

ANNUAL ACTIVITY REPORT 2022

 Tomas Bata University in Zlín

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The presented Annual Report portrays the activities of Tomas Bata University in Zlín in 2022.

The principal part of the Annual Activity Report of Tomas Bata University in Zlín provides information on the fulfilment of the prioritized tasks set in the Strategic Plan of Tomas Bata University in Zlín for the 21+ Period and specified in detail in the Implementation Plan of the 21+ Strategic Plan of Tomas Bata University in Zlín for 2022.

The Text Supplement structured as determined by the MEYS comprises 12 chapters describing the activities of TBU in the following spheres: Internal organization, study-related activities, students, graduates, interest in studies, staff, international relations, R&D and creative activities, quality assurance, excellence and the third role of the higher education institution. Each chapter includes the relevant tables. Due to the fact that almost the whole year 2022 was affected by the war in Ukraine and TBU was involved in its activities in helping refugees from Ukraine and in activities aimed to support Ukraine, we mention this fact in several chapters. Separately, the Chapter 12 of the Text Supplement focuses on TBU activities related to the impact of the Ukraine conflict.

**FULFILMENT
OF PRIORITIES SET
IN THE STRATEGIC
PLAN OF TOMAS BATA
UNIVERSITY IN ZLÍN
FOR THE 21+ PERIOD**



KRAJČOVÁ

1. MISSION, PRIORITIES, VISION AND VALUES OF TBU FOR THE 21+ PERIOD

MISSION, PRIORITIES, VISION AND VALUES OF TBU FOR THE 21+ PERIOD

The 21+ Strategic Plan of Tomas Bata University in Zlín (hereinafter referred to as the “TBU 21+ Strategy”) specifies the mission, vision, priorities and values of TBU for the 21+ period. Simultaneously, it enshrines the “Strategy of Tomas Bata University in Zlín for Education, R&D and Innovation for 2021–2025” (Pillars A and B) and the “21+ Strategy for Internationalization” (Pillar C) of Tomas Bata University in Zlín within a single text as these are documents complementary to each other, which cannot be segmented in each of their activities in terms of actual strategic management of the University.

MISSION: “ERUDIRE ET CREARE”

Tomas Bata University in Zlín (hereinafter referred to as “TBU”) is a **multidisciplinary university with strong focus on the field of engineering sciences**, a university that seeks to closely link educational and R&D and creative activities in all areas of its activities and puts emphasis on their social usefulness.

As part of its activities, TBU in Zlín supports the development of the Zlín Region and of the Czech Republic, contributing to the creation of knowledge potential and knowledge transfer in the global context. All of its Faculties, research centres and specialized service units are involved in these activities, seeking innovative and transfer activities in line with the concept of Industry 4.0, state digitization, technological trends and societal challenges.

As one of few universities worldwide, it offers education to students in accordance with the principles of responsible entrepreneurship defined within the entrepreneurial philosophy of Tomas Bata, whose name the University bears. Within this concept, TBU is being developed as an open international centre of education, which continuously creates a transformable creative potential.

Like Tomas Bata, we believe that: “Nothing is impossible for a determined and knowledgeable person.”

VISION OF TOMAS BATA UNIVERSITY IN ZLÍN FOR 2030:

- An internationally acclaimed university.
- A university with a solid reputation in the educational system, a university that provides high-quality conditions for study and is the centre for development of education in the Zlín Region.
- An open and flexible university that reflects technological development, socio-economic changes and new societal needs and challenges in its development.
- A university that prepares graduates for a successful career on the global labour market.

- A university that conducts research on an excellent level, thus co-participating in a long-term sustainable development and competitiveness of both the region and the Czech Republic.
- A university that places emphasis on education focusing on personal responsibility, developing creativity and entrepreneurial mindset, and creates room for new business opportunities through a stable support system.
- A university that is a strong partner in directing the development of the region in all fields of work and social life.
- A green university that reflects environmental protection in all forms of education, R&D and creative activities and in its day-to-day operation.

VALUES

The implementation of the vision of TBU in Zlín is based on five core values:

- (1) An **Entrepreneurial mindset** inspired by the Bata-inspired tradition and representing not only the transfer of knowledge and skills to business and industry, but also the ability of individuals to shape and reshape their surroundings.
- (2) **Openness** to people, partnerships, cooperation, and changes, which presents the willingness to learn new things, the will to adapt to changing conditions, and the desire to enter unexplored spaces.
- (3) **Usefulness**, that means for us that all knowledge and education is expected to purposefully serve the community and society with the aim of generating profit and prosperity.
- (4) **Creativity**, that brings new knowledge, products and services through the ability of an individual to deal with problems freely, in an original and unique manner, and to face societal challenges.
- (5) **Responsibility** for the sustainable development of the University and its surroundings through economic, social and environmental measures that are reflected in the University's activities.

The fulfilment of these five values is a bond between TBU in Zlín and the society, a bond between the institution and its employees who fulfil its mission by carrying out their day-to-day work, and a bond between the University and its students, who not only acquire knowledge and skills, but also continuously form their system of values.

TARGET INDICATORS FOR THE FULFILMENT OF THE MISSION AND VISION OF TBU IN 2030

The focus of TBU in Zlín on the implementation of the vision refers to an increased competitiveness on the national, and, particularly, on the international level. All qualitative advancements are based on the quality of human resources as well as on the quality of their work/outputs. People are key to success. Therefore, all employees need to know about how their work contributes to the achievement of the vision and mission of TBU.

Target indicators present a basic benchmark against which the achieved fulfilment of the mission and vision of TBU can be measured. Through synergy and cooperation involving all of the component parts of TBU, target indicators will be achieved by 2030 as listed below:

- 10,000 students, 15% of which will be international students.
- Institutional accreditation will be extended to all key fields of education carried out at TBU in Zlín.
- A stable HR structure of academic staff with the percentage of Associate Professors and Professors being 30% and 15%, respectively. At least 15% of academics will be from abroad.
- More than 80% of academics with at least one scientific output of high quality indexed in the Web of Science or Scopus database (most of the outputs will be at the level of Q1 or Q2 quartile)¹.
- A stable position in the first half of The Times of Higher Education – World University Ranking (THE).

A key milestone for the monitoring of the fulfilment of target indicators will be the year 2025, when the Progress Report on the Implementation of the TBU 21+ Strategy for the Period from 2021 to 2025 will be prepared after the end of the year 2025.

¹ In compliance with the Methodology for the Evaluation of Research Organisations and for the Evaluation of Programmes Aimed at Public Funding Support for Research, Development and Innovations in Accordance with the M17+ Methodology <https://www.vyzkum.cz>



2. FULFILMENT OF THE TBU 21+ STRATEGY IN 2022

The TBU 21+ Strategy is based on five pillars, each of them corresponding to the three basic roles of public higher education institutions – the educational role, the research role, and the so-called third role. At the same time, two other areas (perceived as strategic horizontal topics) are set out as separate pillars, namely the field of internationalization and the field of strategic management of the University, including human resource management, rules for a managerial approach to the management of internal processes, and the reduction of administrative load. For each of the pillars, a key priority has been defined for the upcoming period.

PILLAR A: EDUCATION

Priority 1: Implement open, flexible and high-quality education responding to the needs of the labour market and to the societal challenges of the 21st century.

PILLAR B: RESEARCH AND R&D AND CREATIVE ACTIVITIES

Priority 2: Fulfil the Research Strategy of TBU in Zlín in order to increase the competitiveness of R&D and creative activities in specific areas of expertise and the international competitiveness of R&D and creative activities.

PILLAR C: INTERNATIONALIZATION

Priority 3: Fulfil the Internationalization Strategy of TBU in Zlín for the 21+ period with the aim of developing the international environment at TBU in Zlín and enhance the international cooperation in all activities of TBU.

PILLAR D: THIRD ROLE OF TBU IN ZLÍN

Priority 4: Strengthen the position of TBU in Zlín as a strategic partner in the preparation of national/regional policies and strategies, during the implementation of strategic projects in the region, and creation of public-social partnerships in the town of Zlín and the Zlín Region. Strengthen activities in the field of social responsibility both internally and externally and get involved in sustainable development of the society.

PILLAR E: HUMAN RESOURCES, FUNDING, INTERNAL ENVIRONMENT AT TBU IN ZLÍN AND STRATEGIC MANAGEMENT

Priority 5: Develop the internal environment at TBU in Zlín as an environment that inspires and motivates to work and study, to collaborate internally and externally, that nurtures the sense of community among TBU employees/students and the importance of its values, and respects the observance of TBU internal regulations.

The Implementation Plan for 2022 contains a detailed listing of specific measures, activities and projects related to the strategic goals and sub-goals; the fulfilment the measures is subsequently described in detail. Funding for the Implementation Plan for 2022 was provided within the TBU Zlín Budget Rules for 2022, the Budget Breakdown of TBU Zlín for 2022, the Budget Plan of TBU Zlín for 2022, the Programme for the Support of Strategic Management of Higher Education Institutions for 2022 – 2025 – the Programme for the Support of Strategic Management of Tomas Bata University in Zlín for 2022 and through funding allocated in the form of subsidies.

PILLAR A: EDUCATION

Strategic goal 1.1: Improve the quality of and develop open and non-discriminatory access to education

Sub-goal 1.1.1: Increase the academic success rate at all levels of study and create the conditions for the flexibility of study in relation to the individual needs of students

In 2021, the document entitled “Methodology for the Reduction of Dropout Rates at TBU” was elaborated, including an action plan; its implementation was scheduled to start in the academic year 2022/2023. The aim is to reduce the student dropout rate at all levels of study and, thus, create conditions for improving in the so-called graduation rate of the TBU index. In the first place, dropout rates were dealt with comprehensively with funding provided by the TBU DUO project² (Key Activity 7), the implementation of the project was terminated on 31 December 2022. Within the Key Activity 7), a brochure entitled *TBU Student Guide* was published; a part of its content was created by student associations that develop activities aimed to reduce the dropout rates. The brochure was intended for newly enrolled students and was distributed to them at enrolment. Moreover, adaptation weeks were held at TBU Faculties and in the TBU Library where new students were informed about the operation of their Faculty and of the University. Consultations and study-related counselling services were provided to students as well.

The TBU Faculties also proceed individually as regards the dealing with dropout rates; usually, their activities comprise an extended offer of seminars in course units producing high dropout rates. Furthermore, individual tutoring classes by older students or courses were organized at all TBU Faculties.

Faculty of Technology (hereinafter referred to as “FT”): In order to reduce the dropout rates, the Faculty holds seminars in chemistry, physics and mathematics offered in the first semester of the first years of Bachelor’s programmes and aimed at revising the secondary school curriculum. In addition, the Faculty implemented a system of tutoring classes for students given by other students.

Faculty of Management and Economics (hereinafter referred to as “FaME”): The Faculty is also continuously involved in dealing with high drop-out rates; related activities are funded by the TBU DUO project. The Faculty found other sources of funding, besides the said project, for the implementation of additional remedial classes for course units producing high dropout rates. Moreover, the Faculty extended the resit examination periods for both the winter and summer semester, allowing students to plan their exams more efficiently, and that over a longer period of time.

Faculty of Multimedia Communications (hereinafter referred to as “FMC”): The Faculty has been continuously involved in dealing with high drop-out rates, with funding provided by the TBU DUO project. In 2022, remedial classes were organized for courses producing high dropout rates. Greater attention is paid to other courses producing high dropout rates during the evaluation of student feedback carried out each semester as part of evaluation of teaching activities.

² Strategic Project – DUO of TBU in Zlín II, shortened name: TBU DUO, CZ.02.2.69/0.0/0.0/18_056/0012951

Faculty of Applied Informatics (hereinafter referred to as “FAI”): The Math Support Centre operating at the Faculty offers consultations and, optionally, further education in mathematics to students, which is one of the course units producing high dropout rates. The Programming Support Centre aimed to increase the student success rate in programming has been in operation at the FAI in the long term.

Faculty of Humanities (hereinafter referred to as “FHS”): Remedial courses took place at the Faculty with funding provided by the Strategic Project of TBU in Zlín along with ongoing remedial courses funded from the TBU DUO project. In career-oriented degree programmes, supervision of practical training was enhanced, along with mentoring activities.

Faculty of Logistics and Crisis Management (hereinafter referred to as “FLCM”): The Faculty is also continuously involved in the TBU DUO project. As part of involvement in the project, remedial courses were held in course units producing high student dropout rates, such as mathematics and English. Other sources of funding were used in order to offer remedial classes in the course unit “Technical Chemistry”, and that both for full-time and part-time students. Due to the high dropout rate of students in course units in mathematics, another course in mathematics was held with a source of funding other than the TBU DUO project. Guarantors of degree programmes/course units and head teachers are involved in dealing with the issue of reduction of dropout rates; assistance is provided by the Pedagogical, Psychological and Legal Counselling Centre at the FLCM as well as by representatives of the Student Union in Uherské Hradiště. As part of the English lessons, students who have a higher level of proficiency in English were offered lessons at the B2+ level so that they had the opportunity to further improve both the general and technical language knowledge.

Sub-goal 1.1.2: Develop the conditions for equal access to education at TBU in Zlín

In 2022, services for students taking care of children which ensure equal access to study for those students continued to be offered and developed. The most important benefit for parents among students was the existence of the TBU Nursery School, with a capacity of 61 children in 2022. By running this facility, TBU helped parents among students to coordinate their family life and studies, as it offered services intended for children from the age of 2 years. Support for work-life balance was processed in detail in the TBU Strategy for the Development of Human Resources and in the Gender Equality Plan.

Moreover, in 2022, TBU focused on optimizing the system of services for students taking care of children, preparing places for the installation of changing tables and nursing rooms at TBU Faculties.

In 2022, services of the TBU Counselling Centre continued to be provided to students and employees who had the opportunity to use the following services in the psychological, social and legal counselling centre:

- Individual psychological counselling (in-person, online)
- Pedagogical/psychological diagnostics of possible causes of learning difficulties
- Diagnostics and counselling focused on the adaptation to academic requirements and coping with study-related stress
- Coping with problems in partnership or in other interpersonal relations
- Dealing with work-related problems (workplace relationships, burnout, etc.)
- Diagnostics and counselling focused on personality development
- Intercultural counselling for international students provided in English
- Career diagnostics for students
- Social counselling
- Legal counselling

During 2022, the Psychological Counselling Centre provided 372 individual consultations to 181 students and employees (or their family members). Psychological consultations took place in person and online

according to the clients' preferences. An online booking system was newly established for an easier and more efficient way of making an appointment. Students and employees contacted the Psychological Counselling Centre in order to deal with their family, relationship, personal, somatic and psychiatric problems. A psychiatric evaluation for four students was arranged. The services provided free of charge by the Counselling Centre, which were independent, confident and impartial, were also used by international students. In the spring months of 2022, additional consultation hours were provided to students from Ukraine and Russia. A total of 66 students used the career diagnostic service along with a psychological interview.

The services of the Social Counselling Centre were used by 56 students, mainly in the form of personal consultations. Information on the submission of applications for a scholarship and on scholarship eligibility was provided. The Social Counselling Centre was extremely busy in the spring of 2022, due to the beginning of the war in Ukraine. Students from Ukraine and Russia were provided with assistance with filling in of applications for extraordinary scholarships, and their current difficult situation was consulted.

In 2022, the Legal Advice Centre provided a total of 51 legal consultations on the following topics:

- Counselling in the field of studies' administration and students' rights arising from valid legislation and from internal rules and regulations of TBU
- Addressing the social situation of students – obligation of parents/spouses to pay maintenance, including advice on litigation on termination of the obligation of a student who is a father to pay maintenance
- Entitlement of female students/graduates to maternity benefit after graduation and entitlements to welfare benefits in this area
- Labour-law affairs related to employees – leave-taking, obstacles on the part of employees, obstacles on the part of the employer, performance of work for another employer, problems related to coexistence in the workplace, suspicion of bossing, failure to observe the TBU Code of Ethics, etc.
- Family law – dealing with an employee's difficult family situation
- Labour law affairs related to students – conclusion of agreements on work performed outside employment, etc.
- Counselling in the field of administrative proceedings
- Residence of foreign nationals on the territory of the Czech Republic and of the EU
- Area of intellectual property protection at TBU in case of a student's work in relation to business activities of the student – author

Another component part of the TBU Counselling Centre is the Centre for Special Needs Students, which provides comprehensive advisory, technical, consulting and intervention services and other supportive services to special needs applicants/students. In 2022, 162 special needs students were registered in the Centre, with their number continuously increasing every year. Each TBU Faculty had a similar number of special needs students enrolled. Future special needs students are frequently identified during the admissions already when applicants for study state in their application whether they have specific needs and specify the type of disability. Conditions during the admissions held at the University are adapted to specific requirements according to the type of disability of each applicant. In 2022, the system for socially handicapped students provided extraordinary scholarships in an extremely serious financial situation to socially handicapped students. At the same time, in connection with the war in Ukraine, extraordinary scholarships were also provided to Ukrainian and Russian students. These students were also attended by a psychologist from Ukraine who carried out crisis intervention, provided individual consultations and organized group meetings.

Sub-goal 1.1.3: Systemically encourage student participation in practical training/internships organized in cooperation with external partners as well as in R&D projects implemented at TBU, and seek new possibilities for cooperation with business and industry, including the elaboration of academic qualification theses

During 2022, the Job Centre gradually implemented new methodologies and extended its services in order to attract and be used by the highest possible number of students/graduates. TBU students are provided with career counselling. During 2022, 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 2021, a new career portal - the Job Portal was launched at TBU, which interconnects students, graduates and employers in order to mediate job offers, internships, traineeships and topics of academic qualification theses. In 2022, the Portal's operation successfully continued, it was used by 338 employers and 1,890 TBU students/graduates. The relevant facilities were partially innovated in order to ensure a more effective administrative provision of internships within TBU, including virtual and hybrid forms; steps were taken, aimed to streamline the administrative process of provision of internships/traineeships at TBU. In 2022, 25 internships for TBU students/graduates were organized in TBU constituent parts, out of which: 24 student internships and 1 graduate internship. TBU also organized educational activities for students focused on, for example, time management, errors and mistakes in communication, financial literacy, etc. A total of 9 educational activities took place at the TBU component parts.

Strategic goal 1.2: Innovate degree programmes in connection with technological development and new societal challenges in order to enhance the career prospects of graduates on the changing labour market

Sub-goal 1.2.1: Accredite degree programmes reflecting labour market requirements and observing standards for accreditation arising from requirements set by the National Accreditation Bureau and also those set in TBU internal rules and regulations

TABLE 1: OVERVIEW OF THE FULFILMENT IN THE AREA OF PLANNED ACCREDITATIONS IN 2022

Accreditation of degree programmes:	
FACULTY OF TECHNOLOGY	
BP in <i>Sustainable Industrial Development</i> (CZ, F/P, academically oriented DP)	Not implemented
BP in <i>Gastronomy</i> (CZ, F/P)	Not implemented

BP in <i>Materials Engineering and Nanotechnology</i> (CZ, F/P, academically oriented DP)	Not implemented
FUMP in <i>Tool Construction</i> (CZ/EN, F/P, academically oriented DP)	Implemented
FUMP in <i>Biotechnology</i> (CZ/EN, F/P, academically oriented DP)	Not implemented
FUMP in <i>Production Engineering and Design</i> (CZ/EN, F/P, academically oriented DP)	Not implemented
DP in <i>Food Technology</i> (CZ/EN, F/P, academically oriented DP)	Implemented under the title Food Chemistry, Technology and Analysis
DP in <i>Functional Molecular Systems</i> (CZ/EN, F/P, academically oriented DP)	Not implemented
FACULTY OF MANAGEMENT AND ECONOMICS	
DP in <i>Economics of Tourism and Hospitality Management</i> (CZ, F/P)	Implemented
DP in <i>Economics of Tourism and Hospitality Management</i> (EN, F/P)	Implemented
BP in <i>Sports Management</i> (CZ, F/P)	Implemented
Extension of DP accredited to be taught in English by adding the part-time mode of study: <ul style="list-style-type: none"> ○ BP in <i>Economics and Management</i> ○ BP in <i>Finance and Financial Technologies</i> ○ FUMP in <i>Management and Marketing</i> ○ FUMP in <i>Business Administration and Entrepreneurship</i> ○ FUMP in <i>Finance</i> 	Not implemented
Habilitation and professorial appointment in the field of <i>Finance</i>	Implemented
FACULTY OF APPLIED INFORMATICS	
FUMP in <i>Integrated Systems in Buildings</i> (CZ, F, academically oriented DP)	Not implemented
MP in <i>Integrated Systems in Buildings</i> (EN, F, academically oriented DP)	Not implemented
FUMP in <i>Informatics Teacher Training</i> (CZ, F, academically oriented DP)	Partially implemented – submitted to the Internal Evaluation Board (hereinafter referred to as “IEB”)
FACULTY OF HUMANITIES	
BP in <i>Adult Development and Training Specialist</i> (CZ, P, career-oriented DP)	Implemented
FUMP in <i>Nursing in Surgical Disciplines</i> (CZ, F/P, career-oriented DP)	Implemented
FUMP in <i>Home and Hospice Care</i> (CZ, F/P, career-oriented DP)	Implemented
FUMP in <i>English Philology</i> (CZ, F, career-oriented DP)	Not implemented

FACULTY OF LOGISTICS AND CRISIS MANAGEMENT

FUMP in <i>Sustainability Management</i> (CZ, F, academically oriented DP)	Not implemented
FUMP in <i>Sustainability Management</i> (EN, F, academically oriented DP)	Not implemented

Sub-goal 1.2.2: Improve the quality of the educational environment with regard to the desirable level of proficiency in graduates, and introduce new tools for the development of education and support for talented students

With funding provided from projects funded by the National Recovery Plan (hereinafter referred to as the “NRP”), six new career-oriented degree programmes were prepared in 2022 with deadlines for their submission for accreditation by mid-2024. One application for accreditation was submitted to the National Accreditation Bureau (hereinafter referred to as the “NAB”) at the end of 2022, another five applications were in the process of preparation and gradual approval by faculty and university bodies.

In connection with an extension of the offer of study opportunities for highly talented students, an internal IGA-K competition was held by the Zlín Regional Authority and by the Trinity Bank. Within the IGA-K-ZK competition, 4 projects were implemented at the FT, FAI, FaME and FMC in the academic year 2021/2022. Within the IGA-K-Trinity competition, a total of 15 projects were successfully implemented in the academic year 2021/2022.

In June 2022, the Rector announced the Call II for submission of nominations for the Rector’s Award for Excellence in Educational Activities. Nominations were submitted by 4 component parts, a total of 7 academics received the Award. The Rector rewarded a team of employees of the Department of Informatics and Artificial Intelligence and of the Department of Computer and Communication Systems (FAI) for providing the services of the Programming Support Centre, which offers a programme aimed at reducing student dropout rates in first-year students in those course units where programming is taught, as well as for the organization of the Summer Preparatory Programming Course and of the Summer School of Programming and Cybersecurity for international attendees/applicants. The Rector also rewarded an employee of the Department of Physics and Materials Engineering (FT) for promotion of physics and of natural sciences among secondary school students and senior citizens. An employee of the Department of Population Protection (FLCM) was rewarded for significant work in the field of transfer of experience to newly recruited colleagues-teachers and for a significant improvement in academic qualification theses. The contribution by an employee of the Arts Management Studio (FMC) was also rewarded, and that for a successful representation abroad and for an active enhancement of international partnerships in the field of teaching activities.

Sub-goal 1.2.3: Encourage the participation of research centres in the educational process

FT: The Polymer Centre (hereinafter referred to as “CPM”) – The Centre’s main area of interest was research into engineering aspects of technologies and materials based on polymer composite structures. The Centre offered classes in specialized course units and supervision of Bachelor’s/Master’s theses; staff of the CPM acted as supervisors for PhD students and post-docs. The Centre also offered students opportunities to get involved in projects and in contract research activities.

FaME: The Centre for Applied Economic Research (hereinafter referred to as “CAER”) was focusing 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. For the FAME, the Centre provided supervision of Bachelor’s/Master’s theses, supervising activities for

PhD students, and offered students opportunities to get involved in projects and in contract research activities. The Centre significantly contributed to the publishing of the Faculty's research journal – Journal of Competitiveness.

FMC: The main task of the Centre of Creative Industries and Business (hereinafter referred to as “UPPER”) was to revitalise and expand the regional creative industry with the aim of developing an independent economic sector. For TBU students, the Centre offered, until the end of May 2021, business facilities for hire in an incubator and support for those students who decide to start their own business – establish a start-up company in the field of creative industry. During 2022, the UPPER focused on the implementation of multidisciplinary projects with societal impact.

FAI: The Centre for Security, Information and Advanced Technologies (hereinafter referred to as CEBlA-Tech) offered classes in specialized course units and supervision of Bachelor's/Master's/doctoral theses. FAI students were offered opportunities to get involved in project and contract research activities.

FHS: The Research Centre of the FHS was specialized above all in research into school education, philology, nursing and selected clinical disciplines on an interdisciplinary basis. For the FHS, the Centre offered supervision for Bachelor's/Master's theses and participation of FHS students in project activities.

UNI: The Centre of Polymer Systems (hereinafter referred to as “CPS”) ensured the implementation of two doctoral programmes accredited at the institutional level, and also participated in all doctoral programmes accredited at the FT. The Centre offered classes in specialized course units for the FT and the FLCM, as well as supervision of Master's theses for the FT and the FLCM. Depending on opportunities available, students at all TBU Faculties were involved in projects and contract research activities. The CPS provided mentoring to post-docs in all specializations developed at the CPS.

The Footwear Research Centre (hereinafter referred to as “FRC”) was specialized in functional and healthy footwear. As regards educational activities, the Centre cooperated in the field of footwear design with the FMC, and in the field of materials and technologies with the FT. It participated in the implementation of a doctoral programme accredited at the FT. FT and FMC students were involved in project and contract research activities.

The Technology Transfer Centre (hereinafter referred to as “TTC”) ensured the transfer of results of applied research activities to practice, provided services related to intellectual property protection and services related to the operation of accredited and certified laboratories for the needs of the Technology Park. For TBU students and staff, the TTC provided training in the field of intellectual property protection and technology transfer. The TTC offered students involvement in projects and contract research activities.

In the course of 2022, Bachelor's, Master's and PhD students were systemically involved in all types of R&D and creative activities at TBU. Internal project calls included the following:

- IGA projects
- IGA/JUNG projects
- Projects funded from financial resources allocated to the long-term conceptual development of the research organization (hereinafter referred to as “LCDRO”)
- Projects funded by the Strategic Development Fund and aimed to promote excellence in social fields

Sub-goal 1.2.4: Prepare and accredit new degree programmes for the needs of regional companies focusing on mechanical engineering and new degree programmes focusing on the principles of sustainable development

In 2022, preparations for the accreditation of the degree programme in Mechanical Engineering (FT) continued. During the preparation of the accreditation file, a detailed graduate profile was elaborated in cooperation with the corporate sector, and the structure of course units was defined, including the specification of their content.

Furthermore, the FT continued to prepare the accreditation of a Bachelor's programme focused on sustainable industrial development. In cooperation between the FaME, FLCM and CPS, the preparation of the accreditation of the follow-up Master's programme in Sustainability Management continued, to be taught both in Czech and English. The project is funded by the National Recovery Plan.

Sub-goal 1.2.5: Prepare and obtain accreditation for new degree programmes in order to activate education in the field of the footwear industry, thus following in the long-term tradition of degree programmes specializing in this field

In cooperation with the FRC (UNI), the FT launched a new Bachelor's programme in Materials and Technologies, specialization: Footwear Production and Construction (full-time and part-time mode of study) in 2021. As at 1 December, 2022, 6 students were enrolled on this degree programme. The required additional instruments and tools were purchased for lecture rooms and laboratories; the necessary literature on shoemaking was purchased as well.

Sub-goal 1.2.6: Enhance quality and relevance of both full-time and part-time modes of study

In 2021, an analysis of the qualitative parameters of full-time and part-time degree programmes was launched. Activities started with the launch of Q-RAM. The outputs of the analysis were completed in mid-2022. Subsequently, an internal legislative change took place, a new Rector's Directive SR/15/2022 was issued (replacing the Rector's Directive SR/28/2019). A system of entering data into and of filling in the information sheets of degree programmes/courses, specializations, names of teachers of course units and course units in the IS/STAG was created, which is a legislative basis for filling in of the information sheets of course units and degree programmes in this information system. The level of implementation of the measures varies at each of the TBU Faculties, however, the determined number of at least 10% of course units registered for the entire institution was fulfilled. After the end of the winter semester in the academic year 2021/2022, a pilot survey focused on the learning outcomes of course units was launched in the IS/STAG, to be evaluated at the beginning of January 2023.

In accordance with the National Qualification Framework of Tertiary Education of the Czech Republic, Bachelor's and Master's programmes are described in the STAG Information System for Studies Administration. In 2022, 58 degree programmes were described, with a total of 89 degree programmes described (No degree programme was described in 2020, 31 degree programmes were described in 2021). The number of described degree programmes does not include degree programmes broken down into degree courses where the descriptions were made in the degree courses carried out.

In the course of 2022, the Strategy for Digitization of Degree Programmes was implemented at all TBU Faculties. The construction of facilities for specialized studios for a professional preparation of digital materials and for the implementation of distance modes of study continued. As part of the digitization of study supports, 148 educational videos, 2 podcasts, 3 conference recordings and 3 promotional videos were created in 2022. Moreover, the production team was stabilized, and feedback on the filming was collected, which was very positive. Suggestions for improvement emerged, related in particular to the speed of processing of the videos.

Sub-goal 1.2.7: Encourage business activities and creativity of students through various forms of learning, involvement in R&D and creative activities, and use system instruments for the support of the implementation of specific business plans developed by students

In 2022, classes in the following course units continued to be offered: Business Academy, Basics of Entrepreneurship and Entrepreneurial Activities for about 87 FaME, FHS, FMC and FT students interested in business development.

In 2022, the project entitled “Strategic Project of Multidisciplinary Interconnection between the FMC, FAI, FaME, FT, UPPER and the Technology Innovation Centre s.r.o. (hereinafter referred to as the “TIC”) Aimed to Accelerate Cooperation of TBU in Zlín with the Application Sphere in Domains of Specialization of the RIS3 of the Zlín Region” and funded by the TBU Strategic Development Fund continued. The output of the project was the construction of an open creative workshop of the “fablab” type, which allows an extension of the completed infrastructure for the development of creative business towards the target groups of TBU students/graduates; moreover, it should also serve to promote work with new technologies among primary and secondary school pupils/students.

In 2022, the UFBank project continued, which is a virtual joint-stock company using a local currency called UFcoin. The bank shareholders are employees of the Department of Finance and Accounting at the FaME and students of Bachelor’s and follow-up Master’s programmes in finance. The plenary meeting of the UFBank took place on 10 November 2022 to mark the Finance Day – the holiday of students of programmes in finance.

In October 2021, the simulation game “Braggarts” was launched in cooperation with the TIC – it is a simulation of a business environment, where students simulate real business using their own money. The closing ceremony of the contest took place on 12 March 2022. Cooperation with the TIC continued, namely in the promotion of the “My First Million” contest and in the support for filling in of questionnaires concerning business attitudes within the GUESS international questionnaire survey. In 2022, employees of the Department of Business Administration participated in the first cycle of the Regional Business Camp for children from children’s homes, children cared for by the Authority for Social and Legal Protection of Children and children from SOS Children’s Villages from the Zlín Region; they also attended lectures and workshops on financial literacy.

In 2022, the FaME Department of Physical Training participated in the “Dual Careers” project, which is intended for promising student athletes. This project is implemented under the auspices of the Ministry of Education, Youth and Sports. It is a combination of demanding university studies with elite and competitive sports. It is also about the promotion and extension of the base of the academic sports representation of the Czech Republic. In 2022, TBU received CZK 450 thousand per ten enrolled students; these are funds intended for scholarships and service support provided by TBU to students and aimed to support achieving the best possible results both as regards the studies and sports activities.

In 2022, the UPPER supported the existing innovation ecosystem and the development of start-up projects of TBU students, provided co-working spaces, connected students with entities of the public sector administration and business sectors through direct connections based on the requirements of specific students and companies. The Centre offered mentoring for students who needed advice about how to develop their business plan. Social networks and the UPPER office served as an information platform in supportive, grant and acceleration programmes aimed at supporting start-ups.

UPPER: In 2022, the Centre implemented two major activities:

- TBU IDEATHON is a 24-hour competition that connects students across TBU Faculties and gives them an opportunity to use their skills, try out working in teams and deal with urgent

challenges of our time in a short time. The topics for the competition could be entered by institutions and organizations from the Zlín Region which are active in the non-commercial sector; out of those, five final challenges which the competing teams had to face were subsequently selected through public voting.

- FMC TALENT – The aim of the contest is to connect students in the field of marketing communication, designers, creative people as well as companies and institutions not only in the Zlín Region. The competition informs students about issues related to business and industry and offers creative marketing, communication and visual solutions to companies.

Strategic goal 1.3: Open up opportunities for high-quality education to the public in order to increase the adaptability of the workforce to changes in the labour market

Sub-goal 1.3.1: Build a working and collaborative system of further education at TBU in Zlín, focusing on the needs of the changing labour market and on new requirements regarding the candidates to be recruited

In accordance with the priorities set in the Strategy for the Development of Lifelong Learning at TBU and in its Action Plan for 2022, the job position of Lifelong Learning (hereinafter referred to as “LL”) Coordinator was created and maintained; the Lifelong Learning Institute (hereinafter referred to as “LLI”) was established, and a new system of planning, creation, implementation and evaluation of Lifelong Learning at TBU was proposed.

Within the cooperation on the development of the Centre of Education for Industry 4.0, three meetings were held in order to set rules for cooperation processes and define responsibilities and competencies. The educational LL programme in Plastics Engineering for joint promotion and implementation purposes was created.

PILLAR B: RESEARCH AND R&D AND CREATIVE ACTIVITIES

Strategic goal 2.1: Increase the extent and quality of basic research

Sub-goal 2.1.1: Increased extent and quality of R&D and creative activities with the aim of achieving an overall interannual increase in the number of published outputs indexed in monitored databases (in particular WoS/Scopus) as well as Q1 and Q2 outputs and their citation rates

In 2022, the Information Portal for Researchers was updated. Educational materials were elaborated, which are available on the TBU website.

In the course of 2022, the Methodology for the Evaluation of R&D Carried Out at Tomas Bata University in Zlín was being implemented. The Methodology will be used for the implementation of recommendations and measures resulting from the evaluations described above and for setting of procedures that will be aimed at implementing of strategic goals of TBU in Zlín set for the field of R&D. The Methodology as a whole consists of two parts:

1. Methodology for evaluation of R&D and creative activities carried out in TBU component parts/departments and by TBU research teams
2. Methodology for collection, registration, evaluation and provision of feedback to the individual entities within the research organisation on the results obtained for Modules 3, 4 and 5 of the 17+ Methodology

Sub-goal 2.1.2: Increased quality of R&D and creative activities with the aim of achieving an interannual improvement in outputs evaluated in accordance with the 17+ Methodology which cannot be assessed using bibliometric indicators

In 2022, a training course took place, aimed at improving the quality of those outputs of TBU in Zlín which cannot be assessed using bibliometric indicators in accordance with the 17+ Methodology. Educational materials are posted on the TBU website, in the R&D section.

Sub-goal 2.1.3: Increased quality of results of artistic activities with the aim of achieving an interannual increase of number of outputs rated as AKX to BLX in accordance with the RAO Methodology

The FMC developed the Methodology for Support of Excellent Outputs Included in the RAO, with focus on the collaboration of theorists, artists and designers. The methodology was prepared in a pilot stage, which will be subsequently evaluated, complemented and finalized.

Sub-goal 2.1.4: Increased percentage of outputs of R&D and creative activities generated in cooperation with international partners (strategic expansion of integration into the international research infrastructure)

With funding provided by the IKAROS³ project, the document entitled Strategy for Internationalization of Research and Development of Tomas Bata University in Zlín was developed, with five TBU Faculties (FaME, FT, FHS, FMC and FLCM) and the Rectorate through the section of the Vice-Rector for Internationalization participating. The FAI and CPS developed their specific R&D internationalization strategy with funding provided by the project entitled “Development of R&D Capacity at TBU in Zlín”⁴.

Strategic goal 2.2: Increased number of R&D&I projects with an emphasis on the implementation of internationally recognized research

Sub-goal 2.2.1: Increased percentage of public funding allocated to R&D and contract research within the funding provided to TBU in Zlín

In 2022, TBU obtained the amount of CZK 278 million from public funding resources for R&D and innovations. TBU spent the total amount of CZK 298 million, out of which the institutional support for the long-term conceptual development of a research organization obtained from the MEYS amounted to CZK 152 million, and the public funding support obtained from the MEYS and provided to specific university research amounted to CZK 21 million. Furthermore, TBU spent the total amount of CZK 118 million for the purposes of R&D and innovations, which refers 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 million obtained as the public funding support and provided to R&D and innovations in previous years. Project co-investigators were provided CZK 4 million for R&D and innovations. The said amount was provided in particular by the Technology Agency of the CR, by the R&D-INTEREXCELLENCE programme, by the Ministry of Agriculture.

TBU also funded basic or applied research projects in the following scientific areas: Social Sciences (FORD 5) and Humanities and Arts (FORD 6), and that based on the results of an internal competition organized to support scientific research activities in social fields. The Call was announced for projects to be implemented between 2021 and 2023. Five projects in the total amount of CZK 2 million were accepted for funding. Four projects were accepted for funding as part of an internal competition aimed to support TBU strategic projects for the period 2021–2023.

³ Institutional Quality and Development of Science Strategy at TBU in Zlín, Reg. No.: CZ.02.2.69/0.0/0.0/18_054/0014623

⁴ Development of R&D Capacity at TBU in Zlín, Reg. No.: CZ.02.2.69/0.0/0.0/16_028/0006243

Sub-goal 2.2.2: Increased percentage of basic and applied research projects submitted/co-investigated in cooperation with international partners (expansion of integration into the international research infrastructure)

The performance is monitored by the level of fulfilment of the Strategy of Internationalization in Research and Development at TBU in Zlín, which was prepared by all TBU component parts (FaME, FLCM, FMC, FHS, FT, FAI) and the CPS, with funding provided by the IKAROS and “Development of R&D Capacity at TBU in Zlín” projects.

Strategic goal 2.3: Implement qualitative changes in the system of doctoral programmes in order to increase their attractiveness

Sub-goal 2.3.1: Increase the attractiveness and quality of doctoral programmes through the integration of students into both internal (IGA/DRO projects) and external sources of funding for R&D&I as well as targeted PR. Involve PhD students in real research activities and dealing with topics within research teams, create conditions for their work and a smooth transition to employment

In the course of 2022, PhD students were systemically involved in all types of R&D and creative activities at TBU. Internal project calls included the following:

- IGA projects
- IGA/JUNG projects⁵
- Projects supported by funds intended for the long-term conceptual development of the research organization
- Projects supported by the Strategic Development Fund aimed to promote excellence in social fields

In 2022, support for postdoctoral employees registered in the Programme Aimed to Support PhD Graduates in their Early Career at TBU continued. In accordance with the Call II, six were newly included in the 2022 programme. On 4 November 2022, the TBU Rector announced the Call III, where another 10 postdoctoral employees were included in the programme with funding to be provided from 1 January 2023 onwards. In total, 18 postdocs received support since the launch of the programme implementation in 2021, and 10 postdocs were newly included in the programme with funding to be provided from 1 January 2023 onwards.

Sub-goal 2.3.2: Support of PhD students through the scholarship and HR policy in order to increase the Graduation Rate

In 2022, the offer of student research positions for PhD students was being extended. In the course of 2022, the mapping of opportunities for accreditation of doctoral programmes in the fields where research knowledge potential is being created (e.g. footwear materials and technologies, energy materials and equipment) continued.

An important benefit for PhD students as well as for the so-called post-docs was the existence of the TBU Nursery School. By running this facility, TBU helped parents among students and post-docs to coordinate their family life and studies/job, as the TBU Nursery School offered services intended for children from the age of 2 years.

⁵ Project entitled Junior Grants at TBU in Zlín, shortened name JUNG TBU, Reg. No. CZ.02.2.69/0.0/0.0/19_073/0016941

Strategic goal 2.4: Continue to develop the Technology Transfer Centre with focus on strengthening the professional capacity in counselling and supporting services

Sub-goal 2.4.1: Prepare and implement the strategy for further development of the TTC

In 2022, as in the preceding years, the TTC provided services associated with the legal protection of industrial rights over R&D results on behalf of TBU and implemented the necessary steps leading to the commercialization of such results. The development of activities carried out and services provided by the TTC was in line with the needs of the region and regional partners and contributed to ensuring an effective transfer of the results of applied research activities to practice. Moreover, the TTC represented an important link between TBU and business and industry thanks to specialized services related to the protection of industrial rights and offered by the TTC not only as an internal service for TBU but also - as regards the provision of consultations, literature search and elaboration of reviews - to industrial entities – external applicants or to other entities interested.

Commercialization and cooperation with business and industry is a prioritized activity of the TTC. 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).

By the end of 2022, TBU had 43 licence agreements concluded through the mediation of the TTC, where the total volume of economic activities amounted to CZK 2,179 thousand, and 41 agreements from the sphere of technology transfer, where the total volume of economic activities amounted to CZK 2,818 thousand. In 2022, TBU was granted the following: One European patent, six patents granted in the CR, 11 utility models were filed in the CR, three Community industrial designs were registered.

In 2022, 25 applications for protection of industrial rights were submitted by the TTC on behalf of TBU, out of which: One European patent application, four international patent applications (PCT), one patent application in Romania, one invention application in the United States of America, 10 utility model applications submitted in the CR as well as three applications for an EU Community industrial design.

In 2022, TTO entered the third edition of the 2022 TRANSFERA TECHNOLOGY DAY contest organized by the Transfera.cz association, where TBU is a member through the TTC.

With funding provided by the IKAROS project, the Methodology for the Establishment of Spin-off Companies was developed in the past period and, subsequently, the Rector's Directive SR/24/2022 Preparation of Documentation for the Establishment of Spin-off Companies at TBU or Acquisition of Participation in Another Legal Entity for the Purpose of Commercialization of TBU Intellectual Property was issued.

In 2022, a pilot project entitled "Internal Grant Support for Commercialization" was prepared, which was presented at the TTC educational seminar held on 29 November 2022 and entitled "Practical Aspects of Technology Transfer and Commercialization of R&D Results at TBU in Zlín".

Sub-goal 2.4.2: Permanently educate employees in the field of intellectual property protection and handling of intangible property

In 2022, the TTC organized two specialized seminars for students and staff of TBU:

- Seminar on “What to Do to Be Granted a Patent/Utility Model for a Result of Implementation of a R&D Project”
- Seminar on “Practical Aspects of Technology Transfer and Commercialization of R&D Results at TBU in Zlín”. For the FMC, the TTC expert team organized a seminar on “Legal Protection of Copyrighted Works”.

Sub-goal 2.4.3: Use system tools to support the transfer of R&D knowledge to business and industry

Commercialization and cooperation with business and industry is a prioritized activity of the TTC. 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.

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, registered association
- ZLINNOVATION platform
- European Patent Institute
- Chamber of Patent Attorneys of the CR

PILLAR C: INTERNATIONALIZATION

Strategic goal 3.1: Strengthen internationalization at TBU in Zlín by increasing the number of students and employees from abroad, supporting their social integration and facilitating their cooperation with “home” students and employees

Sub-goal 3.1.1: Increase the number of international students in degree programmes accredited in Czech and English and motivate the students to successfully complete their studies

In 2022, TBU participated in online recruitment fairs held under the auspices of the Czech National Agency for International Education and Research (hereinafter referred to as “DZS”) and Czech embassies (Indonesia and Singapore), as well as using the services provided by the Begingroup organization (Azerbaijan, Belarus, Georgia, Ukraine, Bahrain, Kuwait, Oman, Qatar, UAE, Kazakhstan, Kyrgyzstan, Uzbekistan). TBU took the opportunity of advertising TBU degree programmes carried out in English on the Docsity portal. TBU students – the so-called ambassadors, who presented their studies and life in Zlín on social networks (especially Instagram and Facebook) were involved in the promotion of TBU. The Bata Centre in Vietnam promoted the degree programmes/courses carried out at TBU and collected 20 applications for doctoral programmes carried out at the FaME, provided tuition in the double degree programme carried out at Ton Doc Thang University in cooperation with TBU, organized international conferences, and much more. In 2022, a new doctoral programme carried out in English and entitled Food Chemistry, Technology and Analysis was accredited.

The scholarship programme intended for international students proved successful and was implemented as planned in 2022 as well. Scholarships to senior students were paid by the relevant TBU component part.

Sub-goal 3.1.2: Support short-term study periods taken by international students coming to TBU in Zlín

The offer of courses for international students was updated twice in 2022 in cooperation with the TBU component parts. Moreover, the offer of traineeships was updated and extended in 2022.

In 2022, TBU continued to support the academic mobility of students from countries with worsened socio-economic conditions. With funding provided by this programme, 32 students were supported due to the war in Ukraine, as well as five students from Belarus.

As part of the harmonization of the Erasmus Without Papers admission procedure, specific adjustments were made in the IS STAG in 2022, which were funded from the CDP-EWP project. Currently, it is possible to sign Learning Agreements and interinstitutional agreements.

Sub-goal 3.1.3: Develop the international environment at the University so that all departments are able to provide services in both Czech and English; develop a system of services and support for the integration of international students and staff, and promotion abroad

The R&D internationalization strategies prepared by the TBU component parts with funding provided by the IKAROS project were implemented in the course of 2022.

Following the recommendations given by the MICHE evaluation, monitoring of academic mobility periods and of the relevant electronic records were carried out (updated Rector's Directives No. 5 and 6/2022 and Bursar's Decree 11/2022). The Erasmus+ European University Initiative application was resubmitted, and, at the same time, other marketing activities were carried out to support the recruitment of international students. Greater emphasis was placed on strategic partnerships and on closer cooperation in consortia (e.g. EuroInna, UCI, etc.). As part of the Welcome Centre's services, counselling and integration services were also offered to students from abroad in 2022 (in particular, accompaniment to medical appointments, provision of accommodation, interpreting when visiting authorities, etc.). In 2022, financial support was offered to eight international cooperation projects, seven of which were implemented.

Cooperation between TBU and the Czech National Agency for International Education and Research aimed to promote degree programmes/courses carried out at TBU continued (website studyin.cz, mutual support of social networks, participation in career fairs – e.g. EAIE, participation in recruitment webinars, etc.). Together, both institutions participated in online fairs for Singapore (Study in Europe) and Indonesia (Study in the Czech Republic National Fair).

Sub-goal 3.1.4: Increase the number of employees from abroad and support their long-term presence at TBU in Zlín

In 2022, TBU continued to support the employment of international staff with the aim of internationalizing the TBU H&R structure. 104 international experts e.g. from India, the USA, Turkey and Russia were employed as academics, researchers and other employees at TBU. The most foreign nationals among employees came from Slovakia. An increase in the percentage of R&D staff and PhD students from abroad at TBU Faculties and in research centres in preparation which will be focusing on applied research received goal-directed support from the TBU Management Board.

Strategic goal 3.2: Support international mobility of students as well as members of academic and non-academic staff of TBU in Zlín

Sub-goal 3.2.1: Increase the percentage of members of academic and non-academic staff who have completed study periods/traineeships abroad or have gained significant professional experience in such places, and remove formal and informal barriers to the integration of such persons into the life of the academic community

In 2022, TBU continued to provide funding for prestigious mobility of TBU academic and R&D staff at institutions abroad. Six projects selected during an internal competition were accepted for funding.

Sub-goal 3.2.2: Simplify the process of recognition of learning outcomes achieved abroad so that students participating in mobility can complete their studies within the standard period of time, and reflect the student mobility in curricula and in internal regulations in order to remove obstacles to successful completion of their studies

In 2022, TBU continued, with funding provided by a CDP project, to implement the measures for a full application of tools for the electronic exchange of information on study, electronic identification and computerization of the recognition of credits gained during academic mobility abroad as well as Erasmus Without Papers, European Student Card and EMREX. For this purpose, the relevant modules in the IS STAG system were updated (ECTS – Incoming and outgoing mobility). Currently, Learning Agreements and interinstitutional agreements can be signed online.

Sub-goal 3.2.3: Increase the number of students who have completed studies/traineeships abroad

Two students on a special diet received funding from the programme aimed to support special needs students. In cooperation with the TBU Counselling Centre, two information lectures on mobility opportunities for special needs students were held. In 2022, seven TBU students received support from the Freemover scholarship programme for outgoing students.

Strategic goal 3.3: Foster strategic collaboration, partnership and building of capacity for the purpose of internationalization

Sub-goal 3.3.1: Support the accreditation and implementation of joint/double/multiple degree programmes in cooperation with international strategic partners

In 2022, the system of methodological support for the development of joint/double/multiple degree programmes was updated, including the innovation of assessment and quality assurance standards and the necessary legislative amendments.

Sub-goal 3.3.2: Increased overall percentage of national and international educational projects accepted for funding, including those implemented in cooperation with strategic international partners (expansion of integration into the international research infrastructure)

Support for the preparation and submission of international educational and mobility projects through the use of established networking, search for grant opportunities and consultations during the preparation of projects was provided by the International Office in the course of 2022. Specifically, it was assistance with the submission of several Erasmus KA1 and KA2 projects. At the same time, the list of strategic partners with whom TBU conducts intensive international cooperation was updated in 2022.

Sub-goal 3.3.3: Support the involvement in international networks and support strategic partnerships

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 CPS and the CEBIA-Tech, 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 University participated in the implementation of international projects funded by Visegrad, the Norway Funds, European Commission (ERASMUS and ERASMUS plus, ERASMUS MUNDUS, HORIZON 2020) and in projects implemented in cooperation with foreign countries and supported by the MEYS (Inter-Excellence) and by the Technology Agency of the Czech Republic (M-Era.net).

TBU's membership of consortia and organizations was important, particularly in the following: Association Internationale des Universités, CILECT, ECP4, Elia, Energy Storage and Devices, EUCU.NET, European Association for Storage of Energy, European Energy Research Alliance, European University Association, European Citizen Science Association, Fachverlag Hans Carl, Harvard Business School, KNX Association, Museum für Naturkunde Berlin, Observatory of the Magna Charta, ORCID, Polymer Processing Society, Publishers International Linking Association and the Society of Plastics Engineers. The overview of membership of international organizations was updated in 2021 and is posted on the TBU website: <https://www.utb.cz/en/university/international/partners-and-projects/membership-of-international-organizations/>

TBU is a member of the EUA (European University Association); through its membership, the University has the opportunity to participate in all its important activities supporting higher education in Europe and thus present itself to the academic community of Europe.

TBU also signed the Bologna Declaration - Magna Charta Universitatum, which emphasizes, among others, the development and freedom of science and the need to remove barriers in the knowledge and transfer of knowledge. The signatories of the Charter undertake to create conditions favourable for teacher and student academic mobility.

As for other important organizations, the University is a member of the Danube Rectors' Conference, which associates fifty universities from the Danube region, a member of the European university consortium "European Innovation Alliance" (EuroInnA) and also one of the founding members of the University Consortium International.

PILLAR D: THIRD ROLE OF TBU IN ZLÍN

Strategic goal 4.1: Actively participate in the creation, preparation and implementation of national and regional strategies, including development strategies of the Municipality of Zlín and other municipalities in the region, contribute to the development of the non-profit sector in cultural and social fields and cooperate with external actors during the implementation of development projects

Sub-goal 4.1.1: Build an active representation of TBU in Zlín in structures for the production and management of key strategic documents and, and the same time, participate in their implementation through TBU's own projects/partnerships with the aim of influencing the public life

In 2022, TBU representatives were regular members of executive or coordinating bodies within the Zlín Regional Authority and the Municipality of Zlín:

- Regional Permanent Conference of the Zlín Region
- Council of Economic and Social Agreement of the Zlín Region
- Regional Economic Board of East Moravia
- Executive Committee for the Regional Development Strategy of the Zlín Region
- Executive Committee for the Integrated Plan of Development of the Territory of the Town of Zlín
- Executive Committee for ITI of the Zlín Agglomeration
- Employment Pact 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 and the Municipality of Zlín 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.

In 2022, TBU participated in the preparation or in the finalization of the following strategies:

- Strategy for the Development of the Municipality of Zlín until 2030 – ZLÍN 2030
- Integrated Strategy for the ITI of the Zlín Agglomeration for the 2021–2027 Period
- Part of the Strategy for the Development of Culture and Creative Industries of the Town of Zlín Containing Proposals
- Smart Region – Strategy for the Development of the Smart Region of the Zlín Region for 2030

At the end of 2022, TBU submitted five project plans to the Call 16 inviting the submission of project plans aimed to fulfil the programme framework of the Operational Programme “John Amos Comenius” for the ITI Agglomeration of Zlín, with the total required amount of CZK 210 million. These are project plans aimed at developing and strengthening of TBU's research and innovation capacities and the development of TBU's application potential (FaME, FMC, FAI, FT and CPS project plans). Furthermore, TBU submitted one project plan to the Call 17 inviting the submission of project plans to fulfil the programme framework of the Operational Programme “Technologies and Application for Competitiveness” for the ITI Agglomeration of Zlín in a total required amount of CZK 75 million. It is a project plan prepared by the University Technology Centre for Practice (CPS), which aims to increase the competitiveness of enterprises operating in the Zlín agglomeration by strengthening research and innovation capacities for the introduction and verification of advanced technologies in the field of domains in which the RIS3 of the strategy of the Zlín Region specializes.

Sub-goal 4.1.2: Update the involvement of TBU in clusters, platforms or societies/associations with the aim of contributing to the activities of these entities through active membership and joint projects to the benefit of TBU in Zlín

In 2022, TBU continued to be actively involved in the clusters listed below:

- Security Technology Cluster
- Czech Membrane Platform
- Moravian-Silesian Automotive Cluster
- Moravian Aviation Cluster
- Plastics Cluster
- Czech Art of Glass – Czech and Moravian Glass Cluster
- Zlín Creative Cluster

TBU is, through the FaME, a regular member of the National Cluster Association.

Sub-goal 4.1.3: Support the non-profit sector and charity projects as well as cultural and sports activities, with particular regard to activities where TBU employees/students are directly involved or a student project is involved

In 2022, TBU supported a number of charitable and non-profit projects/events:

- Fashion Event “Dotek” (10th edition) - a non-profit student project focusing on fashion and design, which featured an auction of original models. All money raised in the auction was donated to the Women’s Alliance - an organisation helping women with breast cancer and their families.
- Living Creatures project – a project organized by FMC students and running since 2007. Last year, popular events such as Spring in the Shelter (April) and Christmas in the Shelter (December) took place, outdoor ads were placed in the centre of Zlín, cinema advertising and an exhibition of photos of shelter animals were held in order to support the shelter activities and raise the awareness thereof.
- Charity Day project - The event was aimed at supporting small projects of non-profit organizations not eligible for funding from other foundations or grant providers.

Strategic goal 4.2: Strengthen the position of TBU as a leader in the development of learning and of the level of education in the Zlín Region

Sub-goal 4.2.1: Prepare and implement projects of cooperation with nursery/primary/secondary schools aiming at the development of the education system in the Zlín Region, and cooperate in projects focusing on supporting talented pupils and students

Since 1 January 2021, TBU has been participating as a strategic partner in the implementation of the strategic project IKAP II⁶ in cooperation with the Zlín Regional Authority. The main goal of the project is to improve the quality of education in the Zlín Region in the following key areas: Polytechnic education, mathematical literacy, reading literacy and digital competences, work with talented people. TBU ensures the following activities within the project:

- POLY University (FT)
- Development of educational competences of teaching staff in nursery/primary/secondary schools (FAI)
- Support for the development of mathematical literacy (FAI)
- Support for talented and exceptionally gifted students (Rectorate)
- Use of chess to promote equal opportunities in education (Rectorate)

⁶ Project entitled Implementation of the Regional Action Plan of Development of Education for the Territory of the Zlín Region II, CZ.02.3.68/0.0/0.0/19_078/0018903

FT: Within the POLY University, six “POLY University” workshops, three summer school sessions and four excursions took place. In the course of 2022, the website and the mobile application “POLY University” were launched. Moreover, three educational workshops were held, intended for primary and secondary school teachers and focused on the possibilities of using innovative teaching aids and procedures within the educational areas of polytechnic education (biology, physics, chemistry). A total of 30 teachers from primary and secondary schools completed the training. In the second half of 2022, the 2nd Summer School session took place, which was attended by 20 teachers. They attended four workshops focused on the possibilities of improving the quality of direct teaching in course units of a polytechnic nature. At the same time, the development of a mobile/web application www.rostem2050.cz was finalized, which will allow the association of educational and leisure activities supporting polytechnic education for pupils/students at primary schools, secondary schools or tertiary technical school in one place, with the aim of facilitating their active involvement in such events.

FAI: In the field of mathematical literacy, seven training sessions for teachers of mathematics with focus on the development of mathematical literacy were organized, a leisure activity for gifted secondary school pupils was implemented, two contests were held - a regional online competition for whole classes and for class teams composed of pupils from grades 4 to 5 called MISSION 45; the web portal www.matemackedigihry.cz and <https://prochazkysmazlikem.cz/> were launched. The preparation of the activity entitled Take a Walk with Maths in the Zlín Region was finalized and, from September 2022 onwards, the prepared walks were accessible to the general public.

Rectorate: Methodological support for teaching staff, crisis intervention and individual counselling for talented pupils were provided as well. The expert team worked individually with more than 90 primary and secondary school teachers. Selected talented pupils/students of primary and secondary schools participated in the supplementary TBU activity held online for talented pupils/students at constituent parts of TBU in Zlín (FMC, FaME, FT and FHS). Moreover, online courses of chess teaching for nursery school teachers were held, including individual education of nursery and primary school teachers. At the pilot primary schools, five chess clubs were formed by trained primary school teachers.

Sub-goal 4.2.2: Continue the implementation of the University of the Third Age and develop the programmes carried out

In 2022, 56 U3A courses were held, attended by 1,241 students.

The existing courses were significantly innovated, and new topics were added:

- History of Culture
- Food Quality and Safety
- The Bata Phenomenon
- Earth and Space

New courses were launched: Regional Geography of the Balkans, Women in Art, From Seed to Clothing, English Conversation Course and Digital Photography.

Strategic goal 4.3: Promote the town of Zlín and the Zlín Region as a high-quality place to study and live through building of the reputation of TBU in Zlín, including spreading of the legacy of Tomas Bata

Sub-goal 4.3.1: Strengthen the good reputation and promotion of TBU in Zlín on the national/international level, and foster the reputation of the University, including spreading of the legacy of Tomas Bata

In 2022, the Bata Information Centre continued to carry out its R&D and marketing activities focusing on the popularization of Bata-related topics. The core of the Centre’s activity was communication

through lectures, publications and regular updates of the websites <http://tomasbata.org/> and <http://svet.tomasbata.org/>. Besides the provision of consultations, numerous archival research activities were also carried out, and that particularly in some hitherto unexplored or very marginally processed Bata-related activities. Publication activities of the Centre included seven items.

In 2022, TBU participated in the following post-secondary education fairs: Gaudeamus Bratislava (4 to 6 October 2022), Nitra (14 to 17 November 2022), Brno (1 to 4 November 2022), Košice (30 November to 1 December 2022). Campaigns were run, aiming to support the submission of applications in the 2nd and 1st rounds (for enrolment on courses carried out in the academic years 2022/23 and 2023/24). In December, an online campaign was held, promoting the TBU Open Day 2023.

The entire TBU was very actively involved in the supporting programme of the 62nd ZLÍN FILM Festival. All Faculties contributed to the programme; throughout the week, there was a programme for children taking place in KOMA modules placed in náměstí Míru square, students provided medical surveillance, interpreting and guest service, festival TV broadcasting; they organized workshops and much more. The Rector conferred the “Star Honorary Doctorate” on actors Barbora Seidlová and Jan Šťastný. On 30 May 2022, the TBU Day took place in náměstí Míru square with a wide-ranging programme for children. The TBU Refectory provided catering services during the Festival.

The Alumni Club involved graduates in teaching, projects, mentoring at TBU, and regularly sent them Alumni Newsletters. A campaign was conducted, aiming to recruit new members of the Alumni Club who graduated in 2022; about 1,000 new members were successfully registered in the Alumni Club.

Sub-goal 4.3.2: Promote the results of education, R&D among the public, and actively spread new knowledge, results of R&D activities and examples of good practice among the general public

In 2022, with funding provided by the IKAROS project, the Marketing and Communication Strategy was finalized, with the aim of promoting R&D activities carried out at TBU in Zlín. Furthermore, the TTC developed a document entitled Methodology for the Selection and Evaluation of Successfully Implemented (Transfer) Outputs for Presentation and Rewarding Purposes. Traditionally, events and activities aimed to promote the results of education and R&D were carried out by TBU both at the Rectorate and, particular, at the individual component parts and in the research centres.

PILLAR E: HUMAN RESOURCES, FUNDING, INTERNAL ENVIRONMENT AT TBU IN ZLÍN AND STRATEGIC MANAGEMENT

Strategic goal 5.1: Set up efficient internal processes and strategically manage the development of TBU in Zlín

Sub-goal 5.1.1: Develop internal capacity for the strategic management of TBU in Zlín

In 2022, activities were carried out in the area of occupational health and safety management, fire prevention and environmental protection, including the elaboration of crisis management methodologies aimed to ensure conceptual safety management at TBU in Zlín. A detailed document entitled “Safety Policy of TBU” was prepared as a summary of the actions and measures proposed. The TBU Safety Management was reorganized.

In 2022, professional capacity continued to be built and developed both for strategic management and for strengthening and extending of the absorption capacity for the new 2021+ programme period. The

required job positions were developed in terms of professional competences:

- Data Analyst (Analyst, Strategic Development)
- Senior Project Manager
- HR Recruitment (new office - Human Resources Development)
- HR Development (new office - Human Resources Development)
- HR Leadership (new office - Human Resources Development)
- HR Talent Manager (new office - Human Resources Development)
- LL Coordinator (implementation of the LL Development Strategy at TBU)
- Digitization Manager (Strategic Development, Fénix Digital Studio)
- Audio-visual Post-Production Engineer (Strategic Development, Fénix Digital Studio)

In 2022, staffing was also strengthened and professionally trained to stabilize the activities of the Project Management Department with a focus on the new 21+ Programming Period, including projects to be submitted to the National Recovery Plan.

Sub-goal 5.1.2: Improve and develop centrally provided services with the aim of reducing the duplication of capacity at each of the TBU component parts and reducing the administrative load internally

The *Audit of Duplication of Activities That Were Set Up as Centralized Services or Capacity Provided at the Institutional Level* was finalized in July 2022. The audit also did not reveal any systemic conflicts in the performance of the individual administration systems defined as centralized services or capacity provided at the institutional level. Based on the outputs of the audit, a proposal for the systematization of job positions in the electronic environment was prepared, sample proposals for the standardization of job descriptions within the category of other employees were prepared, technology tests were carried out for standardization of job descriptions in the HR in the SAP IS.

Sub-goal 5.1.3: Develop the TBU information system with the aim of fully computerizing all of its segments and reducing the administrative load

In the course of 2022, part of the key server infrastructure, which had been used in operation since 2017, was renewed. The servers renewed are an integral part of the TBU server infrastructure, which is used to run the institutional and Faculties' applications. The renewal of a part of the key server infrastructure ensured continuity for a trouble-free operation of more than a hundred virtual servers for applications and information systems of TBU, including the support of supplied components in the 24/7 mode, with defects removed within 8 hours of reporting, all of it for the next 7 years. More powerful processors and transmission speeds of network components significantly contributed to an increase in the quality and availability of the services provided, as well as to speeding up of system backups and shortening the time for their subsequent recovery. Furthermore, HW and SW elements were purchased with the aim of increasing the security of the backbone network, and the concept of a new backbone network topology and a schedule for the gradual replacement of all outdated network and server technologies were elaborated.

In 2022, the gradual transition to electronic approval and payment of invoices in the information system continued. Work continued on the interconnection between the e-Spis (Electronic Records Management System) platform and the public contracting authority's profile as well, and that by integration of enhancing functionalities. However, the public contracting authority's profile had not been established as yet. The finalization of the integration links between the Electronic Records Management System in the IS SAP and IS STAG and the public contracting authority's profile will reduce the administrative load at all component parts of TBU, depending on the extent of their own work in the given systems.

In 2022, preparations were begun for a gradual transition to the exclusive use of e-signatures with the support of TBU information systems, and that within the implementation of projects funded by the

National Recovery Plan. Testing of signing of documents in the e-Spis (Electronic Records Management System) via the CESNET's HSM module began. Thus, users would not be required to use the USB token currently necessary for signing in the Electronic Records Management System.

In 2022, an audit of the electronic access control system was carried out as a supporting document for the implementation of the steps planned. Following this audit, work began on the document entitled Physical Security Strategy of Tomas Bata University in Zlín, including an action plan.

Sub-goal 5.1.4: Ensure the conditions for the creation and development of new centres focusing on strategic directions and ensure the sustainability and further development of the existing research centres

New algorithms in the Budget Rules for 2022 took into account the long-term top results achieved by the research centres (CPS and CEBIA Tech) in 2022 when funding allocated in particular to the long-term conceptual development of a research organization was being distributed. Thus, the sustainability and development of both centres have been ensured.

Sub-goal 5.1.5: Strengthen the mutual awareness, internal communication and collaboration across the University, support the creation of communication platforms of employees in various sections of their professional activities. Encourage students (those actively participating as well as those not actively participating) to use formal mechanisms run by the University to express their needs and concerns. Develop a more systemic approach to the participation of students in the operation of the University.

In 2021, the Human Resources Development office was established at the Rectorate of TBU. A working group consisting of the Marketing and Communications, TBU Director of Marketing and Communications, Human Resources Development and of representatives of Vice-Rectors' offices defined the main areas of internal communication, including the competences of the individual constituent parts. In 2022, the Human Resources Development carried out activities related to HR Marketing and Employer Branding in various areas, such as:

- Publication of a regular newsletter for employees once per month
- Extension of communication activities during the adaptation process of employees
- Strengthening of communication on social media

In 2022, an internet address for employee communication with the Human Resources Development office was established.

During 2022 (in the summer/winter semester), a meeting of students with the Vice-Rector for Pedagogical Activities/Internationalization was held on the subject of the evaluation of the quality of teaching and of improvements in the operation of TBU.

Strategic goal 5.2: Finalize the comprehensive internal system of assurance and evaluation of quality of educational, R&D, creative and related activities carried out at TBU in Zlín

Sub-goal 5.2.1: Implement the internal system of evaluation of quality of R&D and creative activities in accordance with MEYS recommendations, the NAB methodology and the 17+ Methodology of the MEYS, and develop evaluation methods for the purposes of quality assurance of education, R&D and creative activities and the third role of the University

The TBU Internal Evaluation Board continued to form the backbone of the quality assurance system at TBU. In the course of 2022, the Board carried out an internal survey focused on working conditions, staff satisfaction and educational needs. As part of the survey, a final research report including recommendations was prepared, which was presented to TBU bodies in November 2022, and, on the

basis thereof, a brand new module was implemented in the IS STAG system, which is focused on factors influencing student dropout rates. Furthermore, the Amendment to the Report on Internal Evaluation of Quality of Educational, R&D, Creative and Related Activities of Tomas Bata University in Zlín was prepared. The document summarizes the evaluation of key activities carried out by TBU in 2021, including the fulfilment of monitoring indicators and the effectiveness of the measures adopted.

Sub-goal 5.2.2: Implement the relevant recommendations arising from the work of external evaluation panels as part of the evaluation conducted by the MICHE, EUA – Institutional Evaluation Programme, and in accordance with the 17+ Methodology. Take into consideration the conclusions taken by the panels when reviewing internal processes, during the strategic allocation of funding within the institution and other policies which are the subject of evaluation

An external evaluation focused on the implementation of recommendations arising from the work of the EUA was carried out. The Follow-up Report was sent to the EUA. The outputs of this evaluation were used to prepare the Implementation Plan of the TBU 21+ Strategy for 2023 and to adjust the medium-term aims of the University.

Sub-goal 5.2.3: Consistently evaluate and ensure the quality of international mobility of incoming/outgoing students

In 2022, questionnaire surveys were carried out to assess the quality of international mobility of incoming and outgoing students. The results of the questionnaire surveys were presented to the Rector's Advisory Council and to the Council of Vice-Deans for International Relations, and, at the same time, served as a basis for the elaboration of measures comprising proposals for an increase in academic mobility.

Strategic goal 5.3: Ensure the financial stability of TBU in Zlín

Sub-goal 5.3.1: Develop public funding resources aimed to support the development of TBU in Zlín, and ensure the fulfilment of strategic goals for the 21+ period

In the TBU Budget Rules for 2022, financial resources were allocated for internal competitions, namely for the provision of funding by the SDF. The funds were separated from institutional funding obtained for the A Indicator. The total amount of funding available for 2022 was CZK 10 million. Internal projects were announced gradually, in the course of the year.

Sub-goal 5.3.2: Develop internal mechanisms used for the allocation of funding and remuneration of staff that shall take the fulfilment of the TBU Strategic Plan into consideration and support the development in the prioritized areas defined

The actual performance and qualitative results achieved by the TBU component parts were consistently considered during the internal allocation of funding both in the Budget Rules 2022 and the Budget Breakdown 2022, in accordance with algorithms set by the Ministry of Education, Youth and Sports. In relation thereto, the planned use of at least 40% of these funds had to be submitted in the form of projects to the Rector for approval by June 2022.

Strategic goal 5.4: Strengthen the strategic management of human resources

Sub-goal 5.4.1: Build up a functional system of human resource management at TBU in Zlín

The Strategy for the Development of Human Resources of Tomas Bata University in Zlín (hereinafter referred to as "TBU HRM Strategy") including the Action Plan was discussed by the TBU Academic Senate

on 7 June 2022 and approved by the TBU Board of Governors on 17 June 2022. In the course of 2022, the implementation of the goals and measures listed in the HRM Strategy was launched in accordance with the relevant sub-methodologies and with the schedule set in the Action Plan.

During 2022, the implementation of the goals set and measures listed in the TBU Gender Equality Plan (hereinafter referred to as “TBU GEP”) was also launched in accordance with the schedule set in the Action Plan.

In 2022, the job position of HRD Specialist for staff education/development and talent management was filled. The Human Resources Development office was stabilized in terms of personnel, including the professional development of the staff assigned. During 2022, a Staff Education Plan of TBU in Zlín was drawn up, depending on the types of competences relevant to the performance of work at TBU. The offer of educational activities was continuously updated, in particular in the following areas:

- Language classes
- Periodic courses and training in the field of hard skills and soft skills
- Other courses and workshops
- Courses and workshops in/on equal opportunities and social security

Sub-goal 5.4.2: Build up a system of strategic recruitment for the needs of TBU in Zlín aiming at recruiting members of academic and research staff from outside

In the course of 2022, sub-steps were prepared in order to develop a professional system for recruitment and onboarding, which includes:

- A new website containing an offer of vacancies at the entire TBU as well as a database of applicants for a job at TBU
- Handbook “How to Recruit – Interviewing from A to Z” for non-HR managers
- Extended activities related to onboarding and offboarding (initial training, onboarding documents, exit questionnaire)

The posting of vacancies was also expanded to include specialized job search sites such as euraxess.com, academicpositions.com as well as Czech and Slovak job portals. Cooperation with the TBU Job Centre was extended as well.

Sub-goal 5.4.3: Fully implement a system of human resource management in R&D; maintain and extend the HR Award certificate – continue to set the rules for strategic management of the research organization in accordance with requirements set for awarding of the certificate

In the past, two TBU component parts, the CPS and the CEBIA-Tech received the HR Award certificate, as they had fulfilled the requirements for retaining the award, and were, thus, able to defend the certificate in the previous period, after the fulfilment of the requirements had been checked.

In 2022, the GEP was issued, and the implementation of the goals and measures listed in the action plan was started.

Sub-goal 5.4.4: Implement the principles of strategic management of human resources in R&D, of the European Charter for Researchers and of the Code of Conduct for the Recruitment of Researchers

At the end of 2022, a review of the composition and operation of the TBU Ethics Committee began. The review will be completed in the following period, and follow-up steps will be taken, including a revision of the TBU Code of Ethics. The implementation of the TBU Code of Ethics will take place as part of the fulfilment of the HRM Strategy Action Plan.

With funding provided by the CDP project entitled “Social Security at Universities”, updates to other internal regulations related to the TBU Code of Ethics, including the Rules of Procedure of the TBU Ethics Committee and the TBU Work Regulations, were prepared.

The implementation of the European Charter for Researchers takes place gradually at each of the TBU component parts. Central monitoring of the fulfilment of indicators set in the European Charter for Researchers has not been carried out as yet.

Sub-goal 5.4.5: Build up the HR structure of academic staff; set the rules for and develop a system for career development of academics/researchers, and manage the development of talents in junior academic staff, including incentive pay

In 2022, the TBU Salary Regulations were amended, with an increase in the salary scales. The possibility of obtaining benefits from the TBU Social Fund was extended – the eligibility for pension insurance contribution was extended to include a larger group of employees, and, at the same time, the offer of benefits was enhanced by adding the leisure allowance. The requirements to be met in order to obtain the benefits were adjusted so that TBU could accommodate parents working part-time and other persons taking care of close persons. Moreover, the offer of discount benefits was extended in cooperation with new partners, including the purchase of products and services, visits to cultural facilities, visits to wellness facilities and spa stays.

In the first six months of 2022, an internal audit of the evaluation of academics for the academic year 2020/2021 took place; the outputs will be used for further updates to the evaluation system.

Strategic goal 5.5: Development of internal infrastructure and an increased adaptability thereof to climate changes including the implementation of measures aimed to reduce the carbon footprint

Sub-goal 5.5.1: Maintain and develop the infrastructure and facilities intended for educational, R&D and creative activities carried out at TBU in Zlín, including the development of the TBU Library and support of availability of the TBU Library’s information resources

With funding provided by the IKAROS project, the document entitled Strategy for Open Access to Scientific Information of TBU in Zlín was elaborated, which was implemented during 2022, including the methodological support. An information website was prepared for the R&D data management system, and the Rector’s Directive SR/22/2022 Secure Management of Research Data at TBU in Zlín was issued. An action plan in the field of scientific data management was prepared in the summer of 2022.

The University Press purchased a new plotter printer and an automatic gilding machine. Within the TBU Library, investments primarily focus on the development of virtualized computer stations with an emphasis on comfortable functionality and operational safety.

A complete list of printed and electronic information resources is available on new portals: <https://vufind.katalog.k.utb.cz/EDS/Home> and <https://ezdroje.k.utb.cz/>.

Technological preparation was carried out based on an analysis of the condition and on the needs of the server infrastructure renewal with the aim of stabilizing and securing remote user connections to TBU information systems. A public tender (hereinafter referred to as “PT”) for the extension of the server infrastructure was organized, and a supplier was selected.

In 2022, a construction project focused on the renewal of the technological equipment of the server room in the U13 building was fully completed, leading to an increase in the availability of services and

departments and to the separation of unrelated technologies from the operation of the server room. This investment project was partially funded by the National Recovery Plan.

In 2022, the construction stage of the FÉNIX Digitization Centre was completed, and the provision of equipment for the technological facilities started, which is funded by the National Recovery Plan and planned to be completed during 2023. The technological equipment for digitization is currently placed in the U3 building.

As part of the complete renovation of the U1 building, a valid permit for the removal of the U1 building was obtained in 2022. Furthermore, preparations were carried out required to be completed before the actual demolition of the existing U1 building, including a relocation of optical cables, disconnection of buildings from mains connections. Relocation of the EGD distribution point - transformer unit substation from the U1 to the U15 building was started. In the preparation of the project of the new U1 building, the stage of Project Files for a Zoning Procedure was completed, all legislative documents related to this stage were finalized, and a valid zoning decision for the construction of a new building was obtained. Subsequently, the project files for the building permit were processed in detail.

To name other investment projects planned for 2022, the necessary construction modifications were carried out according to the needs of audiovisual technology in the multifunctional conference rooms located in the U13 building. Project preparations were also underway with the aim of building barrier-free access and a protective system in the U5 and U13 buildings.

Another investment project comprised the putting of the U11 building in operation, namely adding of additional functions, and the proposal of measures aimed to increase the functionality of this building. Priority was given to technological modifications and project solutions associated with the relocation of a number of FT Departments and laboratories from the U1 building. Based on simplified projects, a detailed sub-project whose goal is the construction of a car park in front of the U11 building will be developed in the upcoming period.

Sub-goal 5.5.2: Maintain and develop the infrastructure for the provision of accommodation and catering services

In June 2022, the renovation and modernization of the U7 building was finalized, In September 2022, after a final inspection, the building was handed over to the HRR for permanent use. A new concept of accommodation for students was being discussed as well.

Sub-goal 5.5.3: Implement measures aimed to fulfil the Strategy for Long-Term Sustainability at TBU in Zlín with the aim of developing the environmental responsibility of TBU in Zlín

In the course of 2022, the preparation of the Strategy for Sustainable Development including an action plan continued, A working group for sustainability development was formed at TBU with the aim of preparing implementation measures.

3. FULFILMENT OF THE TARGET INDICATORS SET IN THE STRATEGIC PLAN OF TOMAS BATA UNIVERSITY IN ZLÍN FOR THE 21+ PERIOD

Fulfilment of the target indicators in 2022

Target indicator: 10,000 students, out of which 15% will be international students

TABLE 2: STUDENTS ENROLLED ON ACCREDITED DEGREE PROGRAMMES; NUMBER AND PERCENTAGE OF INTERNATIONAL STUDENTS

Year (Source: IS STAG; as at 31 October)	2018	2019	2020	2021	2022	Planned in 2025	Planned in 2030
Total number of students	9,226	9,397	9,674	10,228	9,156	9,850	10,000
Out of which international students	1,044	1,032	997	1,115	1,123	1,250	1,500

Target indicator: Institutional accreditation granted for all key areas of education offered by TBU in Zlín

Institutional accreditation granted to TBU in Zlín:

- a) Courses in economics (FaME, FMC)
- b) Chemistry (FT, UNI)
- c) Food processing (FT)
- d) Arts (FMC)

Potential for expanding of the institutional accreditation:

- Courses in security (FLCM, FAI)
- Informatics (FAI)
- Media and communication studies (FMC)
- Non-teacher training (FHS)
- Mechanical engineering, technology and materials (FT)

Target indicator: A stable structure of academics with the percentage of Associate Professors and Professors of at least 30% and 15%, respectively. At least 15% of academics will be from abroad.

TABLE 3: BASIC HR STRUCTURE OF TBU (AVERAGE CONVERTED NUMBERS); OUT OF WHICH THE CATEGORY OF ACADEMIC STAFF (COMPRISING THE CATEGORY OF ASSOCIATE PROFESSOR/PROFESSOR); PERCENTAGE OF THE CATEGORY OF ASSOCIATE PROFESSORS/PROFESSORS IN THE TOTAL NUMBER OF ACADEMICS, RESEARCHERS AND OTHER EMPLOYEES; NUMBER OF FOREIGN NATIONALS AMONG ACADEMICS (COMPRISING THE CATEGORY OF ASSOCIATE PROFESSOR/PROFESSOR), PERCENTAGE OF FOREIGN NATIONALS AMONG ACADEMICS IN THE TOTAL NUMBER OF ACADEMICS.

Data as at 31 December of the relevant calendar year)	2019		2020		2021		2022		Planned in 2025		Planned in 2030	
	Aca- demic staff	Out of which foreign nation- als	Aca- demic staff	Out of which foreign nation- als	Aca- demic staff	Out of which foreign nation- als	Aca- demic staff	Out of which foreign nation- als	Aca- demic staff	Out of which foreign nation- als	Aca- demic staff	Out of which foreign nation- als
Professors (Percentage of the total number of academics)	36 (7.9 %)	9.32	38.8 (8.3 %)	12.4	42.6 (9 %)	12.2	41.69 (8.6 %)	10.97	55 (11.6 %)	20	75 (15 %)	25
Associate Professors (Percentage of the total number of academics)	101.5 (22.3 %)	13.3	94 (20.1 %)	11.6	93.9 (19.4 %)	11.5	95 (19.7 %)	12.49	125 (26.3 %)	25	150 (30 %)	40
Total number of academics, out of which foreign nationals (percentage of foreign nationals in the total number of academics)	454.8	50.9 (11 %)	466.7	49 (10 %)	483.1	52.7 (10.9 %)	482.5	53.3 (11 %)	475	60 (12 %)	500	75 (15 %)
Total number of researchers	105.6		95		96.5		97		125		150	
Total number of other employees	365		373		375.4		379.5		385		400	
Total number of TBU employees	925.5		934.7		955		959		985		1,050	

Target indicator: More than 80% of academics publishing at least one scientific output of good quality, indexed in the Web of Science database (most of the outputs at the Q1 or Q2 level)

TABLE 4: OVERVIEW OF PUBLICATION ACTIVITY BY PERSON AND PERCENTAGE OF THE TOTAL NUMBER OF ACADEMICS

Data as at 31 December of the relevant calendar year	2018	2019	2020	2021	2022	Planned in 2025	Planned in 2030
Number of academics who are authors of publications at the level of the Q1/Q2 quartile	172	220	252	276	316	330	400
Percentage of publishing academics out of the total number of academics (average converted number of academics)	38 %	48 %	56 %	57 %	65%	69 %	80 %

Target indicator: Stable ranking spot of TBU in the first half of The Times of Higher Education – World University Ranking (THE)

TABLE 5: TBU’S RANK IN THE TIMES OF HIGHER EDUCATION UNIVERSITY RANKING

Year	2017	2018	2019	2020	2021	2022	Planned in 2025	Planned in 2030
Rank held by TBU	801+	801+	1001+	1001+	1001+	1001+	1001+	Not above 801

TEXT SUPPLEMENT



1. BASIC INFORMATION ON TBU

1.A BASIC STRUCTURE

Tomas Bata University in Zlín

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

Component Parts of TBU:

- Faculty of Technology (FT): Vavrečkova 5669, 760 01 Zlín
- Faculty of Management and Economics (FaME): Mostní 5139, 760 01 Zlín
- Faculty of Multimedia Communications (FMC): Univerzitní 2431, 760 01 Zlín
- Faculty of Applied Informatics (FAI): Nad Stráněmi 4511, 760 05 Zlín
- Faculty of Humanities (FHS): Štefánikova 5670, 760 01 Zlín
- Faculty of Logistics and Crisis Management (FLCM): Studentské nám. 1532, 686 01 Uherské Hradiště
- University Institute (UNI): Nad Ovčírnou 3685, 760 01 Zlín
- Library: nám. T. G. Masaryka 5555, 760 01 Zlín
- Halls of Residence and Refectory (HRR): Štefánikova 150, 760 01 Zlín

Self-Governing Academic Bodies of Tomas Bata University in Zlín:

- Academic Senate
- Rector
- Scientific Board
- Internal Evaluation Board
- Disciplinary Committee

In December 2022, a new Rector was appointed. On 20 September 2022, the Academic Senate of Tomas Bata University in Zlín held a secret ballot at its meeting and elected Assoc. Prof. Mgr. Milan Adámek, Ph.D., as a candidate for appointment as the new Rector of Tomas Bata University in Zlín for the term of office from 15 December 2022 to 14 December 2026. The President of the Czech Republic, Miloš Zeman, appointed Assoc. Prof. Mgr. Milan Adámek, Ph.D., on 9 November 2022.

Other TBU Bodies:

- Board of Governors
- Bursar

TBU Advisory Bodies:

- TBU Management Board
- Rector's Advisory Council
- International Board
- Professorial Council

- Ethics Committee
- Crisis Management Team
- Security Management
- Information and Security Systems Council
- Construction Committee
- Committee on Location Assignment
- Library and Editorial Council
- Investment Committee
- Academic Timetable Committee
- Catering and Accommodation Committee
- Intellectual Property Protection Committee
- Doctoral Programme Commission

Research units and science and technology parks established at TBU in Zlín:

- Centre for Applied Economic Research (CAER), FaME
- Centre of Polymer Systems (CPS), UNI
- Footwear Research Centre (FRC), UNI
- CEBIA-Tech, FAI
- Research Centre of the FHS
- Technology Park, UNI
- ICT Technology Park, FAI
- Technology Transfer Centre (TTC), UNI

Other constituent parts:

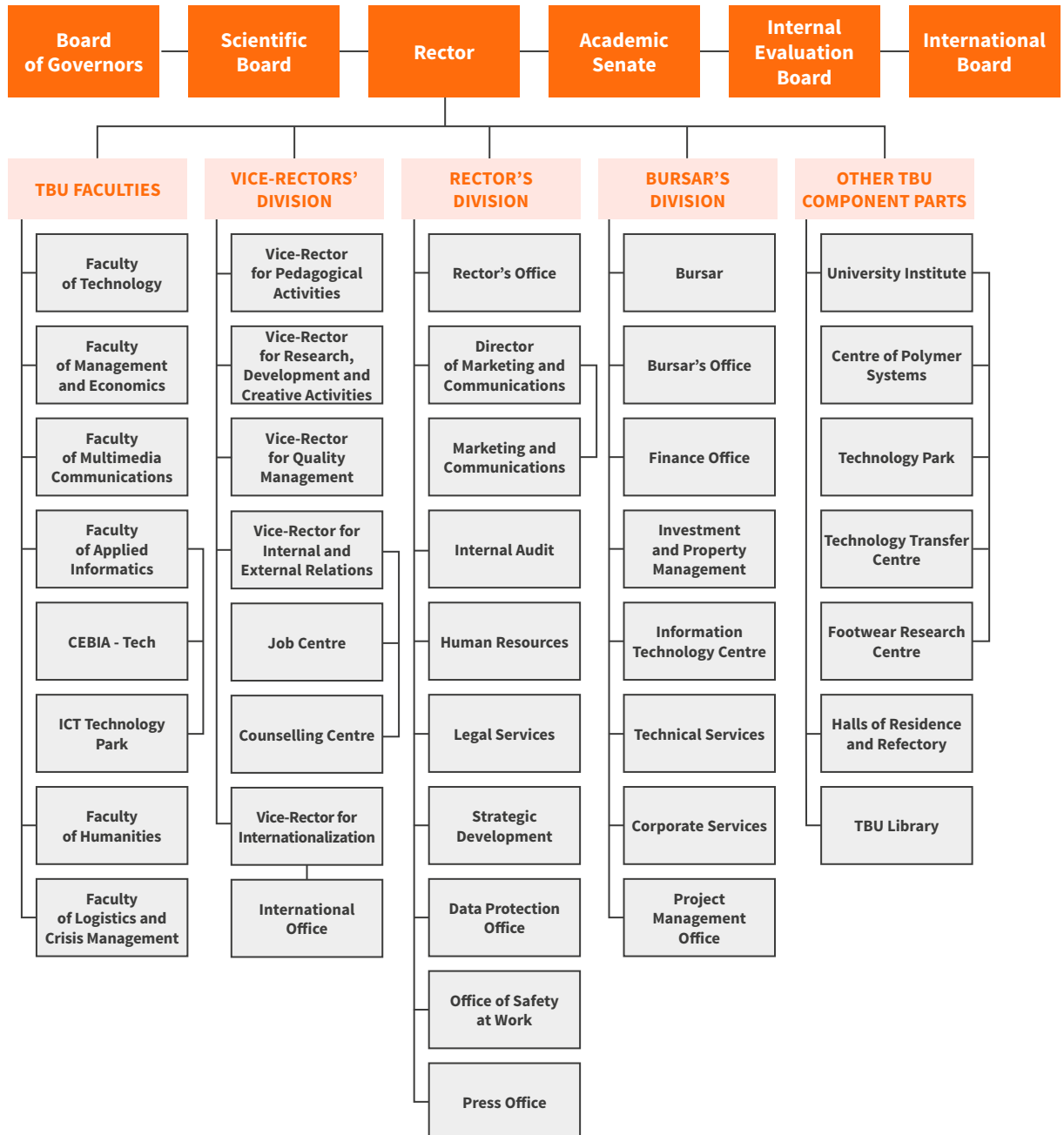
- UPPER – Centre of Creative Industries and Business (FMC)
- Bata Centre – Ton Duc Thang University
- Centre for Education for Industry 4.0, z. s. Identification No.: 11931302 (Co-founders: TBU in Zlín, CE-PA, spol. s r.o., Regional Chamber of Commerce of the Zlín Region, TREXIMA, spol. s r.o.)
-

Legal entities where TBU has a capital share:

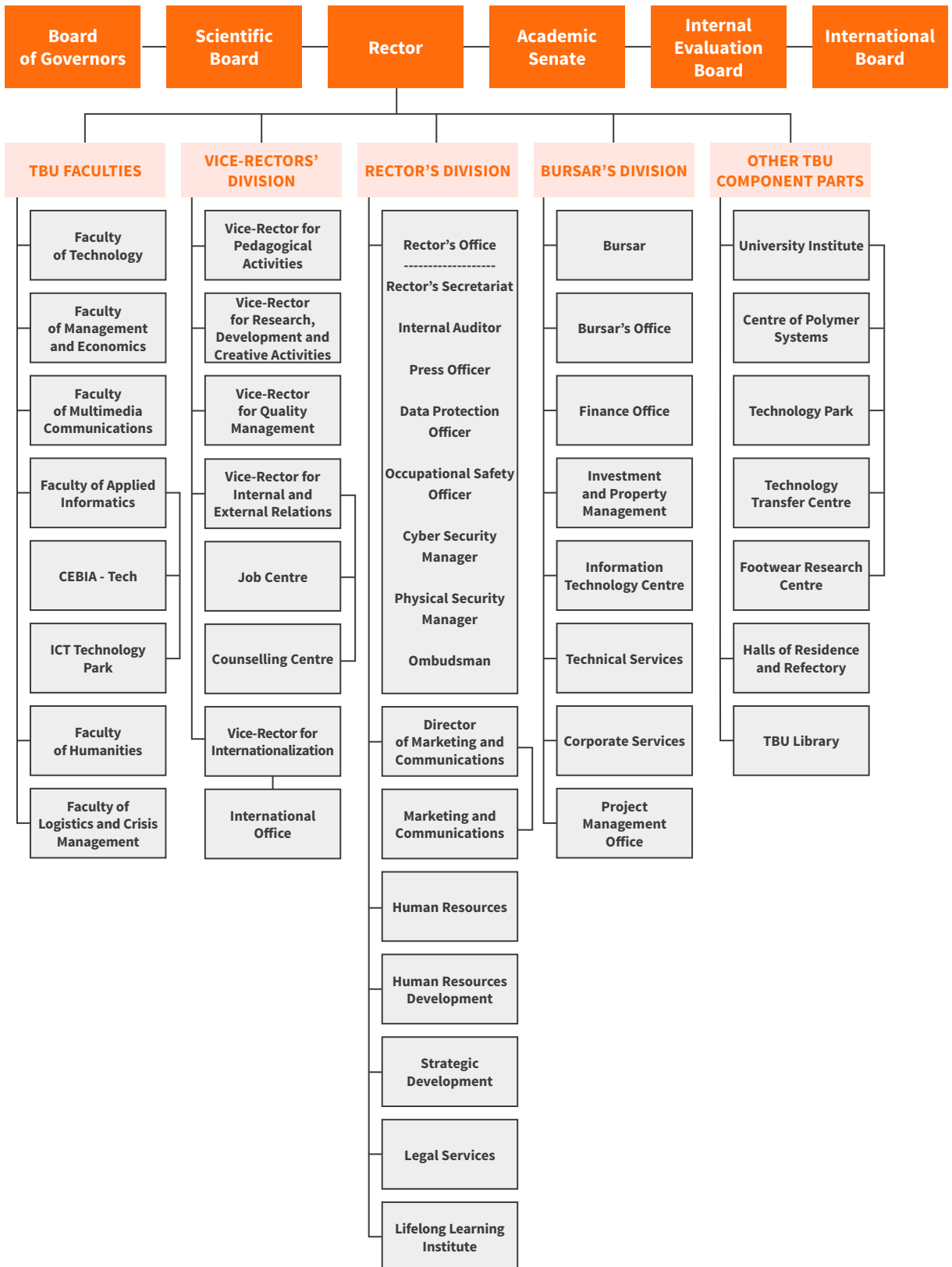
- Technology Innovation Centre s.r.o., Identification No.: 26963574 (Commercial company, TBU is a 50% owner, the Zlín Regional Authority is a 50% owner)
- TBU Nursery School, ID: 01889893 (school registered as a legal entity)

1.B TBU ORGANIZATIONAL CHART

TBU Organizational Chart until 30 September 2022



TBU Organizational Chart from 1 October 2022



1.C STRUCTURE OF SELF-GOVERNING ACADEMIC BODIES, OTHER TBU BODIES AND TBU ADVISORY BODIES IN 2022

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

Rector

- Prof. Ing. Vladimír Sedlařík, Ph.D., Rector of TBU in Zlín (until 14 December 2022)
- Prof. Mgr. Milan Adámek, Ph.D., Rector of TBU in Zlín (from 15 December 2022)

Academic Senate

Term of office 2019–2022 (until 7 March 2022)

Chairperson:

- doc. Ing. Martin Sysel, Ph.D.

Deputy Chairpersons:

- Prof. Ing. Michal Staněk, Ph.D., Deputy Chairperson; Chairperson of the Academic Staff Chamber
- Ing. Magdaléna Rybová, Deputy Chairperson; Chairperson of the Student Chamber

Academic Staff:

- Mgr. Lucie Cejpek Blašítková, Ph.D.
- Mgr. Petr Dujka
- Ing. Monika Horáková, Ph.D.
- doc. Ing. Miloslava Chovancová, CSc.
- Ing. et Ing. Jiří Konečný, Ph.D. (from 1 February 2022)
- 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.
- doc. MgA. Libor Nemeškal, Ph.D.
- doc. Mgr. A. Pavel Noga, ArtD.
- doc. Ing. Petr Novák, Ph.D.
- doc. Ing. Michal Sedlačík, Ph.D.
- PhDr. Helena Skarupská, Ph.D.
- MgA. Václav Skácel
- Ing. Radmila Soukalová, Ph.D.
- Ing. Jan Strohmandl, Ph.D.
- Ing. Tomáš Sysala, Ph.D.
- RNDr. Jakub Trojan, MSc., MBA, Ph.D.
- doc. RNDr. Ing. Zdeněk Úředníček, CSc.
- doc. Ing. Pavel Valášek, Ph.D., LL.M.

Students:

- Ing. Adam Dočkal
- Ing. Petr Fluxa
- Martin Halgoš
- Bc. Jan Klokočka
- Bc. Jan Marada
- Ing. Jan Mrázek

- Bc. Milan Nguyen Quang
- Ing. Pavel Ondra
- Bc. David Paul
- Ing. Jan Skovajsa
- MgA. Rostislav Zapletal

Term of office 2022–2025 (from 15 March 2022)

Chairperson:

- doc. Ing. Martin Sysel, Ph.D.

Deputy Chairpersons:

- Ing. Martina Juříková, Ph.D., Deputy Chairperson; Chairperson of the Academic Staff Chamber
- Daniel Cindler, Deputy Chairperson; Chairperson of the Student Chamber (until 8 July 2022)
- Ing. Jan Hanzlík, Deputy Chairperson; Chairperson of the Student Chamber (from 18 October 2022)

Academic Staff:

- Mgr. Lucie Cejpek Blašíková, Ph.D. (from 29 March 2022)
- Mgr. Petr Dujka
- Ing. Eva Hoke, Ph.D. (from 20 September 2022)
- doc. Ing. Markéta Julinová, Ph.D.
- Mgr. Eliška Káčerková, Ph.D.
- Mgr. Helena Maňasová Hradská, Ph.D. (from 29 March 2022)
- Mgr. Zdeněk Melichárek, Ph.D.
- Ing. Martin Mikeska, Ph.D.
- Prof. Ing. Jiří Mlček, Ph.D.
- Mgr. Michal Navrátil
- doc. Ing. Petr Novák, Ph.D.
- Ing. Milana Otrusínová, Ph.D.
- doc. Mgr. Zuzana Pátíková, Ph.D.
- Ing. Martin Pospíšilík, Ph.D.
- Ing. Jakub Rak, Ph.D.
- doc. Ing. Michal Sedlačík, Ph.D.
- PhDr. Helena Skarupská, Ph.D.
- Ing. Radomila Soukalová, Ph.D. (from 19 April 2022)
- Prof. Ing. Michal Staněk, Ph.D.
- Ing. Jan Strohmandl, Ph.D.
- Ing. Tomáš Sysala, Ph.D.
- RNDr. Jakub Trojan, MSc, Ph.D. (until 5 August 2022)
- doc. Ing. Pavel Valášek, CSc. LL.M.

Students:

- Bc. Eva Bedáňová
- Daniel Cindler
- Ing. Jan Hanzlík
- Bc. Nela Hasová
- Ing. Barbora Kotlánová
- Bc. Dalibor Malý
- Ing. Zdenko Metzker
- Bc. Daniel Procházka

- Ing. Magdaléna Rybová
- Aneta Smetánková
- Mgr. Eva Učňová
- Michal Vojdan

Scientific Board

Chairperson:

- Prof. Ing. Vladimír Sedlařík, Ph.D., Rector of TBU in Zlín (until 14 December 2022)
- Prof. Mgr. Milan Adámek, Ph.D., Rector of TBU in Zlín (from 15 December 2022)

External Members:

- Prof. MUDr. Václav Báča, Ph.D., College of Polytechnics Jihlava
- Prof. Ing. Jiří Bíla, DrSc., Czech Technical University in Prague
- Prof. Boris Jirků, M.F.A., University of West Bohemia in Pilsen
- Prof. PhDr. Beata Kosová, CSc., dr.h.c., Matej Bel University in Banská Bystrica (Membership terminated at own request as of 31 October 2022)
- Prof. RNDr. Ivana Márová, CSc., Brno University of Technology
- Prof. Ing. Miroslav Ludwig, CSc., University of Pardubice
- Prof. Ing. Danuše Nerudová, Ph.D., Mendel University in Brno
- Prof. Dr. Ing. Pavel Němeček, Technical University of Liberec
- doc. Ing. Martin Novák, Ph.D., University of Jan Evangelista Purkyně
- Ing. Eduard Palíšek, Ph.D., MBA, Siemens Czech Republic
- Ing. Jiří Rosenfeld, CSc., Moravian-Slovak Engineering Works
- Prof. RNDr. Václav Snášel, CSc., VSB – Technical University of Ostrava
- Prof. Dr. Ing. Miroslav Svítek, dr.h.c., Czech Technical University in Prague
- Prof. RNDr. Ing. Petr Štěpánek, CSc., Brno University of Technology
- Prof. RNDr. Jitka Ulrichová, CSc., Palacký University Olomouc
- Ing. Čestmír Vančura, Kovárna VIVA a. s. VIVA Industry Forging Company

Internal Members:

- Prof. Mgr. Milan Adámek, Ph.D., FAI (until 14 December 2022)
- doc. Mgr. Irena Armutidisová, FMC
- Prof. Ing. Roman Čermák, Ph.D., FT
- Prof. Ing. Berenika Hausnerová, Ph.D., FT
- doc. Ing. Adriana Knápková, Ph.D., TBU
- doc. Ing. Zuzana Komínková Oplatková, Ph.D., TBU
- doc. Ing. et Ing. Ivo Kuřitka, Ph.D. et Ph.D., CPS
- doc. Ing. Anežka Lengálová, Ph.D., FHS
- Prof. Dr. Ing. Drahomíra Pavelková, FaME
- Prof. Ing. Petr Sáha, CSc., TBU
- Prof. Ing. Vladimír Sedlařík, Ph.D., Director of the CPS (from 15 December 2022)
- Prof. MgA. Petr Stanický, M.F.A., FMC
- doc. Ing. Martin Sysel, Ph.D., FAI
- Prof. Ing. David Tuček, Ph.D., FaME
- doc. Ing. Zuzana Tučková, Ph.D., FLCM
- Prof. Ing. Vladimír Vašek, CSc., CEBIA-Tech
- Prof. Ing. Dušan Vičar, CSc., FLCM

Internal Evaluation Board

Chairperson:

- Prof. Ing. Vladimír Sedlařík, Ph.D., Rector of TBU in Zlín (until 14 December 2022)
- Prof. Mgr. Milan Adámek, Ph.D., Rector of TBU in Zlín (from 15 December 2022)

Deputy Chairperson:

- doc. Ing. Roman Bobák, Ph.D.

Members:

- Prof. Ing. Jiří Brožek, CSc., University of Chemistry and Technology, Prague
- Prof. RNDr. Leona Buňková, Ph.D., TBU
- Prof. Ing. Radim Farana, CSc., Mendel University in Brno
- BcA. Eva Šišková, TBU
- doc. Ing. Martin Sysel, Ph.D., TBU
- Prof. PhDr. Jiří Mareš, CSc., Charles University (until 1 August 2022)
- Ondřej Podzimek, M.F.A., TBU (until 30 June 2022)
- RNDr. Jakub Trojan, MSc., MBA, Ph.D., TBU
- doc. RNDr. Zdeněk Úředníček, CSc., TBU (until 31 March 2022)
- Ing. Čestmír Vančura, VIVA Forging Company
- Prof. Ing. Dušan Vičar, CSc., TBU
- doc. Ing. Ladislav Rolínek, Ph.D., University of South Bohemia in České Budějovice
- doc. Ing. Mgr. Radim Bačuvčík, Ph.D., TBU (from 1 April 2022)
- Dr. Rostislav Illík, M.F.A., TBU (from 1 July 2022)
- Marek Kos, TBU (from 21 September 2022)
- doc. PhDr. Jitka Němcová, Ph.D., Medical College in Prague (from 18 November 2022)

1.C.2 OTHER TBU BODIES

Bursar

- RNDr. Alexander Černý

Board of Governors

Chairperson (until 17 June 2022):

- PaedDr. Alena Gajdůšková, Chairperson of the Social Affairs Committee of the Assembly of the Zlín Region

Chairperson (from 17 June 2022):

- Ing. Libor Lázníčka, Ph.D., General Manager and Managing Director, Continental Barum s.r.o.

Deputy Chairpersons:

- Ing. Libor Lázníčka, Ph.D., General Manager and Managing Director, Continental Barum s.r.o. (until 16 June 2022)
- PaedDr. Alena Gajdůšková, Chairperson of the Social Affairs Committee of the Assembly of the Zlín Region (from 17 June 2022)
- Libor Lukáš, Chairman of the Association for the Development of Transport Infrastructure in Moravia, Managing Director of the Road Administration and Maintenance of the Zlín Region, s.r.o.

Members:

- Ing. Eva Bartoňová, Member of the Committee for Formation, Education and Employment of the Regional Assembly of the Liberec Region
- Thomas Archer Bata, CEO and Founder at Mont Gele Gear, CEO at Triple B Investments
- Prof. Ing. Eva Jiříčná, M. Arch., architect and designer, AI-Design, s.r.o.
- Ing. Michaela Šojdrová, Member of the European Parliament
- Prof. Ing. Jaromír Veber, CSc., Professor, member of the Department of Economics and Management of the University of Chemistry and Technology, Prague
- doc. Ing. Jiří Volf, CSc., Chairperson of the Board of Directors of the National Educational Fund (until June 2022), Chairman of the Board of Directors of the Prague University of Economics and Business, member of the Engineering Academy of the Czech Republic

Disciplinary Committee

Academic staff:

- doc. Mgr. Jan Kalenda, Ph.D.
- doc. Ing. et Ing. Ivo Kuřitka, Ph.D. et Ph.D.
- Prof. Ing. Petr Humpolíček, Ph.D.

Students:

- Ing. Danila Gorgol
- Ing. Eliška Daďová
- Ing. Dominika Hanušová

1.C.3 TBU ADVISORY BODIES

TBU Management Board

Members:

- Prof. Ing. Vladimír Sedlařík, Ph.D., Rector (until 14 December 2022)
- Prof. Mgr. Milan Adámek, Ph.D., Rector (from 15 December 2022)
- Prof. Ing. Petr Sába, CSc., Vice-Rector for Research, Development and Creative Activities
- Ing. Lubomír Beníček, Ph.D., Vice-Rector for Pedagogical Activities, Vice-Rector for Internationalization
- doc. Ing. Adriana Knápková, Ph.D., Vice-Rector for Internal and External Relations
- doc. Mgr. Jan Kalenda, Ph.D., Vice-Rector for Quality Management (until 14 December 2022)
- RNDr. Alexander Černý, Bursar
- Ing. Andrea Kadlčíková, Director of Marketing and Communications

Rector's Advisory Council

Members:

- Prof. Ing. Vladimír Sedlařík, Ph.D., Rector (until 14 December 2022), Director of the CPS (from 15 December 2022)
- Prof. Mgr. Milan Adámek, Ph.D., Dean of the Faculty of Applied Informatics (until 27 March 2022), Rector (from 15 December 2022)
- Prof. Ing. Petr Sába, CSc., Vice-Rector for Research, Development and Creative Activities
- Ing. Lubomír Beníček, Ph.D., Vice-Rector for Pedagogical Activities, Vice-Rector for Internationalization
- doc. Ing. Adriana Knápková, Ph.D., Vice-Rector for Internal and External Relations
- doc. Mgr. Jan Kalenda, Ph.D., Vice-Rector for Quality Management (until 14 December 2022)

- RNDr. Alexander Černý, Bursar
- Ing. Andrea Kadlčíková, Director of Marketing and Communications
- Ing. Renata Bartošová, Head of Human Resources
- Ing. Jitka Jašková, LL.M., DBA, Data Protection Officer
- Ing. Alena Macháčková, CSc., Ombudsman
- Prof. Ing. Roman Čermák, Ph.D., Dean of the FT
- Prof. Ing. David Tuček, Ph.D., Dean of the FaME
- Mgr. Josef Kocourek, Ph.D., Dean of the FMC
- doc. Ing. Jiří Vojtěšek, Ph.D., Dean of the FAI (from 28 March 2022)
- Mgr. Libor Marek, Ph.D., Dean of the FHS
- doc. Ing. Zuzana Tučková, Ph.D., Dean of the FLCM
- Michal Navrátil, Director of the HRR
- PhDr. Ondřej Fabián, Director of the TBU Library
- Prof. Ing. Vladimír Vašek, CSc., Director of the CEBIA-Tech regional research centre
- doc. Ing. Martin Sysel, Ph.D., Chairperson of the TBU Academic Senate
- Ing. Magdaléna Rybová, Chairperson of the Student Chamber of the TBU Academic Senate (until 7 March 2022)
- Daniel Cindler, Chairperson of the Student Chamber of the TBU Academic Senate (from 15 March 2022 to 8 July 2022)
- Ing. Jan Hanzlík, Chairperson of the Student Chamber of the TBU Academic Senate (from 18 October 2022)

International Board

Members:

- Prof. Pavel Büchler, Professor Emeritus in Fine Art, Manchester Metropolitan University, Great Britain
- Prof. Dr. rer. nat. habil. Gert Heinrich, Senior Professor, Technical University Dresden, The Leibniz Institute of Polymer Research Dresden, Germany
- Prof. Markku Lahtinen, President, Managing Director, Tampere University of Applied Sciences, Finland
- Prof. Tone Lerher, Professor of Logistic Engineering and Structure of Material Handling Systems, University of Maribor, Slovenia
- Prof. Bernhard Möglinger, Professor of Testing of Polymer Based Materials and Parts, University of Applied Sciences, Sankt Augustin, Germany
- Prof. Bogusław Śliwerski, Professor in Humanities, University of Łódź, Poland

The TBU International Board had a meeting on 20–21 October 2022. Rector Prof. Vladimír Sedlařík presented TBU strategic documents in detail, in particular the TBU Strategic Plan for 21+ and its Implementation Plan for 2023. Areas related to improving the quality of studies and the internationalization of TBU were discussed at the meeting as well.

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

Czech Rectors' Conference (CRC)

- Prof. Ing. Vladimír Sedlařík, Ph.D., Rector, Deputy Chairperson for Education (until 14 December 2022)
- Prof. Mgr. Milan Adámek, Ph.D., Rector – member (from 15 December 2022)

Council of Higher Education Institutions (CHEI)

- doc. Ing. Martin Sysel, Ph.D. – representative in the Presidium
- Ing. Alena Macháčková, CSc. – representative in the Assembly
- BcA. Eva Šišková – representative in the Student Chamber
- Ing. Magdaléna Rybová – deputy representative in the Student Chamber
- doc. Ing. Miloslava Chovancová, CSc. – representative of the FaME in the Assembly
- Mgr. Helena Maňasová Hradská, Ph.D. – representative of the FMC in the Assembly
- Ing. Miroslav Matýsek, Ph.D. – representative of the FAI in the Assembly
- PhDr. Helena Skarupská, Ph.D. – representative of the FHS in the Assembly
- Prof. Ing. Michal Staněk, Ph.D. – representative of the FT in the Assembly
- RNDr. Jakub Trojan, MSc., MBA, Ph.D. – representative of the FLCM in the Assembly

1.E CHANGES REGARDING INTERNAL REGULATIONS IN 2022

In 2022, alterations in the following internal regulations were made at TBU:

Statute of Tomas Bata University in Zlín

(Full version of the Statute of Tomas Bata University in Zlín issued on 19 May 2022)

By updating the Statute of Tomas Bata University in Zlín, education provided at TBU was more precisely defined. Newly, education is also provided by the performance of educational activities in degree programmes that have been granted authorization by the TBU Internal Evaluation Board on the basis of institutional accreditation for the relevant field of education. Furthermore, the amendment also concerned the provisions relating to the TBU Disciplinary Committee, a new article was added, regulating the exhaustive list of manners of termination of membership in this Committee during a member's term of office. The most extensive alteration was made to Part Five, the TBU Financial Management Rules, in particular Article 28, which regulates the TBU Budget. The terms TBU Budget, Medium-Term Outlook and TBU Budget Rules were newly defined; the procedure for allocating of funding to the TBU Faculties and component parts in accordance with the Budget Breakdown and the procedure to be followed in the event that the TBU Budget Rules or the TBU Budget Breakdown were not approved by the TBU Academic Senate were also modified.

Rules of Procedure of the Academic Senate of Tomas Bata University in Zlín

(Full version of the Rules of Procedure of the Academic Senate of TBU in Zlín issued on 19 May 2022)

By amending the Rules of Procedure of the Academic Senate of Tomas Bata University in Zlín, the manner to be used when nominating candidates for members of the TBU Internal Evaluation Board from among the members of the TBU AS was added to the basic provision. Furthermore, the composition of the Legislation Committee, the manner of its convocation and chairing of meetings were specified in detail. In Annex 2 to the Rules of Procedure of the TBU AS (Rules for the Election of the Candidate to Be Appointed as Rector), the manner of appointment of members of the Election Committee was changed.

The members of the Election Committee are newly appointed and removed from office by the TBU AS. The Academic Senate of each of TBU Faculties, upon request of the Chairperson of the TBU AS, shall nominate one representative per Faculty. The Chairperson of the Election Committee, nominated from among the members of the same Committee, shall be appointed by the TBU AS. At the same time, an alteration was made regarding the preparation of the list of nominated candidates and in the provision concerning the announcement of the results of the election of the candidate to be appointed as the Rector.

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 at Tomas Bata University in Zlín

(Full version of the 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 at Tomas Bata University in Zlín ve Zlíně issued on 19 May 2022)

Due to alterations in the 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 at Tomas Bata University in Zlín, the list of persons involved in the evaluation of the quality of degree programmes was extended. In addition to TBU students and graduates, employers of TBU graduates were also involved in the evaluation in accordance with the said amendment to the internal regulation in question. The results of the survey obtained from employers of graduates are now also reflected in the evaluation report concerning a particular degree programme, which is submitted by the guarantor of the same degree programme for further evaluation.

Rules Governing the Creation, Approval, Implementation of and Alterations to Degree Programmes Carried Out at TBU in Zlín

(Full version of the Rules Governing the Creation, Approval, Implementation of and Alterations to Degree Programmes Carried Out at TBU in Zlín issued on 19 May 2022)

By updating the Rules Governing the Creation, Approval, Implementation of and Alterations to Degree Programmes Carried Out at TBU in Zlín, the content of the degree programme documentation was modified in the section concerning the graduate profile; descriptions of those professions were added where the preparation for the performance of a regulated job is newly provided with an overview of such regulated jobs.

Salary Regulations of Tomas Bata University in Zlín

(Full version of the Salary Regulations of Tomas Bata University in Zlín issued on 8 August 2022 and effective from 1 September 2022)

In the amendment to the Salary Regulations of Tomas Bata University in Zlín, the salary rates of academics, researchers and other employees were increased.

2. DEGREE PROGRAMMES, ORGANIZATION OF STUDIES AND EDUCATIONAL ACTIVITIES

2.A ACCREDITED DEGREE PROGRAMMES

In the year 2022, full-time and part-time degree programmes in technical and social sciences, economics, pedagogy, visual arts and healthcare were carried out at TBU. As at 31 December 2022, a total of 264 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 82, 2, 85 and 95 respectively.

Out of the total number of accredited degree programmes, 69 were accredited in 2022 as degree programmes carried out in a foreign language (all of them were accredited to be taught in English).

TBU has four institutional accreditations:

- Fields of Economics (FaME, FMC)
- Chemistry (FT, UNI)
- Food processing (FT)
- Arts (FMC)

In 2022, the accredited Bachelor's programme in Food Chemistry and Technology was implemented jointly by TBU and the Tertiary Technical School of Food Technology and the Secondary Technical School of Dairy Industry in Kroměříž. However, as of 31 December 2022, no active studies took place in this degree programme. Furthermore, the following double degree programmes were carried out in cooperation with higher education institutions abroad in 2022:

- Accredited Bachelor's programme in 1) Economics and Management and in 2) European Business carried out at the FaME in cooperation with the University of Huddersfield Business School (Great Britain).
- Accredited follow-up Master's programme in 1) Economics and Management and in 2) International Business Management carried out at the FaME in cooperation with the University of Huddersfield Business School (Great Britain).
- Accredited doctoral programme in Process Engineering carried out at the FT in cooperation with the Slovak University of Technology in Bratislava.

In 2022, TBU did not implement any of its degree programmes jointly with another higher education institution or a public research institution that have a registered office in the Czech Republic.

In accordance with the Qualification Framework of Higher Education of the Czech Republic, Bachelor's and Master's programmes were described within the IS STAG system. In 2022, 58 degree programmes were described. In total, 89 degree programmes were described (no degree programme was described in 2020, 31 degree programmes were described in 2021). The number of degree programmes described does not include programmes comprising degree courses where the degree courses carried out are described.

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

In 2022, the application sphere significantly participated in the creation and implementation of degree programmes; a total of 958 persons were involved in the cooperation, both in the form of a defined employment relationship and in another legal form of cooperation:

- 438 persons were involved in teaching
- 127 persons acted as supervisors of academic qualification theses
- 393 persons worked as supervisors in practical training

Representatives of the application sphere were involved in direct teaching in selected course units, e.g. in the form of single lectures, or a series of specialized lectures given within selected degree programmes. TBU regularly consulted the application sphere about the content of degree programmes, and that particularly thanks to guarantors of degree programmes/specializations, and, subsequently, discussed at meetings of guarantors with the Management Boards at TBU Faculties. To name one example, the FAI had appointed members of the Industrial Board, that has an advisory role, in order to support closer cooperation with business and industry. Members of the Industrial Board were representatives of employers, professional chambers and specialized associations. One of the main tasks of the Board was to participate in the creation of curricula and contents of individual course units according to the requirements of the application sphere. At the FHS, a significant link with the application sphere was represented by mentoring given to students during practical training in Bachelor's programmes in Nursing and in Midwifery, thus providing the supervised students with experience necessary for performing of specialist activities.

The involvement of the application sphere in the creation and implementation of degree programmes was evaluated on a regular basis, both in the TBU Annual Activity Report and in annual reports describing activities of TBU component parts as well as in the Report on Internal Evaluation of Quality of Educational, R&D, Creative and Related Activities of Tomas Bata University in Zlín (it is one of quantitative indicators of the evaluation of educational activities).

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

Since its establishment in 2001, TBU has been open to the public. Besides activities carried out within its third role, TBU offers Lifelong Learning (LL) educational programmes for adults who are not university students. Within the Lifelong Learning courses offered by TBU, a total of 23 vocational courses and 10 hobby courses were run in 2022. These 33 Lifelong Learning courses were attended by a total of 478 persons. The vocational courses offered were mostly focusing on humanities and arts, also on education and, last but not least, on healthcare and social care. The absolute majority of hobby courses was focused on the category of humanities and arts.

In the course of 2022, the job of the Lifelong Learning coordinator was created and filled, the Institute of Lifelong Learning was created, and a new system of planning, creation, implementation and evaluation of Lifelong Learning at TBU was proposed. In order to establish and develop cooperation with the business sector in the field of Lifelong Learning, TBU in Zlín co-founded the Education Centre for Industry 4.0 at the end of 2021. During 2022, several meetings were held with the aim of setting the rules for cooperation processes and defining of responsibilities and competencies. The Lifelong Learning programme in Plastics Processing Engineer was created.

Lifelong Learning was offered in two basic spheres – Lifelong Learning courses carried out within accredited degree programmes, and other educational programmes focused on the acquisition, extension or change of qualification, or hobby courses. The planning, organisation and provision of Lifelong Learning courses was fully within the competence of the individual component parts. In the monitored period, the following Lifelong Learning programmes/courses took place at the TBU component parts:

FaME

- Lifelong Learning programmes carried out within accredited degree programmes intended for secondary school graduates: Accounting and Taxes, Industrial Engineering
- Lifelong Learning programme carried out within accredited degree programmes intended for Bachelor's graduates: Management and Marketing

FMC

- Marketing Communication, a Lifelong Learning programme carried out within an accredited degree programme

FAI

- Intelligent KNX Electrical Installation – a basic certification course designed for practical use of the intelligent KNX electrical installation
- Course in EMC Electromagnetic Compatibility, EMC Certification Course for applicants from industrial companies

FHS

- Studies in educational sciences for teachers of the higher primary and secondary school teachers, held from September onwards, entitled Study of Educational Sciences Aimed to Obtain a Qualification as Higher Primary School/Secondary School Teacher
- Patient Safety and Quality of Care
- Bladder catheterization in men, taking care of permanent urinary catheters and pure intermittent catheterization
- Workshops for teachers: Active Learning Methods, Communication within a Team
- Internships for teachers: Dalton at Our School and Individualized and Differentiated Teaching of Pupils (Primary School at Křídlovická in Brno), Montessori at Our School (Comenius Primary School I, Zlín).

FLCM

- Crisis Management and Dealing with Crisis Situations – CrisCon, an accredited Lifelong Learning programme for clerks, employees of self-governing territorial units involved in the performance of administrative activities while ensuring the protection of the population and crisis management

In 2022, 56 U3A (University of the 3rd Age) courses were held, attended by 1,241 students. U3A attendees are usually persons of post-productive age; the U3A offers exclusively hobby courses organized within a programme of cycles of lectures or practical exercises from various scientific disciplines such as culture and arts, history, psychology, natural sciences and technologies, computer classes, English courses and other creative activities. In the monitored period, the U3A offer comprised courses of digital photography, calligraphy, drawing, painting and a brand-new course of creative writing. The U3A is organized by the TBU Rectorate, classes are held in Zlín and Uherské Hradiště. Thanks to cooperation with partner institutions, classes were also held at other locations in the region – in the towns of Vsetín, Kroměříž and Uherský Brod.

As part of its third role, TBU organizes many promotional and educational activities for a wide target group. For primary and secondary school pupils/students, workshops, Olympiads, summer schools are organized, as well as practice-oriented traineeships and specialized workshops that take place in laboratories. Preparatory courses are held for secondary school graduates and applicants for study at university. For experts from among the public, congresses, symposia, workshops focused on the development of managerial skills, marketing communication, audiovisual arts and animation, design, and on the support of business activities took place. Various popular lectures, workshops, summer schools, webinars, discussion panels, hackathons and conferences are intended for the general public. The most important events at the institutional level include, for example, the TBU Lecture e-shop – a series of attractive lectures, workshops and experience days for secondary/grammar school students. The lectures are given by university lecturers and take place either at the given school or at TBU. The lectures were given in biology, economics, informatics, mathematics, German language, basics of social sciences and health sciences. The individual TBU component parts also organized attractive educational events during the monitored period. Besides single-day or short-term lectures and workshops led by leading experts from business and industry, the offer also comprised comprehensive educational programmes, such as:

FT

- **Science e-shop** – courses for secondary school students in the field of chemistry, physics and biology, which are carried out at the relevant secondary school in order to make the classes more attractive and promote science and scientific disciplines developed at the Faculty. In 2022, 130 lectures were held within this activity.
- **Science Café** – meeting with researchers coming not only from TBU, discussion on interesting topics, intended for the general public. In 2022, 13 regular Science Café lectures were held, and the Science Café Marathon was took place as part of the TBU Researchers' Night.
- **Science Wine** – podcasts for the general public prepared in cooperation with prominent researchers and focusing on their favourite topics. The podcasts' topics are similar to those of the Science Café lectures. Five podcasts were published in 2022.
- **Experience Science** – the first science festival in Zlín. A one-day event, whose programme consisted of nearly twenty workshops focusing on various scientific topics, with all of them of key importance for the Faculty of Technology. Each of the workshops was held repeatedly - 6 times per day. Some of the workshops were reserved by secondary schools, afternoon workshops were intended for the general public.
- **Researchers' Night** – an important public event held in the premises of the FT and focusing on the popularization of science in the Zlín region. The topic of the 2022 Researchers' Night was "Using All Five Senses". Lectures, workshops, experiments and the supporting programme were inspired by the topic. More than 2,500 people attended the Researchers' Night.
- **ZLÍN FILM festival – Journey to the Beginning of Time** – an important public event held in the náměstí Míru Square in Zlín during the ZLÍN FILM Festival for Children and Youth. The display mounted by the Faculty of Technology and accessible throughout the festival included two KOMA modules where experiments were shown.

FaME

- **Regional business camp focusing on financial literacy and intended for children from children's homes and SOS children's villages** in the Zlín Region.
- **Business Manager Academy** – a certified training programme for people holding corporate management positions and selected staff of corporate departments who are motivated to develop their knowledge and experience.

- **Industrial Engineer Academy** – a programme for staff of departments of planning, organization and management of production, which allows to acquire knowledge in the field of methods and concepts of industrial engineering that help stabilize processes, organization and management of production, implementation of digital tools.
- **Bata School of Management** – the course provides students with information about current modern management methods, as well as an overview of management in the BATA joint-stock company, and an evaluation of the possibilities of using the principles of this management system in current conditions.

FMC

- **Keep Up with Culture** – Summer schools consisting of excursions and lectures on the subject of current tendencies and trends in cultural and creative industries were attended by 22 students from seven countries worldwide and by six university lecturers from four European countries. This programme is expected to initiate strategic cooperation between the universities involved.
- **Meet and Greet** – a platform for meetings of marketers employed in companies situated in the Zlín Region, a room for discussion about their real needs, experiences and problems, lectures by experts in marketing and design for the public organized by the UPPER Centre.

FHS

- **Junior University** – A summer day camp organized by students of courses in pedagogy for children from 4 to 15 years of age. The programme includes educational, inspirational and entertaining activities.

TTC: The TTC organized the following seminars for TBU students and staff in 2022:

- Educational seminar **“What to Do to Be Granted a Patent or a Utility Model for a R&D Result”**.
- Educational seminar **“Practical Aspects of Technology Transfer and Commercialization of R&D Results at TBU in Zlín”**.

For the FMC, a TTC expert team organized the seminar **“Legal Protection of Copyright Works”**.

In 2022, the TTC team held several working meetings with investigators of sub-projects aimed to support proof-of-concept activities based on the accepted project entitled “Commercialization at Tomas Bata University in Zlín II”, which is a public tender of the GAMA II Applied Research, Experimental Development and Innovation Programme (TP01010006) funded by the Technology Agency of the Czech Republic.

Other events organized by the TTC:

- **New Technologies, New Materials and New Forms of Shoe Sales** – International online conference on footwear technology organized in cooperation with the Czech Footwear and Leather Association and held on 26 October 2022. Top lectures were provided by leading specialized institutions dealing mainly with the development of new footwear technologies and materials from the Czech Republic, Poland, Spain, Portugal, and Bangladesh.
- **Plastko 2022**, September 2022 – an international specialist conference organized in cooperation with the Plastics Cluster, which was attended by almost 200 experts from the plastics industry, including representatives of the prestigious European platform ECP4 for processing of composites, plastics and polymers. Attendees to the conference had the opportunity to listen to/view lectures by experts who had been working in the field of bioplastics for a long time, case studies changing the perspective on the use of plastics, as well as presentations by lecturers from a wider range of fields of expertise, holding differing opinions on plastics.

TABLE 6 (TABLE 2.1 AS SET BY THE MEYS): NUMBERS OF ACCREDITED DEGREE PROGRAMMES AT TBU

ISCED-F broad fields	Code	Degree programmes								TOTAL
		Bachelor's		Master's		Follow-up Master's		Doctoral		
		F	P/D	F	P/D	F	P/D	F	P/D	
Faculty of Technology										
ISCED-F broad fields	Code									
Natural sciences, mathematics and statistics	05					3	2	3	4	12
Information and communication technologies	06							1		1
Engineering, manufacturing and construction	07	6	6			15	9	12	11	59
Faculty in total	X	6	6	0	0	18	11	16	15	72
Faculty of Management and Economics										
ISCED-F broad fields	Code									
Business, administration and law	04	11	7			13	8	10	10	59
Faculty in total	X	11	7	0	0	13	8	10	10	59
Faculty of Multimedia Communications										
ISCED-F broad fields	Code									
Arts and humanities	02	5				6	1	4	4	20
Social sciences, journalism and information	03	1	1			2	1			5
Business, administration and law	04	1	1			2	1			5
Faculty in total	X	7	2	0	0	10	3	4	4	30
Faculty of Applied Informatics										
ISCED-F broad fields	Code									
Information and communication technologies	06	3	1			2	1	8	8	23
Engineering, manufacturing and construction	07	2	1			2	1			6
Services	10	3	2			4	2			11
Faculty in total	X	8	4	0	0	8	4	8	8	40
Faculty of Humanities										
ISCED-F broad fields	Code									
Education and formation	01			2		5	3	2	2	14
Arts and humanities	02	2								2
Health and welfare	09	10	8							18
Faculty in total	X	12	8	2	0	5	3	2	2	34

ISCED-F broad fields	Degree programmes									TOTAL
	Bachelor's		Master's		Follow-up Master's		Doctoral			
	F	P/D	F	P/D	F	P/D	F	P/D		
Faculty of Logistics and Crisis Management										
ISCED-F broad fields	Code									
Engineering, manufacturing and construction	07	2	1							3
Services	10	5	3			1	1			10
Faculty in total	X	7	4	0	0	1	1	0	0	13
TBU Centralized Constituent Part										
ISCED-F broad fields	Code									
Engineering, manufacturing and construction	07							8	8	16
TBU Centralized Constituent in total	X	0	0	0	0	0	0	8	8	16
TBU IN TOTAL										
ISCED-F broad fields	Code									
Generic programmes and qualifications	00									0
Education and formation	01			2		5	3	2	2	14
Arts and humanities	02	7				6	1	4	4	22
Social sciences, journalism and information	03	12	8			15	9	10	10	64
Business, administration and law	04	1	1			2	1			5
Natural sciences, mathematics and statistics	05					3	2	3	4	12
Information and communication technologies	06	3	1			2	1	9	8	24
Engineering, manufacturing and construction	07	10	8			17	10	20	19	84
Agriculture, forestry, fisheries and veterinary	08									0
Health and welfare	09	10	8							18
Services	10	8	5			5	3			21
TBU IN TOTAL	X	51	31	2	0	55	30	48	47	264

TABLE 7 (TABLE 2.2 AS SET BY THE MEYS): NUMBERS OF DEGREE PROGRAMMES ACCREDITED IN A FOREIGN LANGUAGE AT TBU

ISCED-F broad fields		Degree programmes								TOTAL
		Bachelor's		Master's		Follow-up Master's		Doctoral		
		F	P/D	F	P/D	F	P/D	F	P/D	
Faculty of Technology										
ISCED-F broad fields	Code									
Natural sciences, mathematics and statistics	05					1		1	2	4
Information and communication technologies	06							1		1
Engineering, manufacturing and construction	07					5		6	5	16
Faculty in total	X	0	0	0	0	6	0	8	7	21
Faculty of Management and Economics										
ISCED-F broad fields	Code									
Business, administration and law	04	4				5		5	5	19
Faculty in total	X	4	0	0	0	5	0	5	5	19
Faculty of Multimedia Communications										
ISCED-F broad fields	Code									
Arts and humanities	02							2	2	4
Social sciences, journalism and information	03					1				1
Business, administration and law	04					1				1
Faculty in total	X	0	0	0	0	2	0	2	2	6
Faculty of Applied Informatics										
ISCED-F broad fields	Code									
Information and communication technologies	06	1				2		4	4	12
Engineering, manufacturing and construction	07	2				1				2
Services	10					1				1
Faculty in total	X	3	0	0	0	4	0	4	4	15
TBU Centralized Constituent Part										
ISCED-F broad fields	Code									
Engineering, manufacturing and construction	07							4	4	8
TBU Centralized Constituent in total	X	0	0	0	0	0	0	4	4	8

ISCED-F broad fields	Degree programmes								TOTAL	
	Bachelor's		Master's		Follow-up Master's		Doctoral			
	F	P/D	F	P/D	F	P/D	F	P/D		
TBU IN TOTAL										
ISCED-F broad fields	Code									
Arts and humanities	02							2	2	4
Social sciences, journalism and information	03					1				1
Business, administration and law	04	4				6		5	5	20
Natural sciences, mathematics and statistics	05					1		1	2	4
Information and communication technologies	06	1				1		5	4	11
Engineering, manufacturing and construction	07	2				6		10	9	27
Services	10					2				1
TBU IN TOTAL	X	7	0	0	0	17	0	23	22	69

TABLE 8 (TABLE 2.3 AS SET BY THE MEYS): JOINT/DOUBLE/MULTIPLE DEGREE PROGRAMMES CARRIED OUT IN COOPERATION WITH FOREIGN HEIS

Tomas Bata University in Zlín	
Degree programme 1	Process Engineering
Partner institutions	Slovak University of Technology in Bratislava
Programme type (Joint/Double/Multiple Degree)	Double Degree
Degree programme (Bachelor's, follow-up Master's, Master's, doctoral)	doctoral
Number of active studies as at 31/12	5
Degree programme 2	1) Economics and Management 2) European Business
Partner institutions	University of Huddersfield Business School, Great Britain
Programme type (Joint/Double/Multiple Degree)	Double Degree
Degree programme (Bachelor's, follow-up Master's, Master's, doctoral)	Bachelor's
Number of active studies as at 31/12	1
Degree programme 3	1) Economics and Management 2) International Business Management
Partner institutions	University of Huddersfield Business School, Great Britain
Programme type (Joint/Double/Multiple Degree)	Double Degree
Degree programme (Bachelor's, follow-up Master's, Master's, doctoral)	Follow-up Master's
Number of active studies as at 31/12	0

TABLE 9: INFORMATION SUMMARIZING TABLE 8 (TABLE 2.3 AS SET BY THE MEYS)

	Bachelor's	Master's	Follow-up Master's	Doctoral	TOTAL
Number of degree programmes	1		1	1	3
Numbers of students in these programmes	1			5	6

TABLE 10 (TABLE 2.5 AS SET BY THE MEYS): ACCREDITED DEGREE PROGRAMMES IMPLEMENTED JOINTLY BY TBU AND TERTIARY TECHNICAL SCHOOLS

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 type (Bachelor's, follow-up Master's, Master's, doctoral)	Bachelor's

TABLE 11: INFORMATION SUMMARIZING TABLE 10 (TABLE 2.5 AS SET BY THE MEYS)

	Bachelor's	Master's	Follow-up Master's	Doctoral	TOTAL
Number of degree programmes					0

TABLE 12 (TABLE 2.6 AS SET BY THE MEYS): LIFELONG LEARNING COURSES OFFERED AT TBU (NUMBERS OF COURSES RUN)

	Code	Vocational courses			Hobby courses			U3A	IN 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	1					1	2	
Education and formation	01		1	1				2	
Arts and humanities	02		10		9		27	46	
Social sciences, journalism and information	03			4	1		5	10	
Business, administration and law	04						6	6	
Natural sciences, mathematics and statistics	05						2	2	
Information and communication technologies	06						10	10	

		Vocational courses			Hobby courses			U3A	IN 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		
Engineering, manufacturing and construction	07		2					2	4
Agriculture, forestry, fisheries and veterinary	08							1	1
Health and welfare	09		4						4
Services	10							2	2
TOTAL	X	1	17	5	10	0	0	56	89

TABLE 13 (TABLE 2.7 AS SET BY THE MEYS): LIFELONG LEARNING COURSES OFFERED AT TBU, U3A COURSES INCLUDED (NUMBERS OF ATTENDEES)

		Vocational courses			Hobby courses			U3A	IN 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	90						9	99	
Education and formation	01		23	67					90	
Arts and humanities	02		137		40			652	829	
Social sciences, journalism and information	03			10	40			193	243	
Business, administration and law	04							106	106	
Natural sciences, mathematics and statistics	05							42	42	
Information and communication technologies	06							135	135	
Engineering, manufacturing and construction	07		24					38	62	
Agriculture, forestry, fisheries and veterinary	08							28	28	
Health and welfare	09		47						47	
Services	10							38	38	
TOTAL	X	90	231	77	80	0	0	1,241	1,719	



3. STUDENTS

3.A MEASURES TO REDUCE DROPOUT RATES

Since the start of the academic year 2022/2023, the dropout rates were dealt with in the Methodology for Reducing Dropout Rates at TBU including an action plan developed in 2021 with funding provided by the TBU DUO project (Key activity 7). The aim is to reduce the student dropout rates at all levels of degree programmes and, thus, create conditions for improving the so-called TBU graduation rate index. As part of the activities done with funding provided by the TBU DUO project, a booklet, the TBU Student Guide, was created and distributed to newly enrolled first-year students. Another activity was an adaptation week held at the individual TBU Faculties and in the Library, with new students getting acquainted with the operation of the Faculty/University/TBU Library. Yet another activity comprised the provision of consultations and study-related counselling services at each of TBU Faculties and in the TBU Academic Counselling Centre.

The TBU Faculties deal with the dropout rates by following individual procedures. Those usually involve 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.

FT: The Faculty reduces dropout rates by organizing seminars in chemistry, physics and mathematics, which are included in the 1st semester of the first years of Bachelor's programmes and involve revision lessons focusing on secondary school syllabi. Furthermore, the Faculty implemented a system of remedial classes provided by students to students.

FaME: The Faculty is continuously involved in dealing with dropout rates, with funding provided by the TBU DUO project. In addition to the project, further remedial classes were offered in course units producing higher dropout rates. Moreover, the Faculty has extended the resit examination period for the winter and summer semesters, which allows students to plan exams more effectively and spread them over a longer period of time.

FMC: The Faculty is continuously involved in dealing with dropout rates, with funding provided by the TBU DUO project. In 2022, remedial classes were organized for those courses where high dropout rates occur. Other courses producing high dropout rates are paid increased attention in the semester evaluation of student feedback carried out within the evaluation of teaching.

FAI: The Math Support Centre established at the FAI offers consultations and optional provision of further education in mathematics, which is one of course units producing high dropout rates, to TBU students. In order to increase the academic success rate in programming, the Programming Support Centre has been operating here for a considerable period of time.

FHS: Remedial classes were carried out with funding provided by the Strategic Project of TBU in Zlín; remedial courses were continuously held with financial support from the TBU DUO project. Within career-oriented degree programmes, supervision of practical training and mentoring were strengthened.

FLCM: The Faculty is also continuously involved in the TBU DUO project; remedial courses for course units with higher dropout rates, such as mathematics and English, were implemented with funding provided by the project. In addition to this project, remedial classes were offered in the course unit “Technical Chemistry”, both for full-time and part-time students. Due to the high dropout rate in course units in mathematics, another course in mathematics was implemented outside the TBU DUO project. Guarantors of degree programmes, course unit guarantors as well as head teachers are involved in dealing with the issue of reducing dropout rates; the Pedagogical, Psychological and Legal Counselling Centre at the FLCM as well as representatives of the Student Union in Uherské Hradiště are also providing assistance. As part of the English classes, students with a higher level of proficiency in this language were offered English at the B2+ level so that they had an opportunity to further improve both the general and professional level of the language.

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 2022, 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, of the Act No. 111/1998 Coll., Higher Education Act, or of an appointment as Associate Professor in compliance with § 74a, § 74d and § 74e of the Act No. 111/1998 Coll., Higher Education Act.

3.C MEASURES TO REDUCE EXTENSION OF STUDIES

Measures aimed to reduce an extension of studies are adopted individually at each of the TBU Faculties. The most important measures are listed below, with a combination thereof also used:

- Monitoring of students’ attendance and performance in the course of and after the first semester, with studies being terminated following a student’s failure to meet the academic duties.
- Obligation to pay a tuition fee imposed on students whose extension of studies exceeded the standard length of study by more than twelve months.
- Limitation of the possibility of more than one re-enrolment on a course unit which a student has failed to complete.
- Setting the minimum number of course credits necessary for enrolment in the next academic year.

3.D SCHOLARSHIP PROGRAMMES

The eligibility for scholarships at TBU is governed by the Scholarship Regulations of Tomas Bata University in Zlín. Scholarship programmes are administered by the Faculties, which take advantage of the possibilities given by applicable law and internal rules and regulations of TBU. PhD students received higher scholarship amounts funded by IGA projects or IGA/JUNG projects.

3.E COUNSELLING SERVICES

In 2022, The TBU Counselling Centre provided the following counselling services to students and employees who had the opportunity to use the following services in the Psychological, Social and Legal Counselling Centre:

- Individual psychological counselling (in-person, online)
- 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
- Coping with problems in partnership or in other interpersonal relations
- Dealing with work-related problems (workplace relationships, burnout, etc.)
- Diagnostics and counselling focused on personality development
- Intercultural counselling for international students provided in English
- Career diagnostics for students
- Social counselling
- Legal counselling

During 2022, the Psychological Counselling Centre provided 372 individual consultations to 181 students and employees (or their family members). Psychological consultations took place in person and online according to the clients' preferences. An online booking system was newly established for an easier and more efficient way of making an appointment. Students and employees contacted the Psychological Counselling Centre in order to deal with their family, relationship, personal, somatic and psychiatric problems. Study-related problems included topics related to doubts regarding the degree programme/course chosen, coping with the study-related requirements, inner feeling of motivation loss and loss of importance of one's studies, learning/attention/memory disorders. Somatic and psychological problems were reflected in anxiety, depression, feelings of irritability, aggression and impulsiveness, sleep disorders, alcohol abuse and others. Relationship and family issues related to break-ups or conflicts with partners, frustration in the relationship, physical and psychological illnesses of close persons, loss of a loved one or serious conflicts between family members. We register an increase in consultations provided to employees, where conflicts in the workplace, relations with colleagues, strategies in team management, crisis situations with students were dealt with. A psychiatric evaluation for four students was arranged. The services provided free of charge by the Counselling Centre, which were independent, confident and impartial, were also used by international students. In the spring months of 2022, additional consultation hours were provided to students from Ukraine and Russia. A total of 66 students used the career diagnostic service along with a psychological interview. The services of the Social Counselling Centre were used by 56 students, mainly in the form of personal consultations. Information on the submission of applications for a scholarship and on scholarship eligibility was provided. The Social Counselling Centre was extremely busy in the spring of 2022, due to the beginning of the war in Ukraine. Students from Ukraine and Russia were provided with assistance with filling in of applications for extraordinary scholarships and their current difficult situation was consulted.

In 2022, the Legal Advice Centre provided a total of 51 legal consultations.

The TBU Job Centre offered career and job counselling to TBU students. During 2022, 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 2022, a total number of 426 TBU students and graduates were registered by the Job Centre; 157 of these graduates were successfully provided with a job. In 2022, 270 individual consultations were provided in total; 272 students attended courses/workshops/lectures/excursions organized by the TBU Job Centre. In 2022, cooperation with 202 employers took place throughout the Czech Republic across all NACE branches.

In 2021 a new career portal, namely the TBU Job Portal, was launched, interlinking students/graduates and employers with the aim of mediating job offers, organizing internships/traineeships, and offering topics for academic qualification theses. In 2022, its operation successfully continued, with 338 employers and 1,890 TBU students/graduates using the career portal.

3.F IDENTIFICATION AND SUPPORT OF SPECIAL NEEDS STUDENTS

The Centre for Special Needs Students (hereinafter referred to as "Centre") is a specialized TBU constituent part operating at the institutional level and providing support and counselling for students with specific learning needs (hereinafter referred to as "special needs students"). The Centre is a component part of the TBU Counselling Centre and provides comprehensive counselling, technical, consulting and intervention services and other support services to special needs applicants and students according to the standards set by the MEYS of the CR. Faculty coordinators and tutors are in charge of mediating the relevant services at 6 TBU Faculties. Assistance service is provided mainly by students of TBU. Rules for the provision of support to applicants/students with special needs are set out in the Rector's Directive SR 16/2021 Support for Special Needs Applicants and Students at TBU in Zlín.

By 2022, 162 special needs students were registered in the Centre, while their number is continuously increasing every year. The numbers of students at the TBU Faculties was almost equal. Future special needs students are often identified during the admissions already, when, as applicants, they state in the application form whether and which type of specific needs they have. Conditions during the admissions were adapted to specific requirements according to the type of disability of each applicant.

TABLE 14: NUMBERS OF SPECIAL NEEDS STUDENTS AT TBU FACULTIES

Academic year	2015	2016	2017	2018	2019	2020	2021	2022
TBU IN TOTAL	10	35	46	60	74	100	134	162
Faculty of Technology	0	14	16	17	15	23	27	28
Faculty of Multimedia Communications	2	5	7	8	9	20	22	25
Faculty of Management and Economics	1	4	7	10	13	13	21	27
Faculty of Applied Informatics	3	4	4	9	12	17	25	28
Faculty of Humanities	3	6	9	11	10	16	24	32
Faculty of Logistics and Crisis Management	1	2	3	5	15	11	15	20

3.6 EXCEPTIONALLY GIFTED STUDENTS AND APPLICANTS FOR STUDY

In 2022, support provided to exceptionally gifted students and applicants for study was mainly administered by the relevant Faculties. From the first year of study onwards, gifted students are offered the opportunity to cooperate in R&D activities, within the so-called SVOČ - Students' Scientific and Expert Activities contest. Students could also apply for an individual curriculum and prefer doing research or be directly involved in a grant project or contract research. Similarly to the previous years, those students who were active in the mentioned areas were eligible for extraordinary scholarships to be awarded for such activities.

Exceptionally talented students could participate in projects submitted to the “Quality Support at TBU in Zlín” competition (IGA-K), which contribute to the support of educational, R&D and creative and other activities at TBU aimed at fulfilling the strategic goals of TBU. In 2022, two internal competitions were held, with funding provided by two TBU partners – the Zlín Regional Authority and the Trinity Bank. Within the IGA-K-ZK competition, four projects (FAI, FaME, FMC and FT) were implemented in the academic year 2021/2022; a total of 15 projects were successfully implemented within the IGA-K-Trinity competition. In the academic year 2022/2023, one project was accepted for funding with the start of implementation on 1 November 2022. Within the IGA-K-Trinity competition, a total of 12 projects were accepted for funding in the third round of the competition, with the start of implementation on 1 December 2022.

In 2022, TBU continued to collaborate, as a partner providing financial participation, on the implementation of the Project entitled *Implementation of the Regional Action Plan for the Development of Education for the Territory of the Zlín Region II*. The aim of the project is, among other things, to improve the quality of education in the Zlín Region in key areas, support gifted and exceptionally gifted students and ensure equal opportunities in education.

FaME: The Faculty has been implementing the “Talented Students” project in the long-term, which is intended for active students in the second year of Bachelor’s programmes/first-year of follow-up Master’s programmes. During the project implementation, students meet with important managers from companies/institutions not only in the Zlín Region in classes in the course units “Management of Organizations 1” and “Management of Organizations 2”. They cooperate with the selected companies in the long term and work on independent projects that they defend in front of company representatives.

At present, 22 partner institutions are involved in the project. This project has a 14-year tradition at the FaME.

The FMC is a faculty that, in accordance with the topics of its degree programmes/courses, is constantly involved in a number of projects, exhibitions, competitions, contracts and collaborations. Talented students are actively contacted and offered participation, motivated not only by a possible financial reward, but also by the opportunity to present their skills on the labour market. Such opportunities are systematically created for active and talented students, e.g. through the FMC Talent competition or involvement in the activities of the FMC G18 Gallery. The talent of applicants is tested during admissions already, organized by the FMC staff. In the degree programmes in the field of arts, aptitude tests are used to have the talent of applicants assessed by experts. An important tool for work with talented students is the UPPER Centre for Creative Industries and Business. This FMC component part supports students in their own businesses and creates a creative community for them.

FAI: Exceptionally gifted students identified at the FAI are mainly involved in research activities carried out at the Faculty and in its Departments. They are also recommended individual consultations in their fields of interest.

FHS: Exceptionally gifted students are supported at the FHS in many ways. They are eligible for merit scholarships as a reward for their excellent academic performance, for participation in competitions and specialized events held within individual degree courses as well for their activities done to the benefit of the Faculty or academic community of TBU. Talented students have the opportunity to enter the Students' Scientific and Expert Activities (SVOČ) contest, a number of talented students hold student research positions in the Faculty's departments/centres as student scientific staff. Talented applicants for study are invited to events organized by the Faculty (e.g. the Show-Off contest), they are also informed about the benefits offered and about scholarship eligibility during their studies.

3.H IDENTIFICATION AND SUPPORT 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. 14 students received a total amount of CZK 340,200; the average scholarship amount was CZK 4,050 per month and per student. Depending on 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 70 students received support (21 FAI students, 24 FaME students, 2 FHS students, 3 FLCM students, 11 FMC students and 9 FT students); the average scholarship amount was CZK 7,400. Students submit applications for support at their own discretion, depending on how they are advised by Student Affairs Officers at the relevant Faculty, the Counselling Centre or the employee in charge of special needs students.

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. By running this facility, TBU helped parents among students to coordinate their family life and studies, as it offered services intended for children from the age of 2 years. There are two classes with 24 children each; the final class is 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 15 (TABLES 3.1+3.2 AS SET BY THE MEYS): NUMBERS OF STUDENTS IN ACCREDITED DEGREE PROGRAMMES (OUT OF WHICH NUMBER OF WOMEN, FOREIGN NATIONALS, SELF-PAYING STUDENTS)

		Bachelor's		Master's		Follow-up Master's		Doctoral		TOTAL
		F	P/D	F	P/D	F	P/D	F	P/D	
Faculty of Technology										
ISCED-F broad fields	Code									
Natural sciences, mathematics and statistics	05					32	31	18	6	87
Engineering, manufacturing and construction	07	803	272			204	139	74	33	1,525
Faculty in total	X	803	272	0	0	204	139	74	33	1,525
Out of which the number of women	X	406	176			77	77	44	15	795
Out of which the number of foreign nationals	X	44	12			35	10	8	6	115
Out of which the number of self-paying students	X					9		5	6	20
Faculty of Management and Economics										
ISCED-F broad fields	Code									
Business, administration and law	04	957	218			310	369	64	57	1,975
Faculty in total	X	957	218	0	0	310	369	64	57	1,975
Out of which the number of women	X	592	156			185	267	24	26	1,250
Out of which the number of foreign nationals	X	147	17			59	35	52	33	343
Out of which the number of self-paying students	X	5				30		44	32	111
Faculty of Multimedia Communications										
ISCED-F broad fields	Code									
Arts and humanities	02	409				170	22	9	5	615
Social sciences, journalism and information	03	90	75			94	72			331
Business, administration and law	04	77	48			19	7	20	4	175
Faculty in total	X	576	123	0	0	283	101	29	9	1,121
Out of which the number of women	X	379	71			185	69	12	7	723
Out of which the number of foreign nationals	X	151	3			69	8	6	2	239
Out of which the number of self-paying students	X					14			1	15

	Bachelor's		Master's		Follow-up Master's		Doctoral		TOTAL	
	F	P/D	F	P/D	F	P/D	F	P/D		
Faculty of Applied Informatics										
ISCED-F broad fields	Code									
Information and communication technologies	06	481	104			114	118	34	22	873
Engineering, manufacturing and construction	07	131	38			14	14	5	19	221
Services	10	134	79			32	51			296
Faculty in total	X	746	221	0	0	160	183	39	41	1,390
Out of which the number of women	X	99	41			23	17	15	5	200
Out of which the number of foreign nationals	X	157	27			50	35	16	13	298
Out of which the number of self-paying students	X	23				27		12	7	69
Faculty of Humanities										
ISCED-F broad fields	Code									
Education and formation	01	634	426	213		81	174	6	3	1,537
Arts and humanities	02	316								316
Health and welfare	09	15	12							27
Faculty in total	X	965	438	213	0	81	174	6	3	1,880
Out of which the number of women	X	808	393	208		72	163	4	3	1,651
Out of which the number of foreign nationals	X	58	5			3	2		1	69
Out of which the number of self-paying students	X									0
Faculty of Logistics and Crisis Management										
ISCED-F broad fields	Code									
Services	10	474	384			119	232			1,209
Faculty in total	X	474	384	0	0	119	232	0	0	1,209
Out of which the number of women	X	229	143			63	97			532
Out of which the number of foreign nationals	X	23	9			4	2			38
Out of which the number of self-paying students	X									0
TBU Centralized Constituent Part										
ISCED-F broad fields	Code									
Engineering, manufacturing and construction	07							38	18	56
TBU Centralized Constituent Part in total	X	0	0	0	0	0	0	38	18	56

	X	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 women	X							18	5	23
Out of which the number of foreign nationals	X							17	4	21
Out of which the number of self-paying students	X							16	1	17
TBU IN TOTAL										
ISCED-F broad fields	Code									
Education and formation	01	634	426	213		81	174	6	3	1,537
Arts and humanities	02	725	0			170	22	9	5	931
Social sciences, journalism and information	03	90	75			94	72			331
Business, administration and law	04	1,034	266			329	376	84	61	2,150
Natural sciences, mathematics and statistics	05					32	31	18	6	87
Information and communication technologies	06	481	104			114	118	34	22	873
Engineering, manufacturing and construction	07	934	310			186	122	99	64	1,715
Health and welfare	09	15	12							27
Services	10	608	463			151	283			1,505
TBU IN TOTAL	X	4,521	1,656	213	0	1,157	1,198	250	161	9,156
Out of which the number of women in total	X	2,513	980	208		605	690	117	61	5,174
Out of which the number of foreign nationals in total	X	580	73			220	92	99	59	1,123
Out of which the number of self-paying students in total	X	28				80		77	47	232

TABLE 16 (TABLE 3.3 AS SET BY THE MEYS): STUDENT DROPOUT RATE IN 1ST YEAR OF STUDY

	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	
FT	66 %	68 %	67 %	0 %	0 %	0 %	26 %	32 %	29 %	7 %	0 %	5 %	58 %
FaME	46 %	69 %	53 %	0 %	0 %	0 %	39 %	60 %	52 %	13 %	14 %	14 %	52 %
FMC	13 %	30 %	17 %	0 %	0 %	0 %	14 %	31 %	19 %	0 %	0 %	0 %	17 %
FAI	44 %	59 %	49 %	0 %	0 %	0 %	27 %	44 %	36 %	44 %	33 %	36 %	46 %
FHS	32 %	34 %	32 %	33 %	0 %	33 %	11 %	42 %	33 %	33 %	0 %	25 %	33 %
FLCM	46 %	64 %	56 %	0 %	0 %	0 %	29 %	36 %	34 %	0 %	0 %	0 %	50 %
UNI	0 %	0 %	0 %	0 %	0 %	0 %	0 %	0 %	0 %	11 %	0 %	9 %	9 %
TBU IN TOTAL	45 %	59 %	50 %	33 %	0 %	33 %	27 %	47 %	39 %	14 %	17 %	16 %	46 %

TABLE 17 (TABLE 3.4 AS SET BY THE MEYS): SCHOLARSHIPS GRANTED TO STUDENTS ACCORDING TO SCHOLARSHIP TYPES (HEADCOUNT)

Tomas Bata University in Zlín		
Type of scholarship	Numbers of students	Average scholarship amount**
For outstanding academic performance in compliance with § 91 Paragraph 2 Letter a)	568	11,897.71
For significant results of scientific, R&D, arts or other creative activities in compliance with § 91 Paragraph 2 Letter b)	198	7,179.41
For R&D and innovation activities in accordance with the relevant specific legal regulation, § 91 Paragraph 2 Letter c)	131	54,162.29
As financial assistance in an extremely serious financial situation in compliance with § 91 Paragraph 2 Letter d)	58	7,431.03
As financial assistance in an extremely serious financial situation in compliance with § 91 Paragraph 3	16	19,749.38
In cases deserving special consideration in compliance with § 91 Paragraph 2 Letter e)	4,029	7,010.29
Out of which accomodation scholarships	3,033	7,392.28
As a study abroad scholarship in compliance with § 91 Paragraph 4 Letter a)	27	21,540.74
Scholarship aimed to support students studying in the Czech Republic in compliance with § 91 Paragraph 4 Letter b)	64	33,857.19
Doctoral scholarships in compliance with § 91 Paragraph 4 Letter c)	185	61,954.04
Other scholarships		
TOTAL	5,276	11,083

** The share in the total amount paid for the given type of scholarship per year and per the total number of natural persons (headcount) to whom the scholarship was paid at least once per year. If the scholarship was paid to one person multiple times, the person is counted only once, but the total sum of the amounts paid to that person is included in the calculation.

4. GRADUATES

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 individual academics/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 can register and join the Club via the TBU website any time, obtain the Alumni ID Card and enjoy any of the benefits offered. As of 31 December 2022, the number of the Alumni Club members was 4,565. Four newsletters per year are sent to graduates, informing them about academic events and news from TBU.

Another tool used for communication with TBU graduates is the career portal of the Job Centre: <http://jobcentrum.utb.cz>. The portal provides communication not only with graduates, but also among other groups, besides graduates formed also by students, educational institutions, research institutions, representatives of companies and of the public sector.

4.B EMPLOYMENT/UNEMPLOYMENT RATE OF GRADUATES

The analysis of the employment rate of TBU 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 2022, the unemployment rate of graduates of TBU reached 0.9 % in Bachelor's graduates, 1.8 % in Master's graduates and 0.0 % in PhD graduates.

4.C COOPERATION WITH EMPLOYERS

At TBU, the TBU Job Centre has been operating on a long-term basis, organizing cooperation between TBU and future employers of TBU students/graduates.

The Job Centre in cooperation with the Student Union organized the job fair “Business Day 2022” held in November 2022, with the participation of a total of 79 exhibitors, and attended by approximately 2,000 TBU students/graduates. A wide-ranging supporting programme featuring analyses of CV with professional HR officers/testing of English language skills and presentations of internships and traineeships offered was prepared for TBU students within the fair. During the fair, company representatives presented and discussed with students job offers, opportunities for specialized internships or offers of topics for Bachelor’s and Master’s theses, etc.

A spring career opportunities fair was organized by the student organization IAESTE TBU Zlín and held in the spring 2022, with a total number of 30 exhibitors and 800 attendees.

In 2021 a new career portal, namely the Job Portal, was launched, interlinking students/graduates and employers with the aim of mediating job offers, organizing internships and offering topics for academic qualification theses. In 2022, its operation successfully continued, with 338 employers and 1,890 TBU students/graduates using the career portal.

In 2022, TBU established new cooperation with two companies. The Trinity Bank company became a major partner of TBU and the Continental Barum Ltd. became a partner of TBU.

TABLE 18 (TABLE 4.1 AS SET BY THE MEYS): NUMBERS OF GRADUATES OF ACCREDITED DEGREE PROGRAMMES (NUMBERS OF COMPLETED STUDIES)

	Bachelor’s		Master’s		Follow-up Master’s		Doctoral		TOTAL	
	F	P/D	F	P/D	F	P/D	F	P/D		
Faculty of Technology										
ISCED-F broad fields	Code									
Engineering, manufacturing and construction	07	101	22			118	54	5	9	309
Faculty in total	X	101	22	0	0	118	54	5	9	309
Out of which the number of women at the FT	X	45	6			54	31		5	141
Out of which the number of foreign nationals at the FT	X					20				20
Faculty of Management and Economics										
ISCED-F broad fields	Code									
Business, administration and law	04	192	19			126	102	6	7	452
Faculty in total	X	192	19	0	0	126	102	6	7	452
Out of which the number of women at the FaME	X	119	16			77	77	1	3	293
Out of which the number of foreign nationals at the FaME	X	25				7		1	2	35

	Bachelor's		Master's		Follow-up Master's		Doctoral		TOTAL	
	F	P/D	F	P/D	F	P/D	F	P/D		
Faculty of Multimedia Communications										
ISCED-F broad fields	Code									
Arts and humanities	02	132				78	3	9	6	228
Social sciences, journalism and information	03	40	31			28	39			138
Faculty in total	X	172	31	0	0	106	42	9	6	366
Out of which the number of women at the FMC	X	123	21			71	29	6	3	253
Out of which the number of foreign nationals at the FMC	X	43				15		3		61
Faculty of Applied Informatics										
ISCED-F broad fields	Code									
Information and communication technologies	06	155	23			21	42	4	5	250
Engineering, manufacturing and construction	07					9				9
Services	10					10	22			32
Faculty in total	X	155	23	0	0	40	64	4	5	291
Out of which the number of women at the FAI	X	23				7	11	2	1	44
Out of which the number of foreign nationals at the FAI	X	9				1		1		11
Faculty of Humanities										
ISCED-F broad fields	Code									
Education and formation	01	103	103	36		24	55		1	322
Social sciences, journalism and information	03	51								51
Health and welfare	09	47	20							67
Faculty in total	X	201	123	36	0	24	55	0	1	440
Out of which the number of women at the FHS	X	183	117	36	0	22	49		1	408
Out of which the number of foreign nationals at the FHS	X	12								12
Faculty of Logistics and Crisis Management										
ISCED-F broad fields	Code									
Services	10	87	65			49	75			276
Faculty in total	X	87	65	0	0	49	75	0	0	276
Out of which the number of women at the FLCM	X	42	29			24	41			136
Out of which the number of foreign nationals at the FLCM	X						1			1

	Bachelor's		Master's		Follow-up Master's		Doctoral		TOTAL	
	F	P/D	F	P/D	F	P/D	F	P/D		
TBU Centralized Constituent Part										
ISCED-F broad fields	Code									
Engineering, manufacturing and construction	07							9	2	11
Faculty in total	X	0	0	0	0	0	0	9	2	11
Out of which the number of women at the TBU Centralized Constituent Part	X							6	1	7
Out of which the number of foreign nationals at the TBU Centralized Constituent Part	X							2		2
TBU IN TOTAL										
ISCED-F broad fields	Code									
Education and formation	01	103	103	36		24	55		1	322
Arts and humanities	02	132				78	3	9	6	228
Social sciences, journalism and information	03	91	31			28	39			189
Business, administration and law	04	192	19			126	102	6	7	452
Information and communication technologies	06	155	23			21	42	4	5	250
Engineering, manufacturing and construction	07	101	22			127	54	14	11	329
Health and welfare	09	47	20							67
Services	10	87	65			59	97			308
TBU IN TOTAL	X	908	283	36	0	463	392	33	30	2,145
Out of which the total number of women	X	535	189	36		255	238	15	14	1,282
Out of which the total number of foreign nationals	X	89				43	1	7	2	142

5. INTEREST IN STUDIES

5.A ENTRANCE EXAMINATIONS

Requirements for admission to study varied, as they had been determined by the relevant TBU Faculty.

FT: No entrance examinations were held within the admission procedure for the academic year 2022/2023. In accordance with the relevant internal regulation issued by the Faculty, decisions on admission to the FT were taken by the Dean and based on the recommendation of the admission committee whose members were: Vice-Dean for Pedagogical Activities in Bachelor's Studies at the FT (Chairperson of the admission committee), Vice-Dean for Pedagogical Activities in Master's Studies at the FT, Chairperson of the Academic Senate of the FT or a member of the Academic Senate of the FT authorized by the Chairperson, and the Chairperson of the Degree Programme Board of the FT or a member of the Degree Programme Board of the FT authorized by the Chairperson.

FaME: No entrance examinations were held for admission to full-time and blended accredited Bachelor's programmes carried out at the FaME. Applicants were considered as qualified for admission to study in these degree programmes depending on the grade point average achieved in the third year of secondary school, and that in a ranking to be compiled by the admission committee and depending on the number of students. All applicants who had completed a Bachelor's programme in the relevant field qualified for admission to a Master's programme. Admission to full-time Bachelor's programmes taught in English was conditional on successful passing of a written entrance examination.

FMC: As the degree programmes carried out at the Faculty are of specific specializations, entrance examinations are organized by FMC teachers. Admissions to degree programmes/courses in arts comprise two rounds. The first round includes an aptitude test (i.e. assessment of candidates' portfolios) and the second round usually includes a written examination, an oral interview and the elaboration of a creative task. For the programme in Marketing Communications the admissions are organized by the staff of the Department, and comprise a knowledge test and a test of creativity and logical thinking (or a test of English language knowledge and proof of practical experience for part-time students). The tests are prepared by the staff of the Department according to methodological manuals.

FAI: In 2022, entrance examinations were carried out only for the Bachelor's programme in Software Engineering, where the entrance examination in mathematics was organized by the FAI staff. This examination could be waived for applicants who graduated in mathematics or physics. Applicants for study in other Bachelor's/follow-up Master's programmes were exempted from entrance examinations.

FHS: For the academic year 2022/2023, the FHS held no entrance examinations to study in the Bachelor's programmes/courses in Social Pedagogy, Pedagogy of Preschool Age, English for Business Administration, Nursing, Midwifery and Health and Social Care Worker. Those applicants were admitted who had passed the National Comparative Exams organized by the SCIO organization. This requirement did not apply to the degree course in German for Business Administration, where admission was conditional on the fulfilment of the legal requirement – passing of the school-leaving examination. For the degree course

in English for Business Administration, the specialized test to be taken within the National Comparative Exams could be replaced either by a language certificate at least at the B2 level, or by a school-leaving examination in English, achieving the grade Excellent or Very good. As regards admissions to study in the Master's course in Lower Primary School Teacher Training, the eligibility criterion was based on the grade results achieved in the first six months of the final year at the secondary school. The Faculty organized written entrance examinations for the follow-up Master's course in Social Pedagogy, which contained questions from FSE subjects of the Bachelor's course in Social Pedagogy. The eligibility criterion for applicants for study in the follow-up Master's course in Pedagogy of Preschool Age was based on the results achieved in final state examinations in Bachelor's programmes. The main part of the admissions to the doctoral programme in Pedagogy was a written test in English; the entrance examination also comprised an admission interview and a debate on the submitted research project of the doctoral thesis.

FLCM: Applicants for Bachelor's courses in Applied Logistics, in Population Protection and in Risk Management were exempted from entrance examinations. Applicants were accepted according to the date of submission of the e-application and after the payment of the fee for actions related to the admission procedure including the submission of all required documents, until the maximum number of accepted applicants was reached, which was determined by the Dean and posted on the Faculty's website. Applicants for the follow-up Master's programme in Security of the Society (full-time and part-time mode of study) were exempted from entrance examinations as well. Applicants for the relevant specializations were admitted to study based on a ranking compiled, depending on the weighted grade average achieved during previous Bachelor's or Master's studies until the maximum number of accepted applicants as determined by the Dean was reached, which was posted on the Faculty's website. For the full-time follow-up Master's programme in Security of the Society and the full-time and part-time Bachelor's programme in Risk Management, the admission procedure comprised two rounds.

UNI: Entrance examinations for doctoral programmes organized in the UNI/CPS were held on three occasions for the academic year 2022/2023. For each admission procedure, a separate admission committee was established. Applicants for degree programmes accredited to be taught in Czech were required to appear in person in front of the committee. International applicants for degree programmes accredited to be taught in English participated in an online interview.

5.B COOPERATION WITH SECONDARY SCHOOLS IN THE FIELD OF PROMOTION

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. Numerous activities were carried out online in 2022 as well, and that in particular during the first six months of the year.

TBU cooperates with secondary schools on several levels. As regards recruitment and promotion, the following key activities can be named:

- Physical and online Open Days
- Displays by TBU at Education and Lifelong Learning Fairs (Gaudeamus Prague, Gaudeamus Brno, Gaudeamus Nitra, Gaudeamus Bratislava, Pro Educo Košice)
- Participation in education fairs held online ([vysokeskoly.cz](https://www.vysokeskoly.cz), [studuj.to](https://www.studuj.to))
- TBU presentation at the [vysokeskoly.cz](https://www.vysokeskoly.cz) portal
- Sending of the so-called promotional sets to secondary schools in the Czech Republic and Slovakia. The sets contain information about TBU and promotional materials.
- Visits by students to their home secondary schools

- TBU Lecture e-shop – a special microsite containing an offer of lectures, workshops and excursions for secondary schools. Teachers from TBU visit secondary schools or, vice versa, students from secondary schools come to TBU.
- TBU website and microsities (Start Differently, Study at TBU, TBU News, be.utb.cz showroom)
- E-application to study at TBU
- Paid campaigns on social networks, namely on Facebook, Instagram and YouTube
- PPC advertising campaigns (Google AdWords platforms)
- Podcasts created during the implementation of the TBU project – “It All Starts with TBU”
- Merchandising
- Universalia magazine – distributed to education counsellors at secondary schools
- TBU Rag Day – participation by secondary school students
- International Students’ Day - participation by secondary school students

In 2022, cooperation with the faculty secondary schools continued. The cooperation was particularly focusing on the support of the interest of secondary school students in study at TBU, on cooperation in the organization of talent competitions such as SOČ, specialized competitions, year-long projects, etc., submission of joint grant projects and cooperation in the field of further education of secondary school teachers in the form of professional consultations, seminars, specialized lectures and Lifelong Learning courses.

Overview of faculty secondary schools, i.e. partner institutions of TBU Faculties:

- FT Faculty school: Secondary Technical School Otrokovice
- FaME Faculty school: Secondary Technical School and Business Academy Uherský Brod, T. Bata Business Academy in Zlín, Baltaci Secondary School
- FMC Faculty school: Secondary School of Applied Arts for Glassmaking in Valašské Meziříčí, Secondary School of Furniture and Business in Bystřice pod Hostýnem, Secondary School of Applied Arts in Uherské Hradiště and AHOL Secondary Technical School in Opava
- FAI Faculty schools: Jan Pivečka Grammar School and Secondary Technical School Slavičín, Ladislav Jaroš Grammar School in Holešov, Secondary Technical School and Business Academy Uherský Brod, Secondary Technical School Přerov, Secondary Technical School of Mechanical Engineering Vsetín, Secondary Technical School Zlín, Secondary School of Informatics, Electrical Engineering and Crafts Rožnov pod Radhoštěm
- FLCM Faculty school: Secondary School of Gastronomy, Hotel Management and Forestry Bzenec

The TBU Faculties organized the following additional activities:

FT: The Faculty of Technology decided to prefer direct contact with secondary schools, their teachers and students in the long term. The activities implemented in 2022 are listed below:

- **Science e-shop** – popular science lectures offered to secondary schools
- **Experience Science** – A one-day festival whose programme features workshops held in FT laboratories. The morning programme of this festival is offered exclusively to secondary schools that book the workshops offered to entire classes or groups of their students.
- **Open Day** – In 2022, the Open Day took place directly in the FT buildings; face-to-face activities were complemented by an online programme. Applicants for study could attend presentations on degree programmes/courses, visit teaching and laboratory premises, put questions to current Bachelor’s students, visit Student Affairs Offices, where they could get detailed information about the admission procedure and requirements to be fulfilled to study at the FT. The Open Day also featured a supporting programme.
- **Excursions for secondary schools** - throughout the year, excursions to the FT buildings are organized, either general programmes presenting the FT as a whole, or thematic excursions focused on the individual fields of study.

- **Online campaign informing about the admission procedure** – The campaign was running on online platforms and social networks using a series of videos presenting all R&D and study specializations pursued at the Faculty. Secondary school students were the target group of these campaigns, with the events modified for this purpose.
- **Gaudeamus** – a series of higher education fairs promoting the possibilities of studying at universities. In 2022, the Faculty of Technology joined the TBU presentation on display at higher education fairs held in Prague, Brno, Bratislava and Nitra.

FaME: The Faculty communicates with applicants for study directly at secondary schools and during the Open Days. Communication also included online campaigns running on social networks and in the media. Special attention was paid to cooperation with faculty secondary schools. Recently, cooperation has been extended to the whole Czech Republic within the partnership established at the Economic Olympiad, an economic and financial competition for secondary schools held in the Czech Republic. On 21 June 2022, FaME representatives contested the final of this competition held in the buildings of the Czech National Bank; they presented the FaME and its degree programmes on this occasion.

As regards cooperation with secondary schools, the FaME cooperates, besides the so-called faculty secondary schools, with the following institutions on a long-term basis:

- Business Secondary School and Tertiary Technical School, Ltd.
- Academic School, Secondary School, Ltd.
- Grammar School and Language Institute for Final State Examinations Zlín
- EDUCA – Secondary Technical School, Ltd.

The mentioned secondary schools are regularly informed about planned events or projects aimed to promote the Faculty, the Faculty's learning environment and degree programmes (Open Day, Researchers' Night, TBU Lecture E-Shop, etc.). Schools are regularly supplied with printed and digital materials designed to promote the FaME and the degree programmes offered at the Faculty, which are "tailored" to be in line with the specialization of the relevant secondary school. Representatives and students of these secondary schools are also regularly invited to attend important events held at the Faculty.

FMC: Within the communication and building up of relations with secondary schools, the Faculty carries out several types of activities, both in terms of education and communication. As regards the implementation of educational activities, these comprise educational and popular lectures held within the TBU Lecture E-shop programme, with all FMC Studios and Departments participating. Moreover, student trips to secondary schools are organized, offering presentations about the Faculty and degree programmes carried out at the FMC, and providing information about admission procedures, the course of study and subsequent career prospects. More intensive cooperation is conducted with faculty secondary schools. In addition to the above-mentioned activities, Open Days were organized, where specifically the FMC, unlike other TBU Faculties, holds Open Days twice a year; the autumn date was set only for the FMC Open Day because a deadline other than the usual TBU deadline was set for the submission of applications for degree courses in arts.

FAI: The Faculty has a network of seven faculty secondary schools, mainly situated in the Zlín and Olomouc regions. The closest cooperation with these schools takes place not only in the form of promotion, but also in other teaching/research areas. Moreover, promotional trips to secondary schools are organized, which are mainly carried out at the turn of the year with the aim of promoting degree programmes carried out at the FAI among final-year students of secondary schools.

FHS: At secondary schools, presentation events were held, organized by FHS Departments and aimed to promote degree programmes carried out at the FHS. Secondary school students also attended FHS events, for example the 11th edition of the Show-off contest featuring presentations in English.

FLCM: The Faculty cooperates with faculty and other secondary schools within marketing activities, consisting of regular visits and promotional meetings with students or teaching staff held directly at the relevant secondary schools. Secondary school students are offered interesting specialized lectures held directly at the FLCM and comprising a tour of teaching laboratories and specialized lecture rooms, or directly at their secondary school. The Faculty staff are also involved in the TBU Lecture E-shop project, within which they give invited lectures at secondary schools (e.g. on the topic of cyber security). Every year, the FLCM participates in education fairs organized for students and graduates of secondary schools, e.g. the Gaudeamus fairs held in Brno, Prague, Bratislava and others. The Faculty also targets the younger generation. Lectures for younger pupils took place at primary schools in Uherské Hradiště and in its surroundings. The Faculty also regularly participated in promotional educational events such as the Researchers' Night.

TABLE 19 (TABLE 5.1 AS SET BY THE MEYS): INTEREST IN STUDIES AT TBU IN ZLÍN

Bachelor's		Number of applicants (headcount)	Applications submitted	Students admitted	Students enrolled
Faculty of Technology					
Engineering, manufacturing and construction	07	1,323	1,489	979	744
Faculty in total	X	1,323	1,489	979	744
Faculty of Management and Economics					
Social sciences, journalism and information	03	1,870	2,085	717	600
Faculty in total	X	1,870	2,085	717	600
Faculty of Multimedia Communications					
Arts and humanities	02	830	833	125	125
Social sciences, journalism and information	03	619	628	93	105
Faculty in total	X	1,449	1,461	218	230
Faculty of Applied Informatics					
Information and communication technologies	06	615	678	260	207
Engineering, manufacturing and construction	07	373	410	192	120
Services	10	335	341	202	159
Faculty in total	X	1,323	1,429	654	486
Faculty of Humanities					
Education and formation	01	1,203	1,405	488	410
Arts and humanities	02	638	669	220	169
Faculty in total	X	1,841	2,074	708	579
Faculty of Logistics and Crisis Management					
Services	10	889	971	715	486
Faculty in total	X	889	971	715	486
Bachelor's na TBU IN TOTAL					

Bachelor's		Number of applicants (headcount)	Applications submitted	Students admitted	Students enrolled
Education and formation	01	1,203	1,405	488	410
Arts and humanities	02	1,468	1,502	345	294
Social sciences, journalism and information	03	2,489	2,713	810	705
Information and communication technologies	06	615	678	260	207
Engineering, manufacturing and construction	07	1,696	1,899	1,171	864
Health and welfare	09	1,226	1,410	573	454
Services	10	1,224	1,312	917	645
TOTAL	X	9,921	10,919	4,564	3,579

Master's		Number of applicants (headcount)	Applications submitted	Students admitted	Students enrolled
Faculty of Humanities					
Education and formation	01	338	338	88	56
Faculty in total	X	338	338	88	56
Master's programmes at TBU in Zlín in total					
Education and formation	01	338	338	88	56
TOTAL	X	338	338	88	56

Follow-up Master's		Number of applicants (headcount)	Applications submitted	Students admitted	Students enrolled
Faculty of Technology					
Social sciences, journalism and information	05	63	65	49	47
Engineering, manufacturing and construction	07	274	290	179	153
Faculty in total	X	337	355	228	200
Faculty of Management and Economics					
Social sciences, journalism and information	03	899	1 016	529	458
Faculty in total	X	899	1 016	529	458
Faculty of Multimedia Communications					
Arts and humanities	02	140	149	80	80
Social sciences, journalism and information	03	245	269	97	92
Faculty in total	X	385	418	177	172
Faculty of Applied Informatics					

Follow-up Master's		Number of applicants (headcount)	Applications submitted	Students admitted	Students enrolled
Information and communication technologies	06	267	283	148	136
Engineering, manufacturing and construction	07	62	63	29	23
Services	10	88	95	74	63
Faculty in total	X	417	441	251	222
Faculty of Humanities					
Education and formation	01	96	104	71	44
Arts and humanities	02	128	131	102	96
Faculty in total	X	224	235	173	140
Faculty of Logistics and Crisis Management					
Services	10	279	308	271	213
Faculty in total	X	279	308	271	213
Follow-up Master's programmes at TBU in Zlín in total					
Education and formation	01	96	104	71	44
Arts and humanities	02	268	280	182	176
Social sciences, journalism and information	03	1,144	1,285	626	550
Natural sciences, mathematics and statistics	05	63	65	49	47
Information and communication technologies	06	267	283	148	136
Engineering, manufacturing and construction	07	336	353	208	176
Services	10	367	403	345	276
TBU IN TOTAL	X	2,541	2,773	1,629	1,405

Doctoral		Number of applicants (headcount)	Applications submitted	Students admitted	Students enrolled
Faculty of Technology					
Natural sciences, mathematics and statistics	05	13	13	4	3
Information and communication technologies	06	1	1	0	0
Engineering, manufacturing and construction	07	20	20	17	15
Faculty in total	X	34	34	21	18
Faculty of Management and Economics					
Social sciences, journalism and information	03	79	80	35	35
Faculty in total	X	79	80	35	35

Doctoral		Number of applicants (headcount)	Applications submitted	Students admitted	Students enrolled
Faculty of Multimedia Communications					
Arts and humanities	02	11	11	7	7
Faculty in total	X	11	11	7	7
Faculty of Applied Informatics					
Information and communication technologies	06	26	26	10	10
Faculty in total	X	26	26	10	10
Faculty of Humanities					
Education and formation	01	10	10	3	3
Faculty in total	X	10	10	3	3
TBU Centralized Constituent Part					
Engineering, manufacturing and construction	07	12	12	12	12
TBU Centralized Constituent Part in total	X	12	12	12	12
Doctoral programmes at TBU in Zlín in total					
Education and formation	01	10	10	3	3
Arts and humanities	02	11	11	7	7
Social sciences, journalism and information	03	79	80	35	35
Natural sciences, mathematics and statistics	05	13	13	4	3
Information and communication technologies	06	27	27	10	10
Engineering, manufacturing and construction	07	32	32	29	27
TBU IN TOTAL	X	172	173	88	85

6. STAFF

6.A CAREER REGULATIONS FOR ACADEMIC STAFF

The established pilot system for the evaluation of academics and researchers was innovated in the course of 2022. A new Rector's Directive No. SR/7/2022 Evaluation and Management of the Development of Teaching, R&D and Creative, Managerial and Other Activities Carried Out by TBU Academic Staff and Researchers was issued (effective from 1 September 2022, replacing the Rector's Directive No. SR/7/2021). The purpose of the evaluation system is to provide all employees with systematic and objective feedback on their professional activities, to identify barriers and opportunities for further development. The key component of the evaluation system comprises regular interviews led by senior executives with employees, within which a career plan of activities for a period of one to two years is drawn up and evaluated. The career plan is monitored by Heads of Departments and Deans of TBU Faculties. The process of career advancement, development and remuneration is, thus, administered by the individual component parts of the University, which also select motivation tools for rewarding of employees depending on the results achieved upon the condition that these motivation tools must be in accordance with the institutional system of evaluation of academics and researchers as well as the valid Salary Regulations of Tomas Bata University in Zlín.

The TBU Faculties, in accordance with their career programmes, individually allow academic staff and researchers to participate free of charge in educational programmes, participate in mobility abroad, be provided with sabbatical leave and enabled a modification of professional duties. For the purpose of evaluation and preparation of the Employee Career Plan, the length of professional experience, the length of employment at TBU and the number of weekly working hours shall be taken into account, in general terms, as set in the Rector's Directive, as well as obstacles on the part of the employee where the employer is obliged to excuse him/her from work, namely a long-term sickness absence or maternity and/or parental leave, holding of a post of an academic senior executive at TBU, or other objective obstacles to the fulfilment of the Career Plan occurring during the last 3 years.

6.B DEVELOPMENT OF PEDAGOGICAL SKILLS OF ACADEMIC STAFF

The development of teaching skills, that TBU as a bilingual university was focusing on, comprised an improvement in communication skills of employees and an extension of and improvement in the language level of lectures and seminars held at TBU in English. At the institutional level, language tuition was offered involving language courses intended for academics, individual consultations for speakers at conferences and the preparation and organization of CAE certified exams. A total of 120 employees actively participated in language education in 2022.

Education of supervisors and external examiners of academic qualification theses in the methodology and procedures useful for the elaboration of academic qualification theses and their evaluation took place. The educational materials prepared are posted on the TBU website and available to all employees.

The TBU A.D.A.P.T. project (NRP), Specific aim: Digitization of Educational Activity and Studies' Administration – this part of the project focuses on the modernization and development of the technical infrastructure needed for the creation of blended and distance forms of learning and on increasing the technical skills of academic staff for the implementation of these forms of education. The project is aimed at educating academic staff in the use of computer technology and information systems for digital forms of teaching. In the 2022/2023 academic year, a training cycle aimed at enhancing skills in using the available functions of the LMS Moodle and MS Teams started. Specific aim: Development in the area of distance learning, online learning and blended learning – this part of the project focuses on the creation of an institutional environment for the conceptual development of blended and distance forms of learning at TBU and on the preparation and development of human resources for this activity, as well as a training cycle aimed at expanding pedagogical-psychological skills related to the preparation of professional educational materials for blended and distance learning, and at strengthening the teaching and presentation skills of academic staff with regard to teaching in the online environment.

In 2022, TBU continued to implement a motivation tool for rewarding of excellent work results of academic staff or employees who – by using new approaches - contribute to increasing the quality of teaching or to the introduction of innovative approaches to educational processes. In addition to rewarding the work of these employees, the main contribution is that they provide examples of good practice, which are subsequently promoted internally in the area of rewarded activities. This includes searching for new teaching opportunities at TBU in Zlín and sharing of experience across component parts. In 2022, the Rector's Award went to:

- FT, Department of Physics and Materials Engineering. The award was conferred for the contribution to making physics and natural sciences more attractive and popular, particularly among secondary school students. In December 2022, Roman Čermák, Dean of the FT, received the Award by the Minister of Education, Youth and Sports for excellent educational activity at a HEI. The Award is conferred on university employees for excellent educational activity or for significant innovation in educational activity carried out during the last three years.
- FMC, Arts Management studio. The Award was conferred for significant results in the area of establishing new international partnerships and for preparation and implementation of international projects within the educational activities carried out at the Faculty.
- FAI, Department of Informatics and Artificial Intelligence, Department of Computer and Communication Systems. The Award was conferred for the provision of services by the Programming Support Centre, particularly for the implementation of educational activities aimed to reduce dropout rates in first-year students enrolled on course units where programming is taught.
- FLCM, Department of Population Protection. The Award was conferred for a significant improvement in the quality of academic qualification theses at the Faculty and for setting up a system of imparting experience to early career academics.

6.C GENDER EQUALITY PLAN, WORK-LIFE BALANCE

At TBU, the issues of gender equality, equal opportunities, support of diversity and inclusion adhere to a set of strategic documents, international certificates, internal rules and regulations.

Strategic documents

The Strategic Plan of Tomas Bata University in Zlín for the 21+ Period is a key strategic document of the University. Within the Pillar E: Human Resources, Funding, Internal Environment of TBU in Zlín and

Strategic Management, the following key measure was defined: Prepare and implement the Strategy for the Development of Human Resources at TBU in Zlín, including the integration of the principles of gender equality into rights, obligations and opportunities, integrate methodologies in the field of human resources management (Strategic Goal 5.4: Strengthen the strategic management of human resources).

The Implementation Plan of the 21+ Strategic Plan of Tomas Bata University in Zlín for 2022 – specific implementation measures in the field of gender equality were included in the implementation document of the TBU 21+ Strategic Plan for 2022: Strategic Goal 5.4: Strengthen the strategic management of human resources.

- Measure: Implement the Strategy for the Development of Human Resources of TBU including the integration of sub-methodologies for human resource management.
- Measure: Create conditions for the preparation of the Gender Equality Plan at TBU in Zlín.

The Strategy for Human Resources Development at TBU in Zlín is included in the TBU Strategic Plan for 21+, and defines the orientation of the University in the area of development and management of human resources. The Strategy for Human Resources Development is built on the principles of gender equality in rights, responsibilities and opportunities. The goal of the Strategy is to define principles for an optimum setting of rules for HR processes and methods which will lead to the creation of a pleasant working environment and will enable that all target indicators that TBU has set in its TBU Strategy for 21+ are effectively fulfilled.

The Gender Equality Plan at TBU in Zlín (GEP) was issued at TBU in January 2022. The GEP comprises the strategic aims and the detailed action plan set for 2022-2025 including the measures and steps aimed to achieve gender equality at TBU in the following areas: Education and awareness in the field of gender equality, work-life balance, percentage of women holding CEO positions, recruitment of employees and equal opportunities, equal opportunities in science and research, measures against sexual and gender-based harassment.

Internal rules and regulations

The Statute of Tomas Bata University in Zlín includes the TBU Code of Ethics in Zlín (Appendix 4 to the TBU Statute), which is a regulation binding on all students and staff. The TBU Code of Ethics in Zlín also enshrines the principles of gender equality and conduct not allowing sexual or gender-based harassment. Complaints regarding observance of principles set in the TBU Code of Ethics in Zlín are dealt with by the Ethics Committee of TBU in Zlín; the Committee is an advisory body to the Rector. The Rules of Procedure of the Ethics Committee of TBU in Zlín regulate the procedures for the submission of complaints related to the observance of the Code and discussion on the matters in question.

In 2022, four meetings of the TBU Ethics Committee were held in the composition set by the Rector's Directive. During 2022, the TBU Ethics Committee received three complaints regarding the observance of the principles of the TBU Code of Ethics, two of them were submitted by TBU students, and one complaint was submitted by a TBU employee. In the case of all complaints dealt with, the TBU Ethics Committee's resolution also included a recommendation to the TBU Rector regarding further action. In addition, in 2022, a total of twenty project proposals were submitted to the TBU Ethics Committee for assessment of their ethical aspects. All of the project proposals submitted were approved by the TBU Ethics Committee.

The filling of academic staff positions is regulated in the Rules Governing Selection Procedures for Academic Staff Positions at Tomas Bata University in Zlín. It enshrines the principle of transparency applicable to the filling of vacancies with reference to Act No. 111/1998 Coll., on Higher Education Institutions, as well as to the recommendation of the European Commission on the European Charter for Researchers and on the Code of Conduct for the Recruitment of Researchers.

The Salary Regulations of Tomas Bata University in Zlín address the gender area by referring to applicable legislation, in particular to Act No. 262/2006 Coll., Labour Code. It defines non-discriminatory conditions for salary policy and for remuneration payable in accordance with agreements on work performed outside employment for all categories of employees (academics, researchers and other employees).

The Rector's Directive SR/7/2020 entitled Principles of Equal Opportunities Policy at Tomas Bata University in Zlín defines the basic principles of equal opportunities adopted at TBU, based on the relevant legal regulations of the Czech Republic, in particular on the Act on Equal Treatment and on Legal Instruments of Protection against Discrimination and on Amendments to Selected Acts (the so-called Anti-Discrimination Act). The Directive defines the basic principles relating to equal opportunities for women and men that are applied at TBU, both in terms of employment relations and in terms of access to and provision of education, including professional training. In order to ensure equal opportunities for men and women, without prioritizing this policy over the criterion of quality and skills, TBU shall in particular adhere to the following principles:

- a) Gender equality is applied in all processes in the field of management, institutional and HR policy, teaching, R&D and other activities of TBU.
- b) TBU implements and supports measures aimed to achieve gender balance at all levels and in all job positions.
- c) TBU observes the policy of equal opportunities during recruitment and during the next stages of career advancement.
- d) TBU pays attention to the gender diversity in selection and evaluation committees and in implementation/research teams.
- e) TBU adopts measures aimed at achieving the work-life balance of both men and women. TBU allows flexible working hours, part-time work and supports an increase in the percentage of employees who return to TBU after parental leave. In the internal evaluation, TBU takes into consideration a career break due to parenthood, a long-time illness or due to taking care of the employees' close persons.
- f) TBU pays attention to a correct written and spoken manner of expression, which avoids ridiculing, lessening the importance of persons and discriminating persons in terms of gender, race, ethnic origin, religion, faith, disability, age or sexual orientation and political beliefs.

As regards gender equality, the Work Regulations of Tomas Bata University in Zlín (Rector's Directive SR/19/2018) refer to the general regulation included in the Labour Code. In accordance with generally binding legal regulations, TBU guarantees women in particular their equal status with male employees, equal working conditions, including remuneration for work, professional training and the opportunity to achieve career or other advancement during their employment. However, it specifically sets rules for the working conditions of employed women in the internal processes in order to achieve their equal status in all areas of working life. At the same time, it determines the employer's obligation to set working conditions for the possible performance of work in accordance with the maternity mission of female employees. As part of the work-life balance, employees are offered flexible working hours, part-time work, six weeks of annual leave for non-academic staff or the possibility of unpaid leave in addition to annual leave.

The Rector's Directive SR/7/2022 Evaluation and Management of the Development of Teaching, R&D and Creative, Managerial and Other Activities Carried Out by TBU Academic Staff and Researchers defines the basic procedures for evaluating of professional activities of all academics and researchers involved in teaching, R&D, creative, managerial and other activities carried out at TBU in Zlín. The system of evaluation and remuneration of these employees strictly respects gender equality and takes into account career breaks due to maternity, parenthood, or other objective obstacles on the part of the employee.

In 2018, two component parts of TBU in Zlín, the CPS (UNI) and the CEBIA-Tech (FAI) received the HR Award certificate. Workplace transparency has been established at these Centres in accordance with the European Charter for Researchers and with the Code of Conduct for the Recruitment of Researchers, and that including gender equality. During 2021, the research centres underwent evaluation, thus confirming their right to use the certificate.

6.D ISSUE OF SEXUAL AND GENDER HARASSMENT

Conduct that is of sexual nature and whose intention or effect is to diminish the dignity of a person and create an intimidating, hostile, degrading, humiliating or offensive environment, or that can be legitimately perceived as a condition for decisions affecting the exercise of rights and obligations arising from legal relations, is defined as particularly unacceptable behaviour at TBU in the Rector's Directive SR/7/2020 "Principles of Equal Opportunities Policy at TBU in Zlín".

The TBU Code of Ethics, which is a regulation binding on all employees and students, enshrines the principles of gender equality and conduct not allowing sexual or gender-based harassment. Complaints regarding observance of principles set in the TBU Code of Ethics in Zlín are dealt with by the Ethics Committee of TBU in Zlín. In accordance with the Code of Ethics of TBU in Zlín, the job position of Ombudsman was established who shall be an independent mediator for dealing with complaints and requests for reviews submitted by employees, also those regarding sexual or gender-based harassment. In 2022, a total of nine persons (five TBU employees and four TBU students) submitted a complaint/request for a review to the Ombudsman. No complaint regarding sexual or gender-based harassment at TBU was submitted.

TBU in collaboration with other Czech universities applied for funding by a centralized development project entitled "Social Security at Czech Universities in the Context of Academic Ethics". Within the thematic focus put on "improving the quality of the higher education environment through the introduction of measures against manifestations of discrimination against various groups of people and sexual harassment", the concept of social safety was set up at TBU within the sub-activities of the University in 2022. Within the cooperation with 26 HEIs, an analysis of internal legislative regulations and good practice in strengthening social security at Czech higher education institutions was carried out, awareness events were held, and methodological material for universities was prepared. Based on the analysis of the current situation, TBU created a draft concept of social security for further discussion at the institutional level, i.e. by the University Management Board. As part of the concept, modifications to internal documents taking into account the issue of social security were proposed, a system of recommendations for the implementation of follow-up steps was created, and a new website section called Social Security was designed within the TBU website.

TABLE 20 (TABLE 6.1 AS SET BY THE MEYS): TOTAL NUMBERS OF ACADEMICS, RESEARCHERS AND OTHER EMPLOYEES (AVERAGE CONVERTED NUMBERS)

	Academics							Researchers				Other employees	Total numbers of staff
	Academic staff	Professors	Associate Professors	Senior Lecturers	Lecturers	Assistant Lecturers	Researchers and R&D staff participating in teaching activities	Adjunct Professors	Postdoctoral researchers ("postdocs")	Researchers not included in other categories	Other researchers and R&D staff		
FT	104.514	16.824	27.703	55.823	2.164	1.000		1.000	2.000	0.675	14.983	31.053	153.225
Out of which women	47.067	3.317	11.427	29.241	2.082	0.000		1.000	0.000	0.000	12.783	24.596	84.446
FaME	35.996	2.000	5.322	23.717	2.844	2.113			0.252	0.151	0.000	13.551	49.950
Out of which women	9.188	0.000	0.975	7.500	0.167	0.546			0.000	0.151	0.000	10.902	20.241
FMC	35.996	5.086	16.086	45.476	5.918	1.000			4.991	14.060	10.197	25.099	90.343
Out of which women	10.560	1.000	2.671	3.349	3.540	0.000			1.000	3.001	0.422	17.325	32.308
FAI	66.814	4.500	15.077	36.022	11.215	0.000			0.000	0.000	1.000	38.651	106.465
Out of which women	27.658	0.000	5.203	17.450	5.005	0.000			0.000	0.000	1.000	27.160	55.818
FHS	73.265	6.162	16.518	44.442	4.143	2.000			2.947	0.773	0.656	29.970	107.611
Out of which women	33.152	2.501	7.201	22.450	0.000	1.000			0.000	0.708	0.000	24.696	58.556
FLCM	95.877	6.118	12.477	50.822	6.099	20.361			0.085	0.000	0.400	21.999	118.361
Out of which women	69.250	1.623	6.370	40.368	5.726	15.163			0.085	0.000	0.300	18.000	87.635
UNI	32.428	0.998	1.855	29.550	0.025	0.000			12.840	13.717	16.368	17.364	92.717
Out of which women	8.357	0.000	1.000	7.357	0.000	0.000			6.743	5.926	10.962	12.364	44.352
Other constituent parts	0.000	0.000	0.000	0.000	0.000	0.000			0.000	1.000	0.000	201.786	202.786
Out of which women	0.000	0.000	0.000	0.000	0.000	0.000			0.000	0.000	0.000	128.278	128.278
TOTAL	482.460	41.688	95.038	285.852	32.408	26.474	0.000	1.000	23.115	30.376	43.604	379.473	959.028
Total number of women	205.232	8.441	34.847	127.715	16.520	16.709	0.000	1.000	7.828	9.786	25.467	263.321	511.634

TABLE 21 (TABLE 6.2 AS SET BY THE MEYS): AGE STRUCTURE OF ACADEMICS, RESEARCHERS AND OTHER EMPLOYEES (HEADCOUNT)

	Under 29 years	30-39 years	40-49 years	50-59 years	60-69 years	Over 70 years	TOTAL
Professors			13	17	9	9	48
Out of which women			1	8	3		12
Associate Professors		7	45	21	22	14	109
Out of which women		1	16	10	10	1	38
Senior Lecturers	1	93	134	38	29	8	303
Out of which women		33	69	22	11	2	137
Lecturers	6	32	3				41
Out of which women	3	18	2				23
Assistant Lecturers	1	8	6	8	4		27
Out of which women	1	6	4	4	2		17
Adjunct Professors					1		1
Out of which women					1		1
Postdocs		21	2				23
Out of which women		7	2				7
Researchers not included in other categories		16	16	3		3	38
Out of which women		5	6	2			13
Other scientific and R&D staff	18	21	13	7	6	1	66
Out of which women	9	7	11	6	4		37
Other employees	32	82	146	89	37	6	392
Out of which women	20	54	98	70	27	3	272
Total number of employees	58	280	378	183	108	41	1,048
Out of which women	33	131	209	122	58	6	559

TABLE 22 (TABLE 6.3 AS SET BY THE MEYS): NUMBERS OF ACADEMIC AND R&D STAFF ACCORDING TO WORKLOADS AND TO HIGHEST COMPLETED EDUCATION (HEADCOUNT ACCORDING TO WORKLOADS)

	Academics								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	2	2	1		4	1			1		8	3
0.31–0.5			4		3	2	1		1		9	2
0.51–0.7			1		2	2					3	2
0.71–1.0	17	4	26	11	51	26	4	3	2		100	44
TOTAL	19	6	32	11	60	31	5	3	4	0	120	51
Faculty of Logistics and Crisis Management												
	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	4	2
0.31–0.5			2		1	1	3	2			6	3
0.51–0.7			1				1				2	0
0.71–1.0	2		4	1	25	7	2				33	8
TOTAL	2	0	8	1	27	8	6	2	2	2	45	13
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	0
0.31–0.5											0	0
0.51–0.7			1		2	1					3	1
0.71–1.0	7	1	13	3	43	2	9	5	19	4	91	15
TOTAL	7	1	14	3	45	3	9	5	20	4	95	16

	Academics								Researchers	TOTAL	Out of which women	
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	0
0.31–0.5	3		4	1	3	1	3	1			13	3
0.51–0.7					1						1	0
0.71–1.0	3		14	5	22	12	23	11			62	28
TOTAL	6	0	18	6	26	13	26	12	0	0	76	31
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			2	1	1	1			1		4	2
0.31–0.5	2	1	4	2	3	1	3	1	1	1	13	6
0.51–0.7			2		3	2					5	2
0.71–1.0	4	2	13	6	40	19	5	2	3		65	29
TOTAL	6	3	21	9	47	23	8	3	5	1	87	39
Faculty of Humanities												
	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	0
0.31–0.5	5	3	5	3	9	7	3	3			22	16
0.51–0.7					1	1					1	1
0.71–1.0	1		10	4	44	34	27	23			82	61
TOTAL	6	3	15	7	54	42	30	26	0	0	105	78

	Academics								Researchers	TOTAL	Out of which women	
University Institute												
	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									3	3	3	3
0.31-0.5									1		1	0
0.51-0.7									1		1	0
0.71-1.0	1		2	1	29	6			24	12	56	19
TOTAL	1	0	2	1	29	6	0	0	29	15	61	22
Other constituent parts in total												
	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	0
0.31-0.5											0	0
0.51-0.7											0	0
0.71-1.0									1		1	0
TOTAL	0	0	0	0	0	0	0	0	1	0	1	0
TBU IN TOTAL												
	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	2	2	4	1	6	2	0	0	8	5	20	10
0.31-0.5	10	4	19	6	19	12	13	7	3	1	64	30
0.51-0.7	0	0	5	0	9	6	1	0	1	0	16	6
0.71-1.0	35	7	82	31	254	106	70	44	49	16	490	204
TOTAL	47	13	110	38	288	126	84	51	61	22	590	250
TBU IN TOTAL	47	13	110	38	288	126	84	51	61	22	590	250

TABLE 23 (TABLE 6.4 AS SET BY THE MEYS): 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 and of other constituent parts	Head of department/institute/research unit	Senior executives in total
Rectorate of TBU	1	4	36	32	1	9			83
Out of which women	0	1	16	11	0	4			32
Faculty of Technology	1	4	11	36	1			9	62
Out of which women	0	1	5	9	1			2	18
Faculty of Management and Economics	1	3	10	29	1			4	48
Out of which women	1	0	2	1	1			1	6
Faculty of Multimedia Communications	1	4	10	31	1			9	56
Out of which women	0	1	4	3	1			0	9
Faculty of Applied Informatics	1	5	11	30	1			16	64
Out of which women	0	1	4	8	1			7	21
Faculty of Humanities	1	4	11	33	1			8	58
Out of which women	0	0	6	7	0			3	16
Faculty of Logistics and Crisis Management	1	4	10	23	1			6	45
Out of which women	0	3	5	14	0			3	25
University Institute				19			1	3	23
Out of which women				4			0	1	5
Other constituent parts in total							1		1
IN TOTAL	6	24	63	201	6		2	55	357
Out of which women	1	6	26	46	4		0	17	100
TBU IN TOTAL	7	28	99	233	7	9	2	55	440
Out of which women	1	7	42	57	4	4	0	17	132

TABLE 24 (TABLE 6.5 AS SET BY THE MEYS): FOREIGN NATIONALS IN THE ACADEMIC AND R&D STAFF (AVERAGE CONVERTED NUMBERS)

Tomas Bata University in Zlín	Academics						Researchers			Other employees
	Professors	Associate Professors	Senior Lecturers	Lecturers	Assistant Lecturers	Researchers and R&D staff participating in teaching activities	Postdoctoral researchers ("postdocs")	Researchers not included in other categories	Other researchers and R&D staff	
FT	1.75	3	1.999	0.334				0.455		0.267
Poland								0.079		
Slovakia	1.75	1	1.999	0.334						
Other EU member countries		1								
Other countries outside the EU		1						0.375		0.267
Out of which women	1.25	2	1.999	0.334						
FLCM		0.5	2.9							1.149
Slovakia		0.5	2.5							1
Out of which women			2							1
FAI		1.333	1.915	1				1	2.532	1.747
Slovakia		1.333	1.915	1						1.149
Other countries outside the EU								1	1.532	0.598
Out of which women				1						1.001
FMC	2.562	2.876	4.5	0.163	0.165					0.057
Slovakia	2.562	2.876	4.5	0.163	0.165					0.057
Out of which women		2.253	2	0.163	0.165					0.057
FaME	2.661	1	4.166				1.999	0.813	0.29	0.218
Poland								0.501		
Austria										
Slovakia	2.661	1	3.165							
Other countries outside the EU			1.001				1.999	0.312	0.29	0.218
Out of which women	1.5		1.998							
FHS	3.995	2.785	6.642		1					0.334
Germany	1									
Slovakia	2.995	2.785	4.557							0.334
Other countries outside the EU			2.085		1					
Out of which women	1	2.785	3.558							0.334

Tomas Bata University in Zlín	Academics						Researchers			Other employees
	Professors	Associate Professors	Senior Lecturers	Lecturers	Assistant Lecturers	Researchers and R&D staff participating in teaching activities	Postdoctoral researchers ("postdocs")	Researchers not included in other categories	Other researchers and R&D staff	
UNI		1	4.999				6.405	6.498	2.718	
Germany	1									
Slovakia	2.995	2.785	4.557							0.334
Other countries outside the EU			2.085		1					
Out of which women	1	2.785	3.558							0.334
Other constituent parts								1		5.235
Slovakia										4.049
Other countries outside the EU								1		1.186
Out of which women										2.317
TOTAL	10.968	12.494	27.171	1.497	1.165		8.404	9.765	5.54	8.859
Germany	1							0.009		
Poland								0.58		
Slovakia	8.968	10.494	21.085	1.497	0.165		1.1	0.396	1	6.738
Other EU member countries		1						1	0.059	
Other countries outside the EU	1	1	6.086		1		7.304	7.78	4.481	2.269
Out of which women	3.75	8.038	13.47	1.497	0.165		2.739	3.07	1.559	4.709

TABLE 25 (TABLE 6.6 AS SET BY THE MEYS): NUMBERS OF NEWLY APPOINTED PROFESSORS AND ASSOCIATE PROFESSORS

	Number			Average age of newly appointed Professors and Associate Professors
	Total number	Out of which permanent staff of TBU	Permanent staff employed at TBU and appointed at another HEI	
Faculty of Technology	3	1	2	
Professors appointed in 2022	1		1	61
Out of which women	1		1	61
Associate Professors appointed in 2022	2	1	1	41
Out of which women				
Faculty of Management and Economics	5	3		
Professors appointed in 2022	2	1		43
Out of which women				
Associate Professors appointed in 2022	3	2		41
Out of which women	1			46
Faculty of Applied Informatics	2	2	2	
Professors appointed in 2022	1	1	1	55
Out of which women				
Associate Professors appointed in 2022	1	1	1	38
Out of which women			1	
TOTAL - Professors	4	2	2	51
Out of which women	1	0	1	61
TOTAL - Associate Professors	6	4	2	41
Out of which women	1	0	1	46

7. INTERNATIONALIZATION

7.A SUPPORT OF STUDENTS PARTICIPATING IN INTERNATIONAL MOBILITY PROGRAMMES

In 2022, the situation in international academic mobility slowly began to return to pre-pandemic numbers. A positive remnant of the pandemic appeared to be the implementation of short-term blended mobility (especially Erasmus+ BIP), which, for students, was an interesting option to standard physical mobility. By 2022, TBU had issued no internal regulations specifying compulsory mobility in Bachelor's/Master's/follow-up Master's programmes; however, participation in study periods/traineeships was compulsory for PhD students.

In 2022, 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. Towards the end of the year, the TBU International Office finally used the EWP system to sign first contracts. The International Office provided comprehensive services during mobility abroad.

The Erasmus+ programme (namely KA103 and KA131) 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 staff. The follow-up programme of the Erasmus+ KA103 programme intended for non-programme countries was the Erasmus+ KA107, focusing on Israel, Kazakhstan, the Republic of South Africa, Kosovo and Bhutan, with TBU involved in projects within this programme. 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 MEYS resources, in particular by the Programme Aimed to Support the Strategic Management of Higher Education Institutions. In 2022, the University was involved in other programmes supporting mobility such as CEEPUS, EEA Grants, and others.

The TBU International Office organized regular online meetings for students providing them with information on mobility opportunities, on funding and administration of mobility periods and on safety and health protection. Moreover, TBU placed great emphasis on enhancing of activities related to student mobility. For this purpose, online meetings were held where students presented their experience gained abroad to their colleagues. Interviews with students were posted on the website international.utb.cz; the special web presentation (xchange.utb.cz), designed to provide a comprehensive overview of institutions abroad where TBU students took a study period/traineeship, proved very useful. Reviews by students were an added value, as they provided information of great benefit to applicants for mobility abroad.

The International Office put great emphasis on the monitoring of mobility periods, and that at all stages of the mobility. The quality of international academic student mobility counts among the most important indicators. The TBU 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. Questionnaire surveys of student satisfaction with mobility periods were usually organized.

Within the support of international mobility, the University organized several physical and on-line events in 2022, which contributed to a better provision of information about mobility at TBU to students and academics (on-line Erasmus Days, Country Presentation, etc.).

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 10/2021 "International Mobility of TBU Students and Mobility of Incoming International Students at TBU". The Learning Agreement, i.e. the 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 in the Information System for Studies' Administration those course units taught at TBU which are 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. Study periods taken abroad by PhD students were recognized in compliance with internal regulations issued by the relevant Faculty. Such students obtained internal credits in compliance with regulations issued by the relevant Faculty which were subsequently added up to other types of activities necessary for a successful completion of a doctoral programme. Results obtained during mobility were included in the Diploma Supplement issued for the graduate.

In 2022, the internal competition "Support of International Cooperation 2022" was announced, which included the category "Support for International Mobility of TBU Students". Two student projects were approved by the TBU Rector, 1 mobility period took place.

In 2022, the implementation of graduate traineeships with funding provided by the Erasmus+ programme continued; 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. 12 TBU graduates participated in the programme.

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

In 2022, the situation in international academic and non-academic staff mobility slowly began to return to pre-pandemic numbers. TBU academics had an opportunity to participate in international mobility in accordance with their career plans, taking into consideration their professional and personal development. Traditionally, Erasmus+ was a very popular programme for the implementation of international academic mobility. Requirements regarding the participation in mobility programmes were set in the Rector's Directive "Mobility of TBU Staff Funded by the Erasmus+ Programme". The International Office did not register a great interest among employees in participation in online mobility.

In 2022, the internal competition "Support of International Cooperation 2022" was announced, which included the category "Support for International Mobility of TBU Employees". The mobility of 8 academics and researchers was approved by the TBU Rector, 7 of the mobility periods took place.

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

In 2022, an increased interest in mobility comprising staff training and funded by the Erasmus+ programme was registered. This type of mobility was offered primarily to members of 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".

All employees had an opportunity to describe their mobility experience and post it on the xchange.utb.cz website, thus providing valuable advice and experience to their colleagues who plan to participate in international mobility. The quality of mobility is monitored by the International Office in accordance with the Rector's Directive 6/2022 "Registration of Mobility Periods at Tomas Bata University in Zlín".

7.C INTEGRATION OF INTERNATIONAL MEMBERS OF THE ACADEMIC COMMUNITY

Integration of international staff and 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. TBU has established the Welcome Centre, which, in 2022, provided integration services (training, accompanying students/staff members who had to see a doctor or to visit various state authorities, translations, etc.) to both international students and international employees at TBU. The Welcome Centre played an active role in integration and counselling services for Ukrainian refugees and cooperated with the Regional Assistance Centre for Refugees from Ukraine.

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 could attend Czech and English language courses, and that entirely free of charge. In 2022, the International Office, Job Centre and the Counselling Centre provided services to international and local students and staff participating in mobility and also specialized counselling including online and bilingual counselling as well as wheelchair access.

In 2022, collaboration with the student organization ESN Zlín (formerly known as the "Buddy System Zlín") received active support. The ESN Zlín was, together with the TBU International Office, taking care of international students at TBU.

TBU continued to support the employment of international staff with the aim of internationalizing the TBU personnel structure. More than 100 international experts e.g. from India, the USA, Turkey and Russia were employed as academics, researchers and other employees at TBU. The most foreign nationals among employees came from Slovakia. An increase in the percentage of R&D staff and PhD students from abroad at TBU Faculties and in research centres in preparation which will be focusing on applied research received goal-directed support from the TBU Management Board.

In order to promote the University and interconnect the University activities and the general public, TBU was involved in the joint project of European universities entitled Researchers' Night. This event was aimed to promote scientists and their scientific work among the general public.

7.D INTEGRATION AND EXPERIENCE WITH VIRTUAL AND BLENDED MOBILITY OF TBU STUDENTS AND STAFF, ALSO WITH REGARD TO THE FUNDING SPENT, OPPORTUNITIES OR BARRIERS

In 2022, TBU implemented the CDP project “Sustainability and Further Development of Virtual Mobility at Universities”. The main aims of the project included the following items:

- Elaboration of recommendations for the development of virtual/blended mobility in cooperation with partner institutions abroad
- Recommendations for validation and registration of virtual and blended mobility
- Proposals for measures aimed to promote the sustainability of virtual and blended mobility at higher education institutions

Short-term blended mobility such as Erasmus+ BIP, which is popular among students, was the most successful at TBU. TBU organized one Erasmus+ BIP course at the FMC. The course was attended by 15 international students. TBU did not register any interest in purely virtual mobility, which, according to the survey, students and employees do not find attractive. Therefore, TBU will mainly support blended student mobility funded by the Erasmus+ programme.

7.E 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 was also reflected in the activities carried out in 2022. TBU Rector supported significant projects implemented within the internal competitions “Support of International Cooperation in 2022” and “Support of International Cooperation in 2022 - Ukraine”, that represented a great contribution to the development of TBU. The total allocated funding amounted to almost CZK 1 million.

In 2022, TBU continued to carry out activities of the 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. In 2022, TBU continued to develop activities of the Bata Centre in Vietnam. The main objective of the Centre was to create conditions for study of Vietnamese applicants at Czech higher education institutions, and to support scientific and research cooperation between Czech and Vietnamese research institutions, especially between universities.

TBU also joined the activities of the Sustainable Horizons consortium, which submitted an application to the Erasmus+/European Universities programme in 2022. This project was not approved in 2022, but, within the activities of the Sustainable Horizons consortium, the project Horizon Europe – Sustainable Horizons HORIZON-WIDER-2021 was approved in 2022. TBU carried out its activities within the European Innovation Alliance consortium, which is supported by the German agency DAAD. By the end of 2022, TBU had joined the consortium of PIONEER universities, which will submit a project application to the Erasmus+/European Universities Call at the beginning of 2023.

TABLE 26 (TABLE 7.1 AS SET BY THE MEYS): TBU PARTICIPATION IN INTERNATIONAL COOPERATION PROGRAMMES (REGARDLESS OF SOURCE OF FUNDING)

	H2020/7 th Framework Programme of the EC		Others	TOTAL
	TOTAL	Out of which Marie-Curie Actions		
Number of projects	6		24	30
Number of outgoing students			237	237
Number of incoming students			325	325
Number of outgoing academics and researchers	2		587	589
Number of incoming academics and researchers			69	69
Grants (thousand CZK)	3,637	0	25,023	28,660

TABLE 27 (TABLE 7.2 AS SET BY THE MEYS): STUDENT, ACADEMIC AND OTHER STAFF MOBILITY BY COUNTRIES (REGARDLESS OF SOURCE OF FUNDING)

Country	Incoming students/staff				TOTAL
	Incoming students		Incoming staff		
	Incoming students in total	Out of which virtual mobility	Academics	Other employees	
Republic of Armenia	1				1
Kingdom of Belgium	4				4
Republic of China (Taiwan)	7				7
Kingdom of Denmark	1				1
Republic of Estonia	3				3
Federal Democratic Republic of Ethiopia	2				2
Federation of Saint Kitts and Nevis	1				1
Republic of Finland	1				1
French Republic	50				50
Georgia	3				3
Republic of India	3				3
Republic of Indonesia	3				3
Italian Republic	8				8
Japan	3				3
Republic of South Africa	2				2
Republic of Korea	29				29

Incoming students/staff					
Country	Incoming students		Incoming staff		TOTAL
	Incoming students in total	Out of which virtual mobility	Academics	Other employees	
Republic of Cyprus	3				3
Republic of Lithuania	3				3
Republic of Latvia	3				3
Hungary	4				4
Republic of Malta	1				1
Republic of Niger	2				2
Kingdom of Norway	1				1
Republic of Poland	5		20	9	34
Portuguese Republic	30		2		32
Republic of Austria	1				1
Republic of Kazakhstan	3		1	1	5
Romania	1		4		5
Russia	12				12
Hellenic Republic	12				12
Slovak Republic	20		13	4	37
Republic of Slovenia	1				1
United Kingdom of Great Britain and Northern Ireland	1				1
United States of America	1		1		2
United Mexican States	4				4
Federal Republic of Germany	5		2	2	9
State of Israel	2		3		5
Kingdom of Spain	33				33
Republic of Turkey	42		1		43
Ukraine	39				39
Total	350	0	47	16	413

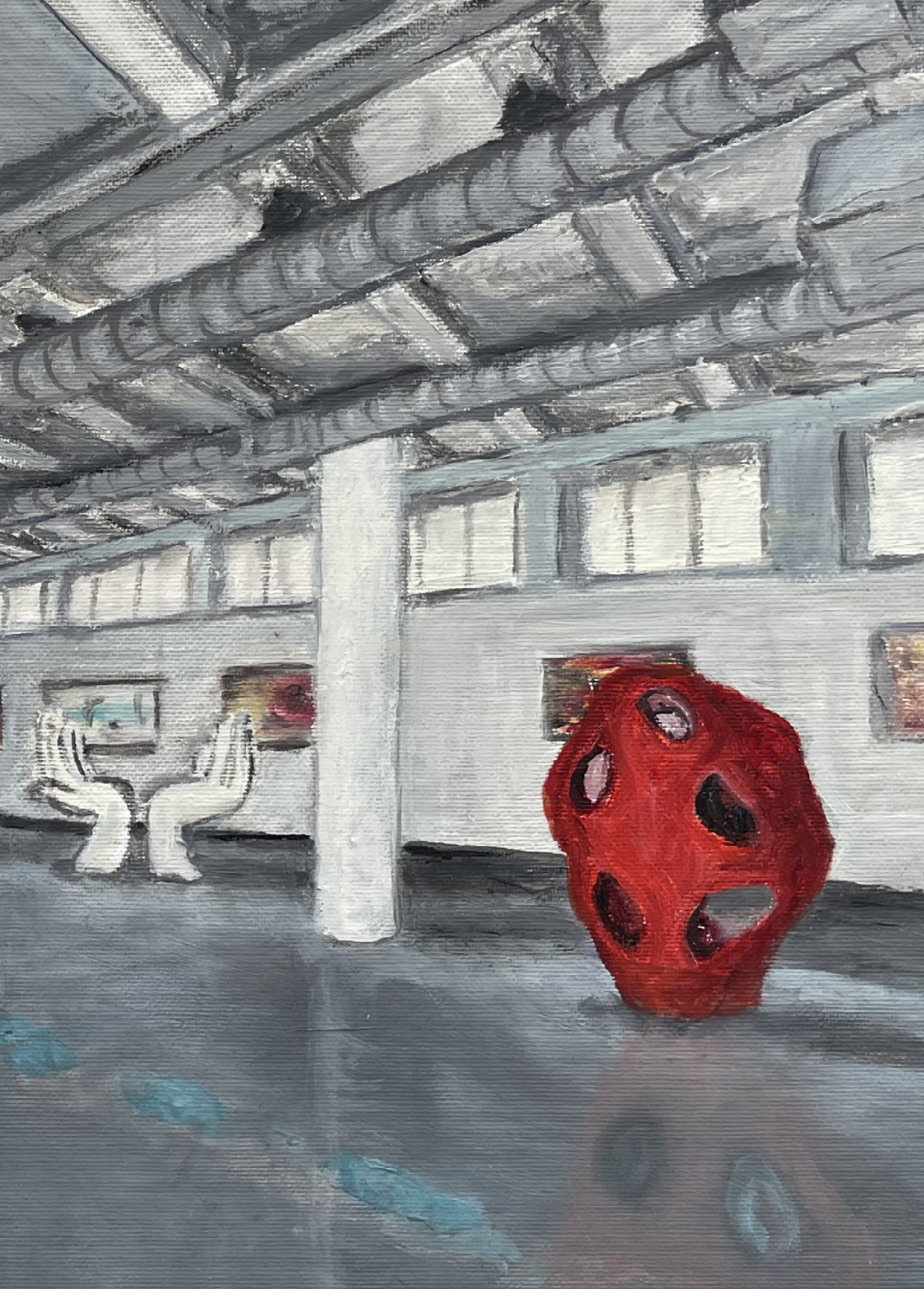
Outgoing students/staff						
Country	Outgoing students			Outgoing staff		TOTAL
	Outgoing students in total	Out of which graduate internships	Out of which virtual mobility	Academics	Other employees	
Republic of Armenia				2		2
Kingdom of Belgium	8			3	1	12
Federative Republic of Brazil	1					1
Republic of Bulgaria	1			1		2
Kingdom of Denmark	2					2
Republic of Estonia	3					3
Republic of Finland	6			6	1	13

Outgoing students/staff						
Country	Outgoing students			Outgoing staff		TOTAL
	Outgoing students in total	Out of which graduate internships	Out of which virtual mobility	Academics	Other employees	
French Republic	5			13	2	20
Republic of Croatia	1			3		4
Republic of Iraq	1					1
Ireland	2					2
Republic of Iceland				2		2
Italian Republic	7			19	2	28
Japan	1					1
Republic of South Africa	1			2		3
Hashemite Kingdom of Jordan				1		1
Canada				1	1	2
Republic of Cyprus	10			1		11
Republic of Lithuania	4			2		6
Republic of Latvia	2			1		3
Hungary	6	1		5		12
Republic of Malta				3	4	7
Kingdom of Morocco				1		1
Netherlands	2	1				3
Kingdom of Norway	10			7	1	18
Republic of Poland	17	1		17		35
Portuguese Republic	64	1		11	1	77
Republic of Austria	17	1		4		22
Republic of North Macedonia				1		1
Hellenic Republic	2			14		16
Slovak Republic	15	3		24	1	43
Republic of Slovenia	16			5		21
United Kingdom of Great Britain and Northern Ireland	5	1		13	2	21
United States of America				4	1	5
United Mexican States				2		2
Federal Republic of Germany	14	2		14		30
State of Israel	3			2		5
United Arab Emirates State				1		1
Kingdom of Spain	29	1		22	10	62
Kingdom of Sweden	2			1		3
Swiss Confederation	3			2	4	9
Kingdom of Thailand				9	1	10
Republic of Turkey	11			4	2	17
Socialist Republic of Vietnam				7		7
Total	271	12	0	230	34	547

TABLE 28 (TABLE 7.3 AS SET BY THE MEYS): GRADUATE MOBILITY (NUMBERS AND PERCENTAGE OF COMPLETED STUDIES) IN 2022

	Bachelor's		Master's		Follow-up Master's		Doctoral		TOTAL	
	Percentage	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage	Number
Faculty of Technology										
Percentage [%] and number of graduates who participated in mobility abroad of at least 14 days during their studies	10.6%	13			7.5%	10	70%	7	11.2%	30
Percentage [%] and number of PhD graduates who participated in mobility abroad of at least 1 month (i.e. 30 days)							70%	7	70%	7
Faculty of Management and Economics										
Percentage [%] and number of graduates who participated in mobility abroad of at least 14 days during their studies	10.2%	17			4.8%	10	38.5%	5	8.2%	32
Percentage [%] and number of PhD graduates who participated in mobility abroad of at least 1 month (i.e. 30 days)							38.5%	5	38.5%	5
Faculty of Multimedia Communications										
Percentage [%] and number of graduates who participated in mobility abroad of at least 14 days during their studies	19.6%	29			26.2%	34	38.5%	5	23.4%	68
Percentage [%] and number of PhD graduates who participated in mobility abroad of at least 1 month (i.e. 30 days)							38.5%	5	38.5%	5
Faculty of Applied Informatics										
Percentage [%] and number of graduates who participated in mobility abroad of at least 14 days during their studies	2.1%	3			4.1%	4	28.6%	2	3.7%	9
Percentage [%] and number of PhD graduates who participated in mobility abroad of at least 1 month (i.e. 30 days)							28.6%	2	28.6%	2
Faculty of Humanities										
Percentage [%] and number of graduates who participated in mobility abroad of at least 14 days during their studies	6.1%	19	0%	0	0.0%	0	0.0%	0	4.4%	19
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
Faculty of Logistics and Crisis Management										
Percentage [%] and number of graduates who participated in mobility abroad of at least 14 days during their studies	0.0%	0			0.0%	0			0.0%	0

	Bachelor's		Master's		Follow-up Master's		Doctoral		TOTAL	
	Percentage	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage	Number
Percentage [%] and number of PhD graduates who participated in mobility abroad of at least 1 month (i.e. 30 days)									0.0%	0
TBU - university programmes										
Percentage [%] and number of graduates who participated in mobility abroad of at least 14 days during their studies							100 %	3	100 %	3
Percentage [%] and number of PhD graduates who participated in mobility abroad of at least 1 month (i.e. 30 days)							100 %	3	100 %	3
TBU IN TOTAL										



8. RESEARCH, DEVELOPMENT, ARTS AND OTHER CREATIVE ACTIVITIES

8.A MEASURES AIMED AT INTERCONNECTING R&D AND CREATIVE ACTIVITIES AND EDUCATIONAL ACTIVITIES

Research, development, arts and other creative activities were carried out at the individual Faculties, at the UNI and in the TBU Library via the individual departments, research units and research centres.

FT: The Polymer Centre - this research unit was focusing on basic research. The Centre's main area of interest was research into engineering aspects of technologies and materials based on polymer composite structures. The Polymer Centre provided classes within specialized course units, supervision of Bachelor's/Master's theses as well as mentoring for PhD students and post-docs. The Centre also offered students opportunities to get involved in projects and in contract research.

FaME: Research, development, artistic and other creative activities were carried out at the FaME at the FaME Departments and in the Centre for Applied Economic Research (CAER). In 2022, research units and research centres were supported in terms of material equipment and H&R in order to continuously improve their competitiveness in the field of research and development on the international level. An important area was also the strengthening of international cooperation of FaME research teams, and that through the involvement of research institutions abroad and international researchers in research projects. As a component part of the Faculty, the CAER was active, which was one of the links in the development and fulfilment of the FaME science and research strategy and cooperation with business and industry with the aim of improving the position of the FaME in the field of scientific and research work and strengthening the reputation, internationalization and cooperation on research projects of the FaME with other universities, research institutions, enterprises and the public sector. It was focusing 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. For the FaME, the Centre also provided supervision of Bachelor's/Master's theses, mentoring for PhD students, and offered students opportunities to get involved in projects and in contract research. The Centre significantly contributed to the publishing of the Faculty's research journal - Journal of Competitiveness and the preparation of the EMF International Scientific Conference.

Research topics focused on by the CAER and the FaME are listed below:

- Business activities of small and medium-sized enterprises
- Social business activities
- Tourism Management
- Innovation of Business Models
- Management and measurement of performance of enterprises and clusters
- Management accounting tools in performance management
- Digital transformation and market behaviour
- Quality of accounting information

- Management of efficiency of healthcare institutions
- Process modelling for Industry 4.0
- Smart Ergonomics and Hybrid Workplace Human Analytics
- Public policies + Regional development
- Micro- and macroeconomics
- Human capital management

In 2022, the directions of scientific activities carried out at the FaME were funded by public grants, in particular through projects implemented and funded by the Technology Agency of the Czech Republic (7 projects, out of which 2 as co-investigators), the relevant Ministries (Ministry of Education, Youth and Sports – 2 projects, MIT 1 project) and also through DRO projects (12 projects) and IGA within specific university research (21 projects and 2 conferences for PhD students), IGA ZK (1 project), IGA-Trinity (10 projects), TBU JUNG (2 projects), internal TBU fund - Strategic Projects Fund 5–6 (5 projects). International cooperation was implemented through intensive participation in project applications submitted to the HORIZON (2 projects), INTERREG (1 project), Visegrad Fund (3 projects) and COST (1 project) programmes.

In cooperation with the FMC, the FaME also participates in the activities of the Centre of Creative Industries and Business - UPPER, which is simultaneously focused on both audiovisual production and design. The UPPER is making efforts aimed to support the retention of qualified staff in the region with the aim of meeting the requirement to increase the share of the creative staff in the regional economy. The expected result also comprises a further development of the independent economic sector of creative industries, including multiplier effects in the form of creating new job opportunities and ensuring the growth of prosperity in the region. The UPPER provides a friendly environment for start-up companies started by graduates of creative degree courses carried out at the FMC, as well as other by graduates of other TBU component parts where, in the early stages of the company's life cycle, the owners must concentrate considerable efforts on concretizing the basic idea of their business so that they can attract other partners or capital that will support their business in this direction. Most incubators operate close to universities, where the main source of business ideas comes from. A clear focus on specific knowledge in creative fields and their commercial exploitation should be of great benefit. The next step after building the infrastructure which provides sufficient facilities and technological equipment of the Centre will be the provision of business incubator services, including strategic management and innovation management.

FMC: The Centre of Creative Industries and Business entitled UPPER continued to offer support to those students who decide to start their own business – establish a start-up company in the field of creative industry. Educational events intended for both students and teachers and aimed to raise awareness of business and entrepreneurship became a priority. Another role of the UPPER was to connect academia with the corporate sector through specific multidisciplinary projects with a broad societal impact (FMC Talent, TBU Ideathon).

FAI: The Centre for Security, Information and Advanced Technologies (CEBIA-Tech) provided classes within specialized course units, supervision of Bachelor's/Master's/doctoral theses. FAI students were offered opportunities to get involved in project activities and in contract research.

FHS: The Research Centre of the FHS specialized above all in research into school education, participated in consulting and analytical activities for the purposes of research in the sphere of philology, in nursing and in other disciplines on an interdisciplinary basis. For the FHS, the Centre provided supervision of Bachelor's/Master's theses and enabled participation of FHS students in project activities.

UNI: The Centre of Polymer Systems carried out 2 doctoral programmes accredited at the institutional level, and also participated in all doctoral programmes accredited at the FT. The Centre provided classes

within specialized course units for the FT and the FLCM, supervision of Master's theses for the FT and the FLCM. Depending on options available, students were offered opportunities to get involved in projects and in contract research. The CPS provided mentoring to post-docs in all specializations carried out in the CPS.

The Footwear Research Centre specialized in functional and healthy footwear. As regards educational activities, the Centre cooperated with the FMC in the field of footwear design and with the FT in the field of materials and technologies. It participated in the implementation of a doctoral programme accredited at the FT. FT and FMC students were offered opportunities to get involved in project activities and contract research.

The Technology Transfer Centre carried out technology transfer, services connected with intellectual property protection and services related to the operation of accredited and certified laboratories for the needs of the Technology Park. For TBU students and employees, the TTC provided training in the field of intellectual property protection and technology transfer. It offered participation in projects and in contract research to students.

8.B INVOLVEMENT OF STUDENTS IN R&D AND CREATIVE ACTIVITIES

Bachelor's, Master's and PhD students were systemically involved in all types of R&D and creative activities at TBU. Internal project calls included the following:

- IGA projects
- IGA K projects (supported by the Zlín Regional Authority and by the TRINITY Bank)
- IGA/JUNG projects
- Projects supported by funds intended for the long-term conceptual development of the research organization
- Projects supported by the Strategic Development Fund aimed to support excellence in social fields

The involvement of students took the form of applications submitted to announced project calls in accordance with the rules published; the selection of projects accepted for funding was made in compliance with the rules applicable to a public competition. Within external project calls, students had joined research teams that applied for funding from providers on the national or international level. Students showed considerable interest in joining research teams working on projects within contract research and within assigned contracts on research and economic activities.

In 2022, 59 projects were implemented with funding provided through the IGA competition (45 projects were newly submitted in 2022, 14 projects continued from the 2021; furthermore, five student scientific conferences were held). A total of 320 students were involved in the projects. The total amount allocated to projects implemented with funding provided through the IGA competition was CZK 17,300 million.

In 2022, seven projects were being implemented with funding provided through the IGA/JUNG competition, all of them started in 2021, with 36 students involved in the implementation of the projects.

FT: Involvement of students in R&D and creative activities carried out at the Faculty is an integral part of study. Students are involved in R&D and creative activities mainly in connection with academic qualification theses, however, a considerable number of students gain this type of experience during their studies already, thanks to the natural efforts of teachers to involve talented students in their projects.

FaME: Students were involved in R&D through participation in the SVOČ contest – five projects focusing in particular on financial and economic issues, ranging from the impact of the crisis on the automotive market, accounting and taxes, real estate price analysis to behavioural economics. 13 students, mostly from among Bachelor's students, participated in the implementation of the projects. Those interested among students also cooperated with academics on R&D activities, e.g. during the processing of documents for literature search activities or implementation of research activities in the field (e.g. processing of questionnaires), etc. In 2022, the FaME had Bachelor's and follow-up Master's students involved in the implementation of one continuing IGA project whose implementation started in 2021 (2 students) and in one newly submitted project (7 students). Academics 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. PhD students (a total number of 104 full-time and part-time PhD students) were the investigators of the remaining 19 projects funded by the IGA in 2022, where academics holding the degree of Professor/ Associate Professor acted as guarantors responsible for the project implementation. Seven PhD students and four Master's students participated in the implementation of two projects focused on the preparation of student conferences (DOKBAT and SVOČ). Throughout 2022, the Student Accounting and Tax Office also operated at the Faculty. In 2022, the projects of two PhD students were accepted for funding by the announced TBU JUNG competition. In November 2021, the admission procedure for a new edition (No. 12) of the 2022 Talented Students project was announced, which will be attended by 24 partner companies; 27 students were selected.

FMC: The outputs of creative activities done by Bachelor's and Master's students are presented at exhibitions, shows, festivals and contests. The individual outputs are regularly included in the Register of Artistic Outputs and, thus, contribute to the overall reputation of the Faculty. Students are also involved in the implementation of assigned contracts. Students also participate in the implementation of contracts; the coordination and professionalization of the contracts is newly carried out by the Centre for Cooperation with Business and Industry.

FAI: Talented Bachelor's and follow-up Master's students are enabled to hold student research positions in the individual departments and get involved in research activities, either on the initiative of the Faculty or of one of the collaborating companies. In 2022, the FAI organized a regular STOČ (Students' Creative and Expert Activities) competition for Bachelor's and Master's students with the aim of attracting students' interest in R&D and creative activities as early as in Bachelor's/Master's programmes. Students presented their projects in four specialized sections (Applied Informatics and SW Applications, Robotic Systems and HW Applications, Automatic Control Systems, Measuring, Diagnostic and Safety Systems). The FAI nominated 16 projects to enter the competition, with all of them performing very well in the face of strong competition. Almost a third of the projects nominated (5 projects) made it to the podium. Very positive is the fact that in three of the four university sections, projects from the FAI made it to the top.

FHS: In 2022, the FHS continued in active involvement of Bachelor's and Master's students in R&D and creative activities. The eleventh 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 focusing on science and research at the individual component parts – Student Research Positions – also continued. IGA Students were encouraged to participate in internal IGA projects.

FLCM: Students of the FLCM are involved in R&D and creative activities of the University and of the Faculty at several levels. In 2022, 22 students of the Faculty, both Bachelor's and follow-up Master's students, worked as employees holding student research positions and cooperating with academics on the preparation of conferences, academic papers and projects. Students also annually participate in the SVOČ contest; in 2022, 27 students entered the contest with a total of 27 projects presented in three specialized sections. R&D and creative activities of Master's students are also supported by study

periods and traineeships at universities abroad and by students' participation in specialized conferences, exhibitions and excursions taking place within the implementation of IGA projects (The 2022 Students Symposium on Logistics and International Business, Poland).

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

In 2022, TBU obtained the amount of CZK 278 million from public funding resources for R&D and innovations. TBU spent the total amount of CZK 298 million, out of which the institutional support for the long-term conceptual development of a research organization obtained from the MEYS amounted to CZK 152 million, and the public funding support obtained from the MEYS and provided to specific university research amounted to CZK 21 million. Furthermore, TBU spent the total amount of CZK 118 million for the purposes of R&D and innovations, which refers 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 million obtained as the public funding support and provided to R&D and innovations in previous years. Project co-investigators were provided CZK 4 million for R&D and innovations. The said amount was provided in particular by the Technology Agency of the CR, by the Czech Science Foundation, as public funding by the R&D-INTER-EXCELLENCE programme, and by the Ministry of Agriculture.

TBU also funded basic or applied research projects in the following scientific areas: Social Sciences (FORD 5) and Humanities and Arts (FORD 6), and that based on the results of an internal competition aimed to support scientific and research activities in social fields. The Call was announced for projects to be implemented between 2021 and 2023. Five projects in the total amount of CZK 2 million were accepted for funding. Four projects were allocated funding within an internal competition aimed to support TBU strategic projects in the period 2021–2023.

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

In 2021, a new support system for financial stabilization of PhD graduates was launched at TBU, and that a programme supporting the transition of PhD graduates to employment in their early academic career. In 2022, support continued to be provided for 12 postdocs included in the 2021 programme. Based on the Call II, six postdocs were newly included in the 2022 programme. In November 2022, the third Call was announced by the Rector, on the basis of which another 10 postdocs were included in the programme, with funding to be provided from 1 January 2023. In total, 18 postdocs were included in the programme since the start of the implementation.

In 2022, activities funded within the JUNG competition continued to be implemented as planned. In January 2021, seven two-year projects were accepted for funding, whose implementation started on 1 February 2021. In the course of the year, the planned audit meeting of the evaluation panels took place twice, where the project investigators presented the current progress of their projects. In addition, all project investigators submit regular monthly reports, and that through the web application grantovesouteze.utb.cz. Until the end of the year, soft skills training sessions for all PhD students as well as for all mentors of JUNG project investigators took place.

In 2022, the offer of student research positions for PhD students was continuously extended.

An important benefit for PhD students as well as for the so-called post-docs was the existence of the TBU Nursery School. By running this facility, TBU Nursery School helped parents among students and post-docs to coordinate their family life and studies/job, as it offered services intended for children from the age of 2 years.

8.E COOPERATION WITH THE APPLICATION SPHERE IN CREATION AND TRANSFER OF INNOVATIONS AND THEIR COMMERCIALIZATION

The transfer of the obtained knowledge from the field of basic research to practice is ensured by the TTC at TBU. The TTC was established in 2008 as a specialized unit for cooperation with the application sphere and transfer of R&D results and was integrated into the UNI.

The intellectual property portfolio of TBU is built up in accordance with the Rector's Directive SR/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 distribution of income from commercialization is determined by the Internal Fund for the Support of Innovative Activities and is specified in the Rector's Directives SR/19/2015 and SR/27/2019 "Internal Fund for the Support of Innovative Activities". The strategy for commercialization adheres to the Rector's Directive 26/2019 "Procedure and Rules Set for Commercialization of Results at TBU".

With funding provided by the IKAROS project, the Rector's Directive SR/24/2022 "Preparation of Documentation for the Establishment of Spin-off Companies at TBU or Acquisition of Participation in Another Legal Entity for the Purpose of Commercialization of TBU Intellectual Property" was issued.

The finalized transfer projects – proof-of-concept projects entitled "Commercialization at TBU in Zlín I" (GAMA I, TA CR) and "Commercialization at TBU in Zlín II" (GAMA II, TA CR) were supported by the SR/15/2017 Rector's Directive „Establishment of the Commercialization Council“ and by the Bursar's Decree PK/12/2020 "Organization of GAMA Projects".

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 (registered association)
- ZLINNOVATION platform
- European Patent Institute
- Chamber of Patent Attorneys of the CR

Transfer of knowledge leading to the practical application of results of research and development was carried out by means of cooperation with companies, 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 contract research.
- b) Projects focusing on 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 the Bata principles of entrepreneurship within the development of the technology transfer process on the basis of cooperation and strengthening of links between the university - enterprises – regional administration authorities.

Between 2020 and 2022, TBU, through the TTC, supported a total of 13 transfer projects – proof-of-concept projects (4 UNI projects, 5 CPS projects, 1 FLCM project, 2 FMC projects, 1 FAI project) with funding amounting to a total of CZK 11,130,000. In 2022, the said projects were allocated funding amounting to CZK 2,324,536.80 (1 UNI project, 2 CPS projects, 2 FMC projects, 1 FAI project).

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

In 2022, the implementation of the project entitled “Strategic Project of Multidisciplinary Interconnection among the FMC, FAI, FaME, FT, UPPER and the TIC” and funded by the TBU Strategic Development Fund continued, with the aim of accelerating cooperation between TBU in Zlín and the application sphere in the RIS3 domains of the Zlín Region. The output of the project will be the construction of an open creative workshop, the so-called fab lab, which would expand the existing infrastructure for the development of creative business towards the target groups of TBU students/graduates; moreover, it should be used for the purpose of promoting the work with new technologies among primary school pupils and secondary school students.

FaME: In 2022, classes in the following course units were offered at the FaME: Business Academy, Basics of Entrepreneurship and Entrepreneurial Activities for about 380 students of the FaME, FHS, FMC and FT interested in business development. 71 students participated - within the course unit “Controlling” - in the simulation management game entitled Business Navigation Game (BNG), which is a business game that connects the LUDUS market simulator with the BNS management information system used by hundreds of companies in the Czech Republic and abroad. External experts from INEKON Systems took part in the implementation and in classes. The final ceremony took place on 12 March 2022. In the course units “Logistics” offered in Czech and in English (1LG2 and 2LG2E), the system of assignment, implementation and presentation of projects focused on logistics and implemented by student teams for cooperating organizations such as Kalina Industrie, Greiner Packaging, Cardbox Packaging continued. The online presentation of the results of six projects took place with the participation of representatives of the contracting authorities on 25 November 2022.

In November 2021, the UFBanka, a virtual joint-stock company using a local currency called UFcoin, was opened. The bank shareholders are employees of the Department of Finance and Accounting at the FaME and students of Bachelor’s and follow-up Master’s programmes in finance. The plenary meeting of the UFBanka took place on 10 November 2022 to mark the Finance Day – the holiday of students of programmes in finance.

In 2022, the simulation game “Braggarts” held in cooperation with the TIC continued. It is a simulation of business environment, where students simulated real business using their own money. The final ceremony took place on 12 March 2022. Cooperation with the TIC continued, namely in the promotion of the “My First Million” contest and in the support for filling in of questionnaires concerning business attitudes within the GUESSS international questionnaire survey. In 2022, the staff of the Department of Business Economics participated in the first cycle of the Regional Business Camp for children from

children's homes, for children cared for by the Authority for Social and Legal Protection of Children, and children from SOS children's villages in the Zlín Region, lectures and workshops on financial literacy.

The Department of Physical Training is largely involved in the "Dual Careers" project, which is intended for promising student-athletes. This project is implemented under the auspices of the MEYS within the UNIS Call. The project refers to the reconciliation between demanding university studies and top/active sports activities. It is also about promoting and expanding the base of the academic sports representation of the Czech Republic. The top sports events involve the Czech Academic Games as well as the World University Games held under the FISU; European university competitions are held under the EUSA. In 2022, TBU received a quota of ten students, i.e. CZK 450 thousand, comprising scholarships and service support for students provided by TBU; thus, the best possible results can be achieved as regards both study and sports.

FMC: Within the UPPER Centre, the FMC prepared the online series entitled "Mentoring", aimed to support business and entrepreneurship and intended for academia and the public. The series had the following topics: Development of a distinctive identity: Why is it necessary, how to define it and how to apply it in practice? Instructions for the development of a personal identity, How to start a freelance business as a creative person, what are the risks and what to prepare for? How to negotiate the price and when to give discounts? How to make contacts and how important is networking, How to build a team of freelancers – Why work in a team and why not?

As part of the activities aimed to support business newcomers and the existing community at TBU, the format of Meet & Greet discussion panels was created with the aim of interconnecting companies, experts from business and industry with students and the general public interested. The aim of the panel discussions is to create a platform for meeting of marketers from companies based in the Zlín Region with the intention of discussing their real needs, experience and problems. Interconnection between students and local companies is also essential.

The FMC Talent event supports interdisciplinary cooperation, which can be of great benefit to business and industry. Cooperation between designers and marketing specialists during the preparation of campaigns is part of common practice. Since its launch (10 years ago), the competition has enjoyed increasing popularity among students and companies. Its aim is to connect students in the field of marketing communications, designers, creative people as well as companies and institutions not only in the Zlín Region. The competition informs students about issues related to business and industry and offers creative marketing, communication and visual solutions to companies. Showing off your talents and passion in front of a client is a great challenge for students and a source of inspiration, new energy and, last but not least, of talented trainees for company representatives. The FMC Talent contest creates favourable conditions for establishing of contacts and for the development of short-term and long-term working relations. Clients usually appreciate the courage, talent, ideas and energy that students put into the preparation of campaigns.

TBU Ideathon is a 24-hour competition that connects students across TBU Faculties and gives them an opportunity to use their skills, try out working in teams and deal with urgent challenges of our time in a short period of time. The topics for the competition could be entered by institutions and organizations from the Zlín Region which are active in the non-commercial sector; out of those, five final challenges were subsequently selected through public voting, which the competing teams had to face. As part of the competition, accompanying workshops featuring Anežka Adamíková, Martin Krček and Lubomír Konečný were prepared for the contestants. Speakers presented topics such as design thinking, pitching or the Lean Canvas model. At the same time, they were working as mentors and consultants for the ideas in progress, with the students happy to be provided such type of advice. The teams had ten minutes to present themselves before an expert jury composed of authors of the challenges and of Deans of all TBU Faculties.

Business for breakfast club + ON AIR podcast – for the second year in a row, we were active members of the platform intended for meetings of local entrepreneurs. The past period featured two significant activities, firstly, cooperation with the non-profit organization “Behind Glass”, which helps people suffering from the autism spectrum disorder (ASDs), on the organization and production of a touring educational exhibition of photographs (opening ceremony held in spring 2022), and also the presentation of the activities of the UPPER Centre via the podcast B4B ON AIR. Jitka Alexová, the manager of the Centre, talked, for example, about the manner how to open the way to business for students and how to reconcile study-related and business activities.

Cooperation with the Zlín Creative Cluster – similarly to the UPPER Centre, the primary target group of the Cluster is the creative community of the Zlín region, but, besides TBU in Zlín, the Centre has also established contacts with local entrepreneurs, institutions and persons doing business in creative industries. They carry out a number of networking activities and operate a co-working centre in Uherské Hradiště, where the UPPER Centre is a cooperating institution. Together with the Zlín Creative Cluster, the UPPER Centre runs a co-working unit located in the TIC building.

FAI: FAI students attend practical training sessions in the adjacent ICT TP park. At the same time, they take advantage of offers for study periods abroad in both the academic and corporate sectors. These traineeships take place with funding provided by the Erasmus programme or by the Structural Funds. In 2022, interesting lectures by experts from business and industry were also presented in classes of selected course units, which contribute to increasing the competencies of students and academic staff. Specifically, these were lectures on IT technology, automated control as well as on legal issues. In September 2022, the FAI organized the 21st edition of the specialized event entitled “Process Control and Application of Modern Technologies – Cyber Security”. The aim of the conference is to share current experience in the field of cybersecurity. Individual lectures were complemented by a workshop focusing on practical issues and organized by one of the conference partners. The conference was intended not only for experts from business and industry – system architects, strategic management, but also for students and those interested in cyber security.

FHS: Intersectoral mobility of academics and students is the basis of degree programmes carried out at the FHS, which are mostly career-oriented. This applies to practical training sessions but also to research activities. The preferred organizations where students worked according to their specialization included primary and nursery schools, providers of medical or social services, children’s homes, low-threshold facilities, bodies of social and legal protection of children or shelters, companies, public sector administration units and regional administration authorities. Some students continue to be in contact with the institutions in which they took an internship even after completing it. Students were useful for the organizations and gained experience in real situations. Projects implemented at the Faculty (in particular the Éta project funded by the TA CR and entitled “Labelling of Gifted Children in the School Environment”) significantly contributed to the improvement in the quality of practical training obtained during university education and preparing graduates for their future professions.

FLCM: In 2022, lectures by experts from business and industry were held in selected course units at the FLCM. These lectures were given by employees of the Police of the Czech Republic, the Fire Rescue Service of the Czech Republic, the Emergency Medical Service and also the Customs Administration, as well as by HR Managers in the private and public sectors. The lectures were primarily aimed at improving students’ specialized knowledge. In September 2022, the Criscon conference was organized, which took the form of a Lifelong Learning course for public sector administration officers. It was a meeting of academics and public sector administration staff in the field of crisis management. The conference successfully interconnected the academic environment and business and industry

In 2022, FLCM students, in cooperation with the Zlín Regional Authority, joined the activities of the Assistance Centre for Refugees from Ukraine, which was located on the premises of the Tomas Bata Regional Hospital in Zlín. As part of the aid provided to Ukraine, an extraordinary edition of the Mapathon was held at the FLCM, which mapped unknown places in Ukraine.

TABLE 29 (TABLE 8.1 AS SET BY THE MEYS): NUMBERS OF CONFERENCES (CO-)ORGANIZED BY TBU

	With the number of attendees higher than 60		International conferences	
	Physical	Virtual	Physical	Virtual
FT	3		2	
FaME	1		1	
FMC	1		2	2
FAI	1			
FHS	1			
FLCM	1		2	
UNI			1	2

TABLE 30 (TABLE 8.2 AS SET BY THE MEYS): NUMBERS OF EXPERTS FROM THE APPLICATION SPHERE WORKING AS LECTURERS/SUPERVISORS IN PRACTICAL TRAINING IN ACCREDITED DEGREE PROGRAMMES, OUT OF WHICH WOMEN

	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
FT	46	13	27	6	4	23
Out of which women	11	6	7	2	1	0
FaME	184	40	5	0	0	201
Out of which women	28	0	0	0	0	20
FMC	55	55	0	0	0	0
Out of which women	23	23	0	0	0	0
FAI	23	4	0	0	0	0
Out of which women	3	0	0	0	0	0
FHS	11	0	0	38	0	0
Out of which women	5	0	0	3	0	0
FLCM	4	2	0	0	0	132
Out of which women	1	1	0	0	0	30
Self-employed - TBU employees	71	9	5	0	0	0
Out of which women	45	6	5	0	0	0
TBU IN TOTAL	394	123	37	44	4	356
Out of which women	116	36	12	5	1	50

TABLE 31 (TABLE 8.3 AS SET BY THE MEYS): NUMBERS OF DEGREE COURSES/PROGRAMMES THAT INCLUDE COMPULSORY PRACTICAL TRAINING HELD DURING AT LEAST 1 MONTH

	Numbers of degree courses/programmes	Numbers of active studies					
		Bachelor's		Master's		Follow-up Master's	
		Academic profile	Career-oriented profile	Academic profile	Career-oriented profile	Academic profile	Career-oriented profile
FT	5		4				1
FaME			3				4
FMC	7					85	
FAI							
FHS	1		126				
FLCM	11	1	8	1		1	
TBU IN TOTAL	24	1	141	1	0	86	5

TABLE 32 (TABLE 8.4 AS SET BY THE MEYS): TRANSFER OF KNOWLEDGE AND RESEARCH RESULTS TO PRACTICE

	In the CR	Abroad	Total number	Total income
Number of new spin-off/start-up companies			0	
Patent applications submitted	5	7	12	
Patents granted	9	1	10	
Utility models filed	11	0	11	
Licence agreements valid as at 31/12	17	3	20	
Licence agreements newly concluded	6	1	7	CZK 104,541
Contract research, consultations and counselling			274	CZK 14,587,887
Paid educational courses for staff of entities of the application sphere			8	CZK 497,700

TABLE 33: INFORMATION SUMMARIZING TABLE 32 (TABLE 8.4 AS SET BY THE MEYS)

Newly concluded licence agreements, contract research, consultations, counselling and paid educational courses for staff of entities of the application sphere	Total number	Total income
	289	CZK 15,190,128
	Average income per contract	
	CZK 52,561	



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

External evaluation of quality at TBU

At the beginning of 2022, the external evaluation of institutional accreditation by the NAB was completed, which was commenced in the second half of 2021. Members of the NAB Committee personally visited TBU, met with the guarantors of selected degree programmes, with members of the Internal Evaluation Board nominated on behalf of the Academic Senate and with representatives of the TBU Management Board. On the basis of a personal visit, of the self-evaluation report compiled for the purposes of external evaluation of institutional accreditation and of other supporting documents, the evaluation committee confirmed the positive impacts of institutional accreditation on TBU activities and formulated recommendations for further development of the University. The quality assurance system at TBU was evaluated to be sophisticated and very well set up.

Internal evaluation of quality assurance

In addition to ensuring the external evaluation of quality, TBU was also paying great attention to a systematic provision of supporting documents for the evaluation of internal environment. In this context, the University conducted a survey focusing on factors influencing the student dropout rate – for this purpose, an institutional questionnaire system was developed, which was incorporated into the IS STAG in May, and which will be used for conducting surveys among students.

In April 2022, a special survey focused on the evaluation of the quality of doctoral programmes was conducted. 420 students enrolled on degree programmes taught in Czech and in English were invited to participate in the survey. In accordance with the feedback obtained from 150 students, a report was prepared for the Management Board of the University, and representatives of doctoral programmes carried out at TBU were informed about the results; measures aimed to set up a system for the implementation of doctoral programmes were adopted. In this respect, the obligation to develop didactic and project skills in degree programmes was extended to involve the whole TBU.

In addition to these specialized surveys, TBU organized two regular questionnaire surveys last year, focusing on feedback given by students on the quality of tuition in individual course units. More than 2,800 students participated in the assessment of the teaching process in the summer semester of the 2021/2022 academic year and 3,600 students in the winter semester of the 2022/2023 academic year.

In addition to obtaining feedback on the quality of the educational process, TBU was carrying out another regular evaluation, namely the evaluation of the annual work capacity of the academic staff, using the IS “Evaluation of the Academic Staff” or the “Work Capacity Record” for the purpose of improving the internal environment. In accordance with the outputs of the survey, the Rector’s Directive SR/7/2021 was updated. Based on the feedback obtained from TBU component parts, recommendations regarding further upgrading of the said system were adopted.

In order to support an improvement in the quality of TBU activities, the ADAPT TBU in Zlín project was prepared, to be funded from the National Recovery Plan. Its implementation commenced in September 2022. On the one hand, the project focuses on improving the TBU's infrastructure equipment for distance learning purposes and on developing of skills for this type of education. On the other hand, the project aims at the preparation of career-oriented degree programmes and Lifelong Learning programmes, which are expected to be completed during 2023.

TBU Internal Evaluation Board

The TBU Internal Evaluation Board continued to form the backbone of the quality assurance system at TBU. In the course of 2022, four Board meetings took place. During the said meetings, not only applications for accreditation of new degree programmes submitted by TBU component parts were discussed and assessed, but also the Annex to the Report on Internal Evaluation of Quality of Educational, R&D, Creative and Related Activities of Tomas Bata University in Zlín was prepared and discussed. Furthermore, the TBU IEB carried out a continuous quality control of 14 degree programmes and updated key internal regulations governing the evaluation of the quality of degree programmes/courses carried out at TBU, degree programme standards and of the course of accreditation of degree programmes.

10. NATIONAL AND INTERNATIONAL EXCELLENCE

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 continued to be involved in the implementation of the project funded by the European Union Horizon 2020 programme - SEALIVE (Strategies of circular Economy and Advanced bio-based solutions to keep our Lands and seas alive from plastics contamination). It is a European innovation project implemented in cooperation between a broad consortium of partners since 2019, which aims to bring to the market advanced biopolymer plastics that will be a competitive alternative to single-purpose plastic products polluting land and sea.

Furthermore, the FT was involved as the principal investigator in one of the projects funded by the Technology Agency of the CR and dealing with the development of sealing rubber materials for hermetic systems of nuclear power plants. In 2022, the FT was involved in seven CEEPUS programme networks, where academic staff and doctoral students participated in bilateral exchanges. Specialized traineeships were carried out as part of the mobility. We were also actively involved in the COST project, which aims to create networks in a research community focused on exploring material properties intended for the preparation of environmentally sustainable food packaging.

FaME: The FaME is the only Czech faculty of economics included in the global network entitled “Microeconomics of Competitiveness” and organized by the Harvard Business School. The Faculty is listed among 100 elite faculties of economics worldwide. Within the ERASMUS Mundus programme, the FaME is a partner institution included in EFFORT and EACEA II networks. The FaME is included in the CFA Institute Global Network of Societies, i.e. in the prestigious list of universities “University Affiliation Program”. In October 2019, 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 is a member of the European League of Institutes of the Arts ELIA and of the international CILECT association in the area of audiovision. Within the University’s involvement in professional or artistic networks, the FMC cooperates with the Zlín Creative Cluster. The primary target group of the Cluster is the creative community of the Zlín region, but, besides TBU in Zlín, the Centre also established contacts with local entrepreneurs, institutions and persons doing business in creative industries. In 2022, the implementation of the important project entitled “Designers in the Czech Lands and the Czechoslovak Machinery Industry” funded by the Ministry of Culture of the Czech Republic within the NAKI II programme also continued. The FMC is represented in a number of international organizations, such as AAMG – Association of Academic Museums and Galleries, Audio Engineering Society (AES), Glass Virus Association, EdCom – international network, European Creative Business Network – international network of creative industries, with CILECT, ELIA, ICOM and POPAI CENTRAL EUROPE being the most important.

FAI: The Faculty was involved in the implementation of several international projects. The most significant include the following projects: Czech Science Foundation – GF, INTERREG, LT – INTER-EXCELLENCE, European Cooperation in Science and Technology and FM EHP – Norway Funds. Within the Czech Science Foundation-GF project, the FAI collaborates with a foreign partner on the optimization of control systems with traffic delay. Moreover, the Faculty staff, specifically employees of the CEBIA-Tech Regional Research Centre, participate in the development of panels for ceiling cooling and heating, using thermal storage materials (PCM). This project is implemented in cooperation with the Department of Energy Engineering of the Faculty of Mechanical Engineering of the University in Žilina and the target implementation company, using the knowledge, computer equipment and experimental facilities of all research units. The aim of the FERTI-MAZE project, which is implemented with funding provided by the INTER-EXCELLENCE programme, is to develop technologies for the processing of at least two different types of protein waste and to prepare the final formulation of at least two different types of foliar fertilizers with optimal effect on maize. Within the Norway Funds, cooperation with universities in Norway is being developed in the area of support for teaching mathematics and statistics at higher education institutions.

FHS: At the Faculty, the strategy of publication activities was applied more extensively in compliance with the Methodology 17+, with the aim of increasing the quality of publication outputs and with regard to current international standards. Projects in implementation also contributed thereto, for example the project entitled “Development of New Andragogic Diagnostic Approaches and Interventions of the Adult Docility Phenomenon”. At the Faculty, the percentage of outputs implemented in cooperation with international institutions as well as outputs published in international journals is increasing.

FLCM: The research project entitled Sustainable Citizen Science (having a principal coordinator from Austria) and aimed to create hubs that would coordinate citizen science activities in the regions of Europe was submitted to the Horizon Europe programme. At the same time, the COST EU project, which focuses on the use of citizen science in achieving Sustainable Development Goals, was submitted for funding. Within the International Visegrad Fund programme, the “Perception of Selected Operational Risks Following the Geopolitical Situation in Europe” project was submitted for funding. A project was submitted for funding to the COST programme, the main project proposer of which was the Academy of Sciences of the CR, Network on water-energy-food nexus for a low-carbon economy in Europe and beyond – NEXUSNET// Exploring potential of Water-Energy-Food nexus in Central and Eastern Europe.

UNI: In 2022, the following international achievements were accomplished in the field of R&D at the UNI: An increase in the number of projects implemented in cooperation with top-class foreign research institutions (Horizon 2020, Horizon Europe, Cosme, COST, M-Era.net); granting of a European patent; continued active involvement of the UNI in international networks (ECP4, PPS, EERA, EASE, SPE, CEC). In 2022, the implementation of the international StoRIES project (Storage Research Infrastructure Eco-System) continued. The project deals with the goal set in the so-called European Green Deal, which aims to ensure that the EU achieves climate neutrality by 2050, and will focus on the energy sector. The project coordinator is the Karlsruhe Institute of Technology (Germany). TBU in Zlín is the only Czech provider of research infrastructure to participate in the project.

10.B NATIONAL AND INTERNATIONAL AWARDS RECEIVED BY TBU

FaME: At the inaugural meeting of the Association of Deans of Faculties of Economics held in March 2022, Prof. Tuček, Dean of the FaME, was elected the Chairman of the Association. The FaME student team (Marek Petruška, Zuzana Ševčíková and Renata Czyžová) won second place in the final round of the Coca-Cola HBC Management Challenge held on 28 February 2022 for a comprehensive case study on corporate social responsibility. A student team from the Department of Finance and Accounting won

fourth place in the National Final Round of the Competition in Financial Analysis and Business Valuation – CFA Institute Research Challenge on 17 February 2022.

FMC: A project prepared by PhD students studying photography won the Most Beautiful Book of the Year. The Faculty won four awards in the international POPAI AWARD contest; photographic works by student Petra Bašnáková won first place in both the Slovak Press Photo 2022 as well as in the Canon Award for Potential. Two awards were obtained in the Model Young Package competition; Adrian Gubrica won the National Award for Slovak Design in the Student Design category. In addition, projects in the field of audiovision and animation won other significant awards and acclaim.

FHS: A member of the Research Centre of the FHS received the prestigious Fulbright scholarship funded by the government of the Czech Republic and the USA. Since November 2022, he has been working at the University of California in Los Angeles, where he collaborates on the implementation of research projects in the field of andragogy. This achievement is crucial for the Faculty in terms of establishing international cooperation with a reputable scientific institution in the USA.

UNI: In 2022, the TTC entered the 3rd edition of the TRANSFERA TECHNOLOGY DAY 2022 contest organized by the Transfera.cz association, where TBU is a member through the TTC. Three technologies were nominated on behalf of TBU (CPS – Agrohydrogel from Renewable Raw Materials to Increase Water Retention in the Soil, project investigator: Ing. Mgr. Silvie Duřpeková, Ph.D. and team, FT – Equipment for Additive 3D Printing with a Construction Design to Eliminate Cold Joints, project investigator: Ing. Lukáš Maňas, Ph.D. and team, FAI – Dance as a New Music Instrument – project investigator: doc. RNDr. Vojtěch Křesálek, CSc.). Out of 28 nominees, two TBU technologies (CPS, FT) made it to the final round, and one of them (CPS – Agrohydrogel from Renewable Raw Materials to Increase Water Retention in the Soil, project investigator: Ing. Mgr. Silvie Duřpeková, Ph.D. and team) took third place. The goal of the event was to connect Czech science and technology resources with the business community and create suitable conditions for mutual cooperation. The competition was held with the support of the Office of the Government of the Czech Republic, Minister for R&D and Innovations, Helena Langšádlová.

10.C INTERNATIONAL EVALUATION OF TBU INCLUDING INTERNATIONAL ACCREDITATIONS

FaME: As in 2021, another significant accomplishment of the Faculty was the rank retained in 2022 in the international ranking of Times Higher Education 2022 by subject - in the field of Business and Management and in the field of Accounting and Finance. The FaME was, as the only Czech faculty specializing in economics, ranked 501-600 in the global comparison. Faculties of the other eight Czech universities included in the ranking were ranked 601+.

The UNI/CPS continue to hold the HR Award and to implement the Action Plan for the implementation of HRS4R.

Professor Kolomazník and the members of his research team took part in the International Symposium on Materials Recycling held in Phuket, Thailand, between 27 November and 1 December 2022. The symposium was part of the Sustainable Industrial Processing Summit (SIPS 2022), an annual multidisciplinary event focused on science and industrial engineering, whose main goal is to achieve sustainability through science and technology. The summit also has an important promotional function, endeavouring to bring people together and show appreciation for their efforts geared towards the public, primarily in technical matters. Since 2003, it has been organized by the Canadian non-profit organization FLOGEN Stars Outreach. During a gala night held on 29 November 2022, the President

of FLOGEN Stars Outreach, Dr. Florian Kongoli, conferred the Fray International Sustainability Award on Prof. Kolomazník. The purpose of the Award is to acknowledge the work of various personalities or entities among politicians, corporations and academics for achievements related directly or indirectly to science and new technologies for a sustainable development.

11. THIRD ROLE OF TBU

11.A TRANSFER OF KNOWLEDGE TO PRACTICE

In 2022, as in the preceding years, the TTC provided services associated with the legal protection of industrial rights over R&D results on behalf of TBU and implemented the necessary steps leading to the commercialization of such results. The development of activities carried out and services provided by the TTC was in line with the needs of the region and regional partners, and contributed to ensuring an effective transfer of the results of applied research activities to practice. Moreover, the TTC represented an important link between TBU and business and industry thanks to specialized services related to the protection of industrial rights and offered by the TTC not only as an internal service for TBU but also - as regards the provision of consultations, literature search and elaboration of reviews - to industrial entities – external applicants or to other entities interested.

Commercialization and cooperation with business and industry is a prioritized activity of the TTC. 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).

By the end of 2022, TBU had 43 licence agreements concluded through the mediation of the TTC, where the total volume of economic activities amounted to CZK 2,179 thousand, and 41 agreements from the sphere of technology transfer, where the total volume of economic activities amounted to CZK 2,818 thousand. In 2022, TBU was granted the total of: One European patent, six patents granted in the CR, 11 utility models were filed in the CR, three Community industrial designs were registered.

In 2022, 25 applications for protection of industrial rights were submitted by the TTC on behalf of TBU, out of which: One European patent application, four international patent applications (PCT), one patent application in Romania, one invention application in the United States of America, 10 utility model applications as well as three applications for an EU Community industrial design.

In 2022, TTO entered the third edition of the TRANSFERA TECHNOLOGY DAY 2022 contest organized by the Transfera.cz association, where TBU is a member through the TTC. Eleven technologies which made it to the final round (TBU – CPS, FT) obtained the Runner-Up Certificate of the TRANSFERA TECHNOLOGY DAY 2022. The Certificate is a mark of quality and will help practical application, will give the technologies greater visibility, and will help secure funding.

A pilot project entitled “Internal Grant Support for Commercialization” was presented at the TTC educational seminar held on 29 November 2022 and entitled “Practical Aspects of Technology Transfer and Commercialization of R&D Results at TBU in Zlín”.

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

TBU representatives were regular members of executive or coordinating bodies established within the Zlín Regional Authority and the Municipality of Zlín:

- Regional Permanent Conference of the Zlín Region
- Council of Economic and Social Agreement of the Zlín Region
- Regional Economic Board of East Moravia
- Executive Committee for the Regional Innovation Strategy of the Zlín Region
- Executive Committee for the Integrated Plan of Development of the Territory of the Town of Zlín
- Executive Committee for ITI of the Zlín agglomeration
- Employment Pact 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 and the Municipality of Zlín participating in the preparation of strategies and plans for the economic development of the region, for the development of the labour market, educational needs of the Zlín Region, etc.

In 2022, TBU participated in the preparation/finalization of the following strategies:

- Strategy for the Development of the Municipality of Zlín until 2030 – ZLÍN 2030
- Integrated Strategy for the ITI of the Zlín Agglomeration for the 2021–2027 Period
- Part of the Strategy for the Development of Culture and Creative Industries of the Town of Zlín Containing Proposals
- Smart Region – Strategy for the Development of the Smart Region of the Zlín Region 2030

In 2022, two TBU representatives were members of the ITI Executive Committee of the Zlín Agglomeration. At the end of 2022, TBU submitted five project plans to the Call 16 for the submission of project plans to fulfil the OP JAC programme framework for the ITI Zlín Agglomeration, with a total amount of CZK 210,000,000 to be allocated. These include project plans aimed at the development and strengthening of TBU's research and innovation capacities and at the development of TBU's application potential (FaME, FMC, FAI, FT and CPS project plans). TBU also submitted one project plan to the Call 17 for the submission of project plans to fulfil the OP TAC programme framework for the ITI Zlín Agglomeration, with a total amount of CZK 75,000,000 to be allocated. It is a project plan of the TBU Technology Centre for Practice (CPS), which aims to increase the competitiveness of businesses operating in the Zlín agglomeration by strengthening research and innovation capacities for the introduction and testing of advanced technologies in the area of specialization domains of the RIS3 Strategy of the Zlín Region.

TBU representatives are regular members of the Association for Regional Development, Thomas Bata Foundation, as well as of many associations and cluster activities active in the Zlín Region (Plastics Cluster, Safety Technology Cluster, Czech Membrane Platform, Moravian-Silesian Automobile Cluster, Czech Aerospace Cluster, National Cluster Association, Czech Glass Art – Czech and Moravian Glass Cluster, Zlín Creative Cluster).

11.C TRANS-REGIONAL ACTIVITIES AND IMPORTANCE

In September 2022, a meeting of Careers Centres run by public higher education institutions took place at TBU. The meeting was attended by 40 career centre staff from 17 universities. The conference dealt with crucial issues regarding our graduates' entry to and readiness for the labour market, as well as changes taking place in the labour market, such as its focus on the green business, etc.

TBU is a regular member of the National Cluster Association (NCA) and of several clusters in the CR.

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 CPS and the CEBIA-Tech, 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 University participated in the implementation of international projects funded by Visegrad, Norway Funds, European Commission (ERASMUS and ERASMUS plus, ERASMUS MUNDUS, HORIZON 2020) and in projects implemented in cooperation with foreign countries supported by the MEYS (Inter-Excellence) and by the Technology Agency of the Czech Republic (M-Era.net).

TBU's membership of consortia and organizations was important, particularly in those listed below: Association Internationale des Universités, CILECT, ECP4, Elia, Energy Storage and Devices, EUCU.NET, European Association for Storage of Energy, European Energy Research Alliance, European University Association, European Citizen Science Association, Fachverlag Hans Carl, Harvard Business School, KNX Association, Museum für Naturkunde Berlin, Observatory of the Magna Charta, ORCID, Polymer Processing Society, Publishers International Linking Association, and the Society of Plastics Engineers.

Scientific publications were also published in cooperation with institutions abroad, e.g. from Poland, China, the United Kingdom, Germany, the USA, Vietnam and Turkey.

TBU is a member of the EUA (European University Association); through its membership, the University has the opportunity to participate in all its important activities supporting higher education in Europe and thus present itself to the academic community of Europe.

TBU also signed the Bologna Declaration - Magna Charta Universitatum, which emphasizes, among others, the development and freedom of science and the need to remove borders in the knowledge and transfer of knowledge. The signatories of the Charter undertake to create conditions favourable for teacher and student mobility.

As for other important organizations, the University is a member of the Danube Rectors' Conference, which associates fifty universities from the Danube region, a member of the European University Consortium, of the European Innovation Alliance (EuroInnA) and also one of the founding members of the University Consortium International.

In October 2022, Prof. Vladimír Sedlařík, TBU Rector, signed a memorandum of cooperation between TBU and the Czech-Slovak Bata Society in the town of Partizánske, Slovakia, with Jozef Božík, the Mayor of Partizánske. As part of the memorandum, the parties agreed to jointly prepare the celebrations of the 105th anniversary of the establishment of Czechoslovakia in 2023, which will also include a specialist conference focused on the sharing of the legacy of Tomáš and Jan Antonín Baťa in the context of the contemporary society.



12. ACTIVITIES CARRIED OUT BY TBU IN RELATION TO THE IMPACT OF THE WAR IN UKRAINE

TBU got intensively involved in the provision of support to Ukraine in connection with the Russian invasion of Ukraine's territory, which began on 24 February 2022. Immediately after the outbreak of the war, the Ukrainian flag was hoisted outside TBU and a minute of silence was held as a sign of support for the nation. In addition, the University organized a collection of charitable donations and food, students undertook child care duties, helped with the organizational issues and interpreting in the Regional Centre for Help and Assistance to Ukraine (KACPU). More than 160 TBU students were involved in the activities carried out in the Centre. Students at the Faculty of Multimedia Communications held a charitable sale of artistic creations made in the Faculty's studios. TBU was in close contact with all students from Ukraine and, besides, scholarships, offered psychological support through the TBU Psychological Counselling Centre.

In the long-term, TBU has registered increased interest from Ukrainian students to enrol on the accredited and offered degree programmes. Due to the ongoing war in Ukraine, the interest multiplied. TBU, in cooperation with the MEYS, prepared the project entitled "Support of the Studies of Ukrainian Students Disallowed to Study at Universities in Ukraine due to the War". As part of this project, the University provided scholarships to 32 newly arriving students, who had the refugee status. At the same time, TBU provided several dozens of extraordinary scholarships to students from Ukraine already studying at the University. Moreover, TBU organized a special intensive Czech language course for students from Ukraine, which helped them integrate in the Czech society. Students from Ukraine applying to study at TBU were offered an opportunity to attend an intensive preparatory Czech language course, to be completed with an exam in Czech at the B2 level of proficiency (FHS). Czech language courses intended for the general public from Ukraine were held (FHS).

The Faculties enabled individual admission procedures initiated at the applicant's request for Ukrainians interested in enrolling on Czech degree programmes, who had been granted temporary protection in the Czech Republic, and who were studying or had studied in a degree programme carried out at a University in Ukraine or had suspended their studies.

FT: For applicants from Ukraine who were granted temporary protection in the CR (war refugees), a special Directive on the admission procedure was issued in 2022, by which these applicants were provided the benefit of application fee waiver (CZK 430).

TABLE 34: NUMBERS OF APPLICANTS FOR STUDY FROM UKRAINE IN 2022 COMPARED TO 2021 BEFORE THE WAR

Calendar year	Number of applications	Number of admitted applicants	Number of applicants not admitted due to failure to meet requirements	Number of enrolled students	Number of non-enrolled applicants
2022	17	9	8	8	1
2021	10	2	8	2	0

Two government scholarship holders from Ukraine study at the FT (one of them is enrolled on a degree programme taught in Czech, the other one on a degree programme taught in English). They have been receiving CZK 14,000 per month from the Ministry of Education, Youth and Sports; one of the students since September, the other one since October. In addition, both of them received a single payment of extraordinary scholarship from the MEYS in the amount of CZK 14,000. In other words, a total of CZK 126,000 was paid to them by the MEYS in 2022 through TBU.

Additional funding includes scholarships paid by the Faculty to students from Ukraine as financial assistance in an extremely serious financial situation. Scholarships amounting to a total of CZK 31,500 were paid in 2022.

FaME: The Faculty implemented an accelerated admission procedure for applicants from Ukraine in accordance with their status of “toleration”. The FaME aims to financially support the students in the form of scholarships as much as possible, depending on the funding available. Students got actively involved as co-organizers of a food and material collection for Ukraine implemented under the auspices of the TBU Rectorate in the G18 Gallery (under the auspices of the FMC). At the beginning of Russia’s annexation of Ukraine, FaME students Mykhailo Vasilijev and Martin Verner joined the collection of charitable donations and the transport of humanitarian aid to Ukraine as volunteers.

FMC: As part of a joint project implemented by Polish, Czech and Slovak art educational institutions, a total of eleven students were admitted to participate in a study period of up to 12 months within the Erasmus+ programme after 22 April 2022, studying mainly in Bachelor’s programmes at the following Ukrainian partner institutions: Lviv National Academy of Fine Arts (4), Taras Shevchenko National University of Kyiv (1), Kharkiv State Academy of Design and Arts (3), V. N. Karazin Kharkiv National University (2), UA-Kyiv National Economic University named after Vadym Hetman (1). Eight female students were enrolled on the Multimedia and Design programme, three students (2 women and 1 man) on the degree programme in Marketing Communications.

Between 2 September 2022 and 9 December 2022, the FMC ran an entrance examination preparatory course as part of Lifelong Learning, intended primary for applicants from Ukraine interested in studying in the Bachelor’s programme in Multimedia and Design. 15 applicants applied for the course.

The situation in Ukraine was reflected in the increased interest in enrolling on degree programmes taught in Czech. 45 applicants from Ukraine took part in the admission procedure to the Bachelor’s programmes in Theory and Practice of Audiovisual Production and Multimedia and Design (an increase of more than 100 % compared to the previous year).

FAI: The Dean's Directive SD/02/22 – Special Conditions for Admission to Study for the Publicly Announced Admission Procedure for Bachelor's and Master's Programmes Carried Out at the Faculty of Applied Informatics for the Academic Year 2022/2023 was issued at the Faculty, which regulates the conditions for admission of Ukrainian refugees, in particular. A minimum number of students (less than 10) were interested in this manner of admission. FAI students got involved in volunteering in the Regional Centre for Help and Assistance to Ukraine.

FHS: The war in Ukraine led to an immediate response of the FHS in the form of a happening entitled "Students and Academic Staff: #StandWithUkraine" (2 March 2022), a protest demonstration against the Russian aggression was held in front of the U18 building. This protest event was followed by another open discussion meeting of TBU academics and students in the FHS Assembly Hall, which was attended online by Ukrainian academic Dr. Galyna Usatenko from the Kyiv National University of Taras Shevchenko. The discussion meeting took place on 16 March 2022. Furthermore, students and staff of pedagogical and healthcare degree programmes were volunteering in the KACPU Zlín (Regional Centre for Help and Assistance to Ukraine).

During 2022, the FHS organized Czech and English courses for Ukrainian citizens. A project entitled "Support for the Creation of Lifelong Learning Courses Particularly for Ukrainian Citizens" was prepared. FHS students also got involved in cooperation with the Primary School Zlín, Okružní, which is an umbrella educational institution for pupils with a different mother tongue, and in cooperation with the Primary School Trávníky Otrokovice. At both schools, pupils from Ukraine were helped during the classes held. 16 applications for study at the FHS were submitted by Ukrainian applicants, only two female applicants were admitted and enrolled (in September, "at the applicant's own request, who had been granted temporary protection in accordance with § 2 of the Act No. 67/2022 Coll."). The other applicants failed to meet the admission procedure requirements.

FLCM: Students and employees of the FLCM got actively involved in volunteering in the Centre for Help and Assistance to Ukrainian Refugees in Zlín, where they were instrumental in arranging the first registration, visa, insurance and accommodation for the refugees. In addition, they organized a collection of charitable donations for Ukraine in cooperation with the Charity Uherské Hradiště. In March 2022, under the guidance of Dr. Trojan, students of the Faculty implemented an extraordinary "Mapathon" for the purpose of filling in blank areas on the map of the territory of Ukraine, and thus facilitating a better orientation in the area for humanitarian organizations.

The interest in studies at TBU shown by Ukrainian applicants increased in comparison to previous years; 21 applicants applied for studies in the 2022/2023 academic year; seven students with Ukrainian citizenship enrolled on degree programmes carried out at TBU.

TABLE 35 (TABLE 12.1 AS SET BY THE MEYS): ACCOMMODATION AND CATERING

HRR of TBU	Number
Total bed capacity of TBU Halls of Residence	1,086
Bed capacity in rented facilities	134
Number of applications for accommodation submitted by 31/12/2022	1,241
Number of satisfied applications for accommodation as at 31/12/2022	1,162
Number of days on which the accommodated persons used the accommodation service in 2022	256,271
Total number of terminated contracts (pandemic)	0
Total number of modified contracts (pandemic)	0
Total number of contracts with exemptions (pandemic)	0
Number of meals served in 2022 to students	1,301,602
Number of meals served in 2022 to employees of TBU	70,121
Number of meals served in 2022 to other diners	38,033

TABLE 36 (TABLE 12.2 AS SET BY THE MEYS): UNIVERSITY LIBRARY

TBU Library	Number
Book acquisitions in 2022	3,290
Out of which acquisition of paper copies	2,960
Out of which acquisition of perpetual access rights to e-books	330
Library stock in total	150,927
Out of which paper copies	145,804
Out of which perpetual access rights to e-books	5,123
Number of subscribed periodicals:	144
- Paper copies	17
- Electronic periodicals (estimate)	4
- In both forms	4

In accordance with Act No. 111/1998 Coll., on Higher Education Institutions and on Alterations and Amendments to Other Acts (Higher Education Act), as amended, the Annual Activity Report 2022 of Tomas Bata University in Zlín was, in accordance with the provisions of § 12 Paragraph 1 Letter k) of the Act, approved by the TBU Scientific Board on 5 April 2023. The TBU Academic Senate approved the Annual Activity Report on 16 May 2023, and that in accordance with the provisions of § 9 Paragraph 1 Letter d) of the Act. The Board of Governors of TBU in Zlín approved the document on 26 May 2023 in accordance with the provisions of § 15 Paragraph 2 Letter d) of the Act.

LIST OF THE MAIN ACRONYMS USED

AS	academic staff
AY	academic year
BP	Bachelor's programme
CAER	Centre for Applied Economic Research
CEBIA-Tech	Centre for Security, Information and Advanced Technologies
CEEPUS	exchange programme for regional cooperation of higher education institutions in countries of Central and South-Eastern Europe
CILECT	International Association of Film and Television Schools
CPM	Polymer Centre
CPS	Centre of Polymer Systems
CSF	Czech Science Foundation
DP	degree programme
DP	doctoral programme
EHP	European Economic Area
ELIA	European League of Institutes of the Arts
EUA	European University Association
EUSA	European University Sports Association
EWP	Erasmus Without Papers
F	full-time
FAI	Faculty of Applied Informatics
FaME	Faculty of Management and Economics
FHS	Faculty of Humanities
FISU	International University Sports Federation
FLCM	Faculty of Logistics and Crisis Management
FMC	Faculty of Multimedia Communications
FMC DMC	Department of Marketing Communications of the FMC
FRC	Footwear Research Centre
FT	Faculty of Technology
FUMP	follow-up Master's programme
GEP of TBU	Gender Equality Plan of TBU in Zlín
HEDF	Higher Education Development Fund
HEI	higher education institution
HRR	Halls of Residence and Refectory
IEB, TBU IEB	Internal Evaluation Board
ICOM	International Council of Museums
IGA	Internal Grant Agency
IGA-K-ZK	"Quality at TBU Supported by the Zlín Regional Authority" competition
IP	Institutional Plan
ITC	Information Technology Centre
IS	information system
IS HAP	HAP information system
IS STAG	STAG information system
ITI	Integrated Territorial Investments
JC	TBU Job Centre
LCDRO	long-term conceptual development of the research organization
LL	Lifelong Learning
LLI	Lifelong Learning Institute
MEYS	Ministry of Education, Youth and Sports

MF	Ministry of Finance
MIT	Ministry of Industry and Trade
MoLSA	Ministry of Labour and Social Affairs
MP	Master's programme
NAB	National Accreditation Bureau
NACE	Nomenclature of Economic Activities
NCE	National Comparative Exams
NS	nursery school
OP JAC	Operational Programme "John Amos Comenius"
OP TAC	Operational Programme "Technologies and Application 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"
P/D	part-time/distance
POPAI CENTRAL EUROPE	non-profit organization supporting marketing
PASSM	Programme Aimed to Support the Strategic Management of Higher Education Institutions
PS	primary school
PT	public tender
Q RAM	National Qualification Framework for Tertiary Education
RAO	Register of Artistic Outputs
RC	Research Centre
R&D	research and development
R&D&I	research, development and innovations
RIS ZLR	Regional Innovation Strategy of the Zlín Region
RR	Rector's Decree
RVVI	Research, Development and Innovation Council
SDF	TBU Strategic Development Fund
SOČ	Students' Expert Activities
SVOČ	Students' Scientific and Expert Activities
SR	Rector's Directive
SS	secondary school
SW	software
TA CR	Technology Agency of the CR
TBU	Tomas Bata University in Zlín
TBU AS	TBU Academic Senate
TBU NS	TBU Nursery School
THE	The Times of Higher Education
TIC	Technology Innovation Centre
TP ICT	Technology Park for Information and Communication Technologies
TTC	Technology Transfer Centre
U3A	University of the Third Age
UNI	University Institute
UPPER	Centre of Creative Industries and Business

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