, the Amendment to the Internal Evaluation Report on the Quality of Educational, R&D, Creative and Related Activities Carried Out at TBU was approved by the Board on 11 June 2019.

In 2019, a process of monitoring, evaluation and planning of the results of R&D and creative activities was initiated at TBU in a centralized manner, by means of an updated legislative regulation governing the evaluation and management of the work performance of academic and R&D staff.

In 2019, TBU participated in the international EURO student and EURO graduate survey focused on the evaluation of studies at higher education institutions in the Czech Republic. Outputs from both surveys will be used to formulate recommendations for the quality of educational activities carried out at TBU in 2020.

An evaluation of the system of quality monitoring implemented of TBU was initiated by the European University Association (EUA) in June 2019, by means of the so-called Institutional Evaluation Programme; for the purposes of the evaluation, the TBU Self-Evaluation Report was elaborated and submitted to the institution in charge of the evaluation. Another stage of evaluation by the EUA will take place at TBU in 2020. A monitoring of internationalization was also carried out.

The FMC, which joined projects funded by the Centralized Development Programme of the MEYS and aimed to prepare and implement evaluation processes related to artistic activities in 2018, underwent an independent external evaluation process. Cooperation with EQ ARTS was initiated in 2019 within one of the processes. A self-evaluation process was implemented and completed at the FMC in 2019.

In 2019 a survey focused on TBU staff satisfaction and working conditions was conducted and assessed, with 440 employees taking part.

## **AIM 2**

- **USE THE FINANCIAL TOOLS AVAILABLE TO INFLUENCE THE QUALITY OF ACTIVITIES CARRIED OUT AT TBU WHILE APPLYING THE PRINCIPLE OF EFFECTIVENESS.**

In 2019, the quality of all activities carried out at TBU was also influenced by an effective setting of the TBU Budget Rules, Strategic Development Fund and other financial resources allocated for 2019. It included particularly the Institutional Development Plan for the Period 2019-2020 (section “TBU Internal and External Quality Assurance”) and the Strategic Project of TBU in Zlín (Key activity No. 7). In the TBU Budget Rules for 2019, such components were included which also comprise qualitative indicators.

## **AIM 3**

- **EVALUATE AND INCREASE THE QUALITY AND RELEVANCE OF FULL-TIME AND PART-TIME DEGREE PROGRAMMES WITH THE AIM OF HARMONIZING GRADUATE PROFILES IN BOTH MODES OF STUDY.**

The aim was fulfilled mainly through the monitoring of standards in the newly submitted DP as well as through the control of the quality of classes and measures adopted by the Faculties in accordance with recommendations listed in the Report on Internal Evaluation of the Quality of Activities Carried Out at TBU for 2019. The individual steps were taken at the Faculties aimed to enhance the quality of part-time degree programmes and their graduates as regards the content of the classes provided, study supports prepared and an effective and intensive use of the LMS Moodle in such a manner as to harmonize the graduate profile in the full-time and part-time mode of study. Concurrently, surveys focused on the evaluation of classes, evaluation of studies by students, evaluation of graduates by employers and evaluation of studies by graduates were prepared at TBU, which will reflect the differences in the evaluation based on the differentiation between full-time and part-time mode of study. Information collected in these surveys will be used for further improvement of the quality and relevance of part-time degree programmes at TBU.

## **AIM 4**

- **ANALYSE AND IDENTIFY REASONS FOR HIGH DROPOUT RATES. USE ANALYSES, EXAMPLES OF GOOD PRACTICE IN ORDER TO PROPOSE MEASURES LEADING TO AN INCREASE IN THE SUCCESS RATE, FOCUSING ON MAINTAINING THE QUALITY STANDARDS AND TAKING INTO CONSIDERATION THE SPECIFIC FEATURES OF THE RELEVANT DEGREE PROGRAMMES/COURSES.**

Both at the institutional and at the faculty level, detailed analyses of high dropout rates in the individual degree courses and compulsory course units were carried out. Depending on the results of the analyses, the TBU Faculties were able to identify the main reasons for dropout rates and proposed measures aimed at reducing the mentioned rates, focusing on maintaining the desired level of quality. Information on results of the analyses and on the measures proposed as well as the mutual exchange of examples of good practice were agenda items discussed at a joint meeting of representatives of the Faculties’ Management Boards. In 2019, only sub-measures were adopted at the Faculties in order to motivate students to complete the commenced studies.

Summer courses focused on course units with high dropout rates were organized with funding provided by the Strategic Project of TBU in Zlín.

Activities carried out by the Math Support Centre continued to be supported in 2019, and that also by the TBU Strategic Project.

## **AIM 5**

→ **SYSTEMATICALLY IMPROVE THE QUALITY OF DOCTORAL PROGRAMMES, IMPROVE THE CONDITIONS AND FUNDING INTENDED FOR STUDENTS IN DOCTORAL PROGRAMMES.**

In 2019 the aim was fulfilled mainly at two Faculties.

FHS: The quality of DP was continuously monitored and improved. Both the guarantor of the programme and the Doctoral Programme Board supervised the fulfilment of individual curricula of particular students. A regular meeting of doctoral students with teachers and supervisors was also held, during which all attendees had an opportunity to comment on the DP; the outputs achieved by PhD students so far were also assessed. The quality of classes was regularly assessed by students. The quality of publications was also monitored. In 2019, PhD students were included in the target group supported from the Development of Research Organization fund, and the dates set within the admission procedure were adjusted so as to enable the admitted students to be eligible for a scholarship from the beginning of their studies.

At the FaME, the evaluation of the quality of DP formed part of the annual assessment of individual curricula of doctoral students. The results were discussed at the meeting of the Doctoral Programme Board and of the Scientific Board of the FaME. In addition to classes taught within the DP, workshops aimed to enhance the professional skills and teaching competences of PhD students and of the academic staff were organized within the implemented projects; students/academics were also offered opportunities to extend their education in pedagogy or to focus on teacher training in cooperation with the FHS.

## **AIM 6**

→ **SUPPORT THE INVOLVEMENT OF ALL MASTER'S AND DOCTORAL STUDENTS IN RESEARCH ACTIVITIES.**

The support of PhD students by involving them in research activities was implemented by means of the IGA, where the absolute majority of full-time students got involved in project implementation both as investigators and as members of research teams. Even part-time PhD students joined the research teams. Experience was passed on in an above-standard manner, with the process accelerated also by direct involvement of talented Master's students as members of research teams. Student scientific conferences – contests - were held for IGA project implementation teams.

Another significant contribution to the fulfilment of the aim was the involvement of PhD students and talented follow-up Master's students in the implementation of projects funded by external providers of financial resources or implemented in direct collaboration with industrial enterprises, which was done particularly in research centres. In such cases, PhD students were given a part-time job and follow-up Master's students entered into Subcontract Agreements/Contracts for Services.

Student scientific conferences (contests) and summer traineeships were organized particularly for follow-up Master's students. Presentations given during such events and informing about results of voluntary activities of students in research work were rewarded by awarding of scholarships.



← A cast of a print of hands of former students of the Faculty of Technology, organizers of the 1989 Velvet Revolution, who met again at their alma mater 30 years later. The glass cast of their hands is now permanently exhibited in the atrium of the University Centre.

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## 4. DIVERSITY AND AVAILABILITY

The University put in a great deal of effort in order to ensure equal access to education for all students, irrespective of differences. TBU offered counselling services and supported the development of individual talents. The University was open to the public, for example by offering Lifelong Learning courses and courses of the University of the Third Age. It closely collaborated with employers.

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### AIM 1

#### → SET OUT CONDITIONS FOR EQUAL ACCESS TO EDUCATION PROVIDED TO SPECIAL NEEDS/SOCIALLY HANDICAPPED APPLICANTS/STUDENTS.

New employees of the Centre for Special Needs Students were continuously recruited. 40 regularly trained providers of services and assistance (TBU employees and external collaborators) participated in the comprehensive provision of student support services.

The range of supporting services was also extended, including mainly special pedagogical and psychological counselling, study-related assistance, processing of study materials, support for academic writing, individual tuition, special technical facilities and wheelchair-accessible buildings, mentoring or support of student mobility.

In 2019, TBU continued to carry out specific activities funded by the Strategic Project of TBU in Zlín and aimed at the provision of and an improvement in the access to educational facilities of TBU for special needs students – e.g. study materials for teaching of foreign languages were modified, methodologies for special needs students and methodologies for non-disabled students were created, awareness workshops, internal and external training and specialist courses for TBU students and staff were held, aimed to facilitate a high-quality relationship among special needs students, non-disabled students and the academic staff. Information support of students was provided by means of a digitization service offered by the TBU Library; access to educational facilities via specialized webinars took place.

TBU initiated a more active cooperation with the Zlín Regional Authority and with school-based counselling centres in the area of inclusive education. The coordinator at TBU was in contact with the representatives of the Zlín Regional Authority as well as with representatives of non-profit organizations in the area of educating academic staff and students. A project focused on the development of the Regional Centre for the Support of Learning and Talents was prepared within the Regional Action Plan for Education of the Zlín Region “IKAP II”.

In order to increase awareness among special needs applicants/students, a guide for students with special learning needs was prepared.

### AIM 2

#### → ENSURE THE OPTIONS FOR PROVISION OF COUNSELLING SERVICES INTENDED FOR APPLICANTS FOR STUDY, STUDENTS AND STAFF.

Throughout the year 2019, the individual activities listed in the TBU Strategic Project were carried out, with the aim of creating and improving the accessibility of educational facilities of TBU for special needs students. Study materials for classes in foreign languages were modified for students with learning disorders. Methodologies for students with special learning needs and for non-disabled students were prepared.

Awareness workshops and specialist courses for TBU students and staff were held, aimed to facilitate a high-quality relationship among special needs students, non-disabled students and the academic staff. Information support was provided to students via the digitization service of the TBU Library, and provision of access to educational facilities was improved thanks to special webinars. Services provided by the TBU Counselling Centre were continuously enhanced as they were used by a constantly increasing number of TBU students and employees. In 2019 the Counselling Centre offered 228 individual consultations. New courses “Boosting Your Mental Resilience – Developing Self-Awareness to Manage Stress” and “Together We Can Do It or the Road to Harmony” were organized for TBU students and employees.

### **AIM 3**

→ **SUPPORT THE PRODUCTION OF GRADUATES WITH SPECIFIC SKILLS, AND THAT BY DEVELOPING THE INDIVIDUAL TALENTS OF STUDENTS.**

At the individual TBU Faculties, the development of talented students was supported in particular by their involvement in project activities and by participation in contests held within the Student Scientific, Expert and Creative Activities. At selected TBU Faculties, a specific project was implemented, aimed at supporting a selected group of talented students and comprising an offer of a supplementary educational programme focusing on deepening of the students' theoretical knowledge and on the acquisition of practical experience, and that by participating in projects implemented in cooperation with partner institutions from business and industry. Talented Master's and PhD students were also involved in the implementation of projects funded by the Internal Grant Agency or of external research-oriented grant projects. The total number of students participating in IGA projects included 249 PhD students and 73 Master's students.

The Talented Students project was continuously implemented at the FaME.

A contest entitled “My First Million” – 2018/2019 contest edition – organized by the Technology Innovation Centre co-owned by TBU and by the Zlín Regional Authority and intended for student entrepreneurs was held, and another contest edition - 2019/2020 - was announced.

### **AIM 4**

→ **OPEN THE UNIVERSITY TO THE GENERAL PUBLIC. ENSURE PERMEABILITY BETWEEN DEGREE PROGRAMMES AND LIFELONG LEARNING (LL) PROGRAMMES. ENHANCE THE OFFER OF LL COURSES.**

LL courses were offered directly at the TBU Faculties and held according to the prepared schedule. The total number of attendees to the LL courses reached the figure 5,491 (U3A not included). The number of vocational courses was 15, the total number of courses intended for hobby purposes was 175. Within the LL organized by the Rectorate, the Intensive Czech Language Course for International Students continued, with 9 students joining the course. The course is aimed at getting the International Language Certificate at the B2 competence level, which entitles the holder to enrol on a university degree programme carried out in Czech at any public higher education institution in the Czech Republic.

### **AIM 5**

→ **DEVELOP SYSTEMS OF ELECTRONIC STUDY MATERIALS AND SYSTEMS FOR ARCHIVING OF OUTPUTS OF R&D AND CREATIVE ACTIVITIES (R&D) GENERATED AT TBU.**

With funding provided by the Strategic Project of TBU in Zlín, extensive preparations of new electronic study materials for the purposes of tuition in Bachelor's and Master's programmes at five TBU Faculties were started. At the same time, measures were adopted in order to innovate the Moodle LMS system. Outputs of R&D and creative activities were archived in the Repository of Publication Activities of TBU run by the TBU Library.

## **AIM 6**

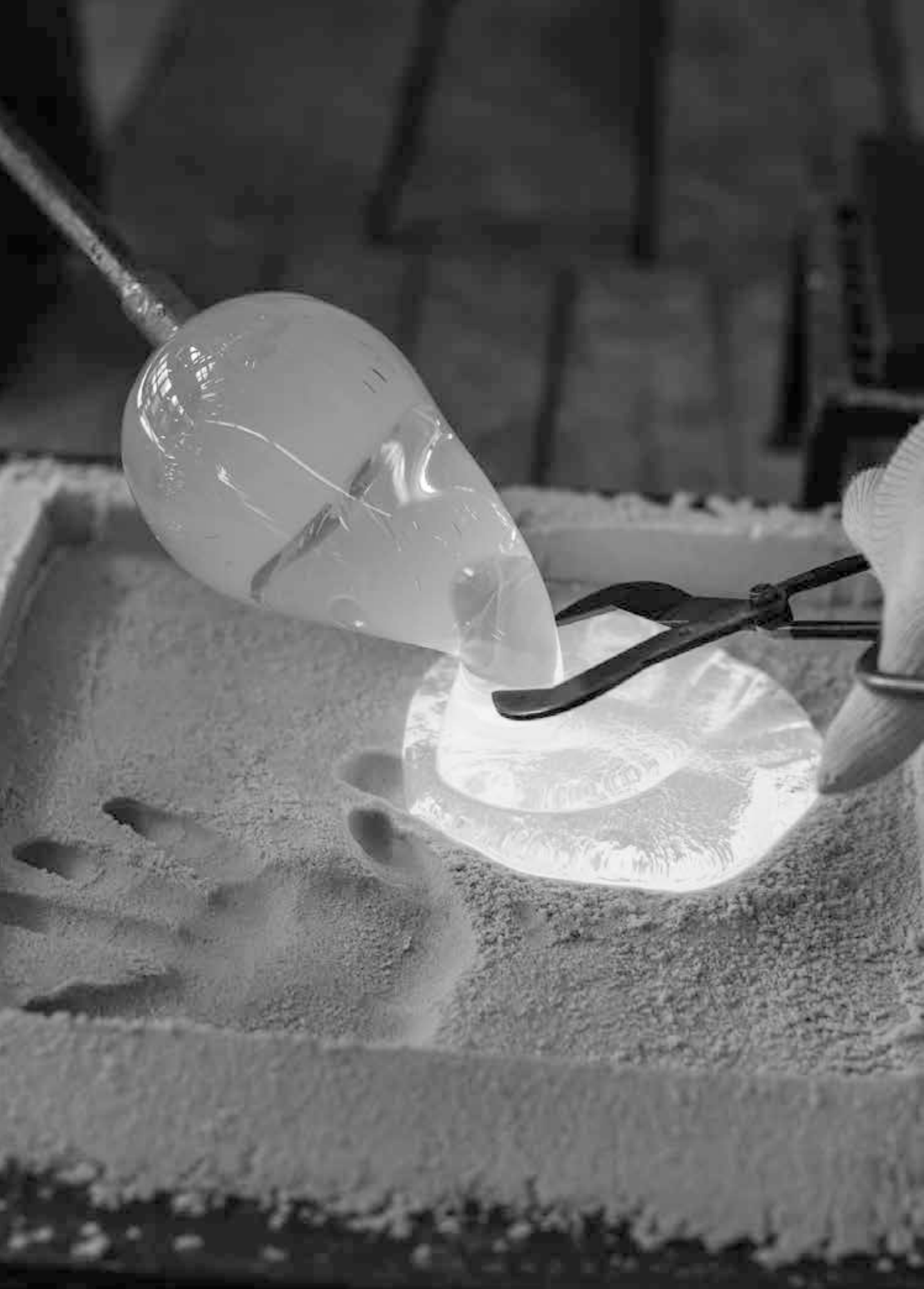
- **ENHANCE AND CULTIVATE RELATIONS WITH EMPLOYERS OF TBU GRADUATES AND INVOLVE THEM IN THE INNOVATION OF DEGREE PROGRAMMES, LIFELONG LEARNING, COOPERATION IN THE SPHERE OF R&D.**

The number of employers collaborating with TBU continued to rise; partnership agreements were signed with 8 new companies. Representatives of TBU graduates' employers were involved in teaching activities, they acted as supervisors or consultants of academic qualification theses; they participated in research and project cooperation as well.

## **AIM 7**

- **IMPROVE THE QUALITY AND DEVELOP THE U3A AS A SERVICE INTENDED FOR THE GENERAL PUBLIC.**

Within the implementation of the U3A, TBU extended the range of activities offered; besides Zlín, courses were held also in Vsetín, Kroměříž, Uherské Hradiště and newly also in Uherský Brod and in Bystřice pod Hostýnem. New course "Earth and Universe", follow-up courses "The History of Culture", "Digital Photography" and "Psychology for the Third Age" were opened. U3A attendee numbers continuously increased; almost 950 attendees participated in the courses held in the 2019/2020 winter semester.





← *Prints of hands of former FT students, once the organizers of the Velvet Revolution, were cast in glass at the Secondary Technical School of Glassmaking in Valašské Meziříčí. In the past, the local glassmakers also cast in glass the prints of hands of Václav Havel – this sculpture was on display in the atrium of the University Centre in November as well.*

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## 5. INTERNATIONALIZATION

*Internationalization is one of the main priorities of TBU. The University supported the admission of international students/recruitment of international teaching staff, thus creating a natural international environment. It provided goal-directed support to student and teacher mobility and supported the implementation of double degree programmes.*

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### **AIM 1**

- **ENSURE THAT THE MAJORITY OF DEGREE PROGRAMME HAVE AN INTERNATIONAL CHARACTER AND THAT INCOMING STUDENTS AND GUEST TEACHERS ARE INTEGRATED INTO THE LIFE OF THE ACADEMIC COMMUNITY.**

Also in 2019, the International Office was able to obtain a sufficient amount of financial resources to support student and academic staff mobility. Mobility took place with funding provided by the Erasmus+, Freemover or CEEPUS programme. Mobility of researchers took place with funding provided by the OP RDE project entitled “International Mobility of Researchers of TBU in Zlín”.

When establishing new partnerships, TBU assessed the curricula of degree programmes carried out at institutions abroad. The reputation of universities, position in reliable university rankings, university-owned facilities and the potential for participation in joint projects were the factors important for the assessment of a partnership.

The TBU Faculties regularly took advantage of the opportunity to invite international experts and involve them in teaching and research activities with funding provided by mobility programmes (e.g. Erasmus+, OP RDE project “International Mobility of Researchers of TBU in Zlín”) and by research projects. In 2019, incoming mobility took place also within, for example, Indicator D internal competition, International Week and other activities/events.

As every year, TBU participated in the European Association for International Education fair, where it managed to discuss new and currently implemented projects in the area of internationalization and find new partners for collaboration in the sphere of student and staff exchange.

Towards the end of 2019, TBU joined an activity organized by the European Universities Consortium (coordinator – University of Algarve) as a partner. In 2020, an application for the project entitled “Sustainable Horizons” will be submitted to the above-mentioned activity.

TBU was a member of numerous international organizations. Among the most important, the membership of the European University Association (EUA) can be named. The membership of the Association enabled the University to participate in all EUA's significant activities aimed to support higher education in Europe. This offered the University a great opportunity to present itself to the whole of the European academic community. TBU also signed the Bologna Magna Charta Universitatum, which, among other things, puts emphasis on scientific development and freedom as well as on the necessity of crossing borders when gaining and passing on knowledge. Upon signing the Magna Charta, all members undertook to establish conditions for student and teacher mobility. Another important organization that Tomas Bata University was a member of was the Danube Rectors' Conference, which associates about 50 universities of the Danube Region.

## **AIM 2**

- **DEVELOP THE INTERNATIONAL ENVIRONMENT AT THE UNIVERSITY SO THAT ALL DEPARTMENTS ARE ABLE TO PROVIDE SERVICES BOTH IN CZECH AND IN ENGLISH. INCREASE THE EFFICIENCY OF THE MANAGEMENT OF PROCESSES RELATED TO INTERNATIONALIZATION ACTIVITIES.**

Students and employees had the opportunity to attend courses of the Czech and English language, and that free of charge. The services offered to international students included a Czech course as a standard part. The course for beginners ran during one semester, and the course for long-term students/employees ran during the whole academic year. The Intensive Czech Language Course for Foreigners was organized by the Office of Vice-Rector for Pedagogical Activities for the third time already. The website <https://czech.utb.cz> offering an attractive design was used for recruitment of students. Courses were promoted also at international higher education fairs and through Czech diplomatic missions abroad. All international students were sent an information package prior to their arrival, including particularly information regarding visa procedures, arrangement of accommodation and travel to Zlín. International employees were informed individually by the relevant Faculties.

Departments of the Faculty of Humanities (Language Centre and Department of Modern Languages and Literatures) that provided English classes to the academic staff across the University played an important role in the creation of an international environment, and that mainly with funding provided by a project included in the Institutional Plan and focused on the support of the development of language skills of employees. In addition, the Language Centre offered a number of paid language courses intended both for the general public and for the University staff. The Department of Modern Languages and Literatures organized free courses of Chinese language and culture for TBU students, staff and the general public. Employees of the FHS participated in two-week intensive courses of English abroad with funding provided by the OP RDE. Also the administrative staff at the University were offered an opportunity to enhance their language skills in English courses as well as during mobility abroad.

## **AIM 3**

- **ENSURE THAT STUDENTS STUDYING BACHELOR'S AND FOLLOW-UP MASTER'S PROGRAMMES PARTICIPATE IN A STUDY PERIOD/TRAINEESHIP ABROAD DURING THEIR STUDIES, AND THAT WITH A DURATION OF NO LESS THAN 14 DAYS.**

TBU supports participation of its students in international mobility programmes, both in study periods or traineeships, in the long-term. In 2019, the obligation to complete a study period within Bachelor's/Master's/follow-up Master's programmes was not set at the University, nevertheless, the obligation to participate in a study period/traineeship abroad was embedded within doctoral programmes.

In the course of the year 2019, marketing support of mobility took place, aiming to attract interest by means of newsletters sent to students, organization of events such as International Week, International Festival, Country Presentations, communication via social networks and the website TBU International, and others. Coordinated promotion of mobility took place at all TBU Faculties in accordance with the "umbrella activities" organized at the Rectorate.

Courses of Chinese were also supported, which were organized by the FHS in collaboration with the Confucius Institute at Palacký University in Olomouc. The TBU Faculties provided funding from their scholarship funds to support student mobility and also provided additional funding to more costly mobility, where the funding obtained from traditional mobility programmes was not sufficient (funding is usually provided for no less than 30 days).

## **AIM 4**

- **RECRUIT A GROWING NUMBER OF INTERNATIONAL STUDENTS COMING TO TBU TO PARTICIPATE IN A SHORT-TERM STUDY PERIOD WITH A DURATION OF NO LESS THAN 14 DAYS.**

International students coming to study at TBU were preferably accommodated in the U12 and U7 Halls. If there were no vacancies in the Residence Halls, international students were provided accommodation of the required quality in the private sector. All students were enabled to register in the online booking system sufficiently in advance; the said system simplified the booking of accommodation as well as the communication with the Residence Halls.

The International Office appropriately enhanced the portfolio of partnership agreements in such a manner as to guarantee TBU a sufficient number of attractive universities for mobility, however, at the same time, so as to enable that TBU could carry out such activities at the bilateral level, i.e. also accept talented students from partner universities and offer them facilities of a sufficient quality. Coordinators from the International Office regularly communicated with international colleagues regarding the exchange programmes available, course units offered and other issues necessary to be dealt with in order to implement the respective mobility. The International Office actively promoted options for mobility at TBU, and that at conferences, during business trips abroad as well as when receiving guests from abroad. The University offered free courses within exchange programmes to incoming students, free Czech courses held during the semester, plenty of additional activities and trips organized in cooperation with the Buddy System Zlín.

The International Office used social networks (Instagram, Facebook) to intensively promote the activities focused on internationalization and carried out at TBU. A special website - international.utb.cz - was launched, designed to spread awareness of internationalization at TBU and its promotion across the world. In 2019, three TBU Faculties (FaME, FAI and FLCM) successfully organized courses within the 6<sup>th</sup> edition of the Summer Schools event, with 26 attendees participating in the courses.

## **AIM 5**

- **SUPPORT ACADEMIC MOBILITY ABROAD TO BE OFFERED TO PHD STUDENTS DURING THEIR STUDIES, PREFER MOBILITY LONGER THAN ONE MONTH.**

While shorter business trips taken by PhD students, in particular for the purposes of presenting results of their work at conferences, were supported by financial resources mostly provided by R&D projects (IGA and external funding) which the students had joined; long-term mobility, i.e. longer than one month, received specific and systemic support from the Erasmus+ and Freemover, Aktion, CEEPUS programmes, and R&D staff received support from the “International Mobility of Researchers of TBU in Zlín” project.

The International Office as well as the Faculties themselves provided counselling services to PhD students and to academics prior to mobility in order to ease the adaptation process in the target country.

The obligation to be met by PhD students, i.e. participation in a study period abroad with the duration of no less than one month once per the entire period of study or an active participation in an international project, was embedded in newly accredited degree programmes.

## **AIM 6**

- **INCLUDE STUDY PERIODS TAKEN BY STUDENTS IN CURRICULA AND IN INTERNAL REGULATIONS SO AS TO AVOID ANY DIFFICULTIES THAT COULD HINDER STUDENTS FROM COMPLETING THEIR STUDIES IN THE STANDARD PERIOD OF STUDY.**

At all TBU Faculties, conditions suitable for the recognition of a part of studies completed at educational institutions abroad were created. Course units completed during a study period or practical training taken during a traineeship at an educational institution abroad were recognized in accordance with the Rector's Directive No. 6/2019 "International Mobility of TBU Students and Mobility of Incoming International Students at TBU". The fundamental document for setting of a curriculum for a study period abroad was the Learning Agreement, to be approved for the relevant student in the TBU internal system by the Faculty coordinator (Head of Studio, course unit guarantor, degree course guarantor or Head of Department). In accordance with this document, course units taught at TBU were defined in the Information System for Studies' Administration, which were recognized for students after successful completion of the course units abroad. During the preparation of a Learning Agreement, emphasis was put on the requirement that the study periods abroad must not complicate the completion of studies in a standard period of study. Studies completed abroad were recognized for doctoral students in accordance with internal regulations of the relevant Faculty. These students obtained internal credits in accordance with Directives issued by the particular Faculties, which were later added up to other activities necessary for successful completion of a doctoral programme. The results obtained during the mobility formed part of the graduate's Diploma Supplement.

## **AIM 7**

- **SUPPORT THE ACCREDITATION AND IMPLEMENTATION OF JOINT/DOUBLE/MULTIPLE DEGREE PROGRAMMES.**

In 2019, joint degree programmes were carried out at two Faculties, namely at the FaME and the FT. The FaME cooperates in the long-term with the University of Huddersfield in terms of implementation of a joint degree programme offered to Bachelor's and follow-up Master's students of the FaME. The FT established cooperation within a joint degree programme with the Slovak University of Technology in Bratislava. TBU joined a joint project organized by the CDP "Development and Assurance of Quality of Joint Degree Programmes Carried Out in Cooperation with Higher Education Institutions Abroad", to be implemented in 2020.

## **AIM 8**

- **ENSURE AN INCREASE IN THE NUMBER OF GRADUATES IN DEGREE PROGRAMMES ACCREDITED IN ANOTHER LANGUAGE THAN CZECH.**

TBU managed to increase the number of self-paying students by 10% compared to the previous period.

TBU used the [apply.utb.cz](http://apply.utb.cz) portal, enabling students to log in and submit electronic applications to long-term degree programmes and offering direct communication with applicants. Short-term incoming mobility was administered in the IS/STAG system. The provider of the IS STAG system is planning an upgrade of the system in order to meet the requirements set by the European Commission and to facilitate the implementation of Erasmus Without Papers.

In 2019, TBU participated in two fairs in cooperation with the Centre for International Cooperation in Education, namely a recruitment fair in Kazakhstan and the EAIE fair for professionals in Finland.

TBU very effectively used the Student Mode and, compared to other universities, it was among the most successful institutions as regards the inclusion of students in the Student Mode.

## **AIM 9**

- **SUPPORT THE ESTABLISHMENT AND SUSTAINABILITY OF TBU CENTRES ABROAD.**

TBU continued to collaborate with Bata Centre in Vietnam. The most significant activities done by the Centre included recruitment of Vietnamese applicants for study at TBU, organization of educational workshops and lectures, promotion of TBU in Vietnam, and coordination of the creation of an international university consortium in cooperation with Ton Duc Thang University.

## **AIM 10**

- **USE THE GLOBAL BATA-RELATED INFRASTRUCTURE FOR THE NEEDS OF TBU.**

In compliance with the contract concluded with the company Compass Limited represented by Mrs. Rosemarie Bata Blyth, a repository of digital materials connected with the history of the Bata company in Czechoslovakia and abroad is being continuously built up. Within this cooperation, additional financial resources were successfully obtained, to be used for funding of study trips taken by an employee of the Bata Information Centre, who visited archives abroad.

The FaME was also active in spreading the legacy of Tomas Bata relevant to the current business activities; it organized the traditional DOKBAT conference and the Bata's Legacy to Europe conference.

## **AIM 11**

- **DEVELOP INTERNATIONAL MOBILITY OF STUDENTS AND ACADEMIC STAFF WITH PARTICULAR EMPHASIS ON HIGH-QUALITY SCIENTIFIC COLLABORATION; SUPPORT THE INVOLVEMENT OF PHD STUDENTS IN PROJECTS IMPLEMENTED IN COOPERATION WITH PARTNERS ABROAD AND WITH RENOWNED EXPERTS.**

The inclusion of compulsory study periods/traineeships abroad in curricula was ensured at all TBU Faculties.

## **AIM 12**

- **RECRUIT HIGH-QUALITY STUDENTS FROM UNIVERSITIES ABROAD FOR STUDIES IN DOCTORAL PROGRAMMES AND FOR POSTDOCTORAL FELLOWSHIPS.**

The aim was fulfilled mainly through Facebook and Instagram social networks, or through the ResearchGate.



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## 6. RELEVANCE

*TBU supported the career and professional development of its employees, increased the graduate employability and played an active role in the training of teachers in the Zlín Region.*

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### **AIM 1**

- **SUPPORT THE CAREER AND PROFESSIONAL DEVELOPMENT OF TBU EMPLOYEES AND ENHANCE THEIR COMPETENCES IN EDUCATION AS WELL AS IN R&D AND CREATIVE ACTIVITIES AND IN OTHER TYPES OF ACTIVITIES, INCLUDING THE VALORISATION OF RESULTS.**

Within their career development, academics were systematically improving their own professional competences and formal qualifications in the field of work carried out, including training in a wider context related to the profession and to the job position.

At all component parts of the University, a high-quality personnel structure was being developed, referring particularly to the academic staff holding a degree of PhD (and equivalents thereof), Associate Professor and Professor, in accordance with the methodology issued by the National Accreditation Bureau.

At the institutional level, language tuition was offered to academics and other employees in compliance with the Institutional Plan, Aim 2 “Support of the development of language skills of employees”.

The recording of working hours by academic staff was made in compliance with § 70a of the Act No. 111/1998 Coll., on Higher Education Institutions, and regulated in the Rector’s Directive 14/2019 including Appendix 1. For other employees, it is enabled in accordance with the “Agreement on the Performance of Work from Home”.

### **AIM 2**

- **INCREASE THE EMPLOYABILITY OF GRADUATES IN BUSINESS AND INDUSTRY BY MEANS OF COOPERATION WITH THE RELEVANT ENTITIES (EMPLOYERS, GRADUATES, SOCIAL PARTNERS, ETC.) ON THE CREATION AND INNOVATION OF DEGREE PROGRAMMES, BY IMPROVING THE QUALITY OF SERVICES PROVIDED BY THE TBU JOB CENTRE, BY SUPPORTING TRANSFERABLE COMPETENCES OF STUDENTS, BY ENCOURAGING BUSINESS ACTIVITIES AND BY PROVIDING CONDITIONS FOR THE ESTABLISHMENT OF START-UP COMPANIES.**

TBU collaborated with employers, graduates and other partners from business and industry. Inspired by the experience gained by colleagues from other HEIs, TBU incorporated international experience into the activities of the Job Centre, and that by the study of materials arranged in the form of books or during discussions held at regular meetings. Employees of the Job Centre successfully completed long-term coaching courses and applied the gained experience in practice. Job vacancies or specialized traineeships were offered via the Job Portal.

At the FaME, compulsory practical training of students was included in the curricula of both BP and FUMP; also in the curricula of FUMP at the FAI; at the FHS, specialized practical training was included in

the curricula of all degree programmes to a different extent, and the Faculty also intensively cooperated with partners from business and industry in volunteering activities.

Students were also motivated to start their own business in order to improve their career prospects in the labour market. Through the mediation of the UPPER Centre (a component part of the FMC), students were offered, in cooperation with the FaME, facilities suitable for starting a business in the creative industries (from 05/2019 newly in the areas of interior design, marketing and copywriting, development and software as well as digital design, photography). Three educational and networking events were organized: 10/2019 re(START) conference, 10/2019 “Talent of Marketing Communications” contest, and the Startup Weekend project. Within the Business for Breakfast Zlín project, where the Faculty was a member, students were linked to the commercial sphere. The UPPER Centre also provided facilities to students organizing the Zlín Design Week project and, in cooperation with students and companies, prepared a part of the programme.

### **AIM 3**

- **REFLECT THE LOCAL, REGIONAL, NATIONAL AS WELL AS INTERNATIONAL CIRCUMSTANCES, ISSUES AND CHALLENGES RELATED TO THE WHOLE SOCIETY IN EDUCATIONAL, RESEARCH, DEVELOPMENT, ARTS AND OTHER ACTIVITIES OF THE UNIVERSITY.**

TBU cooperates with key players in the social and regional development at the municipal, regional and national level in the long term. The cooperation took place not only during the preparation of strategic documents elaborated by the Municipality of Zlín and by the Zlín Regional Authority but also during the implementation of a number of strategic projects. As regards the formation of economic and regional development, TBU had its representatives in the Council of Economic and Social Agreement of the Zlín Region, in the Regional Permanent Conference of the Zlín Region and in the Executive Committee of the Regional Innovation Strategy of the Zlín Region. TBU representatives were regular members in advisory bodies of the Municipality of Zlín. TBU was a member of the Employment Pact of the Zlín Region and participated in the implementation of the Integrated Plan of Development of the Territory of the Town of Zlín.

### **AIM 4**

- **ENSURE THAT TBU PERFORMS A FUNDAMENTAL ROLE WITHIN THE METHODOLOGICAL SUPPORT OF EDUCATIONAL ACTIVITIES AND WITHIN THE TRAINING OF TEACHERS IN THE ZLÍN REGION AT ALL LEVELS OF THE EDUCATIONAL SYSTEM, INCLUDING THE INCLUSIVE EDUCATION.**

The FHS contributed to a strengthening of the role of TBU during the support of educational activities and professional training of teachers in the Zlín Region thanks to activities of the project funded by the MEYS and entitled “Preventing Shock when Confronting Reality in Future Teachers in Nursery and Primary Schools during the Start of Their Career”, aimed at improving the quality of education, application of new methods of evaluation of schools and innovation in education. The project enabled the involvement of other entities - nursery and primary schools - in the joint preparation of high-quality mentors employed by the particular schools. Representatives of nursery and primary schools in the region expressed an interest in developing further cooperation.

A significant part of funding allocated to the FHS was, within a project supported by the MEYS, provided to the so-called “faculty schools” and “faculty teachers” (teachers who start to undergo a specialist training intended for students of teaching in the field of individual types of practical training). A space for the preparation of faculty mentors, i.e. of the so-called “trainee teachers” - was created.



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## 7. DEVELOPMENT OF THE UNIVERSITY INFRASTRUCTURE

*The University continued to improve its infrastructure, and that by modernizing the existing buildings. TBU introduced new technologies, developed the information infrastructure and worked on the assurance of financial self-sufficiency of the entrepreneurial behaviour of entities owned by the University.*

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### **AIM 1**

#### **→ BUILD UP AND OPEN THE TBU EDUCATIONAL COMPLEX.**

In the Educational Complex, handed over for use in January 2018, operating modes of technological units were continuously optimized, some components were added, and the building was fully equipped with furniture in 2019.

### **AIM 2**

#### **→ BUILD UP AND OPEN THE CENTRE OF CREATIVE INDUSTRIES (TECHNOLOGY PARK, SPECIFIC CREATIVE INDUSTRY INCUBATOR).**

The FMC continued to build up the UPPER Centre of Creative Industries, which, in cooperation with the FaME, offers rooms and offices for graduates and students, particularly to TBU students/graduates, thus enabling them to start their own business; furthermore, it offers counselling and business facilities especially in the sphere of creative industries. All premises of the UPPER, both separate studios and open space – co-working – were occupied. Another important mission of the Centre, the creation of an informal environment, which forms a creative community, was fulfilled by organizing various educational and social events.

### **AIM 3**

#### **→ ENHANCE THE INFRASTRUCTURE FOR EDUCATION BY IMPLEMENTING FINANCIALLY DEMANDING INVESTMENT PROJECTS, NAMELY RENOVATION AND MODERNIZATION PROJECTS.**

In 2019, the operating modes of technological and software equipment were optimized after the completion of the construction part of the FaME “GEPOS” project (RDE) – Renovation of A and B Lecture Rooms Located in the U2 Building. Renovation of the C and D lecture rooms was carried out including the construction of a new conference room in the U2 building (Financial resources: Programme funding provided by the MEYS).

The construction project “RIFT Renovation of the 2nd Floor of the U2 Building”, with funding provided by the RIFT project supported by the OP RDE, was finalized in accordance with the prepared documents related to the implementation of the construction; the permission to use the rooms was given after a final inspection on 10 July 2019, defects were removed and outstanding work was finished by 11 July 2019.

The total expenditure related to the project amounted to CZK 107,556 thousand including VAT, with the financial participation by TBU in the project part comprising the non-eligible costs of the project amounting to CZK 5,377 thousand; CZK 5,109 thousand was the compulsory participation in the project funded by the OP RDE. In the second half of 2019, the operating and technological modes of laboratories were optimized.

Furthermore, laboratory equipment with a total value of CZK 106,068 thousand was complemented, with funding provided by the RIFT project (OP RDE), with the exemption of one device (rubber kneader), which was purchased and paid from saved funds and will not be delivered before 2020. The completion and putting into operation of technological equipment for the study and exhibition gallery within the “ART GALLERY of TBU in Zlín” project (OP RDE) could not be finished due to complications with suppliers of the required technological equipment chosen in a public tender. The project will be completed in 2020.

During preparations for the construction project “General Renovation of the U1 Building”, project files necessary for obtaining the building permits were finalized. During the process of preparation of project files, it became apparent that the technical condition as regards the construction of the U1 building did not allow a standard renovation. Therefore, studies comprising several options of action were elaborated. After the situation was assessed by a sworn expert, it became apparent that the building was damaged beyond repair and, practically, in a state of disrepair. For this reason, preparations of the project for a renovation of the existing building were stopped and, instead, work aimed to prepare the relevant documents necessary for a demolition of the building with the aim of constructing a new building that would fully meet the current requirements set for educational, R&D and creative activities in the field of technology was started.

#### **AIM 4**

→ **BUILD UP AND DEVELOP E-INFRASTRUCTURES AIMED TO APPLY NEW TECHNOLOGY AND TECHNIQUES IN TEACHING/LEARNING AND IN RESEARCH.**

With funding provided by projects implemented within other Calls of the OP RDE, namely by the project “Modernization of Educational Infrastructure at the FAI”, all planned elements and laboratory complexes were purchased and installed. Complete construction and technological modifications necessary for the installation of robotic lines were carried out in the U53 building. A small robotic unit was opened on 30 September 2019. A comprehensive robotized technology line was taken over on 30 September 2019, its operation was tested and optimized, and the equipment was handed over for use in classes.

#### **AIM 5**

→ **DEVELOP THE TBU INFORMATION SYSTEM WITH THE AIM OF FULLY COMPUTERIZING ITS BASIC SEGMENTS AND REDUCING ADMINISTRATIVE WORK AND COSTS.**

As part of the first stage of the development of an H&R portal aimed at providing an easy access to the data included in the SAP HR system for employees, the preparation of the infrastructure and of the portal environment (upgrade from the Liferay portal to the version 7.2 of CE GA1) was completed in 2019. The content of the project was defined, including the analysis of the requirements for the data displayed; the graphic design of templates and portlets was produced, a user authentication attribute (AD-SAP) was created. The actual implementation of the H&R portal will take place in 2020; the planned procedure was partially limited by a public tender for an extension of the server infrastructure (ID 1252), where the actual installation and implementation took place as late as November 2019.

A new Electronic Records Management System “e-Spis” was launched on 14 October 2019; the hardware infrastructure located at the VŠB - Technical University in Ostrava is used to run the system. Approximately 250 users were trained to use the system. In 2020, the related activities will continue and comprise training of senior executives, integration with the IS/STAG system (included in IP), Tender arena and a digital archive.

The common e-infrastructure for electronic signing was created and tested by the CESNET association; the central repository of personal certificates enables remote signing and a verification of signed documents. The infrastructure is also ready for integration with the systems used at TBU. The preparation was finished in the IS/STAG system as well, the newly implemented modules enable electronic signing of documents created in this administration system.

## **AIM 6**

- **COOPERATE WITH HIGHER EDUCATION INSTITUTIONS AND SHARE CAPACITIES IN THOSE PARTS OF THE INFORMATION INFRASTRUCTURE IN WHICH THE SAME ELECTRONIC SYSTEM – IS/STAG, SAP, OBD/GAP/IGA – IS USED.**

In 2019 TBU closely collaborated with other HEIs as well, namely within the HEI Consortium, during the application of new EU regulations and of the Czech legislation on the university level. The required modifications in information systems used for administration of economic and study-related affairs were implemented jointly with funding provided by the Centralized Development Projects C3 and C11.

## **AIM 7**

- **ENSURE THE AVAILABILITY OF ELECTRONIC INFORMATION RESOURCES BASED ON MODERN TOOLS INTENDED FOR EFFECTIVE SEARCH WITHIN THEIR CONTENT.**

Continuous access to all indispensable specialized and multidisciplinary electronic information resources across all specializations pursued at the University was ensured. These resources continued to be accessible via an attractive interface continuously modified and improved in accordance with the latest user trends. A new library catalogue offering modern user functions was available. One of the activities yet to be finalized is a full integration of the catalogue with the central portal of information resources. This will be completed in 2020.

## **AIM 8**

- **ENSURE THE ECONOMIC INDEPENDENCE OF ENTREPRENEURIAL BEHAVIOUR OF UNIVERSITY ENTITIES, BUILD ENTREPRENEURIAL CENTRES AND INCUBATORS, SUPPORT BUSINESSES RUN BY TBU GRADUATES AND SUPPORT NETWORKS OF SMALL AND MEDIUM-SIZED COMPANIES ON THE REGIONAL LEVEL (CLUSTERS).**

TBU was actively involved in the activities of selected clusters in the Czech Republic (Plastr, Moravian-Silesian Automotive Cluster, etc.) and was also actively involved in the activities of the National Cluster Association. The FMC continued to build up the UPPER Centre of Creative Industries, which, in cooperation with the FaME, offers rooms and offices for graduates and students, particularly to TBU students/graduates, thus enabling them to start their own business; furthermore, it offers counselling and business facilities especially in the sphere of creative industries.

## **AIM 9**

- **INCREASE AND IMPROVE THE QUALITY OF ACCOMMODATION OFFERED TO STUDENTS, EMPLOYEES AND PARTICIPANTS IN SHORT-TERM MOBILITY.**

Within the programme funding provided by the MEYS, TBU succeeded in the Call of the Sub-Programme 133D 221 “Development and Renovation of Accommodation and Catering Facilities of Public Higher Education Institutions” with the project “TBU – Renovation and Modernization of the U7 Building”. A complete set of construction documents for the implementation of the construction and a valid building permit were prepared, the Plan of the Organization of the Construction was elaborated. In order to add emergency stairs and an emergency lift, land was purchased from the Municipality of Zlín. The actual implementation stage is scheduled to be carried out between 06/2020 and 08/2021.

As student accommodation will be limited during construction, the University hired 100 beds from a private company. The contract was concluded for the academic years 2019/20 and 2020/21. For financial reasons, TBU is not considering to extend its own housing stock.



← An interactive exhibition held in the atrium of the University Centre to mark the anniversary of the Velvet Revolution represented a contemporary young view of the November events. Students of arts-oriented degree courses at TBU were the authors of the exhibits.

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## 8. EXTERNAL AND INTERNAL COMMUNICATION OF THE UNIVERSITY

TBU was aware of the necessity of effective external communication on the national and international level and the necessity of fostering of the University's positive image. Therefore, TBU informed prospective applicants and the general public about degree programmes offered and put great emphasis on the popularization of science. As regards the experts among the public, the University strove to ensure the transfer of knowledge and innovations, to spread new knowledge and good practice. It established contact with employers and with other institutions and actively spread the legacy of Tomas Bata. The said activities took place both in the Czech and Slovak Republic and in other countries as well.

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### AIM 1

- **STRENGTHEN THE GOOD REPUTATION OF TBU ON THE NATIONAL AND INTERNATIONAL LEVEL. PROMOTE TBU AS A MODERN UNIVERSITY AND A TOP-QUALITY HIGHER EDUCATION INSTITUTION. FOSTER A POSITIVE IMAGE OF THE UNIVERSITY.**

TBU was building a reputation as an entrepreneurial university – emphasis was put on course units focusing on entrepreneurship, TBU supported students during the implementation of their business plans and during the establishment of their start-up companies. TBU was actively looking for new options of cooperation with business and industry, e.g. by attending the Science Fair and the International Engineering Fair.

Active communication with the media and publication of the TBU “Universalia” magazine strengthened the reputation of the University and the awareness thereof. TBU also actively participated in the joint project entitled Universitas and jointly implemented by 22 Czech public higher education institutions. The project features a web portal and an electronic journal focusing on science, education, research and the higher education system. The Researchers' Night had also a positive resonance among the general public, with all Faculties of TBU in Zlín and Uherské Hradiště actively participating in the project.

TBU cooperated with student organizations during events such as the TBU Gala Ball, Rag Day, International Students' Day, Lighting Up of the University Christmas Tree, etc., where the TBU Student Union participated in the organization of these events. The Buddy System Zlín collaborated with the TBU International Office when taking care of international students. Further cooperation with student organizations took place at the TBU Faculties.

TBU became one of the centres organizing events held to commemorate the 30th anniversary of the Velvet Revolution in Zlín. The University organized a series of events including extraordinary activities not implemented in the past: A glass sculpture containing a print of hands of former students of the Faculty of Technology (organizers of the 1989 Velvet Revolution in Zlín), an exhibition putting on display a glass cast of the print of hands of Václav Havel, a video mapping screening shown on the wall of a University building, an exhibition of augmented reality posters, a concert accompanied by a screening of period photos, a series of lectures, a debate with former students – active in the Velvet Revolution in Zlín, etc. Most of the events were attended by university students and secondary school students, but the general public was also represented.

The University regularly posts press releases on the attractive news portal entitled [zpravy.utb.cz](http://zpravy.utb.cz).

## **AIM 2**

- **ENSURE COOPERATION IN THE SPHERE OF R&D AND CREATIVE ACTIVITIES AND OF TRANSFER OF KNOWLEDGE AND INNOVATIONS, AND THAT THROUGH SUPPORT OF COMMUNICATION BETWEEN THE ACADEMIC SPHERE AND THE PRIVATE SECTOR, PUBLIC SECTOR ADMINISTRATION AND THE CIVIL SOCIETY.**

During the implementation of technology transfer processes at TBU, the key activities involved in particular communication with business partners and business clusters, practical application of R&D results, preparation and implementation of joint projects in collaboration with other institutions or of applied and contract research, mediation of negotiations including the provision of specialized counselling services and introductory consultations in accordance with the intent of the University, and the fulfilment of duties arising during the development of the technology transfer process based on cooperation and strengthening of links between the University – companies – regional administration authorities.

An important segment of the professional activities involved the implementation of transfer to commercial use in the sphere of medical devices and footwear, with the preparatory stage of commercialization of R&D within specialized training and within organizational assurance of transfer between the knowledge potential of TBU and business and industry, in compliance with the strategic plan of the University.

Therefore, the staff of the TTC were provided training in the area of valid alterations in legislation and assessment of conformity for distribution of products to the market. They applied the knowledge obtained within the process of commercialization and transfer of R&D results to practice.

TBU also actively creates an environment convenient for cooperation with industrial companies, and that by shaping the environment of regional development. The University is a member of the Executive Committee of the Regional Innovation Strategy of the Zlín Region, and, as a key representative of education and research, it forms specializations of the Zlín Region for the future programme period of 21+. In 2019, a number of strategic documents were prepared, including an update of the Regional Innovation Strategy of the Zlín Region and the Regional RIS3 Annex.

## **AIM 3**

- **USE MODERN FORMS OF COMMUNICATION IN ORDER TO CONTINUE TO IMPROVE THE ACCESSIBILITY OF WELL-ARRANGED AND RELIABLE INFORMATION ON DEGREE PROGRAMMES/COURSES OFFERED AT TBU FOR APPLICANTS AND FOR THE GENERAL PUBLIC (IN THE CZECH REPUBLIC AND ABROAD).**

TBU paid close attention to the recruitment of high-quality students. In May 2018, a new website of TBU was launched; in 2019, the website was continuously updated and improved. Work related to further development of the website continued. The planned launch of a new e-application was postponed to 2020 due to the complexity of interlinking the e-application and the IS. The quality of communication with prospective students and with other target groups was evidenced by the fact that the TBU website won the Gold Winner Award in the US contest “Horizon Interactive Awards” and took the second place in the national Golden Semicolon contest.

TBU presented its activities to applicants for study in Czech by participating in five fairs of postsecondary education, and that in those held in Prague, Bratislava, Nitra, Brno and Košice. The TBU Faculties gave presentations at other events of a lesser extent.

International students visiting higher education fairs held in Kazakhstan and in Finland were informed about degree programmes/courses carried out at TBU.

Brochures in Czech, Slovak and English and a special issue of the University magazine were published in order to provide information to prospective applicants for study.

#### **AIM 4**

→ **ESTABLISH CONTACT WITH PARTNER ON THE LOCAL, NATIONAL AND INTERNATIONAL LEVEL, I.E. WITH EMPLOYERS, RESEARCH AND ACADEMIC INSTITUTIONS AND NON-PROFIT ORGANIZATIONS AND PUBLIC SECTOR ADMINISTRATION AUTHORITIES.**

The form of cooperation with the Zlín Regional Authority was updated, especially in the area of preparation for the new 2021+ programme period in the field of education. The Municipality of Zlín became active in the matter of preparation of the agglomeration for a new programme period and of preparation of proposals of strategic projects for integrated territorial investments planned in the Zlín agglomeration.

The FT maintained contact with employers, and that by involving company representatives in classes of selected course units. During the i-Kariéra fair organized by the IAESTE and held in the FT Laboratory Centre, a series of lectures by employers from the automotive and food industries were organized specifically for FT students. As part of the Summer Internships project, several specialized internships in companies were offered to FT students. The eighth edition of the international conference “Novel Trends in Rheology VIII” organized by the Polymer Centre also took place.

The FT and the FaME extended the network of collaborating partners and that by concluding contracts with enterprises and new institutions, with funding provided by projects in implementation and in preparation.

The FMC developed intense activities as a founder member of the Zlín Creative Cluster, which associated representatives of the public sector, private, non-profit and educational sectors active in the creative and related fields in the Zlín agglomeration. The FMC and the Zlín Creative Cluster share a common vision of converting the town of Zlín and the Zlín Region into one of the most important centres of creative industries in the Czech Republic after 2020, and that especially in the areas of design, audiovisual arts, marketing communications and architecture. The FMC contributed to fulfilling the vision by becoming an active member of the Zlín Creative Cluster and by collaborating closely with companies that are involved in events taking place in the Zlín Region and offer students the opportunity to participate in traineeships and in specialized internships.

A number of companies also cooperated with the FMC during the implementation of projects administered by the Communication Agency, especially in the implementation of the Zlín Design Week project. The Department of Marketing Communications organized the student contest “Talent of Marketing Communications”, where the interconnection between theory and practice is very effective. To name a concrete example of cooperation, the FMC obtained five innovation vouchers in collaboration with companies from the Zlín Region, and successfully finalized all of them in 2019. Two of the vouchers were related to product design, three were focused on the elaboration of a market analysis and marketing strategies.

At the FAI, the Industrial Board was established as an advisory body for collaboration with partner institutions. Academics regularly participated in professional meetings organized by constituent parts of other higher education institutions such as Principia Cybernetica, Sekel, Seculin, Felapo, and others. Collaboration with selected regional administration authorities, namely the Population Protection Institute in the Bohdaneč Spa, Ministry of the Interior, Security Information Service, etc. was also developed.

The FHS organized educational events for teachers in nursery and primary schools, emphasizing professional training of faculty teachers, who participated in the guidance of students during specialized practical training, and that in the following degree courses: Preschool Teacher Training, Pedagogy of Preschool Age, Lower Primary School Teacher Training.

Active cooperation with the non-profit sector (e.g. the Dotek Centre for Health and Social Care, Senior Citizens' Home Burešov, Children's Home Zlín, Alzheimer Disease Centre Zlín) took place. Intensive cooperation with medical institutions was also carried out, e.g. with Tomas Bata Regional Hospital in the field of organization of practical training and specialized lectures (The following events: Let's Give a Chance for Life, Join the Bone Marrow Donor Register, Donate Blood with the FHS). In cooperation with the Zlín Regional Authority and the Luhačovice Spa, the traditional Senior Cup event took place. Successful cooperation with significant companies was also noticeable in the contest seeking the best presentation skills and entitled Show-off, organized under the auspices of the globally operating company ExxonMobil. The winners of the contest were given the opportunity of work shadowing a company manager. In the field of language teaching, active cooperation between TBU and the P.A.R.K. Cambridge Exam Centre enabled students and employees of TBU to pass the Cambridge English International Language Exam at the University. Cooperation with the European Commission continued, specifically in the field of translating and interpreting for the EU (expert lectures, offers of external cooperation, employment and translation internships).

The FLCM organized specialized excursions to companies for students and lectures by experts from business and industry given during classes. The Faculty extended the network of cooperating partners involved in practical training of students of a career-oriented programme.

## **AIM 5**

### **→ DEVELOP AND IMPLEMENT A STRATEGY FOR COMMUNICATION WITH TBU GRADUATES.**

In 2019, the TBU Alumni Club was formed. Graduates could register and join the Club via the TBU website any time, obtain the Alumni ID Card and enjoy any of the benefits offered. During 2019, more than 2,000 TBU graduates joined the Club. A very successful event was the alumni reunion organized by the FT as one of the activities held to celebrate the 50th anniversary of the Faculty's establishment. More than 1,300 graduates attended the FT alumni reunion.

## **AIM 6**

### **→ ACTIVELY SPREAD NEW KNOWLEDGE, RESULTS OF R&D AND CREATIVE ACTIVITIES AND EXAMPLES OF GOOD PRACTICE TOWARDS THE GENERAL PUBLIC, THUS ACCOMPLISHING THE MISSION OF THE UNIVERSITY.**

The dissemination of results of scientific and research activities and of examples of good practice was carried out above all by the TTC. The development of activities carried out and services provided by the TTC was in accordance with the needs of the region and of regional partners and contributed to the assurance of an effective transfer of results of activities carried out within applied research to practice. Transfer activities, which produce an extension and acceleration of the transfer of knowledge from research units to industry, were based on principles inspired by Bata.

By the end of 2019, TBU had concluded 26 licence agreements with a total financial volume of CZK 1,568,920 since 2008 and 16 contracts from the sphere of technology transfer registered at the TTC with a total volume generated within TBU economic activities amounting to CZK 1,665,914.76 since 2014. Furthermore, a total number of 4 international patents were filed and 1 PCT application was published in 2019, a total number of 27 utility models were filed in the CR. The TTC submitted 6 patent applications in the CR and 3 patent applications (PCT) abroad on behalf of TBU; 24 applications for utility models were submitted in the CR and 1 application for a utility model was submitted in the Slovak Republic.



The creation, publication and effective distribution of scientific monographs through the TBU University Press was supported with the aim of facilitating the approach to the publications for the target group. After the relevant legislation was elaborated, the publishing activity at TBU was systematized. The TBU University Press operated in a standard mode and was aiming to develop the quality of its services, including an efficient system of book distribution.

## **AIM 7**

→ **RAISE PUBLIC AWARENESS ABOUT R&D RESULTS, IN PARTICULAR AMONG PROSPECTIVE APPLICANTS FOR STUDY AND AMONG EXPERTS INTERESTED IN RESEARCH ACTIVITIES AT TBU.**

TBU created a series of online lectures by TBU teachers and by guests, who gave a lecture at TBU. The series has been posted on a YouTube channel and is available to the general public. In 2019 8 new videos were added. Another important activity in this field was the “TBU e-shop”, within which TBU academics visit students from secondary schools and grammar schools and give lectures for them. The activity was inspired by a similar event entitled “Science e-shop” and organized by the FT.

As every year, TBU actively participated in the event entitled “Researchers’ Night”, which aims to promote science and scientists among the general public. Events on the subject of “Planet Friendly” took place both in Zlín and in Uherské Hradiště.

FT: From 16 to 17 April, the Faculty organized the scientific festival “Experience Science”. Interested students from secondary schools, teachers and the public had the opportunity to participate in one of 22 scientific workshops, each being repeated seven times on a given day. 77 researchers from the FT participated in the event visited by more than 2,000 attendees. During the Zlín Film Festival, the FT organized an event entitled Mysterious Laboratory, which was visited by more than 1,500 children, mostly from primary schools, during the festival. Another event carried out for the general public from Zlín was the “Science Café”, i.e. popular science lectures by researchers coming not only from TBU, which were organized every fortnight in the FT Laboratory Centre. Several projects were implemented within the Students’ Scientific and Expert Activities; Adam Knirsch took the 3rd place in the national round, to name one example. In 2019, the Faculty also participated in the organization of regional rounds of Olympiads in Biology and Chemistry.

The FaME presented its R&D results in the research journal “Journal of Competitiveness”, in a magazine and a bulletin published by the Faculty, and in monographs. The Faculty created 6 promotional videos focusing on the Talented Students project, on the presentation of renovated classrooms, on the presentation of educational, R&D and creative activities in the form of an interview with the Dean, on the presentation of FaME activities at the “TBU Researchers’ Night”, on the Bata’s Legacy to Europe conference and on the Open Day. The videos are available on the FaME YouTube channel.

FMC: Creative and research outputs generated by teachers and students of the Faculty were presented to experts from among the public as well as to the general public via exhibitions, lectures and other promotional events. Great emphasis was put on the presentation of results during the Zlín Design Week organized by students and inspired by the topic of “(R)evolution” in 2019. The event presented works by students of the individual FMC Studios, while students of the degree course in Marketing Communications were in charge of marketing communications, production issues and organization of the event. The Faculty participated in events organized by TBU in order to celebrate the 30th anniversary of the Velvet Revolution. Students of visual arts, of Theory and Practice of Audiovisual Arts as well as students of the degree course in Marketing Communications presented their creative outputs at international contests, festivals and design events held both in Europe and worldwide.

The FAI was involved in the “Science e-shop” project and participated in the Science Fair held in Brno and in the Expo Science Fair held in Prague.

FHS: In order to make science and research attractive for children, the following events took place at the Faculty: Junior University, Children's University, Scientists from Nursery School, For Children, Youth and Adults. The Faculty offered lectures, seminars and workshops on medical topics (e.g. celiac disease, healthy diet, first aid), as well as socio-pedagogical topics (e.g. anthropology of kinship).

The FLCM organized the Researchers' Night; it was the first time that this event took place in Uherské Hradiště. Mapathons were regularly held for the general public: the GIS Day was organized in collaboration with the Municipality of Uherské Hradiště. Cooperation with the Collection Point for Recyclable Waste on commented screenings of films focusing on popular science topics continued; specialized lectures accessible for the general public were held at the Faculty.

## **AIM 8**

- **OPTIMIZE THE INTERNAL COMMUNICATION SYSTEM (STANDARDIZED INTERNAL COMMUNICATION TOOLS), INCREASE THE AWARENESS ABOUT STRATEGIC INTENTS OF THE UNIVERSITY AMONG THE EMPLOYEES AND IMPROVE THE QUALITY OF COMMUNICATION BETWEEN STUDENTS/EMPLOYEES AND MEMBERS OF THE TBU MANAGEMENT BOARD.**

At the beginning of the year, the annual festive gathering of the TBU academic community took place, this time featuring a ceremony held to mark the inauguration of the new Rector, Prof. Vladimír Sedlařík, where the Rector spoke, among other topics, about the plans of the University for the upcoming year. A meeting of employees with members of the Management Board of the University was held as well.

The academic community also gathered on other occasions such as commemorative events held to mark the anniversary of 17th November, TBU Gala Ball, Rector's Sports Day, Lighting Up of the University Christmas Tree, etc.

## **AIM 9**

- **SUPPORT ACTIVITIES OF THE UNIVERSITY IN THE SPHERE OF EDUCATION AND R&D, I.E. ACTIVITIES FOCUSING ON SPREADING THE LEGACY OF TOMAS BATA. DEVELOP ACTIVITIES OF THE BATA INFORMATION CENTRE.**

The Bata Information Centre continued to carry out intense activities focusing on raising the awareness about the legacy of Tomas Bata. The Activity Plan of the Bata Information Centre was drawn up and its implementation was continuously monitored. A series of lectures for secondary schools was created and carried out depending on the interest shown by secondary schools. In addition to provision of lectures, counselling activities and to the administration of the [www.tomasbata.com](http://www.tomasbata.com) website, the new web presentation <http://svet.tomasbata.org/> was extensively updated. At the same time, the Bata's World portal ([www.svet.tomasbata.org](http://www.svet.tomasbata.org)) was launched. Both websites were continuously updated, new information and knowledge were added.

The digital repository of archival records connected with the history of the Bata company was continuously developed. By the end of 2019, 5,000 archival documents were included in the repository.

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## 9. FUNDING AND ORGANIZATION

*TBU aimed to ensure efficient funding for all TBU component parts, focused on an increase in multi-source funding for activities carried out at TBU and on an improvement in the system of allocation of institutional resources in such a manner that the real performance was reflected. The Legal Services department reacted to the modifications and alterations to the relevant legislation.*

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### **AIM 1**

- **ENSURE STABLE, TRANSPARENT AND EFFICIENT FUNDING FOR ALL COMPONENT PARTS OF TBU, REFLECT DEMOGRAPHIC TRENDS AND ALTERATIONS IN THE ALLOCATION OF PUBLIC RESOURCES THROUGH AN OPTIMIZATION OF THE ORGANIZATIONAL AND PERSONNEL STRUCTURE AT ALL TBU COMPONENT PARTS.**

In 2019, transparent funding for all component parts was ensured, observing the principles of cost efficiency and of spending the financial resources in an effective manner. The funding provided to all known strategic tasks and projects as well as the financing of sustainability of commitments in projects funded by the OP R&DfI and OP EI was ensured by the document “TBU Budget Breakdown for 2019”.

The structure of the documents “TBU Budget Rules for 2019” and “TBU Budget Breakdown for 2019” ensured the predicted costs to be paid for the organization of individual activities, which were structured both as regards material costs and costs related to human resources. The effectiveness of the resources spent was compared to other HEIs.

### **AIM 2**

- **INCREASE MULTI-SOURCE FUNDING FOR ACTIVITIES CARRIED OUT AT TBU AND REDUCE THE DEPENDENCE ON DIRECT FUNDING PROVIDED BY THE STATE BUDGET BY INCREASING THE SHARE OF OWN RESOURCES. SUPPORT INNOVATIONS IN ALL ACTIVITIES CARRIED OUT AT TBU AND FUNDED BY THE INSTITUTIONAL PLAN, CENTRALIZED DEVELOPMENT PROGRAMMES AND BY THE OPERATIONAL PROGRAMME “RESEARCH, DEVELOPMENT AND EDUCATION”, AND/OR BY OTHER TYPES OF OPERATIONAL PROGRAMMES. PROVIDE FUNDING TO STRATEGIC AND PRIORITIZED PROJECTS USING RESOURCES OF THE EUROPEAN STRUCTURAL AND INVESTMENT FUNDS IN THE 2014-2020 PROGRAMME PERIOD TO THE MAXIMUM EXTENT.**

The IS KP14+ system was fully adopted; project applications were filed solely at the Rectorate. Standards for management, funding and implementation were established for all types of projects.

### **AIM 3**

- **IMPROVE THE SYSTEM OF ALLOCATION OF INSTITUTIONAL RESOURCES TO THE RELEVANT COMPONENT PARTS OF THE UNIVERSITY IN SUCH A MANNER THAT THE REAL PERFORMANCE IS REFLECTED TO THE MAXIMUM EXTENT AND, AT THE SAME TIME, THE DEVELOPMENT OF ACTIVITIES RELATED TO THE PRIORITIES OF THE UNIVERSITY IN EDUCATION AND IN R&D AND CREATIVE ACTIVITIES RECEIVES SUPPORT.**

Financial tools for the implementation of selected projects in 2019 were provided by the internal Strategic

Development Fund.

The strategies newly formulated by the provider of institutional resources were reflected in internal materials of TBU: “TBU Budget Rules for 2019” and “TBU Budget Breakdown for 2019”, in particular as regards the use of institutional funding for the long-term conceptual development of the research organization.

#### **AIM 4**

- **ANALYSE POSSIBLE DIVESTMENT, I.E. SALE OF UNNECESSARY AND LITTLE-USED PROPERTY WITH THE AIM OF USING THE FINANCIAL RESOURCES OBTAINED IN THIS MANNER FOR AN OPTIMIZATION OF THE MATERIAL EQUIPMENT OF TBU.**

In 2019, unnecessary and little-used long-term tangible property of a value amounting to hundreds of thousands CZK was sold.

#### **AIM 5**

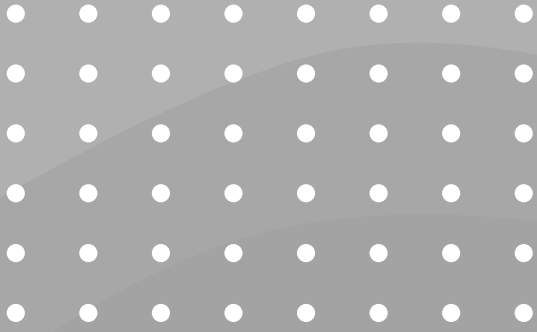
- **PROPOSE AND APPLY THE MATRIX MANAGEMENT SYSTEM IN THE STRUCTURE OF THE UNIVERSITY AND OF AFFILIATED ORGANIZATIONS.**

Vertical project management was applied in all newly implemented projects and projects in preparation, in particular in those funded by the OP RDE.

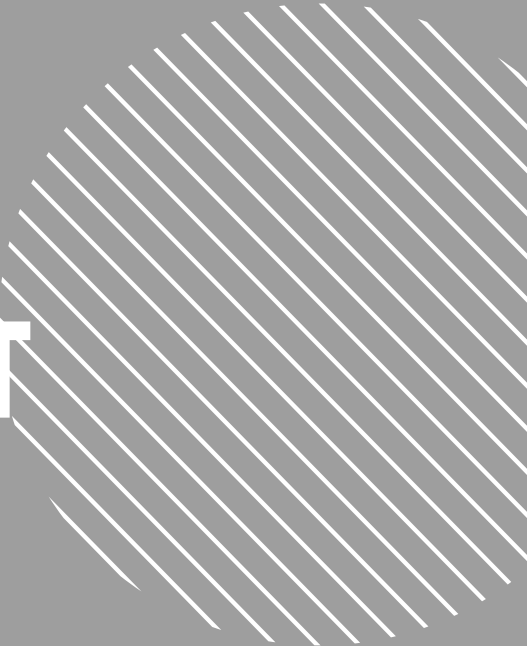
#### **AIM 6**

- **ENSURE THAT THE LEGAL AND ORGANIZATIONAL ENVIRONMENT AT TBU IS IN ACCORDANCE WITH THE AMENDED VERSIONS OF THE RELEVANT ACTS.**

The internal legislative documents were updated in such a manner as to comply with the legislation in force and with the requirements set in new EU regulations.



# TEXT SUPPLEMENT





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# 1. BASIC INFORMATION ON TBU

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## 1.A NAMES AND ADDRESSES OF THE UNIVERSITY, OF THE FACULTIES AND OF OTHER COMPONENT PARTS

Tomas Bata University in Zlín

- Shortened name: Tomas Bata University
- Abbreviation: TBU
- Address: nám. T. G. Masaryka 5555, 760 01 Zlín, Czech Republic

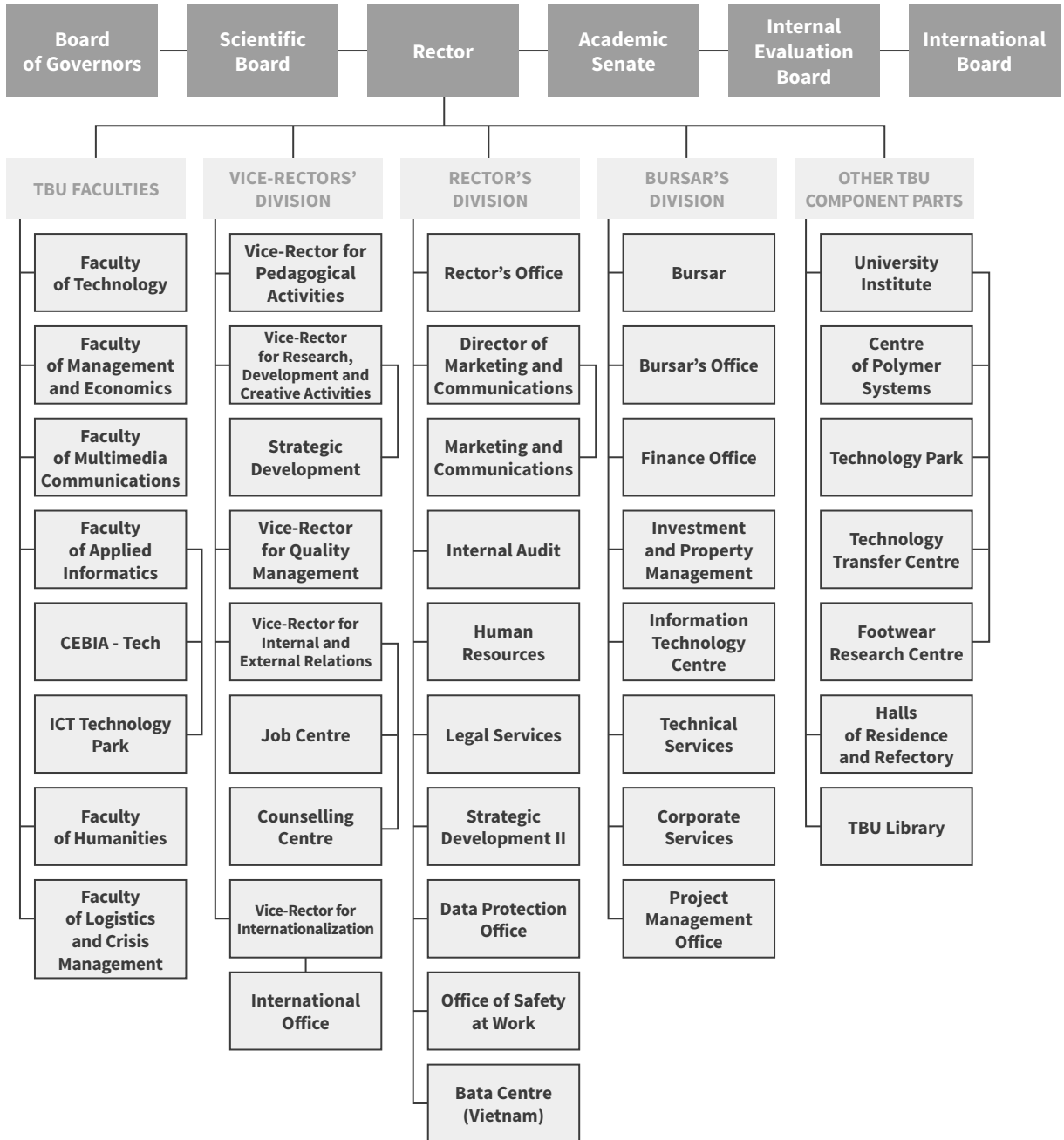
### 1.A.1 COMPONENT PARTS OF TBU

- Faculty of Technology (FT): Vavrečkova 275, 760 01 Zlín, Czech Republic
- Faculty of Management and Economics (FaME): Mostní 5139, 760 01 Zlín, Czech Republic
- Faculty of Multimedia Communications (FMC): Univerzitní 2431, 760 01 Zlín, Czech Republic
- Faculty of Applied Informatics (FAI): Nad Stráněmi 4511, 760 05 Zlín, Czech Republic
- Faculty of Humanities (FHS): Štefánikova 5670, 760 01 Zlín, Czech Republic
- Faculty of Logistics and Crisis Management (FLCM): Studentské nám. 1532, 686 01 Uherské Hradiště, Czech Republic
- University Institute (UNI): Nad Ovčírnou 3685, 760 01 Zlín, Czech Republic
- Library: nám. T. G. Masaryka 5555, 760 01 Zlín, Czech Republic
- Halls of Residence and Refectory (HRR): Štefánikova 150, 760 01 Zlín, Czech Republic

### 1.A.2 TBU BUILDINGS AND PREMISES

- U1 – FT: Vavrečkova 275, Zlín
- U2 – FaME: Mostní 5139, Zlín
- U3 – FT: Růmy 4046, Zlín
- U4 – FMC, Refectory: Univerzitní 2431, Zlín
- U5 – FAI, FT, Department of Physical Training (DPT), Refectory: Nad Stráněmi 4511, Zlín, Technology Park – Information and Communication Technologies: Nad Stráněmi 5656, Zlín
- U6 – Hall of Residence Antonínova: Antonínova 4379, Zlín
- U7 – Hall of Residence Štefánikova: Štefánikova 150, Zlín
- U8 – University-owned chalet Portáš: Nový Hrozenkov 9026
- U10 – nám. T. G. Masaryka 1279, Zlín (partly leased to an external entity)
- U11 – UNI – Technology Park, Technology Transfer Centre, Footwear Research Centre: Nad Ovčírnou 3685, Zlín
- U12 – Hall of Residence Náměstí T. G. Masaryka, TBU Nursery School: nám. T. G. Masaryka 3050, Zlín
- U13 – University Centre – Library, Rectorate: nám. T. G. Masaryka 5555, Zlín
- U14 – Centre for Practical Training in Health Care: Havlíčkovo nábř. 600, Zlín (the building is not owned by TBU)
- U15 – Laboratory Centre of the FT: Vavrečkova 5669, Zlín
- U16 – FMC: tř. T. Bati 4342, Zlín
- U17 – Centre of Polymer Systems (CPS): tř. T. Bati 5678, Zlín
- U18 – FHS: Štefánikova 5670, Zlín
- UH1 – FLCM: Studentské nám. 1532, Uherské Hradiště (the building is not owned by TBU)
- UH2 – FLCM, Refectory: Studentské nám. 1535, Uherské Hradiště (the building is not owned by TBU)

# 1.B TBU ORGANIZATIONAL CHART



TBU was also the founder of the TBU Nursery School, and a 50% owner of the Technology Innovation Centre (TIC).



## 1.C STRUCTURE OF TBU BODIES

### 1.C.1 SELF-GOVERNING ACADEMIC BODIES OF TBU

#### → RECTOR

Prof. Ing. Vladimír SEDLAŘÍK, Ph.D.

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#### → ACADEMIC SENATE

(Composition until 07/03)

##### **CHAIRPERSON**

Ing. Alena MACHÁČKOVÁ, CSc.

##### **DEPUTY CHAIRPERSONS**

Ing. Miroslav MATÝSEK, Ph.D.

*Deputy Chairperson; Chairperson of the Academic Staff Chamber*

Bc. Lukáš KOUTNÝ

*Deputy Chairperson; Chairperson of the Student Chamber*

##### **ACADEMIC STAFF**

Ing. Lubomír BENÍČEK, Ph.D.

*until 31/01*

Mgr. Andrea FILOVÁ

Ing. Robert GÁL, Ph.D.

Ing. Monika HORÁKOVÁ, Ph.D.

doc. Ing. Miloslava CHOVANCOVÁ, CSc.

Dr. Rostislav ILLÍK, M.F.A.

Mgr. Josef KOCOUREK, Ph.D.

doc. Ing. Vratislav KOZÁK, Ph.D.

Mgr. Věra KOZÁKOVÁ, Ph.D.

Ing. Dora LAPKOVÁ, Ph.D.

Ing. Miroslav MUSIL, Ph.D.

doc. MgA. Libor NEMEŠKAL, Ph.D.

Ing. Libor PEKAŘ, Ph.D.

Ing. Jakub RAK, Ph.D.

doc. Ing. Michal SEDLAČÍK, Ph.D.

PhDr. Helena SKARUPSKÁ, Ph.D.

doc. Ing. Martin SYSEL, Ph.D.

Mgr. Renata ŠILHÁNOVÁ, Ph.D.

JUDr. Libor ŠNĚDAR, Ph.D.

PhDr. Tomáš ŠULA, Ph.D.

RNDr. Jakub TROJAN, MSc., MBA, Ph.D.

doc. Ing. Pavel VALÁŠEK, Ph.D.

doc. Ing. Jarmila VILČÁKOVÁ, Ph.D.

*from 05/02*

##### **STUDENTS**

Bc. Lucie FRYŠTÁKOVÁ

Bc. David CHROMČÁK

Bc. Adéla JANÁČKOVÁ

Ing. Jindřich KOŠŤÁL

Adéla LIZNOVÁ, DiS.

Hana MÜLLEROVÁ  
Bc. Denisa NIKISCHEROVÁ  
Ing. Tomáš PAVELKA  
Ing. Jakub ŠEVČÍK  
BcA. Milan ŠVEHLA  
Ing. Michaela ZACHAROVÁ

*(Composition from 19/03)*

#### **CHAIRPERSON**

doc. Ing. Martin SYSEL, Ph.D.

#### **DEPUTY CHAIRPERSONS**

doc. Ing. Michal STANĚK, Ph.D.

*Deputy Chairperson; Chairperson of the Academic Staff Chamber*

Bc. Lukáš KOUTNÝ

*Deputy Chairperson; Chairperson of the Student Chamber*

#### **ACADEMIC STAFF**

Mgr. Petr DUJKA

Ing. Monika HORÁKOVÁ, Ph.D.

doc. Ing. Miloslava CHOVANCOVÁ, CSc.

Mgr. Josef KOČOUREK, Ph.D.

Mgr. Věra KOZÁKOVÁ, Ph.D.

doc. Ing. et Ing. Ivo KUŘITKA, Ph.D. et Ph.D.

Ing. Miroslav MATÝSEK, Ph.D.

Mgr. Zdeněk MELICHÁREK, Ph.D.

doc. Mgr. Aleš MRÁČEK, Ph.D.

Ing. Miroslav MUSIL, Ph.D.

doc. MgA. Libor NEMEŠKAL, Ph.D.

doc. Ing. Petr NOVÁK, Ph.D.

Mgr. et Mgr. Viktor PACHOLÍK, Ph.D.

doc. Ing. Michal SEDLAČÍK, Ph.D.

PhDr. Helena SKARUPSKÁ, Ph.D.

Ing. Radmila SOUKALOVÁ, Ph.D.

Ing. Jan STROHMANDL, Ph.D.

Ing. Tomáš SYSALA, Ph.D.

PhDr. Tomáš ŠULA, Ph.D.

RNDr. Jakub TROJAN, MSc., MBA, Ph.D.

doc. RNDr. Ing. Zdeněk ÚŘEDNÍČEK, CSc.

doc. Ing. Pavel VALÁŠEK, Ph.D.

#### **STUDENTS**

Bc. Patrik BUČEK

Barbora FANTUROVÁ

*until 10/09*

Ing. Petr FLUXA

Martin HALGOŠ

Kateřina KOPŘIVOVÁ

*from 23/04*

Ing. Václav MACH

Ing. Jan MRÁZEK

Milan NGUYEN QUANG

Ing. Pavel ONDRA

David PAUL

*from 15/10*

Bc. Magdaléna RYBOVÁ  
Bc. Nikolas RYZÍ

→ **SCIENTIFIC BOARD**

*(Composition until 09/04)*

**CHAIRPERSON**

Prof. Ing. Vladimír SEDLAŘÍK, Ph.D.

**EXTERNAL MEMBERS**

Prof. Ing. Jiří BÍLA, DrSc.

Prof. RNDr. Josef HYNEK, Ph.D., MBA

Prof. Mgr. Michal KOLEČEK, Ph.D.

Prof. Dr. Ing. Zdeněk KŮS

Ing. Radomír LAPČÍK, LL.M.

Prof. Ing. Miroslav LUDWIG, CSc.

Prof. PhDr. Jiří MAREŠ, CSc.

Prof. RNDr. Miroslav MAŠLÁŇ, CSc.

doc. PhDr. Jiří NĚMEC, Ph.D.

Ing. Eduard PALÍŠEK, Ph.D., MBA

doc. Dr. Ing. Vladimír PAVLÍNEK

doc. Ing. Václav PETŘÍČEK, CSc.

Ing. Jiří ROSENFELD, CSc.

Prof. RNDr. Ing. Petr ŠTĚPÁNEK, CSc.

Prof. PhDr. Valérie TÓTHOVÁ, Ph.D., R.N.

Prof. Ing. Karel ULBRICH, DrSc.

Ing. Čestmír VANČURA

*Professor, Faculty of Mechanical Engineering, Czech Technical University in Prague*

*Dean, Faculty of Informatics and Management, University of Hradec Králové*

*Vice-Dean for Development, Faculty of Art and Design, Jan Evangelista Purkyně University in Ústí nad Labem*

*Professor, Technical University of Liberec*

*Managing Director, Moravian Finance House*

*Vice-Rector for Internal Affairs, University of Pardubice*

*Deputy Head, Department of Social Medicine, Charles University in Prague,*

*Faculty of Medicine in Hradec Králové*

*Professor, Palacký University Olomouc*

*Dean, Faculty of Education, Masaryk University in Brno*

*CEO, Siemens Czech Republic*

*SM, s.r.o.*

*Deputy Chairperson of the Board of Directors, Chamber for Economic Relations with CIS*

*Chairperson of the Board of Directors and Managing Director, Moravian-Slovak Engineering Works, Uherský Brod*

*Rector, Brno University of Technology*

*Dean, Faculty of Health and Social Studies, University of South Bohemia in České Budějovice*

*Department of Biomedical Polymers, Institute of Macromolecular Chemistry, Academy of Sciences of the CR, Prague*

*Director for Strategic Development, VIVA Industry Forging Company*

**INTERNAL MEMBERS**

doc. Mgr. Milan ADÁMEK, Ph.D.

doc. Ing. Roman ČERMÁK, Ph.D.

doc. RNDr. Jiří DOSTÁL, CSc.

Prof. PhDr. Peter GAVORA, CSc.

doc. PhDr. Ing. Aleš GREGAR, CSc.

Prof. Ing. Berenika HAUSNEROVÁ, Ph.D.

doc. MgA. Jana JANÍKOVÁ, ArtD.

doc. Ing. Adriana KNÁPKOVÁ, Ph.D.

doc. Ing. Anežka LENGÁLOVÁ, Ph.D.

Ing. Alena MACHÁČKOVÁ, CSc.

Prof. Dr. Ing. Drahomíra PAVELKOVÁ

doc. Mgr. Jaroslav PROKOP

Prof. Ing. Roman PROKOP, CSc.

doc. Ing. Zdena PROKOPOVÁ, CSc.

Prof. Ing. Petr SÁHA, CSc.

*Dean, FAI*

*Dean, FT*

*Dean, FLCM*

*Professor, FHS*

*Associate Professor, FaME*

*Head of Department of Production Engineering, FT*

*Vice-Dean for Strategic Development, FMC*

*Vice-Rector for Internal and External Relations*

*Dean, FHS*

*Chairperson, TBU Academic Senate*

*Head of Department of Finance and Accounting, FaME*

*Head of Advertising Photography Studio, FMC*

*Vice-Rector for Lifelong Learning*

*Associate Professor, FAI*

*Vice-Rector for Research, Development and Creative Activities*

Prof. Ing. Vladimír VAŠEK, CSc.  
Prof. Ing. Dušan VIČAR, CSc.

*Director of the CEBlA-Tech  
Head of Department of Population Protection, FLCM*

*(Composition from 10/04)*

### **CHAIRPERSON**

Prof. Ing. Vladimír SEDLAŘÍK, Ph.D.

### **EXTERNAL MEMBERS**

Prof. MUDr. Václav BÁČA, Ph.D.

*Rector, College of Polytechnics Jihlava*

Prof. Ing. Jiří BÍLA, DrSc.

*Professor, Czech Technical University in Prague*

Prof. Boris JIRKŮ, M.F.A.

*Professor, University of West Bohemia in Pilsen*

Prof. PhDr. Beata KOSOVÁ, CSc., dr. h. c.

*Vice-Dean for Science, Research and Art, Faculty of Education, Matej Bel University in Banská Bystrica*

Prof. Ing. Miroslav LUDWIG, CSc.

*Vice-Rector for Internal Affairs, University of Pardubice*

Prof. RNDr. Ivana MÁROVÁ, CSc.

*Professor, Brno University of Technology*

Prof. Dr. Ing. Pavel NĚMEČEK, Ph.D.

*Vice-Dean for Science, Research and Cooperation with Industry, Faculty of Mechanical Engineering, Technical University of Liberec*

Prof. Ing. Danuše NERUDOvÁ, Ph.D.

*Rector, Mendel University in Brno*

doc. Ing. Martin NOVÁK, Ph.D.

*Vice-Rector for Science, University of Jan Evangelista Purkyně in Ústí nad Labem*

Ing. Eduard PALÍŠEK, Ph.D., MBA

*CEO, Siemens Czech Republic*

Ing. Jiří ROSENFELD, CSc.

*Chairperson of the Board of Directors and Managing Director, Moravian-Slovak Engineering Works, Uherský Brod*

Prof. RNDr. Václav SNÁŠEL, CSc.

*Rector, VSB – Technical University of Ostrava*

Prof. Dr. Ing. Miroslav SVÍTEK, dr. h. c.

*Professor, Czech Technical University in Prague*

Prof. RNDr. Ing. Petr ŠTĚPÁNEK, CSc.

*Rector, Brno University of Technology*

Prof. RNDr. Jitka ULRICHOVÁ, CSc.

*Vice-Rector for Science and Research, Palacký University Olomouc*

Ing. Čestmír VANČURA

*Director for Strategic Development, VIVA Industry Forging Company*

### **INTERNAL MEMBERS**

doc. Mgr. Milan ADÁMEK, Ph.D.

*Dean, FAI*

doc. Mgr. Irena ARMUTIDISOVÁ

*Dean, FMC*

doc. Ing. Roman ČERMÁK, Ph.D.

*Dean, FT*

Prof. Ing. Berenika HAUSNEROVÁ, Ph.D.

*Head of Department of Production Engineering, FT*

doc. MgA. Jana JANÍKOVÁ, ArtD.

*Vice-Dean for Strategic Development, FMC*

doc. Ing. Adriana KNÁPKOVÁ, Ph.D.

*Vice-Rector for Internal and External Relations*

doc. Ing. Zuzana KOMÍNKOVÁ  
OPLATKOVÁ, Ph.D.

*Associate Professor, FAI (Vice-Rector for Internationalization until 31/10)*

doc. Ing. et Ing. Ivo KUŘITKA, Ph.D. et Ph.D.

*Deputy Director of the CPS*

doc. Ing. Anežka LENGÁLOVÁ, CSc.

*Associate Professor, FHS*

Prof. Ing. Petr SÁHA, CSc.

*Vice-Rector for Research, Development and Creative Activities*

Prof. MgA. Petr STANICKÝ, M.F.A

*Professor, FMC*

doc. Ing. Martin SYSEL, Ph.D.

*Chairperson, TBU Academic Senate*

doc. Ing. David TUČEK, Ph.D.

*Dean, FaME*

doc. Ing. Zuzana TUČKOVÁ, Ph.D.

*Dean, FLCM*

Prof. Ing. Vladimír VAŠEK, CSc.

*Director of the CEBlA-Tech*

Prof. Ing. Dušan VIČAR, CSc.

*Head of Department of Population Protection, FLCM*

## → INTERNAL EVALUATION BOARD

### **CHAIRPERSON**

Prof. Ing. Vladimír SEDLAŘÍK, Ph.D.

### **DEPUTY CHAIRPERSON:**

doc. Ing. Roman BOBÁK, Ph.D.

### **MEMBERS:**

Prof. Ing. Jiří BROŽEK, CSc.	<i>University of Chemistry and Technology, Prague</i>
doc. RNDr. Leona BUŇKOVÁ, Ph.D.	<i>TBU</i>
Prof. Ing. Radim FARANA, CSc.	<i>Mendel University in Brno</i>
Prof. RNDr. Josef HYNEK, Ph.D., .MBA	<i>University of Hradec Králové</i>
Bc. Lukáš KOUTNÝ	<i>TBU</i>
Ing. Alena MACHÁČKOVÁ, CSc.	<i>TBU (until 07/03)</i>
doc. Ing. Martin SYSEL, Ph.D.	<i>TBU (from 20/03)</i>
Prof. PhDr. Jiří MAREŠ, CSc.	<i>Charles University</i>
Ondřej PODZIMEK, M.F.A.	<i>TBU</i>
RNDr. Jakub TROJAN, MSc., MBA, Ph.D.	<i>TBU</i>
doc. RNDr. Zdeněk ÚŘEDNÍČEK, CSc.	<i>TBU</i>
Ing. Čestmír VANČURA	<i>VIVA Forging Company</i>
Prof. Ing. Dušan VIČAR, CSc.	<i>TBU</i>

## → INTERNATIONAL BOARD

### **MEMBERS:**

*(Appointed on 01/12)*

Prof. Pavel BÜCHLER	<i>Professor Emeritus in Fine Art, Manchester Metropolitan University, United Kingdom</i>
Prof. Dr. rer. nat. habil. Gert HEINRICH	<i>Senior Professor, Technical University Dresden, The Leibniz Institute of Polymer Research Dresden, Germany</i>
Prof. Markku LAHTINEN	<i>President, Managing Director, Tampere University of Applied Sciences, Finland</i>
Prof. Tone LERHER	<i>Professor of Logistic Engineering and Structure of Material Handling Systems, University of Maribor, Slovenia</i>
Prof. Bernhard MÖGINGER	<i>Professor of Testing of Polymer Based Materials and Parts, University of Applied Sciences, Sankt Augustin, Germany</i>
Prof. Bogusław ŚLIWERSKI	<i>Professor in Humanities, University of Łódź, Poland</i>

## **1.C.2 OTHER TBU BODIES**

### → **BURSAR**

RNDr. Alexander ČERNÝ

### → **BOARD OF GOVERNORS**

#### **CHAIRPERSON**

PaedDr. Alena GAJDŮŠKOVÁ *Member of the Parliament of the CR*

#### **DEPUTY CHAIRPERSONS**

Ing. Libor LÁZNIČKA, Ph.D. *General Manager, Continental Barum*  
Libor LUKÁŠ *Chairman of the Association for the Development of Transport Infrastructure in Moravia*

## **MEMBERS**

Ing. Eva BARTOŇOVÁ

*Member of the Committee for Formation, Education and Employment of the Regional Assembly of the Liberec Region*

Thomas Archer BATA

*Representative of the Bata family*

Prof. Ing. Eva JIŘIČNÁ, M. Arch.

*AI-Design, s. r. o.*

Ing. Michaela ŠOJDROVÁ

*Member of the European Parliament*

Prof. Ing. Jaromír VEBER, CSc.

*Professor, Business and Law School in Prague, Consultant to the Chairman of the Board of Directors, Academic Alliance, PLC*

doc. Ing. Jiří VOLF, CSc.

*Advisor, Ministry of Finance of the Czech Republic, Advisor to the Chairperson of the Czech Statistical Office*

## **SECRETARY**

Ing. Andrea KADLČÍKOVÁ

*TBU Director of Marketing and Communications*

## **1.C.3 TBU ADVISORY BODIES**

### **→ TBU MANAGEMENT BOARD**

#### **RECTOR**

Prof. Ing. Vladimír SEDLAŘÍK, Ph.D.

#### **VICE-RECTORS**

Prof. Ing. Petr SÁHA, CSc.

*Vice-Rector for Research, Development and Creative Activities (Authorized to perform the duties of Vice-Rector until 31/01), Vice-Rector authorized to fully act as the Statutory Deputy to the Rector*

Ing. Lubomír BENÍČEK, Ph.D.

*Vice-Rector for Pedagogical Activities (from 01/02)*

Mgr. Jan KALENDA, Ph.D.

*Authorized to perform the duties of Vice-Rector for Pedagogical Activities (until 31/01), Vice-Rector for Quality Management (from 01/02)*

doc. Ing. Adriana KNÁPKOVÁ, Ph.D.

*Authorized to perform the duties of Vice-Rector for Social Affairs (until 31/01)*

Mgr. Pavel KRUTIL

*Vice-Rector for Internal and External Relations (from 01/02)*

*Authorized to perform the duties of Vice-Rector for International Relations (until 31/01)*

doc. Ing. Zuzana KOMÍNKOVÁ  
OPLATKOVÁ, Ph.D.

*Vice-Rector for Internationalization (01/02 – 31/10)*

Ing. Michaela BLAHOVÁ, Ph.D.

*Vice-Rector for Internationalization (from 01/11)*

Prof. Ing. Roman PROKOP, CSc.

*Authorized to perform the duties of Vice-Rector for Lifelong Learning (until 31/01)*

#### **BURSAR**

RNDr. Alexander ČERNÝ

#### **DIRECTOR OF MARKETING AND COMMUNICATIONS**

Ing. Andrea KADLČÍKOVÁ

#### **CHAIRPERSON OF THE ACADEMIC SENATE**

Ing. Alena MACHÁČKOVÁ, CSc.

*until 07/03*

doc. Ing. Martin SYSEL, Ph.D.

*from 19/03*

#### **HEAD OF HUMAN RESOURCES**

Ing. Renata BARTOŠOVÁ

→ **RECTOR'S ADVISORY COUNCIL**

**RECTOR**

Prof. Ing. Vladimír SEDLAŘÍK, Ph.D.

**VICE-RECTORS**

Prof. Ing. Petr SÁHA, CSc.

*Vice-Rector for Research, Development and Creative Activities (Authorized to perform the duties of Vice-Rector until 31/01), Vice-Rector authorized to fully act as the Statutory Deputy to the Rector*

Ing. Lubomír BENÍČEK, Ph.D.

*Vice-Rector for Pedagogical Activities (from 01/02)*

Mgr. Jan KALENDA, Ph.D.

*Authorized to perform the duties of Vice-Rector for Pedagogical Activities (until 31/01), Vice-Rector for Quality Management (from 01/02)*

doc. Ing. Adriana KNÁPKOVÁ, Ph.D.

*Authorized to perform the duties of Vice-Rector for Social Affairs (until 31/01)*

Mgr. Pavel KRUTIL

*Vice-Rector for Internal and External Relations (from 01/02)*

*Authorized to perform the duties of Vice-Rector for International Relations (until 31/01)*

doc. Ing. Zuzana KOMÍNKOVÁ  
OPLATKOVÁ, Ph.D.

*Vice-Rector for Internationalization (01/02 – 31/10)*

Ing. Michaela BLAHOVÁ, Ph.D.

*Vice-Rector for Internationalization (from 01/11)*

Prof. Ing. Roman PROKOP, CSc.

*Authorized to perform the duties of Vice-Rector for Lifelong Learning (until 31/01)*

**BURSAR**

RNDr. Alexander ČERNÝ

**CHAIRPERSON OF THE ACADEMIC SENATE**

Ing. Alena MACHÁČKOVÁ, CSc.

*until 07/03*

doc. Ing. Martin SYSEL, Ph.D.

*from 19/03*

**DEANS OF FACULTIES**

doc. Ing. Roman ČERMÁK, Ph.D.

*FT*

doc. Ing. David TUČEK, Ph.D.

*FaME*

doc. Mgr. Irena ARMUTIDISOVÁ

*FMC*

doc. Mgr. Milan ADÁMEK, Ph.D.

*FAI*

doc. Ing. Anežka LENGÁLOVÁ, Ph.D.

*FHS (until 31/03)*

Mgr. Libor MAREK, Ph.D.

*FHS (from 01/04)*

doc. Ing. Zuzana TUČKOVÁ, Ph.D.

*FLCM*

**DIRECTOR OF MARKETING AND COMMUNICATIONS**

Ing. Andrea KADLČÍKOVÁ

**HEAD OF HUMAN RESOURCES**

Ing. Renata BARTOŠOVÁ

**DATA PROTECTION OFFICER**

Ing. Jitka JAŠKOVÁ

**OMBUDSMAN**

Ing. Alena MACHÁČKOVÁ, CSc.

*(from 01/04)*

## **CHAIRPERSON OF THE STUDENT CHAMBER OF THE ACADEMIC SENATE**

Bc. Lukáš KOUTNÝ

## **DIRECTOR OF THE TBU LIBRARY**

PhDr. Ondřej FABIÁN

## **DIRECTOR OF THE HALLS OF RESIDENCE AND REFECTORY**

Ing. Miroslav PROCHÁZKA

## **DIRECTOR OF THE CEBIA-TECH**

Prof. Ing. Vladimír VAŠEK, CSc.

## **1.D TBU REPRESENTATION IN ORGANIZATIONS ASSOCIATING CZECH HIGHER EDUCATION INSTITUTIONS**

<b>ORGANIZATION</b>	<b>COUNTRY</b>	<b>STATUS</b>
<b>Czech Rectors' Conference (CRC)</b>	CR	<b>Prof. Ing. Vladimír Sedlařík, Ph.D.,</b> Rector – member
<b>Council of Higher Education Institutions</b>	CR	<b>Ing. Alena Macháčková, CSc.</b> – representative in the Presidium <b>Prof. Ing. Roman Prokop, CSc.</b> – representative in the Assembly <b>Bc. Lukáš Koutný</b> – representative in the Student Chamber <b>BcA. Milan Švehla</b> – deputy representative in the Student Chamber

## **1.E MISSION, VISIONS AND STRATEGIC AIMS OF TBU**

The strategic aim of TBU, which is formulated in the Strategic Plan for Education, Science, Research, Development, Innovation, Art and Other Creative Activities of TBU for 2016-2020 (hereinafter referred to as “Strategic Plan”), is to:

- Build up a university with a solid reputation in the educational system of higher education.
- Ensure high-quality research activities generating eligible outputs in specializations pursued at TBU, with a high level of usefulness for a continuous development of the region.
- Continue to develop a natural international environment at TBU.
- Exploit the knowledge potential and take advantage of the conditions for the transformation of TBU into an entrepreneurial university; strengthen the activities carried out at the University in the field of social responsibility both in and outside.

## **1.F CHANGES REGARDING INTERNAL REGULATIONS**

In 2019, alterations in the following internal regulations were made at TBU:

- TBU Statute – new advisory bodies of TBU were added, the Ethics Committee of TBU was established; furthermore, an article was added regarding changed amounts of fees for



actions related to the assessment of fulfilment of requirements set for admission to study, the position of Adjunct Professor was established, the amount of the tuition fee for study in a foreign language was adjusted;

- Rules of Procedure of the TBU AS – minor modifications were made concerning the nominations of candidates to be appointed Rector;
- TBU Salary Regulations – The maximum amount of the extra pay for an employee was modified, professional activities to be done by junior/senior/executive researchers were amended; moreover, the scope of work activities to be done by Adjunct Professors at TBU was specified;
- Rules of Procedure of the TBU Scientific Board – Modifications were made in connection with the establishment of the position of Adjunct Professor at TBU;
- TBU Study and Examination Regulations – Minor modifications were made, again mostly in connection with the establishment of the position of Adjunct Professor at TBU;
- Scholarship Regulations – Minor modifications and alterations were made; moreover, a specification of scholarships provided in cases deserving special consideration was added;
- Rules Governing the System of Quality Assurance - minor amendment;
- Rules Governing the Creation, Approval, Implementation of and Alterations to Degree Programmes Carried Out at TBU were amended – Requirements to be met by teachers in Bachelor's programmes, supervisors of Bachelor's theses, lecturers in Master's programmes and external examiners of academic qualification theses were modified. Further modifications were made in connection with the position of Adjunct Professor and in relation to the definition of the position of supervisor/consultant.
- Rules Governing Habilitation Procedures, Professorial Appointment Procedures and Procedures for Appointment of Adjunct Professors at Tomas Bata University in Zlín were issued as a new internal regulation of TBU.

## **1.G PROVISION OF INFORMATION IN COMPLIANCE WITH § 18 OF ACT NO. 106/1999 COLL., ON FREE ACCESS TO INFORMATION**

When providing information to the public, TBU acts in compliance with the Act No. 106/1999 Coll., on Free Access to Information, as amended, and in compliance with the Decree issued by the Minister of Education, Youth and Sports in order to secure uniform implementation of the Act No. 106/1999 Coll., on Free Access to Information, at TBU.

- a) Number of submitted requests for information: 3
- b) Number of issued decisions on the denial of a request: 1
- c) Number of submitted appeals against decision: 0
- d) Copy of the essential parts of each judicial decision in the matter of revision of legitimacy of the decision of the obligor on the denial of a request for information and the summary of all expenses incurred by the obligor in connection with legal proceeding on rights and obligations in compliance with this Act, and that including employee costs and legal representation costs: 0
- e) List of exclusive licences granted, including the substantiation of the necessity to grant an exclusive licence: 0
- f) Number of appeals filed in compliance with § 16a, reasons for their submission and a brief description of the manner how they were processed: 0

No settlement of expenses related to the provision of information was requested on behalf of TBU in 2019.



**SAMETOVÁ  
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## **2. DEGREE PROGRAMMES, ORGANIZATION OF STUDIES AND EDUCATIONAL ACTIVITIES**

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### **2.A ACCREDITED DEGREE PROGRAMMES**

In the year 2019, full-time and part-time Bachelor's, follow-up Master's, non-follow-up Master's and doctoral programmes in technical and social sciences, economics, pedagogy, visual arts and health care were carried out at TBU. As at 31 December 2019, a total of 220 degree programmes were accredited at TBU in the full-time as well as part-time mode of study. The numbers of accredited Bachelor's, non-follow-up Master's, follow-up Master's and doctoral programmes were 70, 1, 75 and 74 respectively. All the accredited degree programmes are described by means of the methodology of learning outcomes in accordance with the Qualification Framework of Higher Education of the Czech Republic.

### **2.B PARTICIPATION OF THE APPLICATION SPHERE IN CREATION AND IMPLEMENTATION OF DEGREE PROGRAMMES**

FT: Representatives of the application sphere were involved in direct teaching of selected course units in the form of single lectures, or a series of specialized lectures given within selected degree programmes. The Faculty regularly consulted the application sphere about the content of degree programmes, and that particularly thanks to guarantors of degree programmes/specializations, and, subsequently, discussed it at the Meeting of Guarantors with the Faculty Management Board. Another opportunity for the evaluation of the content of degree programmes by the application sphere was a large reunion of FT graduates held to celebrate the 50th anniversary of the establishment of the Faculty. The celebration entitled "Homecoming" took place on 14 September 2019. More than 1,300 graduates of all age categories attended the reunion. The programme included lectures given by 6 graduates of the FT, who work in various areas/branches of science and industry. Furthermore, informal meetings between academics, employers and FT graduates took place, with the ideas given by all of them being taken into consideration during the preparation and modification of curricula as well.

FaME: At the Faculty, the degree programmes in preparation were discussed with representatives of partner institutions. Accreditations of degree programmes were discussed with experts from business and industry who are members of the CAER Board and of the Scientific Board at the FaME. The partners also actively collaborated during the implementation of degree programmes, e.g. the Moravian-Slovak Engineering Works in Uherský Brod provided their laboratory equipment for use in the course unit "Quality and Metrology" taught in the Bachelor's programme in Production and Quality Management. Partner institutions also cooperated during the organization of internships and practical training in the course units "Enterprise Management I and II" (within the Talented Students project) as well as in the course units "Bachelor's Thesis Preparation and Work Placement" and "Master's Thesis Preparation and Work Placement". They participated in the defence of students' projects as well as of Master's and Bachelor's theses. In the Department of Industrial Engineering, activities within student projects focusing on logistics, process management and industrial management as well as the course entitled "Internal Auditor QMS" in accordance with the ISO 9001:2015 standard were successfully developed. Projects were supported by excursions to the said organizations and by defences with participation by the institutions

providing the thesis topics. In 2019, approximately 256 first-year and second-year Bachelor's students got involved in the implementation of 63 team projects of societal benefit. The projects organized within the course unit "Basics of Project Management" were implemented by teams consisting of 4-7 members. A purposeful activity of the Faculty was produced by the Centre for Support of Entrepreneurship active within the UPPER Centre, which was working at the institutional level. The Centre for Support of Entrepreneurship aimed at promoting and supporting entrepreneurial activities as a basic element of a prosperous region in cooperation with the TIC and with the regional branch office of CZECHINVEST. In 2019, 10 workshops were organized by the Centre in order to support creative business activities carried out in cooperation with representatives of business and industry, and classes offered within the course units Business Academy, Basics of Entrepreneurship and Entrepreneurial Activities prepared also for students of other TBU Faculties (FaME, FHS, FMC) and finished with a presentation and with a defence of innovation intents continued. Lectures given by experts from business and industry were held. The evaluation of cooperation with the application sphere was discussed at meetings of the Degree Programme Board, the CAER Board and the FaME Scientific Board.

FMC: The Faculty closely collaborated with many companies that were involved in the Faculty's activities and offered students opportunities of internships and specialized traineeships. Students obtained feedback from the companies about whether the level of their knowledge and skills is usable in practice. A number of companies also cooperated with the FMC within projects implemented by the Communication Agency, particularly in the implementation of the Zlín Design Week project. Experts from business and industry were invited to participate in workshops held at the FMC, providing concrete examples, presenting demonstrations of real campaigns, including creative concepts and measuring of their effectiveness, all of the mentioned aimed to enhance students' theoretical knowledge gained during classes. The Department of Marketing Communications organized a student contest entitled "Talent of Marketing Communications" and held in the long term, where the interconnection between theory and practice was very effective. This concept was preparing students to enter the world of business and industry. Experts from business and industry were members of Evaluation Committees of academic qualification theses, during final state examinations, they also participated in teaching activities. Cooperation with the design, artistic and creative environment took place by means of specific long-term general cooperation, competitions organized in collaboration with partner institutions, companies, galleries, museums as well as state and public sector administration institutions, individual assignments in Studios, own research activities (NAKI programme, TA CR), specialist activities connected to other institutions (juries, committees, expert opinions, membership of associations, artistic boards), participation of representatives of professional design, artistic and creative spheres in the presentation of projects implemented by PhD students. Members of the Zlín Creative Cluster played an important role in the feedback obtained.

FAI: The Faculty communicated with business chambers, trade associations, employers' organizations or other experts from business and industry, and gathered information about their expectations and requirements regarding graduates of degree programmes. Members of the Scientific Board were significant experts from business and industry, who participated in specialist discussions and, during the approval process, expressed their opinions on the structure of degree programmes and on graduate profiles. The Faculty established the Industrial Board, who has an advisory role, in order to support closer cooperation with business and industry. Members of the Industrial Board were representatives of companies focusing on security and information technologies, automation and robotization of industrial production. Through the Industrial Board, the Faculty analyzed the needs of the market. The curricula proposed, presented as part of the accreditation process to the Accreditation Commission in the past, nowadays to the National Accreditation Bureau for Higher Education, were submitted by the Faculty to the members of the Industrial Board for comments.

FHS: At the FHS, experts from the application sphere directly participated in the creation and implementation of degree programmes (as teachers, supervisors of academic qualification theses,

professional consultants during specialized internships, members of examination committees at final state examinations, etc.). The individual constituent parts of the FHS (Heads of departments, or, where applicable, guarantors of degree programmes in direct communication with the application sphere) were primarily responsible for establishing, implementing and evaluating of collaboration. In the event that experts from business and industry got involved in teaching provided in career-oriented programmes, the respective classes were also included in the quality assessment carried out in each semester. A significant link with the application sphere was represented by mentoring given to students during practical training, thus providing the supervised students with experience necessary for performing specialist activities. Specialized internships linked to the application sphere were compulsory for students of all degree programmes carried out at the FHS to a variable extent.

FLCM: Within all degree programmes carried out at the Faculty, students took specialized two-week internships in companies or in state and public sector administration authorities. The internships were assessed on the basis of reports written by students on the specialized internships and on the basis of inquiries in companies. Within the teaching of individual course units, specialized lectures by representatives of the application sphere took place during classes. In accordance with requirements set by the application sphere, students were offered topics for academic qualification theses, with consultants from companies collaborating with students during the elaboration of their theses. The level of dealing with the topics assigned was evaluated during the defence of academic qualification theses and also assessed by guarantors of the relevant programmes. Specialized lectures by representatives of the application sphere were assessed on the basis of the feedback provided by students and of information given by academics who were present during the lectures as guarantors of course units.

## **2.C OTHER EDUCATIONAL ACTIVITIES CARRIED OUT IN ADDITION TO ACCREDITED DEGREE PROGRAMMES**

FT: In 2019 a series of lectures on macromolecular chemistry was organized for PhD students. Within the aim focusing on systemization of project activities at the FT, 16 doctoral students and junior researchers under the age of 35 were trained in the course “Improving Knowledge of Project Management in Science and Research”. Furthermore, the participation of students in the “Course in the Fundamentals of Research Work” organized by the Czech Academy of Sciences received support. The Faculty organized practice-oriented traineeships and specialized workshops for secondary school students held in laboratories of the individual departments of the FT.

FaME: Preparatory courses in economics were organized for applicants interested in studying follow-up Master’s programmes. In addition to accredited degree programmes, the following educational activities were organized at the FaME: Lifelong Learning-type educational courses, certified educational programmes at the Business Manager Academy and Academy of Productivity and Innovations, workshops intended for managers and entitled “Corporate Knowledge Sharing” and involving an offer of a knowledge audit carried out in companies, and the “Benzinol” staff training. Two-week TBU Summer Schools were offered to international students, where the FaME prepared the programme in the area of Lean Engineering, Quantitative Tools for Qualified Managerial Decision Making, Digital Marketing in the 21st Century, Practical Data Analysis in Statistics. The Summer Schools attracted 15 attendees. During the month of August, preparatory courses in course units such as Microeconomics I, Microeconomics II, Macroeconomics II, Managerial Accounting I and Corporate Finance I were organized, that took the form of internal summer schools for students interested. Classes within the course unit “Enterprise Academy”, “Basics of Entrepreneurship” and “Entrepreneurial Activities” were offered to approximately 60 students of the FT, FaME, FHS and FMC interested in business development. Within the joint activities of the UPPER, approximately 10 lectures by experts from business and industry focusing on supporting the development of creative businesses were held. In addition to course units taught within degree programmes, lectures by renowned personages from the CR and from abroad were held in cooperation

with student associations. The Department of Physical Training organized physical activities carried out at the institutional level and in addition to accredited degree programmes. A wide range of sports were offered, e.g. golf, tennis, mountaineering, team sports and others.

FMC: One-day preparatory courses for applicants for study in the Bachelor's/follow-up Master's programme in Media and Communication Studies, degree course in Marketing Communications, were offered within a Lifelong Learning programme by the Department of Marketing Communications of the FMC. Moreover, a one-day preparatory course was held (including the possibility of individual counselling) for admissions, organized by the Graphic Design Studio. Applicants for study in Bachelor's programmes in Visual Arts, degree course in Multimedia and Design and in Theory and Practice of Audiovisual Arts, degree courses in Animation, Audiovisual Arts and Film Production, took advantage of having individual consultations with teachers held within the Lifelong Learning and aimed at preparing the applicants for aptitude tests. A Lifelong Learning programme was also organized within the accredited Bachelor's programme in Media and Communication Studies, degree course in Marketing Communications, in the full-time and part-time mode of study.

FAI: The Faculty organized 12 educational courses (Electromagnetic Compatibility for Industrial Application, Intelligent KNX Electrical Installation, Programming Preparatory Course, Modern Programming in C and C++ Languages, Advanced Programming Techniques, Enterprise Hardware Solutions, Advanced Web Scripting, Mobile Systems and Applications (Raspberry), Mobile Systems and Applications (Android), Administration of Server Systems, 3D Programming, Servers and Script Languages).

FHS: Specialized workshops, seminars, courses and lectures for secondary school teachers and other experts from business and industry, for academic and non-academic staff and students of the Faculty (e.g. workshops for teachers of English at secondary schools, first aid courses for employees, workshops for mentors, pedagogical supervision of students during practical training in clinical practice) were held at the Faculty. Moreover, certified international Cambridge examinations took place at the FHS. For the ninth time, students of all TBU Faculties competed in the Show-off/Zeig dich contest seeking candidates with the best presentation skills in a foreign language. Students got involved in the project funded by the MEYS and entitled Preventing Shock when Confronting Reality, participated in workshops focused on the development of competences to solve problems occurring in connection with the relevant profession for which they are preparing. The Faculty also organized a workshop entitled Social Pedagogy in Practice and lectures focusing on topical issues in education (digital education in early childhood) for students. A discussion meeting with the renowned American writer Robert Fulghum took place. A debate with Jiřina Šiklová, a sociologist, took place as part of the events held to mark the 30th anniversary of the Velvet Revolution. The FHS staff also took part in classes offered within U3A courses.

FLCM: The Faculty offered U3A courses (English language, psychology, digital photography, computer lessons, law); academic staff of the Faculty participated in lectures held within TBU Summer Schools. The Faculty organized a workshop for coordinators of environmental education, formation and awareness focusing on the issue of improving the quality of urban environment. For the application sphere, the Faculty organized a conference on the subject of "How to Protect Your Company from Cyberattacks".

UNI: In 2019, the Footwear Research Centre located in the U11 building was established as a constituent part of the UNI. The Centre involves the department specializing in the testing of shoe materials, design and construction of shoe materials, and the department of advanced materials and technologies. In addition to research activities, the Footwear Research Centre became another specialized training unit focused on footwear, at this stage active in the area of Lifelong Learning.

The TTC organized 14 transfer projects within the GAMA programme funded by the Technology Agency of the CR. Within these sub-projects, intensive educational and counselling activities were carried out for investigators in the field of commercialization of applied research. All projects in implementation

were subsequently handed over to commercial partners on the basis of licence agreements concluded. Furthermore, the TTC organized a total of 3 seminars for TBU students and staff and 2 seminars for the Regional Development Agency of East Moravia. The seminars were focusing on novelties in the sphere of legal regulations, on topical issues in the area of intellectual property protection, innovations and technology in the Zlín Region and the support of commercialization. The events were also funded from sustainability resources of the project funded by the Operational Programme (OP) Research and Development for Innovations (RaDfI) and entitled “Development of TTC at TBU in Zlín”. The TTC team organized 2 information seminars aimed to support proof-of-concept activities based on the project entitled “Commercialization at TBU in Zlín” and accepted for funding.

In cooperation with Barum Continental, the CPS organized the international conference Gumference 2019. The aim of the conference was to present the results of research conducted in the rubber industry, present the latest trends, and interlink researchers and representatives of companies.

**TABLE 2.1: NUMBERS OF ACCREDITED DEGREE PROGRAMMES**

Tomas Bata University in Zlín		Bachelor's		Master's		Follow-up Master's		Doctoral		TOTAL
		F	P/D	F	P/D	F	P/D	F	P/D	
<b>Faculty of Technology</b>										
ISCED-F broad fields	Code									
Engineering, manufacturing and construction	07	5	5			15	10	10	8	53
<b>Faculty in total</b>	<b>X</b>	<b>5</b>	<b>5</b>	<b>0</b>	<b>0</b>	<b>15</b>	<b>10</b>	<b>10</b>	<b>8</b>	<b>53</b>
<b>Faculty of Management and Economics</b>										
ISCED-F broad fields	Code									
Social sciences, journalism and information	03	1	1			1	1	1	1	6
Business, administration and law	04	9	6			8	6	9	9	47
Natural sciences, mathematics and statistics	05					1	1			2
Information and communication technologies	06	1	1							2
<b>Faculty in total</b>	<b>X</b>	<b>11</b>	<b>8</b>	<b>0</b>	<b>0</b>	<b>10</b>	<b>8</b>	<b>10</b>	<b>10</b>	<b>57</b>
<b>Faculty of Multimedia Communications</b>										
ISCED-F broad fields	Code									
Arts and humanities	02	2	1			3	2	2	2	12
Social sciences, journalism and information	03	1	1			3	3			8
<b>Faculty in total</b>	<b>X</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>6</b>	<b>5</b>	<b>2</b>	<b>2</b>	<b>20</b>

Tomas Bata University in Zlín		Bachelor's		Master's		Follow-up Master's		Doctoral		TOTAL
		F	P/D	F	P/D	F	P/D	F	P/D	
<b>Faculty of Applied Informatics</b>										
ISCED-F broad fields	Code									
Information and communication technologies	06	7	4			8	4	5	5	33
Engineering, manufacturing and construction	07							1	1	2
<b>Faculty in total</b>	<b>X</b>	<b>7</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>8</b>	<b>4</b>	<b>6</b>	<b>6</b>	<b>35</b>
<b>Faculty of Humanities</b>										
ISCED-F broad fields	Code									
Education and formation	01	3	3	1		3	1	2	2	15
Arts and humanities	02	4								4
Business, administration and law	04					1	1			2
Health and welfare	09	5	4							9
<b>Faculty in total</b>	<b>X</b>	<b>12</b>	<b>7</b>	<b>1</b>	<b>0</b>	<b>4</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>30</b>
<b>Faculty of Logistics and Crisis Management</b>										
ISCED-F broad fields	Code									
Engineering, manufacturing and construction	07	1	1							2
Services	10	3	1			2	1			7
<b>Faculty in total</b>	<b>X</b>	<b>4</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>9</b>
<b>TBU Centralized Constituent Part</b>										
ISCED-F broad fields	Code									
Engineering, manufacturing and construction	07							8	8	16
<b>TBU Centralized Constituent Part in total</b>	<b>X</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>8</b>	<b>8</b>	<b>16</b>



Tomas Bata University in Zlín		Bachelor's		Master's		Follow-up Master's		Doctoral		TOTAL
		F	P/D	F	P/D	F	P/D	F	P/D	
<b>Tomas Bata University in Zlín</b>										
ISCED-F broad fields	Code									
Education and formation	01	3	3	1	0	3	1	2	2	15
Arts and humanities	02	6	1	0	0	3	2	2	2	16
Social sciences, journalism and information	03	2	2	0	0	4	4	1	1	14
Business, administration and law	04	9	6	0	0	9	7	9	9	49
Natural sciences, mathematics and statistics	05	0	0	0	0	1	1	0	0	2
Information and communication technologies	06	8	5	0	0	8	4	5	5	35
Engineering, manufacturing and construction	07	6	6	0	0	15	10	19	17	73
Health and welfare	09	5	4	0	0	0	0	0	0	9
Services	10	3	1	0	0	2	1	0	0	7
<b>TBU IN TOTAL</b>	<b>X</b>	<b>42</b>	<b>28</b>	<b>1</b>	<b>0</b>	<b>45</b>	<b>30</b>	<b>38</b>	<b>36</b>	<b>220</b>

**TABLE 2.2: NUMBERS OF DEGREE PROGRAMMES ACCREDITED IN A FOREIGN LANGUAGE**

Tomas Bata University in Zlín		Bachelor's		Master's		Follow-up Master's		Doctoral		TOTAL
		F	P/D	F	P/D	F	P/D	F	P/D	
<b>Faculty of Technology</b>										
ISCED-F broad fields	Code									
Engineering, manufacturing and construction	07					5	1	5	4	15
<b>Faculty in total</b>	<b>X</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>5</b>	<b>1</b>	<b>5</b>	<b>4</b>	<b>15</b>
<b>Faculty of Management and Economics</b>										
ISCED-F broad fields	Code									
Business, administration and law	04	4	1			4	2	5	5	21
<b>Faculty in total</b>	<b>X</b>	<b>4</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>	<b>5</b>	<b>5</b>	<b>21</b>

Tomas Bata University in Zlín		Bachelor's		Master's		Follow-up Master's		Doctoral		TOTAL
		F	P/D	F	P/D	F	P/D	F	P/D	
<b>Faculty of Multimedia Communications</b>										
ISCED-F broad fields	Code									
Arts and humanities	02							1	1	2
Social sciences, journalism and information	03					1	1			2
<b>Faculty in total</b>	<b>X</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>4</b>
<b>Faculty of Applied Informatics</b>										
ISCED-F broad fields	Code									
Information and communication technologies	06	3				3		3	3	12
<b>Faculty in total</b>	<b>X</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>3</b>	<b>12</b>
<b>Faculty of Humanities</b>										
ISCED-F broad fields	Code									
Arts and humanities	02	1								1
<b>Faculty in total</b>	<b>X</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>
<b>TBU Centralized Constituent Part</b>										
ISCED-F broad fields	Code									
Engineering, manufacturing and construction	07							4	4	8
<b>TBU Centralized Constituent Part in total</b>	<b>X</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>4</b>	<b>8</b>
<b>Tomas Bata University in Zlín</b>										
ISCED-F broad fields	Code									
Arts and humanities	02	1	0	0	0	0	0	1	1	3
Social sciences, journalism and information	03	0	0	0	0	1	1	0	0	2
Business, administration and law	04	4	1	0	0	4	2	5	5	21
Information and communication technologies	06	3	0	0	0	3	0	3	3	12
Engineering, manufacturing and construction	07	0	0	0	0	5	1	9	8	23
<b>TBU IN TOTAL</b>	<b>X</b>	<b>8</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>13</b>	<b>4</b>	<b>18</b>	<b>17</b>	<b>61</b>

**TABLE 2.3: JOINT/DOUBLE/MULTIPLE DEGREE PROGRAMMES CARRIED OUT IN COOPERATION WITH FOREIGN HEIS**

<b>Tomas Bata University in Zlín</b>	
<b>Degree programme 1</b>	<b>Process Engineering</b>
Partner institutions	Slovak University of Technology in Bratislava
Affiliated institutions	
Implementation start date	01/09/2019
Programme type (Joint/Double/Multiple Degree)	Double Degree
Length of studies (semesters)	8 semesters
Degree programme (Bachelor's, follow-up Master's, Master's, doctoral)	Doctoral
Organization of studies (description), including student admission and completion of studies	Study is organized in the full-time mode of study, in Slovak and in Czech; the applicant chooses one of the announced topics of doctoral theses and, depending on whether the topic in question has been announced by the STU or by TBU, the student submits his/her application to the relevant institution, and the said institution shall be his/her home institution. Proper completion of studies is conditional on whether the student has obtained 240 credits, passed the final state examination and defended his/her doctoral thesis at his/her home university.
Issuance of degree certificate and Diploma Supplement	Each university issues a degree certificate, and that in Czech (TBU), and in Slovak (STU); the Diploma Supplement shall be issued incl. a translation into English.
Organization of student mobility	The first year of study is organized by the home university; a student plans a stay at the partner institution in compliance with his/her individual curriculum, the stay is supposed to cover no less than one third of the student's studies.
Number of active studies as at 31/12	1
<b>Degree programme 2</b>	<b>1) Economics and Management 2) European Business</b>
Partner institutions	University of Huddersfield Business School, Great Britain
Affiliated institutions	
Implementation start date	2004
Programme type (Joint/Double/Multiple Degree)	Double Degree
Length of studies (semesters)	2
Degree programme (Bachelor's, follow-up Master's, Master's, doctoral)	Bachelor's
Organization of studies (description), including student admission and completion of studies	Bachelor's students participate in a selection procedure held at the FaME of TBU in their second year of study, the selected students spend the third year of the Bachelor's programme at the University of Huddersfield Business School (UHBS) incl. the elaboration and defence of the Bachelor's thesis; they complete their studies by passing the Bachelor's degree examination. After their return to the FaME, the Bachelor's theses are recognized incl. the defence, and students pass the final state examination.

<b>Tomas Bata University in Zlín</b>	
Issuance of degree certificate and Diploma Supplement	The UHBS issues the BA (Hons) degree certificate incl. the Diploma Supplement; the FaME of TBU issues the Bachelor's degree certificate incl. the Diploma Supplement.
Organization of student mobility	The agreement concluded between the FaME of TBU and the UHBS is unilateral, it only applies to students of the FaME of TBU. Students receive financial support from TBU.
Number of active studies as at 31/12	0
<b>Degree programme 3</b>	<b>1) Economics and Management 2) International Business Management</b>
Partner institutions	University of Huddersfield Business School, Great Britain
Affiliated institutions	
Implementation start date	2012
Programme type (Joint/Double/Multiple Degree)	Double Degree
Length of studies (semesters)	3
Degree programme (Bachelor's, follow-up Master's, Master's, doctoral)	Follow-up Master's
Organization of studies (description), including student admission and completion of studies	Bachelor's students participate in a selection procedure held at the FaME of TBU in their third year of study; the selection procedure is aimed to find candidates to study in follow-up Master's programmes at the UHBS. Students study in Master's programmes at the UHBS during three semesters, incl. the elaboration and defence of the Master's thesis; they complete their studies by passing the final examination. After their return, they continue their studies at the FaME in the second year of the follow-up Master's programme. The Master's theses are recognized incl. the defence, and students pass the final state examination.
Issuance of degree certificate and Diploma Supplement	The UHBS issues the Master of Science degree certificate incl. the Diploma Supplement; the FaME of TBU issues the Master's degree certificate (Ing.) incl. the Diploma Supplement.
Organization of student mobility	The agreement concluded between the FaME of TBU and the UHBS is unilateral, it only applies to students of the FaME of TBU. Students receive financial support from TBU.
Number of active studies as at 31/12	1
<b>Degree programme 4</b>	<b>1) Chemistry and Materials Technology 2) Chemistry</b>
Partner institutions	Blaise Pascal University, France
Affiliated institutions	
Implementation start date	05/06/2006
Programme type (Joint/Double/Multiple Degree)	Double Degree
Length of studies (semesters)	3-4 academic years (6-8 semesters)
Degree programme (Bachelor's, follow-up Master's, Master's, doctoral)	Doctoral

Tomas Bata University in Zlín	
Organization of studies (description), including student admission and completion of studies	Students spend 6 months of study alternately at each partner institution. Defences of doctoral theses are held at Blaise Pascal University, representatives of both universities have to be present during the defence.
Issuance of degree certificate and Diploma Supplement	After completion of studies, graduates receive the degree of Ph.D. (TBU) and Ph.D. (Blaise Pascal University).
Organization of student mobility	The programme is intended for a particular student based on the individual agreement concluded. Financial support: French government scholarship.
Number of active studies as at 31/12	0

### INFORMATION SUMMARIZING TABLE 2.3

Tomas Bata University in Zlín	Bachelor's	Master's	Follow-up Master's	Doctoral	TOTAL
Number of degree programmes	1		1	2	4
Numbers of students in these programmes	0		1	1	2

**TABLE 2.5: ACCREDITED DEGREE PROGRAMMES IMPLEMENTED JOINTLY BY TBU AND TERTIARY TECHNICAL SCHOOLS**

Tomas Bata University in Zlín	
Degree programme 1	Chemistry and Food Technologies (B2901)
ISCED-F broad field	07 - Engineering, manufacturing and construction
Partner tertiary technical school	Tertiary Technical School of Food Industry and Secondary Technical School of Dairy Industry
Programme start date	2006
Length of studies (semesters)	6
Programme type (Bachelor's, follow-up Master's, Master's, doctoral)	Bachelor's
Description of the organization of studies, incl. student admissions and completion of studies	Classes in the part-time mode of study are held partially at the independent unit in Kroměříž and partially at the home faculty in Zlín. Admissions are held at the home faculty - the FT in Zlín.
<b>Number of active studies as at 31/12</b>	11

**INFORMATION SUMMARIZING TABLE 2.5**

Tomas Bata University in Zlín	Bachelor's	Master's	Follow-up Master's	Doctoral	TOTAL
Number of degree programmes	1				1
Numbers of students in these programmes	11				11

**TABLE 2.6: LIFELONG LEARNING COURSES OFFERED AT TBU (NUMBERS OF COURSES)**

Tomas Bata University in Zlín		Vocational courses			Hobby courses			U3A	TOTAL	
		Up to 15 lessons	From 16 to 100 lessons	More than 100 lessons	Up to 15 lessons	From 16 to 100 lessons	More than 100 lessons			
ISCED-F broad fields	Code									
Generic programmes and qualifications	00							2	2	
Arts and humanities	02			2	13	1		32	48	
Social sciences, journalism and information	03			13	6		2	9	30	
Business, administration and law	04							7	7	
Natural sciences, mathematics and statistics	05				153			1	154	
Information and communication technologies	06							6	6	
Services	10							3	3	
<b>TOTAL</b>	<b>X</b>	<b>0</b>	<b>0</b>	<b>15</b>	<b>172</b>	<b>1</b>	<b>2</b>	<b>60</b>	<b>250</b>	

**TABLE 2.7: LIFELONG LEARNING COURSES OFFERED AT TBU (NUMBERS OF ATTENDEES)**

Tomas Bata University in Zlín		Vocational courses			Hobby courses			U3A	TOTAL
		Up to 15 lessons	From 16 to 100 lessons	More than 100 lessons	Up to 15 lessons	From 16 to 100 lessons	More than 100 lessons		
ISCED-F broad fields	Code								
Generic programmes and qualifications	00							48	48
Arts and humanities	02			21	85	23		737	866
Social sciences, journalism and information	03			12	94		3	484	593*
Business, administration and law	04							147	147
Natural sciences, mathematics and statistics	05				5,253			41	5,294
Information and communication technologies	06							208	208
Services	10							69	69
<b>TOTAL</b>	<b>X</b>	<b>0</b>	<b>0</b>	<b>33</b>	<b>5,432</b>	<b>23</b>	<b>3</b>	<b>1,734</b>	<b>7,225</b>

\* Out of which the number of attendees admitted to study in accredited degree programmes in compliance with § 60 of the Higher Education Act - 58.



STUDENTI UTB  
NEZAPOMÍNÁJÍ

DÍKY,   
ŽE MŮŽEME!



← *The traditional commemorative procession of TBU students, employees and people from among the public passed through the streets of Zlín, heading towards places where, thirty years ago, university students and the inhabitants of the town were gathering.*

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## **3. STUDENTS**

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### **3.A MEASURES TO REDUCE DROPOUT RATES**

TBU paid great attention to the issue of high dropout rates. A reduction of drop-out rates, particularly in the first years of Bachelor's programmes, was dealt with at the individual Faculties. It usually involved an extended offer of seminars related to course units producing high dropout rates, and also individual remedial classes given by senior students and courses organized at all TBU Faculties. Particularly in order to equalize their competences when joining the University, students of all Faculties used the services of the Math Support Centre, which was offering consultations and optional provision of further education in mathematics to students. An ESF project, which includes activities to reduce dropout rates, was also submitted and accepted for funding. Students as well as graduates could use services provided by the TBU Counselling Centre (CC), which provided professional psychological and pedagogical counselling free of charge.

### **3.B LEGITIMATE DECISIONS ON THE STATEMENT OF INVALIDITY OF STATE EXAMINATIONS OR PARTS THEREOF, OR DOCTORAL THESIS DEFENCE OR OF APPOINTMENT AS ASSOCIATE PROFESSOR**

In 2019, no legitimate decision was taken on the invalidity of a state examination or of a part thereof or of a doctoral thesis defence in compliance with § 47c, § 47f and § 47g, or of an appointment as Associate Professor in compliance with § 74a, § 74d and § 74e of the Act No. 111/1998 Coll.

### **3.C MEASURES TO REDUCE EXTENSION OF STUDIES**

Measures aimed to reduce an extension of studies were adopted individually at each of the TBU Faculties. They usually involved monitoring of students' attendance and performance after the first semester, with studies being terminated following a student's failure to meet the academic duties. Another method comprised the obligation to pay a tuition fee imposed on students whose extension of studies exceeded the standard length of studies by more than twelve months.

### **3.D OWN/SPECIFIC SCHOLARSHIP PROGRAMMES**

Scholarship programmes were administered by the Faculties, which took advantage of the possibilities given by law. PhD students received higher scholarship amounts funded by IGA projects.

### **3.E COUNSELLING SERVICES**

In 2019, the counselling activities were funded from the Institutional Plan, namely by the internal project "Development of Student Counselling and of Graduate Employability". Career and job counselling was provided by means of the TBU Job Centre, that offered career and job counselling to TBU students and graduates. During 2019, the Job Centre offered the following services to students/graduates:

- Counselling in the sphere of career orientation
- Counselling in the sphere of human resources
- Help with the selection of an appropriate job

- Comprehensive listing of resources with job offers
- Personal help with seeking suitable employers
- Service for companies incl. specific requirements regarding graduates
- Possibility of access provision to the clients' Curriculum Vitae for companies cooperating with the Centre
- Provision of courses aimed at the development of soft skills
- Workshops organized in cooperation with various companies
- Coaching
- Mentoring
- Excursions to companies

In the course of 2019, a total number of 425 TBU students and graduates was registered by the Job Centre; 150 of these graduates were successfully provided with a job. In 2019, 367 individual consultations were provided; 524 students attended courses/workshops/lectures/excursions organized by the Job Centre. The Job Centre in cooperation with the Student Union organized the job fair "Business Day 2019" held in November, with the participation of a total of 76 exhibitors, and attended by 1,750 TBU students/graduates.

The Counselling Centre provided the following services in 2019:

- Psychological counselling
- Diagnostics of possible causes of learning difficulties and counselling focused on the methods for their remedy
- Diagnostics and counselling focused on the adaptation to academic requirements and coping with study-related stress
- Individual psychological counselling when dealing with long-term problems
- Coping with problems in partnership or in other interpersonal relations
- Coping with educational and learning problems in children
- Diagnostics and counselling focused on personality development
- Career diagnostics for students
- Intercultural counselling (counselling intended for incoming as well as outgoing students, counselling during the intercultural adaptation process)

During 2019, the Counselling Centre was attended by a total number of 95 clients (82 students and 13 employees), who were provided with 228 individual consultations. Students and employees contacted the Counselling Centre in order to deal with their family, relationship, personal, somatic and study-related problems. The necessity of tackling personal and family problems had a high frequency of occurrence; such problems also influenced the client's studies/employment, in each client to a different extent. The services provided by the Counselling Centre were available free of charge, were independent, confident and impartial, and were provided by qualified experts in Czech and in English.

Newly launched courses "Boosting Your Mental Resilience – Developing Self-Awareness to Manage Stress" and "Together We Can Do It or the Road to Harmony" met with great interest.

### **3.F SUPPORT AND IDENTIFICATION OF SPECIAL NEEDS STUDENTS**

One of the priorities of TBU is continuous support and provision of adequate conditions for students with special needs. TBU responded to the needs of applicants for study and students with special needs in the context of legal amendments and of the development of the trend of inclusion in higher education. Students with specific learning needs (SLN) were provided with support during their studies according to the standards set by the Ministry of Education, Youth and Sports of the Czech

Republic. The required services were provided by the TBU Counselling Centre, which also comprises the institutional component part entitled “Centre for Students with SLN”. Faculty coordinators and tutors were in charge of mediating the relevant services at the individual Faculties/component parts. Assistance service was provided mainly by students of TBU.

By 2019, 74 students with SLN were registered, identified mostly during the admissions already (conditions were adapted to specific requirements according to the type of disability). Those were students with sight and hearing impairments, physically disabled students, students with specific learning disorders, autistic spectrum disorders, with mental difficulties and students suffering from chronic diseases. Recommendations for teaching and for assistance provided during the organization of study depended on the functional diagnosis of the student with special needs made during the student’s registration in the Centre.

40 regularly trained providers of services and assistance (TBU employees and external collaborators) participated in the comprehensive provision of student support services, which is an evidence of an increase in staffing. The range of supporting services was also extended, including mainly special pedagogical and psychological counselling, provision of study-related assistance, preparation of study materials, support of academic writing, individual classes, special technical facilities and wheelchair-accessible buildings, mentoring or support of student mobility.

TBU continued to carry out specific activities funded by the Strategic Project of TBU in Zlín and aimed at the provision of and an improvement in the access to educational facilities of TBU for students with SLN. Study materials for teaching of foreign languages for students with specific learning disorders were modified, methodologies for special needs students and methodologies for non-disabled students were created. Awareness workshops, internal and external staff training and specialist courses for TBU students and staff were held, aimed to facilitate a high-quality relationship among special needs students, non-disabled students and the academic staff. Information support of students was offered by means of a digitization service provided by the TBU Library; access to educational facilities via specialized webinars took place. In 2019, staff of the Centre for Students with SLN participated in a total of four internships at universities abroad and at Czech universities and received long-term education aimed to support their professional and personal development.

### **3.G EXCEPTIONALLY GIFTED STUDENTS AND APPLICANTS FOR STUDY**

Support was provided to the participation of exceptionally gifted students in contests and in specialized events organized within the individual degree programmes/courses by the relevant Faculties and by the University. The support was in particular aimed at an active involvement of students in projects funded by the Internal Grant Agency and in Students’ Scientific and Expert Activities. Students were enabled to attend conferences, special lectures and workshops featuring significant personages from among experts and public figures, traineeships and internships; students of degree courses in arts had an opportunity to present their school works at various exhibitions and festivals. Students could apply for an individual curriculum and prefer doing research or artistic activities, or be directly involved in a grant project or contract research. As a matter of course, those students were eligible for extraordinary scholarships to be awarded for such activities.

Within selected courses, talented students of degree courses in economics were enabled to get involved in a project specifically focusing on deepening of their knowledge and skills in cooperation with partners from business and industry. Talented students had also an opportunity to enrol on special educational courses held at TBU in addition to degree programmes (e.g. a creative writing course, language courses whose completion was evidenced by language certificates, etc.).

Prospective applicants for study were offered participation in various contests, e.g. in the Olympiad in Economics and Management, Chemistry Olympiad, in the robotics hobby group and in contests in robotics. They had a chance to attend a Programming Preparatory Course held in summer and a number of other preparatory courses and summer schools. The TBU Faculties organized excursions and internships for secondary school students held at TBU. Applicants for study in degree courses in arts could take advantage of having individual consultations with teachers, aimed at preparing them for aptitude tests. The Management Boards of the University and of the TBU Faculties organized, in cooperation with students, specialized/presentation events held at secondary schools. Furthermore, higher education fairs, Open Days, the TBU website and Facebook page were used to communicate with applicants for study.

### 3.H SUPPORT OF STUDENTS AND IDENTIFICATION OF SOCIALLY HANDICAPPED STUDENTS

Socially handicapped students received, among other types of support, need-based scholarships given to students using the grant provided by the MEYS in compliance with § 91 Letter 3 of the Higher Education Act. 50 students received a total amount of CZK 478,800; the average scholarship amount was CZK 3,050 per month and per student. Taking into consideration the assessment of a particular social and financial situation, students could be eligible for an extraordinary scholarship in compliance with § 91 Paragraph 2 Letter d) of the Higher Education Act. In this manner, a total number of 8 students received support (1 student from the FMC, 3 students from the FHS and 4 from the FAI); the average scholarship amount was CZK 5,750. Students submitted their applications for support depending on their own decision, or, after receiving recommendations from Student Affairs Officers at the individual Faculties, from staff of the TBU Counselling Centre or from the employee in charge of students with SLN.

### 3.I SUPPORT OF PARENTS AMONG STUDENTS

The most important benefit for parents among students was the existence of the TBU Nursery School with a capacity of 61 children in 2019. By running this facility, TBU Nursery School helped parents among students to coordinate their family life and studies, as it offered services intended for children from the age of 2 years. Nannies worked in two classes in order to improve the quality of services provided. There were two classes with 24 children each; the third class was composed of 13 children of preschool age, who were provided with individual care focused on their preparation for the entry to the 1st grade. The opening hours of the TBU Nursery School (06:30 – 17:00) were in accordance with the requirements of parents among TBU students.

**TABLE 3.1: NUMBERS OF STUDENTS IN ACCREDITED DEGREE PROGRAMMES (NUMBERS OF STUDIES)**

Tomas Bata University in Zlín		Bachelor's		Master's		Follow-up Master's		Doctoral		TOTAL
		F	P/D	F	P/D	F	P/D	F	P/D	
<b>Faculty of Technology</b>										
<b>ISCED-F broad fields</b>	<b>Code</b>									
Engineering, manufacturing and construction	07	785	280			229	157	59	50	1,560
<b>Faculty in total</b>	<b>X</b>	<b>785</b>	<b>280</b>	<b>0</b>	<b>0</b>	<b>229</b>	<b>157</b>	<b>59</b>	<b>50</b>	<b>1,560</b>
Out of which the number of women at the FT	X	349	112			110	98	32	24	725

Tomas Bata University in Zlín		Bachelor's		Master's		Follow-up Master's		Doctoral		TOTAL
		F	P/D	F	P/D	F	P/D	F	P/D	
Out of which the number of foreign nationals at the FT	X	30	12			23	9	12	9	95
<b>Faculty of Management and Economics</b>										
<b>ISCED-F broad fields</b>	<b>Code</b>									
Social sciences, journalism and information	03	251	139			88	134	10	9	631
Business, administration and law	04	550	114			138	259	41	42	1,144
Information and communication technologies	06	39	24			41	56			160
<b>Faculty in total</b>	<b>X</b>	<b>840</b>	<b>277</b>	<b>0</b>	<b>0</b>	<b>267</b>	<b>449</b>	<b>51</b>	<b>51</b>	<b>1,935</b>
Out of which the number of women at the FaME	X	527	193			177	325	18	21	1,261
Out of which the number of foreign nationals at the FaME	X	114	19			56	40	31	21	281
<b>Faculty of Multimedia Communications</b>										
<b>ISCED-F broad fields</b>	<b>Code</b>									
Arts and humanities	02	381				166	0	34	20	601
Social sciences, journalism and information	03	200	141			98	108			547
<b>Faculty in total</b>	<b>X</b>	<b>581</b>	<b>141</b>	<b>0</b>	<b>0</b>	<b>264</b>	<b>108</b>	<b>34</b>	<b>20</b>	<b>1,148</b>
Out of which the number of women at the FMC	X	362	85			170	67	17	13	714
Out of which the number of foreign nationals at the FMC	X	143	2			75	5	12	4	241
<b>Faculty of Applied Informatics</b>										
<b>ISCED-F broad fields</b>	<b>Code</b>									
Information and communication technologies	06	636	238			132	259			1,265
Engineering, manufacturing and construction	07							30	54	84
<b>Faculty in total</b>	<b>X</b>	<b>636</b>	<b>238</b>	<b>0</b>	<b>0</b>	<b>132</b>	<b>259</b>	<b>30</b>	<b>54</b>	<b>1,349</b>
Out of which the number of women at the FAI	X	88	36			23	48	10	6	211
Out of which the number of foreign nationals at the FAI	X	110	35			32	42	10	9	238
<b>Faculty of Humanities</b>										
<b>ISCED-F broad fields</b>	<b>Code</b>									
Education and formation	01	355	390	167	0	69	56	4	9	1,050
Arts and humanities	02	362								362
Business, administration and law	04					16	101			117
Health and welfare	09	225	123							348
<b>Faculty in total</b>	<b>X</b>	<b>942</b>	<b>513</b>	<b>167</b>	<b>0</b>	<b>85</b>	<b>157</b>	<b>4</b>	<b>9</b>	<b>1,877</b>
Out of which the number of women at the FHS	X	810	471	160	0	75	145	4	9	1,674

Tomas Bata University in Zlín		Bachelor's		Master's		Follow-up Master's		Doctoral		TOTAL
		F	P/D	F	P/D	F	P/D	F	P/D	
Out of which the number of foreign nationals at the FHS	X	65	10	0	0	0	1	0	1	77
<b>Faculty of Logistics and Crisis Management</b>										
<b>ISCED-F broad fields</b>	<b>Code</b>									
Engineering, manufacturing and construction	07	123	172							295
Services	10	268	190			128	98			684
<b>Faculty in total</b>	<b>X</b>	391	362	0	0	128	98	0	0	<b>979</b>
Out of which the number of women at the FLCM	X	189	159			73	45			466
Out of which the number of foreign nationals at the FLCM	X	20	9			2	2			33
<b>TBU Centralized Constituent Part</b>										
<b>ISCED-F broad fields</b>	<b>Code</b>									
Engineering, manufacturing and construction	07							30	5	35
<b>TBU Centralized Constituent Part in total</b>	<b>X</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>30</b>	<b>5</b>	<b>35</b>
Out of which the number of women at the TBU Centralized Constituent Part	X							17	1	18
Out of which the number of foreign nationals at the TBU Centralized Constituent Part	X							14	1	15
<b>Tomas Bata University in Zlín</b>										
<b>ISCED-F broad fields</b>	<b>Code</b>									
Education and formation	01	355	390	167	0	69	56	4	9	1,050
Arts and humanities	02	743	0	0	0	166	0	34	20	963
Social sciences, journalism and information	03	451	280	0	0	186	242	10	9	1,178
Business, administration and law	04	550	114	0	0	154	360	41	42	1,261
Information and communication technologies	06	675	262	0	0	173	315	0	0	1,425
Engineering, manufacturing and construction	07	908	452	0	0	229	157	119	109	1,974
Health and welfare	09	225	123	0	0	0	0	0	0	348
Services	10	268	190	0	0	128	98	0	0	684
<b>TBU IN TOTAL</b>	<b>X</b>	<b>4,175</b>	<b>1,811</b>	<b>167</b>	<b>0</b>	<b>1,105</b>	<b>1,228</b>	<b>208</b>	<b>189</b>	<b>8,883</b>
Out of which the total number of women	X	2,325	1,056	160	0	628	728	98	74	5,069
Out of which the total number of foreign nationals	X	482	87	0	0	188	99	79	45	980

**TABLE 3.2: NUMBERS OF SELF-PAYING STUDENTS (NUMBERS OF STUDIES)**

Tomas Bata University in Zlín		Bachelor's		Master's		Follow-up Master's		Doctoral		TOTAL
		F	P/D	F	P/D	F	P/D	F	P/D	
<b>Faculty of Technology</b>										
ISCED-F broad fields	Code									
Engineering, manufacturing and construction	07					1	0	10	7	18
<b>Faculty in total</b>	X	0	0	0	0	1	0	10	7	18
<b>Faculty of Management and Economics</b>										
ISCED-F broad fields	Code									
Social sciences, journalism and information	03					5	0	3	2	10
Business, administration and law	04					13	0	19	15	47
<b>Faculty in total</b>	X	0	0	0	0	18	0	22	17	57
<b>Faculty of Multimedia Communications</b>										
ISCED-F broad fields	Code									
Arts and humanities	02							5	0	5
Social sciences, journalism and information	03					5	0			5
<b>Faculty in total</b>	X	0	0	0	0	5	0	5	0	10
<b>Faculty of Applied Informatics</b>										
ISCED-F broad fields	Code									
Information and communication technologies	06	1	0			13	0			14
Engineering, manufacturing and construction	07							9	5	14
<b>Faculty in total</b>	X	1	0	0	0	13	0	9	5	28
<b>TBU Centralized Constituent Part</b>										
ISCED-F broad fields	Code									
Engineering, manufacturing and construction	07							11	1	12
<b>TBU Centralized Constituent Part in total</b>	X	0	0	0	0	0	0	11	1	12

Tomas Bata University in Zlín	Bachelor's		Master's		Follow-up Master's		Doctoral		TOTAL	
	F	P/D	F	P/D	F	P/D	F	P/D		
Tomas Bata University in Zlín										
ISCED-F broad fields	Code									
Arts and humanities	02	0	0	0	0	0	0	5	0	5
Social sciences, journalism and information	03	0	0	0	0	10	0	3	2	15
Business, administration and law	04	0	0	0	0	13	0	19	15	47
Information and communication technologies	06	1	0	0	0	13	0	0	0	14
Engineering, manufacturing and construction	07	0	0	0	0	1	0	30	13	44
TBU IN TOTAL	X	1	0	0	0	37	0	57	30	125

**TABLE 3.3: STUDENT DROPOUT RATE IN 1ST YEAR OF STUDY (IN %)**

Tomas Bata University in Zlín	Bachelor's			Master's			Follow-up Master's			Doctoral			TOTAL
	F	P/D	TOTAL	F	P/D	TOTAL	F	P/D	TOTAL	F	P/D	TOTAL	
Faculty of Technology	71.0%	72.0%	71.0%	0.0%	0.0%	0.0%	29.0%	46.0%	38.0%	0.0%	11.0%	6.0%	61.0%
Faculty of Management and Economics	36.0%	50.0%	40.0%	0.0%	0.0%	0.0%	24.0%	53.0%	43.0%	23.0%	10.0%	14.0%	41.0%
Faculty of Multimedia Communications	12.0%	26.0%	15.0%	0.0%	0.0%	0.0%	9.0%	10.0%	10.0%	0.0%	8.0%	5.0%	13.0%
Faculty of Applied Informatics	57.0%	69.0%	61.0%	0.0%	0.0%	0.0%	31.0%	26.0%	27.0%	25.0%	37.0%	34.0%	49.0%
Faculty of Humanities	34.0%	26.0%	31.0%	24.0%	0.0%	24.0%	21.0%	23.0%	22.0%	0.0%	0.0%	0.0%	29.0%
Faculty of Logistics and Crisis Management	58.0%	64.0%	61.0%	0.0%	0.0%	0.0%	24.0%	0.0%	24.0%	0.0%	0.0%	0.0%	56.0%
TBU Centralized Constituent Part	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.0%	0.0%	11.0%	11.0%
TBU IN TOTAL	48.0%	54.0%	50.0%	24.0%	0.0%	24.0%	23.0%	40.0%	32.0%	11.0%	18.0%	15.0%	43.0%



**TABLE 3.4: SCHOLARSHIPS GRANTED TO STUDENTS ACCORDING TO SCHOLARSHIP TYPES (HEADCOUNT)**

<b>Tomas Bata University in Zlín</b>		
<b>Type of scholarship</b>	<b>Numbers of students</b>	<b>Average scholarship amount</b>
For outstanding academic performance in compliance with § 91 Paragraph 2 Letter a)	351	11,146
For significant results of scientific, R&D, arts or other creative activities in compliance with § 91 Paragraph 2 Letter b)	305	9,962
For R&D and innovation activities in accordance with the relevant specific legal regulation, § 91 Paragraph 2 Letter c)	244	59,929
As financial assistance in an extremely serious financial situation in compliance with § 91 Paragraph 2 Letter d)	6	7,667
As financial assistance in an extremely serious financial situation in compliance with § 91 Paragraph 3	21	21,783
In cases deserving special consideration in compliance with § 91 Paragraph 2 Letter e)	4,102	6,443
Out of which accomodation scholarships	3,479	4,976
As a study abroad scholarship in compliance with § 91 Paragraph 4 Letter a)	326	18,083
Scholarship aimed to support students studying in the Czech Republic in compliance with § 91 Paragraph 4 Letter b)	122	59,236
Doctoral scholarships in compliance with § 91 Paragraph 4 Letter c)	192	86,751
Other scholarships		
<b>TOTAL</b>	<b>5,669</b>	<b>13,809</b>

...VÍTE  
...NICE ?  
...OMÁKOVÉ  
...OMÁZDĚNÍ  
...1990  
...ROK  
...VOLEB



**UŽ NE**



slavkou neobříme,  
ale  
**JEDNOTÍME!**



**NECHTE SI  
SVÉ STARÉ  
KABÁTY!**



PODPORUJTE



**JAN PALACH**  
PRAHA ZVÍTEZÍ

ENDOSTNĚ  
...VÝKONĚ

**DEMOKRACII!**



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ARO 00 6  
PODZÍR



HAVEL NA HRAD

**NENASILNĚ**

**KONI  
VLÁDY  
JEDNE  
STRANY**

**POZOR!**

**CHCEME  
DEMOKRACII  
NIKOLY NE!  
DEMOKRATIZACII!**

**VOLTE  
HAVLA**



**UŽ NE**



HAVEL

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## 4. GRADUATES

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### 4.A COOPERATION AND COMMUNICATION BETWEEN TBU AND GRADUATES

Communication with graduates was carried out on various levels (institutional, faculty, departmental as well as by the individual academics and researchers). Events organized at the TBU Faculties were of major importance, with the following activities carried out by the graduates:

- Cooperation during the preparation and implementation of educational and research projects
- Practical training and internship mediators for students/graduates within their institution/company
- Lecturers and speakers at specialized seminars
- Supervisors, consultants and external examiners of Bachelor's and Master's theses
- Members of final state examination boards
- Participants in surveys, thus providing feedback on the quality of education offered and on conditions for study
- Attendees at educational workshops, seminars/conferences, etc.

In 2019, the TBU Alumni Club was formed. Graduates could register and join the Club via the TBU website any time, obtain the Alumni ID Card and enjoy any of the benefits offered. During 2019, more than 2,000 TBU graduates joined the Club.

A very successful event was the alumni reunion organized by the FT as one of the activities held to celebrate the 50th anniversary of the Faculty's establishment. More than 1,300 graduates attended the FT alumni reunion.

Another tool used for communication with TBU graduates was the career portal of the Job Centre: <http://jobcentrum.utb.cz>. The portal was an important communication tool used not only among graduates, but also among other groups, besides graduates formed also by students, educational institutions, research institutions, representatives of companies and of the public sector. In 2019, 5,059 registered students and 108 registered graduates of TBU used the services provided by the portal.

### 4.B EMPLOYMENT RATE AND EMPLOYABILITY OF GRADUATES

The analysis of the employment rate of graduates is based on documents obtained from the Ministry of Labour and Social Affairs (MoLSA). For the purposes of statistical monitoring, the definition of a graduate is used as provided by the MoLSA, i.e. a graduate is a job applicant registered at the Employment Office according to his/her permanent place of residence as at a particular date (job applicants registered at the Employment Office by 30 April and by 30 September), with the time after his/her successful completion of studies not exceeding 2 years. The unemployment rate is used for comparing the employability of graduates of the individual higher education institutions and faculties throughout the CR. In 2019, the unemployment rate of graduates of TBU reached 0.8% in Bachelor's graduates, 1.3% in follow-up Master's graduates and 2.6% in PhD graduates.

## 4.C COOPERATION WITH EMPLOYERS

The TBU Job Centre organized an autumn job fair – Business Day 2019 - in cooperation with students, held in the Rectorate and Congress Centre buildings. 76 exhibitors participated in the fair, and the event was attended by more than 1,750 TBU students/graduates. A wide-ranging supporting programme featuring analyses of CV with professional HR officers or testing of English language skills and presentations of internships and traineeships offered was prepared for TBU students within the fair. The highest demand was for graduates in courses in technology, to whom companies are nowadays willing to offer above standard salaries and benefits.

Together with HR officers from partner companies, the Job Centre organized various activities to help students enter the labour market, such as an English language course for students of degree courses in technology, specialized workshops and lectures; it co-organized excursions to cooperating companies or invited representatives of companies to participate in the classes with the principal aim of facilitating links between studies and business and industry.

Another career opportunities fair was organized by the student organization IAESTE TBU Zlín, with a total number of 39 exhibitors.

In 2019, TBU established new cooperation with 8 companies in the CR. Employers used the portal <https://jobcentrum.utb.cz> to offer job vacancies, internships, practical training or temporary jobs for TBU students and graduates.

**TABLE 4.1: NUMBERS OF GRADUATES IN ACCREDITED DEGREE PROGRAMMES (NUMBERS OF COMPLETED STUDIES)**

Tomas Bata University in Zlín		Bachelor's		Master's		Follow-up Master's		Doctoral		TOTAL
		F	P/D	F	P/D	F	P/D	F	P/D	
<b>Faculty of Technology</b>										
<b>ISCED-F broad fields</b>	<b>Code</b>									
Engineering, manufacturing and construction	07	127	34			102	76	10	16	365
<b>Faculty in total</b>	<b>X</b>	<b>127</b>	<b>34</b>	<b>0</b>	<b>0</b>	<b>102</b>	<b>76</b>	<b>10</b>	<b>16</b>	<b>365</b>
Out of which the number of women at the FT	X	68	20			46	42	2	5	183
Out of which the number of foreign nationals at the FT	X	17	2			25	3	9	2	58

Tomas Bata University in Zlín		Bachelor's		Master's		Follow-up Master's		Doctoral		TOTAL
		F	P/D	F	P/D	F	P/D	F	P/D	
<b>Faculty of Management and Economics</b>										
<b>ISCED-F broad fields</b>	<b>Code</b>									
Social sciences, journalism and information	03	56	41			40	40	2	2	181
Business, administration and law	04	126	8			73	90	8	1	306
Information and communication technologies	06	15	10			26	10			61
<b>Faculty in total</b>	<b>X</b>	<b>197</b>	<b>59</b>	<b>0</b>	<b>0</b>	<b>139</b>	<b>140</b>	<b>10</b>	<b>3</b>	<b>548</b>
Out of which the number of women at the FaME	X	128	44			87	111	5	3	378
Out of which the number of foreign nationals at the FaME	X	83	3			46	12	10	0	154
<b>Faculty of Multimedia Communications</b>										
<b>ISCED-F broad fields</b>	<b>Code</b>									
Arts and humanities	02	139	0			64	0	0	5	208
Social sciences, journalism and information	03	69	27			58	45			199
<b>Faculty in total</b>	<b>X</b>	<b>208</b>	<b>27</b>	<b>0</b>	<b>0</b>	<b>122</b>	<b>45</b>	<b>0</b>	<b>5</b>	<b>407</b>
Out of which the number of women at the FMC	X	149	18			94	31	0	3	295
Out of which the number of foreign nationals at the FMC	X	95	0			41	2	0	0	138
<b>Faculty of Applied Informatics</b>										
<b>ISCED-F broad fields</b>	<b>Code</b>									
Information and communication technologies	06	106	27			79	102			314
Engineering, manufacturing and construction	07							0	8	8
<b>Faculty in total</b>	<b>X</b>	<b>106</b>	<b>27</b>	<b>0</b>	<b>0</b>	<b>79</b>	<b>102</b>	<b>0</b>	<b>8</b>	<b>322</b>
Out of which the number of women at the FAI	X	20	1			13	27	0	1	62
Out of which the number of foreign nationals at the FAI	X	41	2			45	13	0	2	103
<b>Faculty of Humanities</b>										
<b>ISCED-F broad fields</b>	<b>Code</b>									
Education and formation	01	104	110			25	0	0	1	240
Arts and humanities	02	78	0							78
Business, administration and law	04					10	66			76
Health and welfare	09	75	36							111
<b>Faculty in total</b>	<b>X</b>	<b>257</b>	<b>146</b>	<b>0</b>	<b>0</b>	<b>35</b>	<b>66</b>	<b>0</b>	<b>1</b>	<b>505</b>
Out of which the number of women at the FHS	X	221	129			34	61	0	1	446

Tomas Bata University in Zlín		Bachelor's		Master's		Follow-up Master's		Doctoral		TOTAL
		F	P/D	F	P/D	F	P/D	F	P/D	
Out of which the number of foreign nationals at the FHS	X	30	4			1	0	0	0	35
<b>Faculty of Logistics and Crisis Management</b>										
<b>ISCED-F broad fields</b>	<b>Code</b>									
Engineering, manufacturing and construction	07	25	49							74
Services	10	46	25			42	0			113
<b>Faculty in total</b>	<b>X</b>	<b>71</b>	<b>74</b>	<b>0</b>	<b>0</b>	<b>42</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>187</b>
Out of which the number of women at the FLCM	X	38	34			28				100
Out of which the number of foreign nationals at the FLCM	X	3	1			2				6
<b>TBU Centralized Constituent Part</b>										
<b>ISCED-F broad fields</b>	<b>Code</b>									
Engineering, manufacturing and construction	07							3	0	3
<b>TBU Centralized Constituent Part in total</b>	<b>X</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>3</b>
Out of which the number of women at the TBU Centralized Constituent Part	X							3	0	3
Out of which the number of foreign nationals at the TBU Centralized Constituent Part	X							3	0	3
<b>Tomas Bata University in Zlín</b>										
<b>ISCED-F broad fields</b>	<b>Code</b>									
Education and formation	01	104	110	0	0	25	0	0	1	240
Arts and humanities	02	217	0	0	0	64	0	0	5	286
Social sciences, journalism and information	03	125	68	0	0	98	85	2	2	380
Business, administration and law	04	126	8	0	0	83	156	8	1	382
Information and communication technologies	06	121	37	0	0	105	112	0	0	375
Engineering, manufacturing and construction	07	152	83	0	0	102	76	13	24	450
Health and welfare	09	75	36	0	0	0	0	0	0	111
Services	10	46	25	0	0	42	0	0	0	113
<b>TBU IN TOTAL</b>	<b>X</b>	<b>966</b>	<b>367</b>	<b>0</b>	<b>0</b>	<b>519</b>	<b>429</b>	<b>23</b>	<b>33</b>	<b>2,337</b>
Out of which the total number of women	X	624	246	0	0	302	272	10	13	1,467
Out of which the total number of foreign nationals	X	269	12	0	0	160	30	22	4	497

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## 5. INTEREST IN STUDIES

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### 5.A ENTRANCE EXAMINATIONS

FT: No entrance examinations were held within the admission procedure. Decisions on admission to the FT were taken by the Dean and based on the ranking drawn up and on the recommendation of the admission committee composed of the Vice-Dean for Pedagogical Activities, of the Chairperson or of a member of the Academic Senate of the FT authorized by the Chairperson, and of the Chairperson or of a member of the Degree Programme Board of the FT authorized by the Chairperson. The ranking was drawn up according to the applicants' average grade results achieved at secondary schools.

FaME: In the first and second round, applicants were admitted to full-time and part-time Bachelor's programmes carried out in Czech depending on the results of the National Comparative Exams administered by the SCIO organization – Test of General Academic Prerequisites (Czech/Slovak version), basic level. In order to be admitted to full-time and part-time follow-Master's programmes carried out in the Czech language, the Faculty organized a test in economics in the first and second round. For the degree course in Management in Health Care, a test in economics, health care management and managerial psychology was used. The admission procedure to full-time Bachelor's and follow-Master's programmes carried out in the English language comprised a written entrance examination in the form of an essay of 2,500 – 3,000 words, written in English on a chosen topic corresponding to the relevant degree course. An entrance examination in front of an admission committee examining the applicant's prerequisites for research work and knowledge of the English language at the B2 level as a minimum was organized for applicants for study in doctoral programmes taught in the Czech language. A written entrance examination that took a form of an essay of 8 – 10 pages, written in English on a topic announced and approved by the prospective supervisor, was organized for admission to study in doctoral programmes taught in the English language.

FMC: At the FMC, applicants for Bachelor's programmes in Theory and Practice of Audiovisual Arts and in Visual Arts had to take an aptitude test in the first round – the applicants' creative competences were assessed based on their presented projects prepared at home, taking into account the degree course requirements. The second round involved a written test, a creative examination and an interview. Attention was paid to the creative aspect of their talent, to their original thinking ability and knowledge of the means of expression typical for the chosen specialization/Studio. Applicants for follow-up Master's programmes had to take an aptitude test during which they presented their portfolios; their creative development shown during previous years, original thinking ability and the ability to fulfil creative plans were assessed. The oral examination assessed the applicant's vision of his/her Master's programme objectives, the applicant's career profile and his/her potential for creative work.

In the degree programme in Media and Communication Studies, the entrance exam for the Bachelor's programme tested general academic prerequisites, taking into consideration the requirements set for the specialization in marketing communications. The exam comprised two parts: General knowledge exams and creativity and logical thinking tests. The entrance exam for the follow-up Master's programme comprised a marketing communications knowledge test and an English language proficiency test for the full-time mode of study.

FAI: Applicants for study in Bachelor's programmes and follow-up Master's programmes were exempted from entrance examinations in the academic year 2019/2020.

FHS: Applicants were admitted to all Bachelor's courses depending on results they had achieved in the National Comparative Exams organized in collaboration with the SCIO organization. Applicants were admitted depending on results they had achieved in certified tests. For the degree programme in Philology, applicants had also the option of fulfilling the requirements for admission by submitting a certificate of completion of the required level in English or German.

Entrance examinations for the follow-up Master's course in Social Pedagogy were organized by the Faculty. Students were admitted depending on results they had achieved in a knowledge test corresponding to the content of education provided in the relevant Bachelor's programme.

Applicants for the follow-up Master's course in Pedagogy of Preschool Age were admitted depending on results they had achieved in the final state examination in the relevant Bachelor's course.

Applicants for a five-year Master's course in Lower Primary School Teacher Training were admitted depending on results they had achieved in the school-leaving examination.

The main part of the entrance examination to the doctoral programme in Pedagogy was a debate on the submitted research project of the doctoral thesis (60%), furthermore, a presentation and discussion on the project (20%) as well as an examination in English (20%).

FLCM: Applicants for Bachelor's courses in Process Engineering and in Population Protection were exempted from entrance examinations. Applicants for the Bachelor's programme in Security of the Society were admitted to study based on a ranking compiled, depending on results of entrance examination in English. Applicants for the follow-up Master's programme were admitted based on a ranking compiled, depending on results of a written test. The test contained questions about topics included in the curricula of the Bachelor's programmes in Population Protection, in Process Engineering and in Security of the Society accredited at the FLCM.

## **5.B COOPERATION WITH SECONDARY SCHOOLS WHEN INFORMING APPLICANTS FOR STUDY**

The University paid great attention to attracting high-quality applicants for study. For this reason, it actively communicated directly with prospective applicants for study, mainly with those studying in their final year at secondary schools, as well as with education counsellors at secondary schools in the Czech Republic and in Slovakia. Brochures providing information on degree programmes/courses offered at TBU were published in Czech and English.

Information materials about the University as well as about degree programmes/courses offered at TBU were regularly sent to education counsellors at secondary schools. TBU promoted itself at secondary schools also by giving presentations informing about the University and about all TBU Faculties; presentations given by students at their home secondary schools organized by all TBU Faculties as well as visits by academics to schools also proved successful.

In February, Open Days organized by the University were held at all TBU Faculties, at the FMC in November as well. TBU's participation in post-secondary education fairs was important for informing applicants for study. TBU presented itself at the "Gaudeamus" European Education and Lifelong Learning Fair that was held in Prague in January, in Bratislava in September, in Brno in October and in Nitra in November. TBU took part in the fairs held in Prague and in Bratislava for the twelfth time, in the fair held in Brno for the seventeenth time, and in the fair held in Nitra for the seventh time. In December, TBU presented its activities at the Pro Educo fair held in Košice, and that for the fourth time. The TBU Faculties presented their activities also during other smaller events.

Campaigns launched by TBU on social networks before the Open Days and during the submission of applications for study were targeted at prospective applicants for study. The TBU mobile application and a TBU Internet microsite intended specifically for applicants were also available.



The TBU Faculties organized the following additional activities:

**FT:** The Faculty regularly organized specialist lectures for secondary school students given by academics directly at secondary schools within the implementation of the project entitled “Science e-shop”. Almost one hundred such lectures were organized in 2019. A number of workshops for secondary school students took place at the individual departments of the Faculty, long-term traineeships were taken by secondary school students in FT laboratories (usually held during 2 weeks or during the whole semester) and, last but not least, the event entitled “Be a University Student for One Week” took place, with students from selected secondary schools having been invited to the FT, where they took part in laboratory work, attended lectures held for them, and were enabled to attend selected lectures and seminars. A science festival entitled “Experience Science” took place. Those interested among secondary school students and teachers, as well as members of the general public, had an opportunity to participate in one of 22 scientific workshops, with each of those repeated seven times on the given day. 77 scientists from the Faculty got involved in the event attended by more than 2,000 visitors. Another edition of the Students’ Scientific and Expert Activities contest was held; Adam Knirsch took the 3rd place in the national round.

**FaME:** Selected FaME students visited secondary schools where they presented the life at the Faculty to fourth-year students from the university students’ perspective, by describing their own story and in the form of a discussion; they distributed the magazine published by the FaME to students as a supporting material. In cooperation with the EDUCO secondary technical school in Nový Jičín, the Faculty organized a presentation conference entitled “Development of the Nový Jičín Region” with the aim of presenting the FaME to secondary school students.

Secondary schools could arrange excursions at the Faculty, where they could take a tour of the facility, have the Faculty presented by a student, meet the Faculty Management Board members and have the FaME presented by them, attend a lecture on the legacy of Tomas Bata, tour the FaME building and receive printed materials as well as small promotional items. A similar scenario is followed on the TBU Open Days. A new form of promotion of degree programmes/courses used in 2019 was the organization of an experiential day entitled “My First Experience as a University Student” and intended for secondary school students in their final years of study, persons interested from among the general public or whole school classes.

**FMC:** The Faculty sent their students to secondary schools in the Czech Republic and Slovakia within the so-called “roadshow”, during which mainly third- and fourth-year students at secondary schools got acquainted with the degree programmes offered at the FMC, including the benefits of studies and prospective career opportunities. As in previous years, representatives of the relevant FMC Studios cooperated with secondary schools, and that in the form of telephone consultations with representatives of secondary schools, meetings held at social events, excursions to FMC Studios organized for secondary school students. The FMC offered practical training for students of the Secondary School of Applied Arts in Uherské Hradiště, who had an opportunity to attend classes for one week and get acquainted with the operation of the FMC Studios. On the basis of mutual cooperation, three arts-oriented secondary schools have been granted the “Faculty School of the FMC” status.

**FAI:** The Faculty supported the project entitled “Faculty Schools”, that associates partner secondary schools focusing on education in informatics and electronics by virtue of the existing cooperation between the educational institutions and the FAI. Cooperation between the FAI and the faculty schools was developed mainly in the following areas:

- Encouragement of secondary school students interested in course units focused on technology, and that mainly in the sphere of informatics, automation, cybernetics, electrical engineering and security technologies;
- Cooperation during the organization of student talent contests, such as Students’ Creative and Expert Activities (STOČ), during specialized contests, year-long student projects, etc.;

- Further education of secondary school teachers by means of specialist consultations, seminars, specialized lectures and Lifelong Learning courses.

Two sections intended precisely for secondary school students were organized at the Faculty within the Students' Creative and Expert Activities (STOČ) contest. It was an excellent opportunity for secondary school students to get acquainted with the Faculty environment, which facilitated their decisions as to the selection of a higher education institution convenient for them.

In February, another edition of the contest focused on robotics entitled "Robogames" and intended for students of primary and secondary schools took place. Staff of the Faculty also got involved in the "Science e-shop" project.

FHS: For secondary schools, the Faculty offered e.g. lectures, seminars and workshops on various medical topics such as celiac disease, healthy diet, first aid, but also on socio-pedagogical topics such as anthropology of kinship. Secondary school teachers were invited to attend events, workshops (Autumn Workshop on British and American Studies), film screenings held at the Faculty – with the aim of bringing the Faculty closer to secondary school students and opening for them the premises of the TBU Educational Complex. The Show-off Presentation Contest comprised also a section for presentations given by secondary school students. Representatives of the individual specializations visited secondary schools in a goal-directed manner in order to promote degree courses carried out at the FHS. Students of the FHS visited their former secondary schools, where they promoted degree courses carried out at the Faculty.

FLCM: The Faculty regularly informed secondary schools in the region and secondary schools of the relevant specialization located outside the region about events organized by the Faculty and by its students. The schools were also regularly sent updated promotional materials with information about degree courses/programmes offered at the FLCM. The work with secondary schools also included visits by their graduates currently studying at the Faculty. Selected secondary schools were also visited by academics from the Faculty, who gave specialist lectures presenting degree programmes/courses carried out at the Faculty. At the request of secondary schools, Open Days informing about degree courses/programmes carried out at the Faculty and offering a comprehensive tour of the Faculty were organized always for students of a particular school. The Faculty cooperated with secondary schools in the region when organizing various events (e.g. Researchers' Night); on this occasion, secondary school students received information about the Faculty and about its activities.

**TABLE 5.1: INTEREST IN STUDIES AT TBU**

Tomas Bata University in Zlín		Bachelor's				Master's				Follow-up Master's				Doctoral			
		Number of applicants (headcount)	Applications submitted	Students admitted	Students enrolled	Number of applicants (headcount)	Applications submitted	Students admitted	Students enrolled	Number of applicants (headcount)	Applications submitted	Students admitted	Students enrolled	Number of applicants (headcount)	Applications submitted	Students admitted	Students enrolled
<b>Faculty of Technology</b>																	
ISCED-F broad fields	Code																
Engineering, manufacturing and construction	07	1,328	1,446	1,072	804					354	379	262	220	63	66	39	32
<b>Faculty in total</b>	<b>X</b>	<b>1,328</b>	<b>1,446</b>	<b>1,072</b>	<b>804</b>					<b>354</b>	<b>379</b>	<b>262</b>	<b>220</b>	<b>63</b>	<b>66</b>	<b>39</b>	<b>32</b>

Tomas Bata University in Zlín		Bachelor's				Master's				Follow-up Master's				Doctoral			
		Number of applicants (headcount)	Applications submitted	Students admitted	Students enrolled	Number of applicants (headcount)	Applications submitted	Students admitted	Students enrolled	Number of applicants (headcount)	Applications submitted	Students admitted	Students enrolled	Number of applicants (headcount)	Applications submitted	Students admitted	Students enrolled
<b>Faculty of Management and Economics</b>																	
<b>ISCED-F broad fields</b>	<b>Code</b>																
Social sciences, journalism and information	03	469	520	276	218					200	244	170	149	35	35	9	9
Business, administration and law	04	708	858	372	307					389	448	271	227	118	119	35	35
Information and communication technologies	06	90	103	53	37					60	62	47	43				
<b>Faculty in total</b>	<b>X</b>	<b>1,267</b>	<b>1,481</b>	<b>701</b>	<b>562</b>					<b>649</b>	<b>754</b>	<b>488</b>	<b>419</b>	<b>153</b>	<b>154</b>	<b>44</b>	<b>44</b>
<b>Faculty of Multimedia Communications</b>																	
<b>ISCED-F broad fields</b>	<b>Code</b>																
Arts and humanities	02	723	723	124	124					127	127	81	81	25	25	19	19
Social sciences, journalism and information	03	685	692	129	129					195	205	99	99				
<b>Faculty in total</b>	<b>X</b>	<b>1,408</b>	<b>1,415</b>	<b>253</b>	<b>253</b>					<b>322</b>	<b>332</b>	<b>180</b>	<b>180</b>	<b>25</b>	<b>25</b>	<b>19</b>	<b>19</b>
<b>Faculty of Applied Informatics</b>																	
<b>ISCED-F broad fields</b>	<b>Code</b>																
Information and communication technologies	06	932	1,091	708	569					257	284	237	206				
Engineering, manufacturing and construction	07													13	15	10	10
<b>Faculty in total</b>	<b>X</b>	<b>932</b>	<b>1,091</b>	<b>708</b>	<b>569</b>					<b>257</b>	<b>284</b>	<b>237</b>	<b>206</b>	<b>13</b>	<b>15</b>	<b>10</b>	<b>10</b>
<b>Faculty of Humanities</b>																	
<b>ISCED-F broad fields</b>	<b>Code</b>																
Education and formation	01	754	865	450	305	220	220	119	80	69	68	55	47	10	10	6	6
Arts and humanities	02	402	406	240	169												
Business, administration and law	04									200	232	117	108				

Tomas Bata University in Zlín		Bachelor's				Master's				Follow-up Master's				Doctoral			
		Number of applicants (headcount)	Applications submitted	Students admitted	Students enrolled	Number of applicants (headcount)	Applications submitted	Students admitted	Students enrolled	Number of applicants (headcount)	Applications submitted	Students admitted	Students enrolled	Number of applicants (headcount)	Applications submitted	Students admitted	Students enrolled
Health and welfare	09	424	469	249	173												
<b>Faculty in total</b>	<b>X</b>	<b>1,580</b>	<b>1,740</b>	<b>939</b>	<b>647</b>	<b>220</b>	<b>220</b>	<b>119</b>	<b>80</b>	<b>269</b>	<b>300</b>	<b>172</b>	<b>155</b>	<b>10</b>	<b>10</b>	<b>6</b>	<b>6</b>
<b>Faculty of Logistics and Crisis Management</b>																	
ISCED-F broad fields	Code																
Engineering, manufacturing and construction	07	300	309	248	182												
Services	10	556	607	453	322					221	233	185	177				
<b>Faculty in total</b>	<b>X</b>	<b>856</b>	<b>916</b>	<b>701</b>	<b>504</b>					<b>221</b>	<b>233</b>	<b>185</b>	<b>177</b>				
<b>TBU Centralized Constituent Part</b>																	
ISCED-F broad fields	Code																
Engineering, manufacturing and construction	07													14	14	13	11
<b>TBU Centralized Constituent Part in total</b>	<b>X</b>													<b>14</b>	<b>14</b>	<b>13</b>	<b>11</b>
<b>Tomas Bata University in Zlín</b>																	
ISCED-F broad fields	Code																
Education and formation	01	754	865	450	305	220	220	119	80	69	68	55	47	10	10	6	6
Arts and humanities	02	1,125	1,129	364	293	0	0	0	0	127	127	81	81	25	25	19	19
Social sciences, journalism and information	03	1,154	1,212	405	347	0	0	0	0	395	449	269	248	35	35	9	9
Business, administration and law	04	708	858	372	307	0	0	0	0	589	680	388	335	118	119	35	35
Information and communication technologies	06	1,022	1,194	761	606	0	0	0	0	317	346	284	249	0	0	0	0
Engineering, manufacturing and construction	07	1,628	1,755	1,320	986	0	0	0	0	354	379	262	220	90	95	62	53
Health and welfare	09	424	469	249	173	0	0	0	0	0	0	0	0	0	0	0	0
Services	10	556	607	453	322	0	0	0	0	221	233	185	177	0	0	0	0
<b>TBU IN TOTAL</b>	<b>X</b>	<b>7,371</b>	<b>8,089</b>	<b>4,374</b>	<b>3,339</b>	<b>220</b>	<b>220</b>	<b>119</b>	<b>80</b>	<b>2,072</b>	<b>2,282</b>	<b>1,524</b>	<b>1,357</b>	<b>278</b>	<b>284</b>	<b>131</b>	<b>122</b>

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## 6. STAFF

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### 6.A CAREER REGULATIONS FOR ACADEMIC STAFF

At the institutional level, TBU prepared the Evaluation and Management of the Development of Teaching, R&D and Creative, Managerial and Other Activities Carried Out by TBU Academic Staff and Researchers, which included the Employee Career Plan for an Academic Year (Rector's Directive No. 23/2019).

### 6.B DEVELOPMENT OF PEDAGOGICAL SKILLS OF ACADEMIC STAFF

The development of pedagogical skills, that TBU as a bilingual university was focusing on, comprised an improvement in communication skills of employees and an extension and improvement in the language level of lectures and seminars taught at TBU in English. At the institutional level, language tuition was offered with funding provided by the Institutional Plan, Aim 2 "Support of the development of language skills of employees", involving language courses carried out for academics, individual consultations for speakers at conferences and the preparation and organization of CAE certified exams. The aim was to strengthen the image of TBU as a modern university where communication in English is a standard.

Besides, the most of the TBU Faculties provided support to the development of pedagogical skills of their employees:

**FT:** The academic staff developed their skills during teaching mobility funded by projects implemented within the ERASMUS and CEEPUS programmes, during which they were enabled to gain experience at universities abroad.

**FaME:** 25 events took place at the Faculty, attended by approximately 400 employees. In addition to annually organized workshops and meetings (team building for the Faculty staff comprising a seminar attended by academics, R&D breakfast, regular weekly classes of English and Spanish for employees, intensive weekend courses in English), approximately 16 single lectures on the subject of the methodology of creative work and personal development were given within conferences and workshops held at the Faculty and funded by external and internal grants (OP RDE, TA CR, Czech Science Foundation, Long-Term Conceptual Development of the Research Organization, IGA ...). Funding provided by OP RDE projects was used to support 1 internship taken by an academic abroad within an internationalization programme, with a duration of 16 hours, and 5 internships abroad taken by academics abroad within an internationalization programme, with a duration of 40 hours. Academics from the FaME also participated in several educational events organized by other TBU Faculties, funded by the TBU Strategic Project and aimed at the development of teaching and creative competences, and lectures organized by external institutions active in the FaME's area of expertise.

**FMC:** The Faculty developed pedagogical and academic professional skills of academics thanks to funding provided by the Strategic Project of TBU in Zlín, namely within the implementation of joint seminars focused on the development of pedagogy and of managerial and professional skills. In 2019 23 educational events were held, where 98 academics underwent staff training.

Besides the above-mentioned project, the knowledge development of the academic staff was ensured and supported also in the area of acquisition of greater competences in the English language. Teachers had an opportunity to attend English language courses free of charge. Academics were developing

their skills during mobility funded by the Erasmus programme, enabling them not only to improve their communication skills in English but also to gain experience at universities abroad.

FAI: In order to support their career development, the academic staff systematically developed their professional competences and formal qualifications in the sphere of the work they performed, including education in a wider context related to their profession and job position. The development of pedagogical skills of the academic staff was, among others, supported also by organizing specialized courses aimed at the development of professional and technical knowledge and skills of the academic staff, thus contributing to a modernization of the content of course units taught and of study supports in accordance with the latest trends and with scientific and technological development.

FHS: In order to develop teaching competences of its academics, the FHS carried out various educational activities (workshops, seminars, language courses and internships at international institutions) in the area of use of new methods of quantitative and qualitative research, specialized language skills, and that with funding provided by the Strategic Project of TBU in Zlín. The aim was a systematic improvement in the quality of the educational activity, efficiency and access to education at TBU. The project entitled “Preventing Shock when Confronting Reality” was also implemented for future nursery and primary school teachers at the start of their professional career. The concept of higher education as defined by Professor Hana Lukášová was being developed in the long term. The FHS organized courses of university teaching also for FLCM academics. Teachers of the FHS also made a significant contribution to an improvement in communication skills in English as part of the project “Improvement in Language Skills of Employees” implemented at the institutional level.

FLCM: In cooperation with the FHS, the Faculty organized a workshop on university teaching for the Faculty’s academic staff on its premises. The workshop was focusing particularly on the following topics: Psychological aspects of higher education, dealing with difficult situations in teaching, use of voice, activation methods in teaching, social skills used in the work of a university teacher, and others, depending on the interest shown by attendees. The Faculty also supported the individual education of its academic staff in pedagogical skills; it also carried out a teambuilding event for its employees.

## **6.C GENDER EQUALITY PLAN. SUPPORT OF PARENTS AMONG EMPLOYEES**

At TBU, the equal opportunities policy was formulated in the following internal documents:

- TBU Work Regulations
- TBU Salary Regulations
- TBU Code of Ethics

In order to reconcile family and professional life, employees were offered flexible working hours, part-time workloads, 6 weeks of annual leave for non-academic staff, the possibility to take unpaid leave in addition to the annual leave. The most important benefit for parents among employees was the existence of the University Nursery School, with a capacity of 61 children. By running the University Nursery School, TBU helped parents among employees to coordinate their family and working life as it offered services intended for children from the age of 2 years.

## **6.D ISSUE OF SEXUAL AND GENDER HARASSMENT**

In 2019 the Rector’s Directive “Principles of Gender Policy at TBU in Zlín” was prepared, to be issued at the beginning of 2020 after the relevant references have been incorporated into the TBU Statute and into the TBU Code of Ethics.

**TABLE 6.1: TOTAL NUMBERS OF ACADEMIC AND R&D STAFF AND OTHER EMPLOYEES (AVERAGE CONVERTED NUMBERS)**

Tomas Bata University in Zlín	Academic staff								Research staff			Other employees	Total numbers of staff
	Academic staff in total	Professors	Associate Professors	Senior Lecturers	Lecturers	Assistant Lecturers	Researchers and R&D staff participating in pedagogical activities	Adjunct Professors	Postdoctoral researchers ("postdocs")	Researchers not falling into other categories	Other researchers and R&D staff		
<b>Faculty of Technology</b>	108.783	9.516	35.873	59.980	2.414	1.000			2.000	0.759	16.666	32.921	161.129
Numbers of women at the Faculty	45.246	1.250	14.170	28.492	1.334						14.450	28.051	87.747
<b>Faculty of Management and Economics</b>	73.928	5.389	17.226	46.184	4.089	1.040			0.833	2.121		32.130	109.012
Numbers of women at the Faculty	34.511	2.001	6.865	23.484	1.161	1.000						27.152	61.663
<b>Faculty of Multimedia Communications</b>	59.499	3.574	16.567	28.131	11.017	0.210				0.130	1.000	33.516	94.145
Numbers of women at the Faculty	22.675		4.659	13.596	4.350	0.070				0.130	1.000	22.999	46.804
<b>Faculty of Applied Informatics</b>	74.159	7.068	15.802	40.018	9.475	1.796			6.142	11.603	12.637	24.743	129.284
Numbers of women at the Faculty	9.619	1.000	2.130	5.237	1.252				0.998	3.109	2.001	16.444	32.171
<b>Faculty of Humanities</b>	81.240	6.243	9.827	38.418	7.926	18.826			1.000			21.883	104.123
Numbers of women at the Faculty	59.642	1.537	7.397	28.572	7.384	14.752			1.000			17.543	78.185
<b>Faculty of Logistics and Crisis Management</b>	31.482	3.290	6.092	18.058	2.852	1.190			0.883	0.699		11.095	44.159
Numbers of women at the Faculty	6.862		0.980	5.458	0.234	0.190						8.318	15.180
<b>University Institute</b>	24.723	1.000	0.084	23.469	0.170				15.041	13.509	19.653	19.581	92.507
Numbers of women at the Institute	7.709			7.539	0.170				7.303	5.967	9.258	14.421	44.658
<b>Other constituent parts of TBU in total</b>	0.980					0.980			1.000			189.143	191.123
Numbers of women at other constituent parts of TBU	0.470					0.470						125.294	125.764
<b>TOTAL</b>	<b>454.794</b>	<b>36.080</b>	<b>101.471</b>	<b>254.258</b>	<b>37.943</b>	<b>25.042</b>			<b>26.899</b>	<b>28.821</b>	<b>49.956</b>	<b>365.012</b>	<b>925.482</b>
Total number of women	186.734	5.788	36.201	112.378	15.885	16.482			9.301	9.206	26.709	260.222	492.172

**TABLE 6.2: AGE STRUCTURE OF ACADEMIC AND R&D STAFF AND OTHER EMPLOYEES (HEADCOUNT)**

Tomas Bata University in Zlín	Academic staff												Research staff						Other employees		TOTAL	Out of which women
	Professors		Associate Professors		Senior Lecturers		Lecturers		Assistant Lecturers		Researchers and R&D staff participating in pedagogical activities		Postdoctoral researchers ("postdocs")		Researchers not falling into other categories		Other researchers and R&D staff					
	TOTAL	Women	TOTAL	Women	TOTAL	Women	TOTAL	Women	TOTAL	Women	TOTAL	Women	TOTAL	Women	TOTAL	Women	TOTAL	Women	TOTAL	Women	TOTAL	Women
<b>Under 29 years</b>					1		10	5									21	13	24	20	56	38
<b>30 – 39 years</b>			8	1	115	48	30	12	7	5			25	6	4	1	22	9	91	62	302	144
<b>40 – 49 years</b>	10	2	42	16	100	50	7	1	8	6			1	1	19	8	12	11	128	86	327	181
<b>50 – 59 years</b>	12	4	21	12	37	23			5	2					1		12	12	88	76	176	129
<b>60 – 69 years</b>	9	2	28	10	29	8			3	2			1	1	1		6	3	30	17	107	43
<b>Over 70 years</b>	15		9		8	3									5		4	1	6	1	47	5
<b>TOTAL</b>	<b>46</b>	<b>8</b>	<b>108</b>	<b>39</b>	<b>290</b>	<b>132</b>	<b>47</b>	<b>18</b>	<b>23</b>	<b>15</b>			<b>27</b>	<b>8</b>	<b>30</b>	<b>9</b>	<b>77</b>	<b>49</b>	<b>367</b>	<b>262</b>	<b>1,015</b>	<b>540</b>

**TABLE 6.3: NUMBERS OF ACADEMIC AND R&D STAFF ACCORDING TO WORKLOADS AND TO HIGHEST COMPLETED EDUCATION (HEADCOUNT ACCORDING TO WORKLOADS)**

Tomas Bata University in Zlín	Academic staff								Researchers		TOTAL	Out of which women
Faculty of Technology	Prof.		Assoc. Prof.		DrSc., CSc., Dr., Ph.D., Th.D.		Others					
Workloads	TOTAL	Women	TOTAL	Women	TOTAL	Women	TOTAL	Women	TOTAL	Women		
Up to 0.3	1	1	1		6	3			3		11	4
0.31–0.5	1		2		2				2		7	
0.51–0.7	1		1		1	1					3	1
0.71–1.0	10	1	31	14	57	27	5	2	28	25	131	69
More than 1	1										1	
<b>TOTAL</b>	<b>14</b>	<b>2</b>	<b>35</b>	<b>14</b>	<b>66</b>	<b>31</b>	<b>5</b>	<b>2</b>	<b>33</b>	<b>25</b>	<b>153</b>	<b>74</b>



Tomas Bata University in Zlín	Academic staff								Researchers	TOTAL	Out of which women	
	Faculty of Management and Economics											
	Prof.		Assoc. Prof.		DrSc., CSc., Dr., Ph.D., Th.D.		Others					
Workloads	TOTAL	Women	TOTAL	Women	TOTAL	Women	TOTAL	Women	TOTAL	Women		
Up to 0.3					1	1					1	1
0.31–0.5	3	1	4	1	3	1	2	1	2		14	4
0.51–0.7					6	4			1		7	4
0.71–1.0	4	2	12	4	37	19	8	3	1		62	28
More than 1			1	1	1						2	1
<b>TOTAL</b>	<b>7</b>	<b>3</b>	<b>17</b>	<b>6</b>	<b>48</b>	<b>25</b>	<b>10</b>	<b>4</b>	<b>4</b>		<b>86</b>	<b>38</b>
Faculty of Multimedia Communications												
	Prof.		Assoc. Prof.		DrSc., CSc., Dr., Ph.D., Th.D.		Others					
Workloads	TOTAL	Women	TOTAL	Women	TOTAL	Women	TOTAL	Women	TOTAL	Women		
Up to 0.3												
0.31–0.5	3		3				3	1			9	1
0.51–0.7							1				1	
0.71–1.0	4		12	4	17	9	19	10	1	1	55	24
More than 1			1	1	1		1				3	1
<b>TOTAL</b>	<b>7</b>		<b>16</b>	<b>5</b>	<b>18</b>	<b>9</b>	<b>24</b>	<b>11</b>	<b>1</b>	<b>1</b>	<b>66</b>	<b>26</b>
Faculty of Applied Informatics												
	Prof.		Assoc. Prof.		DrSc., CSc., Dr., Ph.D., Th.D.		Others					
Workloads	TOTAL	Women	TOTAL	Women	TOTAL	Women	TOTAL	Women	TOTAL	Women		
Up to 0.3					1	1			2	2	3	3
0.31–0.5									1	1	1	1
0.51–0.7					1				1		2	
0.71–1.0	6	1	15	2	38	5	13	1	26	5	98	14
More than 1	1		1						1		3	
<b>TOTAL</b>	<b>7</b>	<b>1</b>	<b>16</b>	<b>2</b>	<b>40</b>	<b>6</b>	<b>13</b>	<b>1</b>	<b>31</b>	<b>8</b>	<b>107</b>	<b>18</b>

Tomas Bata University in Zlín	Academic staff								Researchers	TOTAL	Out of which women	
	Prof.		Assoc. Prof.		DrSc., CSc., Dr., Ph.D., Th.D.		Others		TOTAL	Women		
Workloads	TOTAL	Women	TOTAL	Women	TOTAL	Women	TOTAL	Women	TOTAL	Women		
Up to 0.3					3	1	1	1			4	2
0.31–0.5	5	2	6	5	11	9	3	2			25	18
0.51–0.7							1	1			1	1
0.71–1.0	4	1	7	5	33	23	26	22			71	51
More than 1					1				1	1	2	1
<b>TOTAL</b>	<b>9</b>	<b>3</b>	<b>13</b>	<b>10</b>	<b>48</b>	<b>33</b>	<b>31</b>	<b>26</b>	<b>1</b>	<b>1</b>	<b>102</b>	<b>73</b>
Faculty of Logistics and Crisis Management												
	Prof.		Assoc. Prof.		DrSc., CSc., Dr., Ph.D., Th.D.		Others		TOTAL	Women		
Workloads	TOTAL	Women	TOTAL	Women	TOTAL	Women	TOTAL	Women	TOTAL	Women		
Up to 0.3					1	1			1		2	1
0.31–0.5	2		2		2	2	5	2			11	4
0.51–0.7												
0.71–1.0	2		3		17	4	4		1		28	4
More than 1			1	1	1						2	1
<b>TOTAL</b>	<b>4</b>		<b>6</b>	<b>1</b>	<b>21</b>	<b>7</b>	<b>9</b>	<b>2</b>	<b>2</b>		<b>42</b>	<b>10</b>
University Institute												
	Prof.		Assoc. Prof.		DrSc., CSc., Dr., Ph.D., Th.D.		Others		TOTAL	Women		
Workloads	TOTAL	Women	TOTAL	Women	TOTAL	Women	TOTAL	Women	TOTAL	Women		
Up to 0.3					2				19	10	21	10
0.31–0.5			1						4	2	5	2
0.51–0.7									4	4	4	4
0.71–1.0	1				26	8			34	15	61	23
More than 1												
<b>TOTAL</b>	<b>1</b>		<b>1</b>		<b>28</b>	<b>8</b>			<b>61</b>	<b>31</b>	<b>91</b>	<b>39</b>

Tomas Bata University in Zlín	Academic staff								Researchers	TOTAL	Out of which women	
<b>Other constituent parts of TBU in total</b>												
	Prof.		Assoc. Prof.		DrSc., CSc., Dr., Ph.D., Th.D.		Others					
Workloads	TOTAL	Women	TOTAL	Women	TOTAL	Women	TOTAL	Women	TOTAL	Women		
Up to 0.3												
0.31–0.5												
0.51–0.7												
0.71–1.0									1		1	
More than 1												
<b>TOTAL</b>									<b>1</b>		<b>1</b>	
<b>Tomas Bata University in Zlín</b>												
	Prof.		Assoc. Prof.		DrSc., CSc., Dr., Ph.D., Th.D.		Others					
Workloads	TOTAL	Women	TOTAL	Women	TOTAL	Women	TOTAL	Women	TOTAL	Women		
Up to 0.3	1	1	1		14	7	1	1	25	12	42	21
0.31–0.5	14	3	18	6	18	12	13	6	9	3	72	30
0.51–0.7	1		1		8	5	2	1	6	4	18	10
0.71–1.0	31	5	80	29	225	95	75	38	92	46	503	213
More than 1	2		4	3	4		1		2	1	13	4
<b>TOTAL</b>	<b>49</b>	<b>9</b>	<b>104</b>	<b>38</b>	<b>269</b>	<b>119</b>	<b>92</b>	<b>46</b>	<b>134</b>	<b>66</b>	<b>648</b>	<b>278</b>
<b>TBU IN TOTAL</b>	<b>49</b>	<b>9</b>	<b>104</b>	<b>38</b>	<b>269</b>	<b>119</b>	<b>92</b>	<b>46</b>	<b>134</b>	<b>66</b>	<b>648</b>	<b>278</b>

**TABLE 6.4: SENIOR EXECUTIVES (HEADCOUNT)**

Tomas Bata University in Zlín	Rector/Dean	Vice-Rector/Vice-Dean	Academic Senate	Scientific/Artistic/Academic Board	Bursar/ Secretary	Board of Governors	Director of institute, university agricultural or forestry farm	Head of department/institute/ research unit	Senior executives in total
Tomas Bata University in Zlín									
Out of which women		2	7	11		4			24
<b>Faculty of Technology</b>	1	4	12	33	1			9	60
Out of which women		2	5	7	1			2	17
<b>Faculty of Management and Economics</b>	1	5	11	34	1			9	61
Out of which women			5	7	1			3	16
<b>Faculty of Multimedia Communications</b>	1	5	12	28	1			14	61
Out of which women	1	3	3	11	1			5	24
<b>Faculty of Applied Informatics</b>	1	4	10	30	1			9	55
Out of which women				1	1				2
<b>Faculty of Humanities</b>	1	4	11	29	1			6	52
Out of which women		3	8	18				3	32
<b>Faculty of Logistics and Crisis Management</b>	1	3	11	31	1			4	51
Out of which women	1		3	1	1			1	7
<b>University Institute</b>							1	3	4
Out of which women								1	1
<b>Faculties in total</b>	6	25	67	185	6			51	344
Out of which women	2	8	24	45	5			14	99
<b>TBU IN TOTAL</b>	7	30	103	218	7	9	1	54	429
Out of which women	2	10	31	56	5	4		15	123

**TABLE 6.5: FOREIGN NATIONALS IN THE ACADEMIC AND R&D STAFF (AVERAGE CONVERTED NUMBERS)**

Tomas Bata University in Zlín	Academic staff						Research staff			Other employees
	Professors	Associate Professors	Senior Lecturers	Lecturers	Assistant Lecturers	Researchers and R&D staff participating in pedagogical activities	Postdoctoral researchers ("postdocs")	Researchers not falling into other categories	Other researchers and R&D staff	
<b>Faculty of Technology</b>	<b>0.416</b>	<b>2.336</b>	<b>3.504</b>	<b>1.496</b>				<b>0.709</b>		
Included: Germany										
Poland										
Austria										
Slovakia	0.416	0.335	2.504	0.496				0.250		
Other EU member countries			1.000					0.375		
Other countries outside the EU		2.001		1.000				0.084		
Women out of the total head-count (regardless of nationality)	0.250	2.336	2.000	1.000						
<b>Faculty of Management and Economics</b>	<b>2.252</b>	<b>0.748</b>	<b>4.818</b>				<b>0.833</b>	<b>1.121</b>		<b>0.190</b>
Included: Germany										
Poland								0.500		
Austria										
Slovakia	2.252	0.748	3.818							0.190
Other EU member countries								0.427		
Other countries outside the EU			1.000				0.833	0.194		
Women out of the total head-count (regardless of nationality)	1.000	0.500	1.817							0.150
<b>Faculty of Multimedia Communications</b>	<b>2.070</b>	<b>3.959</b>	<b>1.334</b>	<b>0.666</b>	<b>0.020</b>			<b>0.130</b>		<b>0.247</b>
Included: Germany										
Poland										
Austria										
Slovakia	2.070	3.959	1.334	0.666				0.130		0.247
Other EU member countries										
Other countries outside the EU					0.020					
Women out of the total head-count (regardless of nationality)		1.709	0.334	0.666				0.130		0.247

Tomas Bata University in Zlín	Academic staff						Research staff			Other employees
	Professors	Associate Professors	Senior Lecturers	Lecturers	Assistant Lecturers	Researchers and R&D staff participating in pedagogical activities	Postdoctoral researchers ("postdocs")	Researchers not falling into other categories	Other researchers and R&D staff	
<b>Faculty of Applied Informatics</b>		<b>1.020</b>	<b>1.000</b>				<b>1.000</b>	<b>0.830</b>	<b>1.634</b>	<b>1.820</b>
Included: Germany										
Poland										
Austria										
Slovakia		1.020	1.000					0.830	1.232	1.020
Other EU member countries										0.800
Other countries outside the EU							1.000		0.402	
Women out of the total head-count (regardless of nationality)		0.020						0.830	0.232	1.010
<b>Faculty of Humanities</b>	<b>4.077</b>	<b>4.632</b>	<b>5.039</b>		<b>1.275</b>					
Included: Germany	1.000									
Poland										
Austria										
Slovakia	3.077	4.632	3.124							
Other EU member countries										
Other countries outside the EU			1.915		1.275					
Women out of the total head-count (regardless of nationality)	0.537	4.632	3.124		0.275					
<b>Faculty of Logistics and Crisis Management</b>	<b>0.500</b>	<b>0.530</b>	<b>1.900</b>							<b>1.300</b>
Included: Germany										
Poland										
Austria										
Slovakia	0.500	0.530	1.900							1.300
Other EU member countries										
Other countries outside the EU										
Women out of the total head-count (regardless of nationality)		0.030	1.000							1.000

Tomas Bata University in Zlín	Academic staff						Research staff			Other employees
	Professors	Associate Professors	Senior Lecturers	Lecturers	Assistant Lecturers	Researchers and R&D staff participating in pedagogical activities	Postdoctoral researchers ("postdocs")	Researchers not falling into other categories	Other researchers and R&D staff	
<b>University Institute</b>			<b>7.314</b>				<b>7.802</b>	<b>6.901</b>	<b>0.430</b>	<b>1.887</b>
Included: Germany										
Poland										
Austria										
Slovakia			2.420					0.085		1.787
Other EU member countries			0.880					3.001		
Other countries outside the EU			4.014				7.802	3.815	0.430	0.100
Women out of the total head-count (regardless of nationality)			3.055				2.804	3.186	0.100	1.275
<b>Other constituent parts in total</b>							<b>1.000</b>			<b>1.700</b>
Included: Germany										
Poland										
Austria										
Slovakia										1.270
Other EU member countries										
Other countries outside the EU							1.000			0.430
Women out of the total head-count (regardless of nationality)										0.080
<b>TBU IN TOTAL</b>	<b>9.315</b>	<b>13.225</b>	<b>24.909</b>	<b>2.162</b>	<b>1.295</b>		<b>10.635</b>	<b>9.691</b>	<b>2.064</b>	<b>5.924</b>
Included: Germany	1.000									
Poland								0.500		
Austria										
Slovakia	8.315	11.224	16.100	1.162				1.295	1.232	5.814
Other EU member countries			1.880					3.803		0.800
Other countries outside the EU		2.001	6.929	1.000	1.295		10.635	4.093	0.832	0.530
Women out of the total head-count (regardless of nationality)	1.787	9.227	11.330	1.666	0.275		2.804	4.146	0.332	3.762

**TABLE 6.6: NUMBERS OF NEWLY APPOINTED PROFESSORS AND ASSOCIATE PROFESSORS**

Tomas Bata University in Zlín	Number			Average age of newly appointed Professors and Associate Professors
	Total number	At TBU		
		Out of which permanent staff of TBU	Permanent staff employed at TBU and appointed at another HEI	
<b>Faculty of Technology</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>54.5</b>
Professors appointed in 2019	1	1	1	53
Out of which women				
Associate Professors appointed in 2019	1			56
Out of which women	1			56
<b>Faculty of Management and Economics</b>	<b>4</b>	<b>4</b>		<b>44</b>
Professors appointed in 2019	3	3		45
Out of which women	1	1		47
Associate Professors appointed in 2019	1	1		40
Out of which women				
<b>Faculty of Multimedia Communications</b>	<b>5</b>	<b>3</b>	<b>2</b>	<b>42</b>
Professors appointed in 2019	1	1	2	44
Out of which women				
Associate Professors appointed in 2019	4	2		41.5
Out of which women	2			40
<b>Faculty of Applied Informatics</b>	<b>1</b>		<b>2</b>	<b>48</b>
Professors appointed in 2019				
Out of which women				
Associate Professors appointed in 2019	1		2	48
Out of which women				
<b>University Institute</b>	<b>1</b>	<b>1</b>		<b>39</b>
Professors appointed in 2019				
Out of which women				
Associate Professors appointed in 2019	1	1		39
Out of which women				
<b>TOTAL - Professors</b>	<b>5</b>	<b>5</b>	<b>3</b>	<b>47</b>
Out of which women	1	1		47
<b>TOTAL - Associate Professors</b>	<b>8</b>	<b>4</b>	<b>2</b>	<b>44</b>
Out of which women	3			45



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## 7. INTERNATIONALIZATION

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### 7.A SUPPORT OF STUDENTS PARTICIPATING IN INTERNATIONAL MOBILITY PROGRAMMES

TBU provides long-term support to the participation of its students in international mobility programmes, both in study periods and traineeships. By 2019, TBU had issued no internal regulations specifying compulsory mobility of Bachelor's, Master's and follow-up Master's students as yet; however, participation in study periods/traineeships was compulsory for PhD students.

In 2019, TBU students were offered opportunities to take a study period/traineeship anywhere around the world. The TBU International Office had a wide range of partner institutions, constantly broadening the offer, nevertheless, with great emphasis on the quality of the mobility. The Erasmus+ programme (namely KA103), was the most frequently used mobility programme, where the portfolio of partnership agreements involved the absolute majority of programme countries, thus offering a wide range of mobility opportunities to TBU students and employees. The follow-up programme of the Erasmus+ KA103 programme intended for non-programme countries was the Erasmus+ KA107, focusing on Israel and on the Republic of South Africa. The TBU International Office ensured a sufficient amount of funding as well as a constant increase in financial resources provided by the Erasmus+ programme in such a manner that anyone interested in taking a study period/traineeship abroad who had fulfilled the relevant requirements was enabled to participate. TBU also supported student mobility outside the Erasmus+ programme, with funding provided by financial resources of the MEYS, in particular by the D Indicator and the Institutional Plan. In 2019, the University was involved in other programmes supporting mobility such as CEEPUS, EEA Grants, and others. In addition, students had the opportunity to obtain additional funding through a scholarship awarded by the relevant Faculty.

TBU also organized regular meetings for students providing them with information on mobility opportunities, on funding and administration thereof. Moreover, TBU placed great emphasis on enhancing of activities related to student mobility. For this purpose, meetings were held where students presented their experience gained abroad to their colleagues. A special web presentation (xchange.utb.cz), designed to provide a comprehensive description of institutions abroad where TBU students took a study period/traineeship proved very useful. Reviews by students were an added value, as they provide information of great benefit to applicants for study abroad.

TBU put great emphasis on the quality of the mobility of TBU students abroad, and that at all stages of the mobility. The International Office provided students with counselling and monitoring prior to, during, as well as after the arrival from the mobility. Students could also contact experts specializing in international mobility, and that at any of TBU Faculties.

Within the support of mobility, the University organized several events in 2019, which contributed to increasing the interest of students and academics in mobility at TBU (International Week, International Festival, Country Presentation, etc.). Thus, events of this type offering the students an opportunity to meet international colleagues, try traditional cuisine, learn about the specifics of the given country or attend a lecture by an international expert, increased the students' motivation during the planning of study periods/traineeships.

The mobility administration process at TBU was organized in a transparent and clear manner. The

University carefully selected its partner institutions based on the curricula of degree programmes offered abroad. The recognition of study periods/traineeships taken at an international institution was carried out in compliance with the Rector's Directive No. 6/2019 "International Mobility of TBU Students and Mobility of Incoming International Students at TBU". The Learning Agreement, i.e. a basic document for the drawing up of a curriculum abroad, was approved for the relevant student in the TBU internal system by the faculty coordinator (Head of Studio, course unit guarantor, degree course guarantor or Head of the relevant Department). The Learning Agreement was used to identify course units taught at TBU in the Information System for Studies' Administration to be recognized for the students after successful completion of the relevant course units abroad. During the preparation of the Learning Agreement, attention was paid to the fact that study periods abroad should not complicate the completion of study in the standard period of time. Results obtained during mobility were included in the Diploma Supplement issued for the graduate. Study periods taken abroad by PhD students were recognized in compliance with internal regulations issued by the relevant Faculty. Such students obtain internal credits in compliance with Directives issued by the relevant Faculty, subsequently added up to other types of activities necessary for a successful completion of a doctoral programme.

In 2019, the implementation of graduate traineeships continued with funding provided by the Erasmus+ programme; graduate traineeships were organized by TBU in cooperation with an external company. Thanks to this service, students had the opportunity to take a useful traineeship abroad aimed to facilitate their access to the labour market. 20 TBU graduates participated in the programme, which represents an increase of 25% compared to the previous year.

## **7.B SUPPORT OF INTERNATIONAL MOBILITY OF ACADEMIC AND NON-ACADEMIC STAFF**

TBU academics had an opportunity to participate in international mobility in accordance with their career plans, taking into consideration their professional and personal development. Erasmus+ was a very popular programme for the implementation of international academic mobility. In 2019, a total of 64 academics participated in international mobility with funding provided by the Erasmus+ programme. Requirements regarding the participation in mobility programmes were set in the Rector's Directive "Mobility of TBU Staff Funded by the Erasmus+ Programme".

The mobility of researchers was, to a great extent, organized with funding provided by the OP RDE, namely through the "International Mobility of Researchers Employed at TBU in Zlín" project.

In 2019, the internal competition "Support of International Cooperation 2019" was announced, which included the category "Support for Research Mobility at an Institution Abroad during a Period of 14 to 31 Days". Within the said category, TBU Rector supported the mobility of 7 academics and researchers.

The CEEPUS programme, which was actively used at four of TBU Faculties, counted among the popular programmes supporting mobility.

In 2019, an increased interest in mobility comprising staff training and funded by the Erasmus+ programme was registered. This type of mobility was offered primarily to non-academic staff, who, in the most cases, did not have other opportunities to participate in mobility programmes. The relevant requirements were set in the Rector's Directive "Mobility of TBU Staff Funded by the Erasmus+ Programme".

International mobility was also supported by the individual TBU Faculties, and the by using their internal resources. All employees had an opportunity to describe their mobility experience and post it on the [xchange.utb.cz](http://xchange.utb.cz) website, thus providing valuable advice and experience to their colleagues who plan to participate in international mobility.

## **7.C INTEGRATION OF INTERNATIONAL MEMBERS OF THE ACADEMIC COMMUNITY**

Integration of international members of the academic community in the academic life at TBU has been involved in TBU strategic documents and is, therefore, one of priorities in the sphere of internationalization. All types of communication with the general public and with the academic community are ensured both in Czech and in English, which includes official documents and the website. Students and employees may attend Czech and English language courses, and that entirely free of charge. In 2019, the International Office, Job Centre and the Counselling Centre provided services to international and local students and staff participating in mobility and also specialized bilingual counselling including wheelchair access.

In 2019, collaboration between TBU and the student organization “Buddy System Zlín” (BS) received active support. The Buddy System was, together with the TBU International Office, taking care of international students at TBU. In cooperation with the TBU International Office, the Buddy System organized trips, excursions and other cultural, entertaining and social activities intended for international students and aimed to make the stay and studies of international students in Zlín a pleasant experience (e.g. walking of dogs from the animal shelter in Zlín, International Dinner, etc.).

In 2019 the BS had intensive cooperation within the Erasmus Student Network Czech Republic. The BS organization was assigned its own office, which was visited by international students. In 2019, greater emphasis was put on the participation of international students in the Social Erasmus programme, e.g. in cooperation with the Naděje non-profit organization and the Dog Shelter in Zlín-Vršava. International students also gave presentations on their native countries at secondary schools in Zlín. Members of the BS also took part in the promotion of student mobility during events held at TBU (International Festival, International Week, Business Days, etc.). Each international student was, in case that he/she was interested, assigned a Czech student who helped him/her deal with difficult situations before the arrival and during the studies.

TBU continued to support the employment of international staff with the aim of internationalizing the TBU personnel structure. 99 international experts e.g. from Azerbaijan, Armenia, Moldova, Cameroon, Ghana, Iran and Mongolia were employed as academics, researchers and other employees at TBU. The most foreign nationals among employees came from Slovakia. An increase in the ratio of R&D staff and PhD students from abroad at TBU Faculties and in research centres of applied research received goal-directed support from the TBU Management Board and from Management Boards of all TBU Faculties. TBU collaborated on the implementation of the PILZ II project - “Issue of Internationalization at Higher Education Institutions Focusing on the H&R Sphere”. The output of the project was the creation of methodologies for employment of foreign nationals at higher education institutions. Within the project, TBU was assigned the area involving Vietnam and China.

In order to promote the University and interconnect the University activities and the general public, TBU got involved in the joint project of European universities entitled Researchers’ Night. This event was aimed to promote science and scientists among the general public. Selected research units were open to the general public; popular science lectures were held, off-work and leisure activities of the researchers were presented. Other types of events and meetings were regularly held, attended by international employees as well as by their Czech colleagues.

## 7.D OTHER SIGNIFICANT ACTIVITIES STRENGTHENING THE INTERNATIONALIZATION OF ACTIVITIES OF TBU INCLUDING PARTICIPATION IN INTERNATIONAL CONSORTIA AND PROJECTS

At TBU, internationalization is one of the main priorities, which has also been reflected in the activities carried out in 2019. TBU Rector supported significant projects implemented within the internal competition “Support of International Cooperation in 2019”, that represented a great contribution to the development of TBU. The total funding amounted to more than CZK 1.4 million.

In 2019 TBU was selected to participate in the Monitoring Internationalization of Czech Higher Education project (MICHE), an activity supported by the MEYS and coordinated by the Centre for International Cooperation in Education. TBU submitted a self-evaluation report as part of the monitoring, and was subsequently visited by an expert panel. The aim of the MICHE was to help universities during the process of a successful internationalization of the university environment and services. On the basis of the monitoring, an action plan was developed, to be incorporated into the internationalization strategy in 2020.

In 2019, TBU joined a consortium of European and Asian universities coordinated by Ton Duc Thang University (Vietnam). The consortium was aiming to support a faster and better development of scientific, research and educational activities of all partner institutions involved.

TBU continued to develop activities of the Bata Centre in Vietnam in 2019. The main objective of the Centre was to create conditions for study of Vietnamese applicants at Czech higher education institutions, and to promote scientific and research cooperation between Czech and Vietnamese research institutions, especially between universities. The Centre’s activities in the field of internationalization of HEIs were rewarded during an award ceremony held in the Centre for International Cooperation in Education. TBU traditionally participated in the largest professional education fair EAIE, where it successfully discussed new and existing projects in the field of internationalization and found new partners for cooperation in the exchange of students and staff.

In cooperation with Palacký University, TBU carried out activities aimed to support educational activities in the Czech Academic City, Erbil (Iraq). Through the FHS, cooperation with the Confucius Institute at Palacký University continued, comprising courses of Chinese language and culture for students and the general public. In late 2019, TBU joined the European Universities Consortium as a partner institution (with the University of Algarve acting as the coordinator of the project). In 2020, a project entitled Sustainable Horizons will be submitted within the above-mentioned activity.

**TABLE 7.1: TBU PARTICIPATION IN INTERNATIONAL COOPERATION PROGRAMMES (REGARDLESS OF SOURCE OF FUNDING)**

Tomas Bata University in Zlín	H2020/7th Framework Programme of the EC			TOTAL
	TOTAL	Out of which Marie-Curie Actions	Others	
Number of projects	1		23	23
Number of outgoing students			381	381
Number of incoming students			355	355

Number of outgoing academics and researchers	4		612	616
Number of incoming academics and researchers			147	147
Grants (thousand CZK)	7,803		36,190	43,993

**TABLE 7.2: STUDENT, ACADEMIC AND OTHER STAFF MOBILITY ACCORDING TO COUNTRIES (REGARDLESS OF SOURCE OF FUNDING)**

Tomas Bata University in Zlín	Number of out-going students		Number of incoming students	Number of outgoing academics	Number of incoming academics	Number of other outgoing employees	Number of other incoming employees	Total mobility to/from the country
	Total	Out of which graduate traineeships						
Country	Total	Out of which graduate traineeships	Number of incoming students	Number of outgoing academics	Number of incoming academics	Number of other outgoing employees	Number of other incoming employees	Total mobility to/from the country
Republic of Armenia			1					1
Commonwealth of Australia	1			2				3
Kingdom of Belgium	8		2	5				15
Republic of Belarus			2					2
Federative Republic of Brazil	3		2					5
Republic of Bulgaria	1		3	8	4			16
Former Yugoslav Republic of Macedonia			1	2				3
People's Republic of China	7			9				16
Republic of China (Taiwan)	7		13					20
Kingdom of Denmark	7			2				9
Republic of Estonia	7		1					8
Republic of the Philippines	4							4
Republic of Finland	6	1	3	11		2		22
French Republic	18	2	26	15	1		1	61
Georgia			8					8
Republic of Croatia	9			5	2			16
Republic of India			9	1				10
Republic of Indonesia	4		5	2				11
Republic of Iraq				2				2
Islamic Republic of Iran			1					1
Ireland	7		2	3				12

Tomas Bata University in Zlín		Number of outgoing students		Number of incoming students	Number of outgoing academics	Number of incoming academics	Number of other outgoing employees	Number of other incoming employees	Total mobility to/from the country
Country	Total	Out of which graduate traineeships							
Republic of Iceland	2	2							2
Italian Republic	5		4	9			3		21
Japan			3	3					6
Republic of South Africa				2					2
Hashemite Kingdom of Jordan			1						1
Canada				1					1
Republic of Colombia			2						2
Republic of Korea	4		14	2					20
Republic of Cyprus	11		3	5					19
Kyrgyz Republic	2		1						3
Republic of Lithuania	11		10	3	2			1	27
Republic of Latvia	5		1	1					7
Hungary	6		1	12	1			1	21
Malaysia	17		1						18
Republic of Malta	3	1		3			1		7
Federal Democratic Republic of Nepal	2								2
Netherlands	2	1		7					9
Kingdom of Norway	16	1		2			1		19
New Zealand				2					2
Republic of Poland	15		9	17	39		1	9	90
Portuguese Republic	63	5	22	27	1		6	3	122
Republic of Austria	23	1		14			1		38
Republic of Kazakhstan	1		6					3	10
Republic of Uzbekistan			1						1
Romania	3		4	5	6		1	2	21
Russian Federation	3		39	8					50
Greek Republic	4	1	21	34					59
Slovak Republic	6	1	27	14	12		1	7	67
Republic of Slovenia	11		4	10					25
United Kingdom of Great Britain and Northern Ireland	28	2		16	2				46

Country	Number of outgoing students		Number of incoming students	Number of outgoing academics	Number of incoming academics	Number of other outgoing employees	Number of other incoming employees	Total mobility to/from the country
	Total	Out of which graduate traineeships						
United States of America				15	1			16
United Mexican States			6					6
Federal Republic of Germany	16		5	18	1	1	5	46
Republic of Serbia			1	3	1			5
State of Israel	6		4	1	2		1	14
Kingdom of Spain	24	2	14	32		6		76
Kingdom of Sweden	2			5				7
Swiss Confederation	4		1	1				6
Kingdom of Thailand	9		1					10
Republic of Turkey	5		64	10	5		1	85
Ukraine	1		5	5				11
Oriental Republic of Uruguay	2		1					3
Socialist Republic of Vietnam	2			9				11
<b>TOTAL</b>	<b>403</b>	<b>20</b>	<b>355</b>	<b>363</b>	<b>80</b>	<b>24</b>	<b>34</b>	<b>1,259</b>

**TABLE 7.3: GRADUATE MOBILITY (NUMBERS AND PERCENTAGE OF COMPLETED STUDIES)**

Tomas Bata University in Zlín	Bachelor's		Master's		Follow-up Master's		Doctoral		TOTAL	
	Percentage	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage	Number
<b>Faculty of Technology</b>										
Percentage [%] and number of graduates who participated in mobility abroad of at least 14 days during their studies	3.4%	5			13.3%	21	66.7%	12	11.8%	38
Percentage [%] and number of PhD graduates who participated in mobility abroad of at least 1 month (i.e. 30 days)							66.7%	12.00	66.7%	12

Tomas Bata University in Zlín	Bachelor's		Master's		Follow-up Master's		Doctoral		TOTAL	
	Percentage	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage	Number
<b>Faculty of Management and Economics</b>										
Percentage [%] and number of graduates who participated in mobility abroad of at least 14 days during their studies	10.3%	19			8.0%	20	12.5%	1	9.1%	40
Percentage [%] and number of PhD graduates who participated in mobility abroad of at least 1 month (i.e. 30 days)							12.5%	1.00	12.5%	1
<b>Faculty of Multimedia Communications</b>										
Percentage [%] and number of graduates who participated in mobility abroad of at least 14 days during their studies	29.8%	51			32.9%	52	60.0%	3	31.7%	106
Percentage [%] and number of PhD graduates who participated in mobility abroad of at least 1 month (i.e. 30 days)							60.0%	3	60.0%	3
<b>Faculty of Applied Informatics</b>										
Percentage [%] and number of graduates who participated in mobility abroad of at least 14 days during their studies	6.0%	6			5.7%	8	12.5%	1	6.0%	15
Percentage [%] and number of PhD graduates who participated in mobility abroad of at least 1 month (i.e. 30 days)							0.0%	0	0.0%	0
<b>Faculty of Humanities</b>										
Percentage [%] and number of graduates who participated in mobility abroad of at least 14 days during their studies	5.6%	21			2.0%	2	0.0%	0	4.8%	23
Percentage [%] and number of PhD graduates who participated in mobility abroad of at least 1 month (i.e. 30 days)							0.0%	0.00	0.0%	0
<b>Faculty of Logistics and Crisis Management</b>										
Percentage [%] and number of graduates who participated in mobility abroad of at least 14 days during their studies	0.7%	1			0.0%	0			0.5%	1
Percentage [%] and number of PhD graduates who participated in mobility abroad of at least 1 month (i.e. 30 days)									0.0%	0
<b>TBU IN TOTAL</b>	<b>9.2%</b>	<b>103</b>			<b>12.2%</b>	<b>103</b>	<b>43.6%</b>	<b>17</b>		



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## 8. RESEARCH, DEVELOPMENT, ARTS AND OTHER CREATIVE ACTIVITIES

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### 8.A INTERCONNECTION BETWEEN R&D AND CREATIVE ACTIVITIES AND EDUCATIONAL ACTIVITIES

Research, development, arts and other creative activities were carried out at the individual Faculties and at the UNI, and that in the individual departments and research units – Polymer Centre (CPM), Centre for Applied Economic Research (CAER) at the FaME, and the Research Centre (RC) at the FHS – and in research centres established during the implementation of projects funded by the Operational Programme “R&D for Innovations” – Priority Axis 2. Among the latter, the CPS and the Centre for Security, Information and Advanced Technologies (CEBIA-Tech) can be named. The newly established Footwear Research Centre, a component part of the UNI, got involved in research and in related educational activities. In accordance with the Strategic Plan and with the Implementation Plan of the Strategic Plan for Educational, R&D and Creative Activities of TBU in Zlín for 2019, the research units and centres were reinforced as regards their material equipment and personnel in order to continuously improve their competitiveness in the field of research and development on the international level.

FT: The Polymer Centre, which was a component part of the Faculty, is a significant research unit focusing on basic research. Its main area of interest is research into engineering aspects of technologies and materials based on polymer composite structures. The Polymer Centre counts among the world's leading research units focusing on rheology of polymer systems.

FaME: As a component part of the FaME, the CAER was one of units focusing on the development and implementation of R&D strategy at the FaME and contributed to the support of cooperation with business and industry by improving the position of the FaME in the sphere of R&D activity and by increasing the prestige, internationalization and research and project cooperation between the FaME and other universities, research institutions, companies and the public sector.

The CAER aims at supporting the competitiveness of the FaME in new conditions regarding the evaluation (and funding) of universities. The CAER cooperates with partners from various institutions and companies located in the Zlín Region, in the Czech Republic and abroad.

R&D activities done by the CAER focus in general on managerial and economic causes and aspects of performance and competitiveness and of their development and measuring, in the context of both individual institutions and of clusters and regions, and that in the conditions of the developing knowledge economy and innovation activities. The CAER focuses on the following research topics:

- Measuring and management of performance of enterprises/institutions and networks thereof
- Knowledge management
- Health care management
- Innovations
- Social responsibility of companies (in relation to innovations and to performance)

FMC: The strategy for research, development and creative activities was implemented in two directions. In the theoretical field, emphasis was laid on research focusing on marketing, marketing communications as well as on fields of culture and on the development of the national cultural

identity. In the field of creative activities done within art specializations, the FMC participated in intensive preparation and in pilot testing of a system of evaluation of creative outputs in the field of art, implemented on the national level. Many international awards received and success achieved by students at exhibitions, festivals and in contests could be considered significant accomplishments of creative activities done at the Faculty.

The TBU Centre of Creative Industries and Business entitled UPPER (hereinafter referred to as CCIB) is focused simultaneously on audiovisual arts and design. The CCIB develops activities focusing on the support of motivating qualified staff to stay in the region with the aim of fulfilling the required increase in the percentage of creative staff in the regional economy. The expected effect also comprises further development of a separate economic sector of creative industries including multiplication effects in the form of new job positions created and assurance of an increased prosperity of the region. Within incubators, the CCIB offers facilities for a reduced rent to companies newly established by graduates in creative degree programmes at the FMC, but also of other TBU component parts, which, in the early stages of the life cycle of their company, must put in a great deal of effort so as to specify the basic idea of their business, so that they can attract other partners or additional financial resources in order to support the selected business in this regard. The most part of incubators are active in close proximity to those higher education institutions where the main source of business ideas has originated. The contribution expected is a clear targeting of specific knowledge in creative specializations and their commercial use. The next step aimed at the development of infrastructure providing appropriate facilities and technological equipment for the Centre will be the provision of services by the business incubator including strategic management and management of innovations.

FHS: The RC of the FHS was established as an independent unit of the FHS. The activities done by the RC of the FHS are based on issues dealt with within research projects and on the specialization of the research team of the RC of the FHS. The Research Centre of the FHS specializes above all in research into school education in a wider pedagogical and socio-pedagogical context, research in the sphere of philology, in nursing and in selected clinical disciplines on an interdisciplinary basis.

UNI: In 2019, an important interconnection between educational and R&D and creative activities was carried out in the CPS within the implementation of doctoral programmes carried out at the institutional level and entitled “Material Sciences and Engineering” and “Nanotechnology and Advanced Materials”. These programmes were connected to the implementation of projects of basic and applied research and experimental development, with significant links to business and industry. Research capacities were extended to include footwear research linked to the activities carried out in cooperation with the Bata Innovation Lab in Toronto. The cooperation resulted in the establishment of the Footwear Research Centre.

Areas of scientific activities were funded by grant projects, in particular through the implementation of projects funded by the Czech Science Foundation, Technology Agency of the CR, by the competent providers (Ministry of Education, Youth and Sports, Ministry of Industry and Trade, Ministry of Agriculture) but also by the Internal Grant Agency (IGA) within specific university research. International cooperation was implemented through intensive participation in project applications submitted to the Horizon 2020 programme as well as to the so-called Norway Grants.

The IGA projects were also implemented by TBU research centres, which enabled the involvement and education of talented students of follow-up Master’s and doctoral programmes in top-class research infrastructures.

Most of TBU Faculties regularly organize programmes of Students’ Scientific and Expert Activities intended in particular for Bachelor’s and follow-up Master’s students.

The development of R&D and creative activities was also targeted at secondary school students, and that through organizing student contests (e.g. the regional round of the Chemistry Olympiad) and specialized internships for students at the TBU Faculties and in TBU research centres.

At TBU, the transfer of the knowledge obtained in the sphere of basic research to practice was ensured by the Technology Transfer Centre (TTC). The TTC provides professional services to researchers employed by the University and to cooperating companies; its services focus in particular on the legal protection of industrial rights over R&D results and are aimed to ensure a fast and effective transfer of these results to practice, which includes counselling, analyses of relations related to industrial law, and professional services provided by patent officers. Moreover, the TTC offers direct representation of originators from TBU in cases of legal protection of industrial rights before the following authorities: Industrial Property Office, European Patent Office, European Union Intellectual Property Office, World Intellectual Property Organization.

Apart from educational and research activities, TBU actively participated in activities and events organized in the Zlín Region. This refers to joint decision-making on development strategies adopted by the Municipal Authority of Zlín and by the Zlín Regional Authority. TBU also co-organized important social and cultural events and events aimed at promoting research, such as the Salvator Award (award for extraordinary acts of bravery related to the protection of life, health, property and population safety), Science Café and the Rag Day.

## **8.B PARTICIPATION OF STUDENTS IN R&D AND CREATIVE ACTIVITIES**

The connection between educational, R&D and creative activities was strengthened by the involvement of students, and that particularly of PhD students, in the implementation of research projects. A crucial role was played by the IGA, the purpose of which is not only to support research activities of PhD students but also of talented Master's students.

Research activities were supported by national and international providers of financial resources to research projects.

In order to support the interest of students and an active participation by Bachelor's and Master's students in research activities, student scientific conferences were held, where the results of students' work were presented.

The CPS and CEBIA-Tech research centres play an important role, offering PhD students at the relevant Faculty and Master's students in their final year of study optimum conditions for participation in excellent research carried out in both Centres. In addition, the CPS carries out 2 doctoral degree programmes accredited on the institutional level.

FT: Undergraduate students were involved in the implementation of research projects led by the individual investigators. At the same time, the Faculty supported participation in IGA projects, involving 8 students in 2019. The FT was very active in involving undergraduate students in laboratory work in the summer period within the so-called "Summer Internships". In 2019, more than 100 professional topics were offered to students, who, under the guidance of academics, dealt with the assigned topics in the laboratories of the Faculty. The results of students' R&D and creative activities were presented at a student scientific conference, where the best works were rewarded.

FaME: The Faculty had Bachelor's and follow-up Master's students involved in the implementation of IGA projects, and that in 2 continuing IGA projects whose implementation started in 2018 (4 students) and in 2 newly submitted projects (7 students). Academics or PhD students acted as guarantors responsible for the project implementation. The students involved were required to present the outputs of their activities in the faculty round of the SVOČ (Students' Scientific and

Expert Activities) contest. Doctoral students (a total number of 47 doctoral students) were the investigators of the remaining 13 projects funded by the IGA in 2019.

31 students, who entered the section “Industrial Engineering”, “Marketing and Management” and “Finance”, participated in the 15th edition of the faculty round of the SVOČ contest. Authors of the winning entry participated in the international round of the SVOČ contest held at the Technical University in Zvolen, where Bc. Jakub Dokoupil finished runner-up. Activities of the Student Accounting and Tax Office continued, which provided counselling and consultancy services to approximately 1,400 internal (from TBU) and external clients. In 2019, the thirteenth edition of the “Talented Students” project was announced, also including participation by second-year Bachelor’s students.

FMC: The Faculty’s R&D and creative activities were systematically developed in the long-term and corresponded to the profiles of degree courses in Multimedia and Design, Animation, Audiovisual Arts, Film Production and Marketing Communications. Students were involved in R&D and creative activities carried out at the FMC mainly within studio classes, where they were producing creative and artistic outputs in the course of the semester. If these were outputs that subsequently found practical application or were put on display, or outputs which received awards in competitions, they were included in the Register of Artistic Outputs (RAO) system together with creative outputs produced by teachers. In creative (artistic) activities, the FMC was a leader not only among arts-oriented faculties of universities not specializing in arts, but also among arts-oriented universities; for a long time, it was ranked in the top 9 of the highest-rated HEIs (depending on the number of RAO points) in the Czech Republic. In the field of theoretical studies, the research was focusing on marketing, marketing communications and cultural studies, when the research project funded by the Ministry of Culture of the Czech Republic NAKI II continued to be implemented.

The FMC was the investigator and co-investigator of projects focused on cooperation with business and industry and on related creative and research activities. The IGA played a key role in student research activities, which aims to support scientific activities of PhD students as well as of talented Master’s students. A number of exhibitions and presentations were held in 2019. The interfaculty events included: Milan Design Week 2019 – Milan, Italy, MOBITEX 2019 – Brno, Czech Republic, Zlín Design Week 2019 - Zlín, Czech Republic, Bratislava Design Week 2019 - Bratislava, Slovak Republic, Designblok 2019 - Praha, Czech Republic. Students of the degree course in Multimedia and Design entered the POPAI Czech Republic contest, which was a professional association seeking for career opportunities for talented students.

In the international context, the FMC collaborated with other institutions particularly during the DESIGN.S – International Biennial of Student Design, where the Faculty was one of the organizers, together with the Technical Museum in Brno. An important part of the public presentation of activities was the cooperation on the organization of the Zlín Film Festival, where students of the FMC take part every year, especially students of the degree courses in Audiovisual Arts and in Animation.

An important activity was the second year of operation of the exhibition area “G18 Gallery” owned by the Faculty, a new cultural platform of the FMC. It focused on current trends and tendencies shaping the current design and art – especially in the Czech and European area. The exhibition concept consisted of annual thematic cycles and represented, discussed and described current forms and topics important for the contemporary young design and art. These topics brought the contemporary trends in art and design closer not only to students, but also to all people interested therein. The exhibitions were always complemented by discussions, lectures, workshops, animations and creative sessions in such a manner that the G18 Gallery was enabled to cover topics beyond the possibilities of the form of an exhibition and provide the target group, i.e. TBU students and people interested in the topic, with further knowledge about arts and design.

FAI: Talented Bachelor’s and Master’s students were enabled to hold student research positions in the individual departments and get involved in research activities, both on the initiative of the

Faculty or of one of the collaborating companies. Those were frequently activities useful later on during the preparation of Bachelor's or Master's thesis projects. One of the important outputs of student activities was the participation in the international contest intended for secondary school and university students and entitled STOČ (Students' Creative and Expert Activities). Students who had sufficient knowledge participated in the implementation of specialized projects funded by Calls organized by the MIT, the Technology Agency of the Czech Republic and the Czech Science Foundation.

FHS: In 2019, the Faculty continued in the active involvement of Bachelor's and Master's students in R&D activities. The eighth annual edition of the SVOČ contest took place, finished by a defence of the implemented projects, and the project offering support to talented students by involving them in the work at the individual component parts focusing on science and research – student research positions – also continued. Student scientific conferences were traditionally held at the FHS. Master's and PhD students also joined projects supporting specific university research and funded by the IGA, which they defended at the Young Researchers' Forum VI, an event including a subsequent issuance of conference proceedings. Students also demonstrated their creative skills by participating in the supporting events of the Zlín Film Festival for the duration of the Festival.

FLCM: A total of 20 students entered the Students' Scientific and Expert Activities (SVOČ) contest organized by the Faculty, and that in three specialized sections. Students of follow-up Master's programmes were involved in projects funded by the IGA – student grant activities. Moreover, students supervised by academics presented their papers at scientific conferences and symposia held in the Czech Republic and abroad (e.g. CrisCon 2019, 9th International Students Symposium on Logistic and International Business). As employees holding student research positions, they participated in the elaboration of academic papers and other outputs related to the R&D and creative activities of the Faculty (data collection, etc.).

## **8.C PUBLIC FUNDING SUPPORT PROVIDED TO R&D AND INNOVATIONS**

In 2019, TBU obtained the amount of CZK 300 million from public funding resources for R&D and innovations. TBU spent the total amount of CZK 302 million, thus spending all financial resources allocated (including funding obtained in previous years). Out of which the institutional support for the long-term conceptual development of a research organization obtained from the MEYS amounted to CZK 130 million, the funding provided by the National Programme for Sustainability amounted to CZK 32.5 million, and the public funding support obtained from the MEYS and provided to specific university research amounted to CZK 24.4 million. Furthermore, TBU spent the amount of CZK 115.1 million for the purposes of R&D and innovations, which referred in particular to financial resources provided by the Technology Agency of the CR, Czech Science Foundation, Ministry of the Interior of the CR, OP RDE and OP EIC. TBU spent resources amounting to CZK 7.8 million obtained as the public funding support and provided to R&D and innovations in previous years. Project co-investigators were provided CZK 16.8 million for R&D and innovations. The said amount was provided in particular by the Technology Agency of the CR and by the Czech Science Foundation.

## **8.D SUPPORT OF STUDENTS IN DOCTORAL PROGRAMMES AND OF EMPLOYEES HOLDING POSTDOCTORAL POSITIONS**

Postdoctoral employees received support within the Institutional Plan section entitled “Development of internal and external quality of TBU”. The project was aimed at the individual development of PhD students and young academics who after completing their PhD studies continued their professional career at TBU. Within the project, jobs were created for PhD graduates, and specialist seminars were held.

Within the FaME CAER, FHS RC, CPS and CEBIA-Tech centres, conditions were being created for graduates of doctoral programmes so as to enable them to occupy postdoctoral positions in research projects.

Full-time PhD students received regular financial support – scholarships granted monthly. The amount of the scholarship granted was calculated depending on the R&D and creative, teaching, study-related and other activities of a particular PhD student. The requirements regarding the minimum degree of implementation of these activities were set by the relevant Faculties. The amount of scholarships provided to full-time PhD students studying degree programmes carried out in English was specified in the Rector’s Directive No. 18/2015 (valid from the start of the academic year 2016/2017) and Rector’s Directive No 10/2018 – Amendment 1 to SR 18/2015 (valid from September 2018). In March 2018, the Rector’s Directive No. 4/2018 “Scholarship Eligibility of Students of Doctoral Programmes Carried out at TBU in Zlín and in TBU Departments” came into effect.

All students studying doctoral programmes had the opportunity to use career counselling, monitoring and coaching services.

## **8.E COOPERATION WITH THE APPLICATION SPHERE IN CREATION AND TRANSFER OF INNOVATIONS**

In particular through its research centres – CPS and CEBIA-Tech - TBU offered a wide range of collaboration opportunities to the application sphere - contract research, implementation of joint projects of applied research, development and innovations, dealing with technical and technological issues related to practical application both through bespoke research and through economic activities. Furthermore, TBU offered and carried out analyses and research studies, optimization of technological processes, etc., for its industrial partners.

A specialized department, the TTC, provides services associated with the legal protection of industrial rights over R&D results on behalf of TBU and implements the necessary steps leading to the commercialization of such results. Moreover, the TTC represents an important link between TBU and the industrial practice thanks to patent services offered by the TTC not only as an internal service for TBU but also as counselling services for industrial entities – external applicants.

At TBU, the transfer of the knowledge obtained in the sphere of basic research to practice was ensured by the Technology Transfer Centre (TTC). The TTC provided professional services to researchers employed by the University and to cooperating companies; its services focus in particular on the legal protection of industrial rights over R&D results and are aimed to ensure a fast and effective transfer of such results to practice within specific collaboration with commercial entities. The activities of the TTC are focused on comprehensive services in the sphere of intellectual property protection, counselling and information activities related to the conclusion of licence agreements; furthermore, the Centre supports the commercialization of R&D results and takes part in the implementation of transfer projects on the national and international level. Moreover, the TTC offers direct representation of originators from TBU in cases of legal protection of industrial rights before the following authorities: Industrial Property Office of the Czech Republic (IPO), European Patent Office (EPO), European Union Intellectual Property Office (EUIPO), World Intellectual Property Organization (WIPO).

In 2016, the TTC obtained funding from the GAMA programme of applied research, experimental development and innovations organized by the Technology Agency of the CR, and that for a four-year project entitled “Commercialization at Tomas Bata University in Zlín”. The project is aimed at supporting the verification of results of applied research and experimental development as regards their practical application and at preparing the subsequent commercial use with the aim of developing an efficient system of commercialization, which ensures the transfer between the knowledge potential of TBU and business and industry in accordance with the strategic intent of

building up an entrepreneurial university. 14 transfer projects were implemented with funding provided by the project.

In accordance with the Methodology developed in 2017 “Accreditation of Testing Laboratories, Procedures and Instructions for Accreditation”, the TTC submitted an application to the Czech Accreditation Institute, applying for international accreditation of a Shoe Testing Laboratory to be established at the UNI of TBU based on the documentation prepared in compliance with the requirements set in the Czech Standard EN ISO/IEC 17025:2018 for testing of physico-mechanical properties of footwear materials and products made from leather, artificial leather, textile materials, plastics and rubber. The accreditation was defended in January 2019 and confirmed by the International Accreditation Certificate No. 36/2019 issued on 24 January 2019.

Clean rooms of the UNI can also be used for commercial purposes, as they fulfil the requirements for inclusion in the required “C” Cleanliness Class ISO 7 in compliance with the Czech Standard ČSN EN ISO 14644 “Clean rooms and associated controlled environments”, and in compliance with the Czech Standard ČSN EN ISO 13485 “Quality management systems for medical devices”, including regular supervision by a notified person, professional supervision and optional cooperation with research teams. In December 2019, the TTC defended the Certificate No. 20 0001 SJ, which declares an established, documented and functional quality management system in accordance with the requirements of the Czech Standard ČSN EN ISO 13485 ed. 2:2016.

## **8.F SUPPORT OF HORIZONTAL MOBILITY OF STUDENTS AND OF THE ACADEMIC STAFF, THEIR EDUCATION AIMED AT DEVELOPING COMPETENCES FOR INNOVATION BUSINESS ACTIVITIES**

Intersectoral mobility of students and of the academic staff was supported on the national and on the international level. The implementation of the project funded by the Competence Centres Call, where research-oriented academics and PhD students participated in the implementation of projects in the industrial sphere and vice versa, can be named as an example. International activities included above all collaboration on the preparation and implementation of international projects funded by the European Commission, namely by the Research and Innovation Staff Exchange (RISE), European Cooperation in Science and Technology (COST) and also by the Interreg programme.

**TABLE 8.1: NUMBERS OF CONFERENCES (CO-)ORGANIZED BY TBU**

<b>Tomas Bata University in Zlín</b>	<b>With the number of attendees higher than 60</b>	<b>International conferences</b>
Faculty of Technology	1	1
Faculty of Management and Economics	3	1
Faculty of Multimedia Communications	1	1
Faculty of Applied Informatics	1	2
Faculty of Humanities	1	1
Faculty of Logistics and Crisis Management	2	

Tomas Bata University in Zlín	With the number of attendees higher than 60	International conferences
University Institute	1	1
Other component parts in total		
<b>TOTAL</b>	<b>10</b>	<b>7</b>

**TABLE 8.2: NUMBERS OF EXPERTS FROM THE APPLICATION SPHERE WORKING AS LECTURERS/ SUPERVISORS IN PRACTICAL TRAINING IN ACCREDITED DEGREE PROGRAMMES**

Tomas Bata University in Zlín	Persons having an employment relation with the higher education institution or with a component part thereof			Persons not having an employment relation with the higher education institution or with a component part thereof		
	Number of persons working as lecturers	Number of persons working as thesis supervisors	Number of persons working as practical training supervisors	Number of persons working as lecturers	Number of persons working as thesis supervisors	Number of persons working as practical training supervisors
<b>Faculty of Technology</b>	8					
Out of which women						
<b>Faculty of Management and Economics</b>	56	13		49	41	531
Out of which women	21	5		23	16	162
<b>Faculty of Multimedia Communications</b>	33	10			2	83
Out of which women	9	4				34
<b>Faculty of Applied Informatics</b>	40	3				
Out of which women	10					
<b>Faculty of Humanities</b>	81	16	26			
Out of which women	57	13	24			
<b>Faculty of Logistics and Crisis Management</b>	2	2			1	113
Out of which women						28
<b>TOTAL</b>	<b>220</b>	<b>44</b>	<b>26</b>	<b>49</b>	<b>43</b>	<b>727</b>
Out of which women	97	22	24	23	16	224



**TABLE 8.3: NUMBERS OF DEGREE COURSES/PROGRAMMES THAT INCLUDE COMPULSORY PRACTICAL TRAINING HELD DURING AT LEAST 1 MONTH**

Tomas Bata University in Zlín	Numbers of degree courses/programmes	Numbers of active studies					
		Bachelor's programmes		Master's programmes		Follow-up Master's programmes	
		Academic profile	Career-oriented profile	Academic profile	Career-oriented profile	Academic profile	Career-oriented profile
Faculty of Technology							
Faculty of Management and Economics	14	1,117				716	
Faculty of Multimedia Communications	4		96				47
Faculty of Applied Informatics	7					130	
Faculty of Humanities	10	1	6	1		2	
Faculty of Logistics and Crisis Management	1		1				
<b>TOTAL</b>	<b>36</b>	<b>1,118</b>	<b>103</b>	<b>1</b>		<b>848</b>	<b>47</b>

**TABLE 8.4: TRANSFER OF KNOWLEDGE AND RESEARCH RESULTS TO PRACTICE**

Tomas Bata University in Zlín				
	In the CR	Abroad	Total number	Total income
Number of new spin-off/start-up companies			5	
Patent applications submitted	6	3	9	
Patents granted	4	0	4	
Utility models filed	27	0	27	
Licence agreements valid as at 31/12	21	0	21	
Licence agreements newly concluded	4	0	4	CZK 148,520
Contract research, consultations and counselling			349	CZK 19,607,856
Paid educational courses for staff of entities of the application sphere			6	CZK 403,500

**INFORMATION SUMMARIZING TAB. 8.4**

Newly concluded licence agreements, contract re- search, consultations, counselling and paid educational courses for staff of entities of the application sphere	<b>Total number</b>	<b>Total income</b>
	359	CZK 20,159,876
	<b>Average income per contract</b>	
	CZK 56,156	

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## 9. ENSURING QUALITY OF ACTIVITIES CARRIED OUT AT TBU AND EVALUATION THEREOF

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In the course of 2019, TBU finalized the first stage of building a quality assurance system. In this regard, the Office of Vice-Rector for Quality Management and the Strategic Development II department were established and incorporated into the organizational structure of the University. The Office of Vice-Rector for Quality Management is managed by the newly established position of Vice-Rector for Quality Management, whose main role comprises strategic, conceptual and organizational changes aimed to support quality development according to recommendations given by the IEB of TBU, TBU Scientific Board, and TBU International Board. The Strategic Development II department is managed by the Rector and is responsible for the preparation of projects and of other tools used to support the implementation of strategic aims in the sphere of quality at TBU. At the level of TBU component parts, positions of faculty coordinators responsible for the quality of activities carried out at the component parts were established; usually, the relevant duties are fulfilled by Vice-Deans.

The above-mentioned steps led to a finalization of a comprehensive system of management and evaluation of the quality of activities of TBU as regards the organizational aspect, and that in compliance with the Amendment to the Higher Education Act, with the said system being regulated in terms of legislation at TBU in the period from 2017 to 2018. The successful introduction of the above-mentioned system was evidenced by the award of the institutional accreditation by the National Accreditation Bureau, after TBU had fulfilled all key requirements set in the methodology of the National Accreditation Bureau and applying to standards of the institutional environment.

The TBU Internal Evaluation Board continued to form the backbone of the quality assurance system at TBU. In the course of 2019 four Board meetings took place, with their agenda including not only discussions and assessment of applications for accreditations of degree programmes at the individual component parts of TBU but also the preparation of and discussions on the Amendment 1 to the TBU Internal Evaluation Report on the Quality of Educational, R&D, Creative and Other Related Activities of TBU (hereinafter referred to as the “Amendment to the TBU Internal Evaluation Report”). This strategic document describes the evaluation of key activities of TBU done during 2019 according to the specified set of indicators and to the related objectives and measures. At the same time, the TBU IEB started to carry out a continuous quality control of tuition in 2019, with twelve degree programmes subjected to control.

For the purposes of the Amendment to the Internal Evaluation Report, two regular questionnaire surveys were organized, focusing on feedback given by students from all TBU component parts on the quality of tuition. Numbers of participants in the surveys: 2,096 students participated in the assessment of the teaching process in the summer semester of the academic year 2018/2019 and 2,706 students in the winter semester 2019/2020.

Along with the two above-mentioned surveys, another two surveys were organized within the Institutional Plan of TBU in Zlín for the years 2019/2020 aimed at obtaining feedback from TBU employees on job satisfaction and contentedness with working conditions and needs, and aimed at evaluating TBU by prospective applicants for study from among secondary school graduates

and adults considering study in a part-time degree programme. 440 TBU employees participated in the first survey, while 633 secondary school students and 407 adults aged 19 to 45 took part in the second survey. The results of all feedback surveys were used to propose measures aimed to improve the activities of TBU.

In 2019, TBU got involved in two external evaluations within the external evaluation of the quality of activities: Institutional Evaluation Programme (EUA) and MICHE 2019 (Monitoring Internationalization of Czech Higher Education), which provide valuable feedback on the strategic management and quality assurance processes taking place of TBU, which will be completed in the course of 2020.

When evaluating the activities of TBU as a whole, as well as during the evaluation of the individual Faculties and component parts, also indicators evaluated by international rankings, in which TBU participated, were considered and assessed within the internal evaluation process, namely the Times Higher Education World University Rankings and the QS World University Rankings, which are of key importance for TBU.

For the purpose of evaluation of individual academics, a new system of evaluation was created, specified in detail in the Rector's Directive SR/23/2019 "Evaluation and Management of the Development of Teaching, R&D and Creative, Managerial and Other Activities Carried Out by TBU Academic Staff and Researchers". The Directive regulates both the areas of work of academic staff (teaching, R&D and creative, managerial and other activities) that are subject to evaluation, as well as their specific scope, content, method of evaluation using the so-called "performance points", and the actual system of feedback implementation. In the course of 2019, the said Rector's Directive was both systematically commented by all advisory bodies of TBU and pilot tested. From 2020 onwards, all procedures of evaluation of academic and research staff shall adhere to this Directive.

In the course of 2019, TBU continued to implement several projects funded by the OP RDE, which is a thematic programme administered by the MEYS and running over several years; financial resources may be allocated by the European Structural and Investment Funds (ESIF) through this programme in the 2014–2020 programme period. One of the most important projects was the "Strategic Project of TBU in Zlín", which is focused on a systematic increase in the quality of educational activities, efficiency and access to education. The intent specified in this manner was implemented through the application of a set of sub-goals related to the individual specific aims set in accordance with the requirements of the given ESF Call. Within this project, the KA7 activity "Completion of a Strategic Management System of Assurance of Quality and Evaluation at TBU" was carried out, which significantly contributed to the implementation of quality management at TBU. In addition to this project, other projects were also submitted and accepted for funding by the OP RDE, which were aimed to support quality assurance of TBU activities. Namely DUO TBU: Strategic Project of TBU in Zlín II and the IKAROS Science at TBU – Institutional Quality and Development of Science at TBU, which will be implemented from 2020 onwards.

The department of Internal Audit, which forms, together with the management control, the cornerstone of the internal control system, has been operating at TBU for more than sixteen years. The scope and implementation of control activities is defined in the Act No. 320/2001 Coll. on Financial Audit and in the Implementing Decree No. 416/2004 Coll.

In 2019, the following six audits were carried out as planned and duly completed by the department of Internal Audit at TBU. The topics of the audits carried out were as follows:

1. Audit focused on the use of institutional support provided to TBU in Zlín for the long-term conceptual development of the research organization (DRO) in the years 2017 – 2018

2. Audit into the publication of Annual Activity Reports, Annual Economic Reports, strategic documents of TBU in Zlín and of the University component parts as well as other documents according to recommendations included in the Decision on Granting of the Institutional Accreditation Ref. No. NAU-325/2018-11
3. Audit focusing on teaching activities of the academic staff in the winter semester and in the summer semester of the academic year 2018/19 (i.e. carrying out of an analysis of academics' schedule conflicts arising during actual teaching activities due to the academics' business trips)
4. Audit into the evaluation of the institutional environment and observance of qualitative parameters at TBU in Zlín, arising from recommendations included in the Decision on Granting of the Institutional Accreditation Ref. No. NAU-325/2018-11 and from other documents concerned
5. Audit concerning classes carried out within selected degree courses in the academic year 2018/19
6. Audit into the use of lecture rooms and halls in TBU buildings in the winter semester of the academic year 2019/20

As directly required by the Rector, two ad hoc audits were carried out in addition to the schedule of activities planned. The mentioned audits were focused on the assessment of Bachelor's and Master's theses submitted in selected years and on the subject of scholarships paid for the implementation of teaching activities.

Based on all audits carried out, the relevant final reports were elaborated and submitted for comments to the senior executives of the audited departments or to employees authorized by them, who thus had an opportunity to give their opinion regarding the mentioned findings and recommendations. After incorporating these comments into the audit report, the internal auditor elaborated a final version of the relevant report and submitted the same to the Rector and to other concerned senior executives at TBU. The summary of the most important recommendations arising from the audits carried out in 2019 was submitted to the Rector of the University in the annual report on activities of the Internal Audit department.

Univerzita Tomáše Bati

ATELIER DIGITÁLNÍ DESIGN

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## 10. NATIONAL AND INTERNATIONAL EXCELLENCE

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### 10.A INTERNATIONAL AND SIGNIFICANT NATIONAL RESEARCH, DEVELOPMENT AND CREATIVE ACTIVITY, INCORPORATION OF RESEARCH INFRASTRUCTURE INTO INTERNATIONAL NETWORKS AND INVOLVEMENT IN PROFESSIONAL OR ARTISTIC NETWORKS

FT: The Faculty took an active approach to the submission of international projects. Since 2019, the H2020 international project has been implemented at the Faculty by Prof. Mgr. Marek Koutný, Ph.D. – Strategies of circular Economy and Advanced bio-based solutions to keep our Lands and seas ALIVE from plastics contamination (SEALIVE). International projects were newly submitted by the investigators named below: Prof. Ing. Berenika Hausnerová, Ph.D. – New physical principles introduction to metallic additive manufacturing, moreover, Prof. Mgr. Marek Koutný, Ph.D. - EcoIT\_Eco-Innovation Technologies for a Sustainable Environment Approaches – Problem-based learning methodologies, as well as Mgr. Magda Janalíková, Ph.D. – Influence of Genetic Diversity of Wine Yeast on the Sensory Profile of Wine. The submission of national and international projects was also supported by the activities of the FT Project Management Department.

FaME: The Faculty strengthened its research excellence within the EU by participating in the Horizon 2020 programme, thus joining the most important academic institutions and industrial entities. The project is entitled SHAPE-ENERGY. The research team thus managed to capitalize on the experience and contacts gained during the implementation of international projects, implemented in the past and funded by Erasmus Mundus, Tempus, CEEPUS, etc.

Horizon 2020 (H2020) is the biggest and the most important programme providing funding to science, research and innovations on the European level in the period from 2014 to 2020. Great emphasis is put on scientific excellence, on innovations, on participation of small and medium-sized enterprises, on the social impact and on collaboration between teams in and outside the EU. A major part of the budget proposed for the H2020 programme is allocated to dealing with selected societal challenges, aimed, among others, at ensuring clean and efficient energy, which is also the aim of an accepted project joined by the FaME. The project focuses on the implementation of a transition to a reliable, sustainable and competitive power supply system reducing the dependence on fossil fuels in a time showing an increasing lack of sources and a growing power demand, with the climate change threatening. The role of the FaME as the only representative of faculties specializing in economics consists above all in the analytical and statistical evaluation of the data obtained and in proposing of a business plan aimed to ensure the sustainability of the project also after the end of the implementation of the same project.

The FaME was the only Czech higher education institution to have been included in the global network entitled “Microeconomics of Competitiveness” and organized by the Harvard Business School. The Faculty was listed among 100 elite faculties of economics worldwide.

The FaME was included in the CFA Institute Global Network of Societies, i.e. in the prestigious list of universities “University Affiliation Program”.

In October, the Faculty joined the project CA 18214 “The Geography of New Working Spaces and the Impact on the Periphery” funded by the COST programme.

FMC: The Faculty was an active member of international professional associations, namely ELIA and CILECT. ELIA (European League of Institutes of the Arts) represents an independent network composed of approximately 300 institutions from 47 countries, which provide education in all fields of arts (dance, design, theatre, visual arts, music, media, architecture). The ELIA association receives support from the European Commission, from the Dutch Ministry of Education, Culture and Science and from the European Cultural Foundation. The CILTEC (Centre International de Liaison des Ecoles de Cinéma et de Télévision) is an International Association of Film and Television Schools. The Association includes over 160 educational institutions providing education in audiovisual arts. The CILECT serves as a platform for communication between schools, facilitates communication between the individual institutions, thus enabling, among others, a flow of students and teachers among the member schools. Moreover, the FMC was a member of the Zlín Creative Cluster and of the Czech and Moravian Glass Cluster. The Faculty presented its projects at a number of exhibitions and fairs all around the world.

FAI: The Faculty participated in the implementation of a number of projects and was an investigator of projects funded by departmental grants and grant agencies of the CR.

FHS: In 2019, the Faculty adapted its strategy related to scientific outputs to the Methodology 17+, and the Faculty began to shift the focus onto the national and international level. The Faculty succeeded in publishing several prestigious studies in internationally recognized journals. The implementation of the project “The Conception of Education for the Alpha Generation with Using Research-Based Principles of Learning at Nursery Schools” accepted for funding by the TA CR can be considered an important creative activity on the national level. The interest in the topic and in its outputs was evidenced by media reports. The Faculty continued to publish the journal *Sociální pedagogika* | Social Education indexed in many world-renowned databases.

FLCM: The Faculty was an active member of the international organization “European Citizen Science Association (ECSA)”, which represents citizen science on the European level.

UNI: The international research unit Sino-EU Joint Laboratory for Energy Materials and Devices, a member of several international infrastructures, operates in the CPS. The involvement of the CPS in the international infrastructure of ECP4, which associates research institutions focused on recycling and on the environment, can be referred to as a significant activity.

## 10.B NATIONAL AND INTERNATIONAL AWARDS RECEIVED BY TBU

TBU:

- The TBU website was included among the Gold Winners in the international Horizon Interactive Award contest, Zionsville, USA.
- The TBU website won the second place in the national media contest “Golden Semicolon”.

FT:

- Prof. Ing. Martin Zatloukal, Ph.D. was given the Bruce Maddock Award by the Society of Plastic Engineers for his research in the field of technology of extrusion and coextrusion of polymer materials.
- The conference held during the 70th Annual Congress of the Czech and Slovak Chemical Societies organized by the Department of Chemistry received the Vojtěch Šafařík Award from the Czech Chemical Society for an outstanding organization of the event.

FaME:

- Student Jakub Dokulil finished runner-up in the 60h edition of the SVOČ contest held at the TU in Zvolen.



- The scientific Journal of Competitiveness published by the Faculty was indexed in the research database WoS Social Science Citation Index SSCI, Journal Citation Reports/Social Sciences Edition, Current Contents/Social and Behavioral Sciences in 2019.

FMC:

- Lucia Sekerková-Bláhová received the Personality of Czech Photography award for 2018, the award is given by the Association of Professional Photographers of the Czech Republic, announced in 2019.
- Sebastian Vošvrda won the Canon Junior Award, Czech Press Photo 2019 for his photos “Hymn to Love”.
- Václav Koňářík took the 1st place in the POPAI STUDENTS AWARD contest.
- Silvie Jakublová took the 1st place in the POPAI STUDENTS AWARD contest in the 2D advertising category.
- Boris Král took the 1st place in the international contest Van Graaf Junior Talent 2019.
- Nikola Ševčíková took the 1st place in the international contest Fashion Designer 2019 (Slovakia).
- National Award for Student Design – Good Student Design Award went to:
  - o Sabina Stržínková – for the design of the Tammi chair
  - o Maxmilián Jiří Blšták – for the design of a perennial bird feeding set
  - o Maxmilián Jiří Blšták – for the design of a mug entitled Max
  - o Lucia Čmilanská – for the design of the Hraikai toy
  - o František Dvořák – for the design of the Kuberg Tauro electric motorcycle
- National Award for Student Design – Award by the Director of the Institute of Machine and Industrial Design of the Faculty of Mechanical Engineering of the Brno University of Technology went to:
  - o František Dvořák – for the design of the Kuberg Tauro electric motorcycle
- National Award for Student Design – Atak Design Studio Award went to:
  - o Maxmilián Jiří Blšták – Perennial bird feeding set
- Filip Diviak, Zuzana Čupová won the following awards for their final semester film “Cloudy”:
  - o MONSTRA - Lisbon Animation Festival (Portugal) – Family Program Audience Award
  - o Zlin Film Festival (ČR) – Main prize in the category Best Animated Film for Children
  - o VAFI & RAFI – International Children and Youth Animation Film Festival Varaždin/Rijeka (Croatia) – First Prize - RAFI 7-10
  - o Cartoon Club (Italy) – Signor Rossi Award 2019
- Vojtěch Dočkal, Noemi Valentíny received the Special Jury Award for their graduation film “Wolf Paths” at the International Film Festival SCHLINGEL (Germany).
- Gabriela Plačková won the following awards for her graduation film “The Incredible Wardrobegadget of Dr. Stein”:
  - o Strasbourg Film Festival (Germany) – Best Animation Award
  - o Constantine’s Gold Coin (Serbia) – Special Jury Award
- The graduation film “Anežka” directed by Adam Šoltés was nominated for the Czech Lion Award as the best student film.
- Kateřina Plesníková took the 3rd place in the contest “Calendar of the Year 2019”, calendar for the Antalis company.
- Ida Ralevská received the following awards:
  - o 1st place for the film “Three” at UNICA (Netherlands)
  - o Gold Medal for the film “Three” in the National Contest in Non-Professional Filmmaking, Czech Republic, Czech Film Parade
  - o 5th place for the film “Terno” in the Night of Film Talents contest
- Valeria Recmanová won the Young Camera with her film “MK 10:9” in the category “Best Feature Film Made by an Author under 20”.
- Viviána Babicová, Lukáš Krnáč put exhibits on display at the London Fashion Week, UK.

## **10.C EVALUATION OF TBU OR OF ITS COMPONENT PARTS CARRIED OUT BY A TEAM OF INTERNATIONAL EXPERTS**

According to the Times Higher Education World University Rankings, TBU was the best Czech university in fields focusing on business and management and on accounting and finance.

In the academic year 2019/2020, the FT opened the admission procedure for the doctoral programme in Process Engineering for the first time. The programme is planned to be carried out jointly with the Slovak University of Technology in Bratislava in the full-time mode study (in Czech and English). Prof. Ing. Berenika Hausnerová, Ph.D. was the guarantor of the degree programme.

With funding provided by the Centralized Development Project “Implementation of Mechanisms Used for Self-Evaluation at Faculties Specializing in Arts of Public Higher Education Institutions Not Specializing in Arts”, an external evaluation was carried out at the FMC, made by the EQ-Arts Agency (European Quality Enhancement Agency for the Arts) as an independent institution and a component part of the ELIA (The European League of Institutes of the Arts). The aim was to obtain an objective, internationally comparable evaluation of the quality and teaching processes at faculties specializing in arts of higher education institutions not specializing in arts in the Czech Republic. The final report will be the starting point for further improvement in educational processes and in teaching competences of the academic staff at the FMC.

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# 11. THIRD ROLE OF THE HIGHER EDUCATION INSTITUTION

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## 11.A TRANSFER OF KNOWLEDGE TO PRACTICE

A specialized department, the TTC, provides services associated with the legal protection of industrial rights over R&D results on behalf of TBU, and implements the necessary steps leading to the commercialization of such results.

The intellectual property portfolio of TBU is developed in accordance with the Rector's Directive 34/2019 "Application and Protection of Intellectual Property Rights Arising in Connection with R&D and Creative Activities of Employees and Students of TBU in Zlín".

The strategy for commercialization is determined in the Rector's Directive 26/2019 "Procedure and Rules for Commercialization of Results at TBU". The distribution of income generated during the commercialization is prescribed by the Internal Fund Aimed to Support Innovation Activities and is specified in Rector's Directives SR/19/2015 and SR/27/2019.

By the end of 2019, TBU had 26 licence agreements concluded and 16 agreements from the sphere of technology transfer registered through the TTC. Furthermore, 4 international patents were granted and 1 PCT application was published; 27 utility models were filed in the CR; 14 transfer projects implemented on the basis of the proof-of-concept principle, with a total financial amount of CZK 10,549,043 were supported.

In 2019, 6 applications for patent registration were submitted by the TTC on behalf of TBU in the Czech Republic and 3 international patent applications (PCT) were submitted, 24 applications for utility models were submitted in the Czech Republic, 1 utility model application in the Slovak Republic. TBU supported a total of 5 start-up companies.

The TTC cooperates with 1 spin-off company and with 8 companies based in the Technology Park in the U11 building, built up in 2008 with funding provided by the project entitled "Technology Park and Technology Transfer Centre at TBU in Zlín" and funded by the European Fund for Regional Development, by the Ministry of the Industry and Trade of the CR, and by TBU, with funding provided by the Operational Programme "Industry and Entrepreneurship", PROSPERITY programme. The Technology Park at TBU is a member of the Science and Technology Parks Association CR, [www.svtp.cz](http://www.svtp.cz), and provides a comprehensive infrastructure intended for the support for innovative entrepreneurship in the Zlín Region and beyond.

The development of activities and services of the TTC took place in accordance with the needs of the region, regional partners, and contributed to the assurance of a functional transfer of results of the activities of applied research to practice. Transfer of technology and knowledge was also carried out through the mediation of professional associations, whose members are the TTC or the TTC's patent officers:

- Association of Innovative Entrepreneurship CR, z. s. (non-governmental organization)
- Science and Technology Parks Association of the Czech Republic, z. s. (non-governmental organization)

- Transfera.cz
- European Patent Institute
- Chamber of Patent Attorneys of the CR

Transfer of knowledge to practice was carried out by means of cooperation with companies leading to the practical application of results of research and development, taking place simultaneously on two levels:

- a) Contract and collaborative research, which tested and developed the collaboration with the business sector; this development was reflected in an increase in the contract research.
- b) Projects of applied research and experimental development funded in particular by national providers; in that case, the transfer of knowledge to practice was always the subject matter of an agreement on the use of results of the implementation of the relevant project.

The transfer of knowledge to practice was based on business principles inspired by Bata, and that within the development of technology transfer process based on cooperation and on strengthening of relations between the University, enterprises and regional administration authorities.

## **11.B ACTIVITIES OF TBU IN THE REGION. COLLABORATION WITH REGIONAL ADMINISTRATION AUTHORITIES AND INSTITUTIONS IN THE REGION**

TBU actively participated in the formulation of the strategy for the development of the region by means of participating in the TIC, whose mission is, among other things, to create optimum conditions for the establishment and development of innovation companies. TBU representatives were regular members of the Regional Permanent Conference, Executive Committee for the Integrated Plan of Development of the Territory of the Town of Zlín for the Period from 2014 to 2020 and of the Council of Economic and Social Agreement of the Zlín Region.

Intensive cooperation with state, public sector and regional administration authorities took place, e.g. in the form of TBU representatives' membership of advisory committees of the Zlín Regional Authority participating in the preparation of strategies and plans for the economic development of the region, for the development of the labour market, learning needs of the Zlín Region, etc. TBU took part in the mapping of potential for the establishment and development of a mechanical engineering cluster in the region. Intensive cooperation between regional self-governing institutions took place in the sphere of student projects, internships and traineeships. TBU also actively participated in the Employment Pact of the Zlín Region, which formed a basis for the development of cooperation related to the labour market, employment rate and education for the labour market in the Zlín Region.

The TBU Faculties and the UNI also undertook their own activities focusing on the development of the region:

FT: The Faculty participated in the activities of the Mechanical Engineering Platform. Within the Zlín Region, the FT contributed to the support of regional foodstuffs, landscaping and to dealing with environmental issues. Through a number of previously mentioned events, the Faculty participated in the popularization of technological education in the Zlín region to a significant extent. The Faculty collaborated with the organization "We Enjoy Science", which organized hobby groups for children of school age. Another event held for the general public in Zlín was the Science Café, i.e. popular-science lectures by scientists coming not only from TBU.

FaME: A new activity of the Faculty was represented by the Centre for Support of Entrepreneurship aimed at promoting and supporting business activities as a basic element of an economically successful region in cooperation with the TIC and with the regional subsidiary of CZECHINVEST. In 2016, the Centre was transformed, after merging with the Centre of Creative Industries and Business of the FMC, into an activity conducted at the institutional level and entitled UPPER, which organized approximately 10 workshops in 2019 featuring leading personages of creative and innovation business and intended for TBU students and staff as well as for other persons interested. Within the above-mentioned activities, the FaME was a partner institution of the 12th edition of the contest seeking the best student business plans, entitled “My First Million” and organized by the TIC, also of the 13th edition newly announced in October 2019. On 17 April, the FaME organized a workshop held in the Bata villa and focusing on the application of Industry 4.0 in Czech companies as a discussion platform for representatives of industrial companies and academic institutions. With funding provided by a project funded by the TA CR and entitled “TJ01000114 - Application of Smart Governance Approaches to Organizational Structures of Municipalities in the Czech Republic”, the results were implemented in the municipality of Petrovice u Karviné. Prof. Prof. Dr. Ing. Drahomíra Pavelková was a member of the Regional Economic Board of East Moravia, Regional Family Policy platform and of the working team of the Regional Permanent Conference focusing on the preparation of the Development Strategy of the Zlín Region 2030, and that for the area of Competitive Economy. Doc. Ing. Adriana Knápková, Ph.D., was a member of the working team of the Regional Permanent Conference (RPC) for the preparation of the Development Strategy of the Zlín Region 2030, and that for the area of Labour Market, and a member of the Executive Committee of the Employment Pact of the Zlín Region. Doc. Ing. Petr Novák, Ph.D. was a member of the working team of the Project Plan of the Activity Aimed to Promote Entrepreneurialism, Initiative and Creativity in the Zlín Region. RNDr. Pavel Bednář, Ph.D. was a Deputy Chairperson of the Supervisory Board of the Zlín Creative Cluster. Within the Corporate Volunteering event, employees of the FaME took part in projects of public benefit, aimed to support organizations active in the region such as the Compass Union, Alzheimer Disease Centre Zlín, IZAP Slunečnice, ZOO Zlín or the Children’s Home in Zlín. PhD students of the FaME presented the equipment of the Industrial Engineering Laboratory during the Researchers’ Night event. Attendees interested were enabled to test putting of a programmable robot in motion and their creative skills when using the LEGO DUPLO or LEGO TECHNIC construction kits, 3D simulation of material flows in a production line and using the DataLogger device to test muscular load.

FMC: After a mapping of creative environment in the Zlín Region had been completed, the Faculty continued its relevant activities as a member of the Zlín Creative Cluster. This platform, associating representatives of the public sector, of large, medium-sized and small companies of the Zlín Region, creates and strengthens conditions for making the Zlín Region an attractive destination for graduates. Communication takes place via collaboration with a number of entities and on various levels, starting from communication with the Municipality, Regional Authority, Regional Gallery and with private companies such as Mmcité, Tescoma, Ton, etc. In accordance with principles of this activity, the FMC was developing the project entitled “Zlín Design Week”. It was a one-week educational and exhibition event organized by students of multimedia and design together with students of marketing communications at many locations of the town. Thus, the FMC educated not only its students but had an impact on the public, while again collaborating with regional administration institutions, companies and other educational institutions. Mutual networking represents a significant part of the mentioned activities. Another significant activity was represented by the Centre of Creative Industries UPPER established by the FMC and included in the Faculty’s organizational structure. The Centre of Creative Industries and Business is a platform offering mentoring and space to companies newly established by TBU graduates and active in cultural and creative industries. At the same time, it was, thanks to its educational activities, open to the public as well.

In collaboration with the 14|15 Bata Institute, the FMC participated in the organization of the Gallery and Museum Night 2019. In the G18 Gallery, the FMC presented a series of workshops intended not only for families with children, but also for the general public.

FAI: The Faculty took an active part in the development of the region, and that in cooperation with regional companies and significant institutions based in the Zlín Region. The cooperation was developed through dealing with specialized issues, with funding provided by innovation vouchers and projects.

FHS: The activities of the Faculty carried out on the regional level included 3 basic sectors: Medical facilities, social services and schools. In 2019, cooperation with the Zlín Regional Authority was extended during the implementation of the Regional Action Plan for the Development of Education in the Zlín Region. In cooperation with the Zlín Regional Authority, the development of a centre for supporting of talented students at the FHS was started. In the long term, nursery and primary schools were networked in a region where, initially, none of the schools was active as a partner institution of a Faculty; cooperation between the FHS and the said institutions was growing in intensity. Cooperation with Tomas Bata Regional Hospital was also of importance. In 2019, the FHS significantly participated in the implementation of the supporting programme of the 59th Zlín Film Festival yet again, and offered edutainment activities, assistance services including medical surveillance for children as well as adult attendees.

For preschool children and schoolchildren, both for those of TBU employees and of parents from outside TBU, the Faculty organized another edition of the popular summer holiday event, namely of the Junior University. Other events such as the Children's University or Get a Taste of University Life were intended for children as well. As regards the opposite age category, students of the Faculty, in cooperation with the Zlín Regional Authority and with the Luhačovice Spa, PLC, prepared another edition of the Senior Cup – a pétanque tournament for members of senior citizens' clubs and associations in the Zlín Region.

Through its activities carried out in the region, the Faculty also contributed to an enhancement of volunteering activities, thus involving not only university students and staff but also the general public living in Zlín. Several examples can be named such as the event entitled "Let's Give a Chance for Life!", "Join the Bone Marrow Donor Register!" or "Donate Blood with the FHS". Due to a positive impact of volunteering activities carried out by the Faculty, a number of motivation and awareness lectures were held e.g. during the "Blood Journeys" conference organized by the Czech Red Cross or at the lecture entitled "Every Drop of Blood Has Its Own Story". The FHS students got involved in one-off events as well, for instance in the public collection entitled "White Pencil", "Christmas Star", "Shoe Box", "Christmas Toy for a Partner School of the Faculty", Adamov Library, and St. Nicholas Party prepared by students for clients of the Alzheimer Disease Centre Zlín and of the Senior Citizens' Home Burešov.

FLCM: The Faculty continued to collaborate with all municipalities with extended competencies in the Zlín Region, moreover, with the Zlín Regional Authority, with the Vysočina and the Olomouc Regional Authorities. For example, students of the Faculty participated in a field survey examining the attitude of inhabitants regarding the Mobility Plan expected to be implemented in Uherské Hradiště. The Faculty closely collaborated with the Municipality of Uherské Hradiště, Police of the CR, Fire Rescue Service of the Zlín Region and other institutions in the region during the preparation and implementation of the first Researchers' Night to have been held in Uherské Hradiště. Collaboration continued during the organization of specialized internships for students as well as during the elaboration of academic qualification theses, in which students dealt with analyses of crisis plans of municipalities and companies, and proposed updates and improvements of the plans. Experts in crisis management from the Fire Rescue Service, special units specializing in crisis management, Police of the CR and emergency medical services gave specialist or popular lectures at the Faculty. The Faculty also actively cooperated with the Population Protection Institute in the Bohdaneč Spa and with environmental protection departments of town, municipal and regional administration authorities.

UNI: The Institute played a significant role in the innovation activities of the Zlín Region, in creating the knowledge potential of the region and on its transfer to the real environment. The TTC, which represented an important link between TBU and business and industry, played an essential role in this context.

## 11.C TRANS-REGIONAL ACTIVITIES AND IMPORTANCE

Students from all around the world studied at TBU; a number of degree programmes were taught in English. TBU graduates were issued with the Diploma Supplement, which is recognized all over Europe and facilitated the students' search for jobs anywhere in Europe. Thanks to the existence of research centres, namely the Centre of Polymer Systems and the Centre for Security, Information and Advanced Technologies, which are top-class research units of European importance, TBU could be considered a significant supranational centre of science. Via Bata Centre in Vietnam, TBU expanded its activities in the area of Southeast Asia.

The activities of the TBU Faculties were also of trans-regional and supranational importance:

**FT:** The Faculty took part in the popularization of science by means of specialized lectures given by academics employed by the Faculty and held at schools all over the Czech Republic within the “Science e-shop” project.

**FaME:** The trans-regional scope of activities of the FaME is evidenced by the interest shown by students from Slovakia and from other countries in studies at all three levels of degree programmes. There was a significant percentage of mobility of incoming as well as outgoing academics with funding provided by a wide range of bilateral agreements on cooperation concluded within the Erasmus+ programme. The Faculty was a member of international organizations associating higher education institutions, namely SPACE Network, Nice Network, Cranet Network. Academics from abroad were also interested in habilitation and professorial appointment procedures in Enterprise Economics and Management held at the FaME. The trans-regional activities are evidenced by an increasing number of international educational projects funded by the CEEPUS programmes and the increasing percentage of contributions from other HEIs, including foreign institutions, in the scientific journal published by the Faculty and entitled Journal of Competitiveness that was included in the List of Peer Reviewed Journals of the Research, Development and Innovation Council, indexed in the ERIH+ database since 2015 and in the WoS and Scopus databases since 2019.

**FMC:** The Zlín Creative Cluster worked on the national and supranational level and provided an inspiration for other groups active in the sphere of cultural and creative industries. The Cluster was an active member of conferences held in the CR, established partnerships with international clusters such as the Creative Ring in Brussels, Creative Cluster in Katowice, etc. Together with another three countries, the Cluster was the investigator of a project supported by the Visegrad Fund and focusing on creative industries. The Zlín Design Week project organized a conference intended for Czech as well as international attendees and held exhibitions featuring projects by designers from the CR and from abroad. Competitors from several dozens of countries worldwide participated in a contest targeted at young designers. Both activities were of trans-regional importance. Outputs of the projects implemented by FMC students were presented at a number of conferences held in the CR as well as abroad.

**FHS:** Activities of the FHS went beyond the regional level (e.g. collaboration between the FHS Research Centre and the National Institute for Education, currently the National Pedagogical Institute of the Czech Republic). Academics from the Faculty were members of expert teams established at the MEYS for the purpose of reviewing framework educational programmes for preschool and primary education.

**FAI:** The Faculty supported the project of the so-called Faculty Schools, a project associating partner secondary schools focusing on education in specializations such as informatics and electronics based on the existing collaboration between the respective secondary school and the FAI. In February, another edition of the contest in robotics entitled Robogames and intended for students at primary and secondary schools was held. Employees of the Faculty also got involved in the “Science e-shop” project.

FLCM: The Faculty organized the 9th International Student Symposium on Logistics and International Trade.

UNI: Researchers, postdoctoral employees and PhD students from many countries in Europe, Asia and America worked at the CPS research unit; they have already created a strong trans-regional international unit that has the potential to influence global affairs in their fields of expertise.

**TABLE 12.1: ACCOMMODATION, CATERING**

<b>Tomas Bata University in Zlín</b>	<b>Number</b>
Total bed capacity of TBU Halls of Residence	866
Bed capacity in rented facilities	104
Number of applications for accommodation submitted by 31/12/2019	1,329
Number of satisfied applications for accommodation as at 31/12/2019	1,329
Number of days on which the accommodated persons used the accommodation service in 2019	232,444
Number of meals served in 2019 to students	152,763
Number of meals served in 2019 to employees of TBU	65,635
Number of meals served in 2019 to other diners	24,559

**TABLE 12.2 UNIVERSITY LIBRARIES**

<b>Tomas Bata University in Zlín</b>	<b>Number</b>
Book acquisitions in 2019	4,789
Out of which acquisition of paper copies	4,603
Out of which acquisition of perpetual access rights to e-books	186
Library stock in total	145,929
Out of which paper copies	141,843
Out of which perpetual access rights to e-books	4,086
Number of subscribed periodicals:	
- Paper copies	187
- Electronic periodicals (estimate)	8
- In both forms	2





## LIST OF TABLES

2.1	Numbers of Accredited Degree Programmes	<b>61</b>
2.2	Numbers of Degree Programmes Accredited in a Foreign Language	<b>63</b>
2.3	Joint/Double/Multiple Degree Programmes Carried Out in Cooperation with Foreign HEIs	<b>65</b>
2.5	Accredited Degree Programmes Implemented Jointly by TBU and Tertiary Technical Schools	<b>67</b>
2.6	Lifelong Learning Courses Offered at TBU (Numbers of Courses)	<b>68</b>
2.7	Lifelong Learning Courses Offered at TBU (Numbers of Attendees)	<b>69</b>
3.1	Numbers of Students in Accredited Degree Programmes (Numbers of Studies)	<b>74</b>
3.2	Numbers of Self-Paying Students (Numbers of Studies)	<b>77</b>
3.3	Student Dropout Rate in 1st Year of Study (in %)	<b>78</b>
3.4	Scholarships Granted to Students According to Scholarship Types (Headcount)	<b>79</b>
4.1	Numbers of Graduates in Accredited Degree Programmes (Numbers of Completed Studies)	<b>82</b>
5.1	Interest in Studies at TBU	<b>88</b>
6.1	Total Numbers of Academic and R&D Staff and Other Employees (Average Converted Numbers)	<b>93</b>
6.2	Age Structure of Academic and R&D Staff (Headcount)	<b>94</b>
6.3	Numbers of Academic and R&D Staff According to Workloads and to Highest Completed Education (Headcount According to Workloads)	<b>94</b>
6.4	Senior Executives (Headcount)	<b>98</b>
6.5	Foreign Nationals in the Academic and R&D Staff (Average Converted Numbers)	<b>99</b>
6.6	Numbers of Newly Appointed Professors and Associate Professors	<b>102</b>
7.1	TBU Participation in International Cooperation Programmes (Regardless of Source of Funding)	<b>106</b>
7.2	Student, Academic and Other Staff Mobility According to Countries (Regardless of Source of Funding)	<b>107</b>
7.3	Graduate Mobility (Numbers and Percentage of Completed Studies)	<b>109</b>
8.1	Numbers of Conferences (Co-)Organized by TBU	<b>117</b>
8.2	Numbers of Experts from the Application Sphere Working as Lecturers/Supervisors in Practical Training in Accredited Degree Programmes	<b>118</b>
8.3	Numbers of Degree Courses/Programmes That Include Compulsory Practical Training Held during at Least 1 Month	<b>119</b>
8.4	Transfer of Knowledge and Research Results to Practice	<b>119</b>
12.1	Accommodation, Catering	<b>134</b>
12.2	University Libraries	<b>134</b>

## LIST OF THE MAIN ACRONYMS USED

CAER	Centre for Applied Economic Research
CEBIA-Tech	Centre for Security, Information and Advanced Technologies
CCIB	Centre of Creative Industries and Business
CPM	Polymer Centre
CPS	Centre of Polymer Systems
CSF	Czech Science Foundation
DP	degree programme
DPT	Department of Physical Training
FAI	Faculty of Applied Informatics
FaME	Faculty of Management and Economics
FHS	Faculty of Humanities
FLCM	Faculty of Logistics and Crisis Management
FMC	Faculty of Multimedia Communications
FT	Faculty of Technology
HEDF	Higher Education Development Fund
HEI	higher education institution
HRR	Halls of Residence and Refectory
IEB	Internal Evaluation Board
IGA	Internal Grant Agency
IS	information system
LL	Lifelong Learning
MEYS	Ministry of Education, Youth and Sports
MF	Ministry of Finance
MIT	Ministry of Industry and Trade
MoLSA	Ministry of Labour and Social Affairs
NAB	National Accreditation Bureau
NS	Nursery School
OP EC	Operational Programme “Education for Competitiveness”
OP EIC	Operational Programme “Enterprise and Innovations for Competitiveness”
OP RDE	Operational Programme “Research, Development and Education”
OP RDfI	Operational Programme “Research and Development for Innovations”
PHEI	public higher education institution
RC	Research Centre
REC	Regional Educational Centre
SLN	specific learning needs
SS	secondary school
STOČ	Students’ Creative and Expert Activities
SVOČ	Students’ Scientific and Expert Activities
TBU	Tomas Bata University in Zlín
TP	Technology Park
TTC	Technology Transfer Centre
TTS	tertiary technical school
UH1 – UH2	University buildings and premises located in Uherské Hradiště
U1 – U18	University buildings and premises
U3A	University of the Third Age
UISR	Union Information from Students’ Registers
UNI	University Institute

## IMPRINT

Annual Activity Report 2019

Editor: Mgr. Jan Malý

Published by: Tomas Bata University in Zlín  
nám. T. G. Masaryka 5555, 760 01 Zlín in 2020

Graphics by: MgA. Dušan Wolf

Typesetting by: Ing. Milan Daněk

Print by: Profi-tisk group s.r.o.

Number of copies: 40

First edition

ISBN: 978-80-7454-927-4



