



TBU

The image features a large, stylized 3D logo for Tomas Bata University (TBU) in Zlín. The letters 'T', 'B', and 'U' are rendered in a light grey color with a dark grey drop shadow, giving them a three-dimensional appearance. The 'B' is partially obscured by a bright orange triangle pointing to the right. The 'U' is partially obscured by a dark grey triangle pointing to the left. The background consists of a white field with a pattern of thin, parallel grey lines that create a sense of depth and perspective. Several large, solid-colored geometric shapes (triangles) in shades of grey and orange are scattered around the logo, contributing to a modern, architectural aesthetic.



utb.cz



facebook.com/UTBZlin



instagram.com/UTBZlin

**“EUROPE ISN'T OUR TARGET.
WE NEED TO EDUCATE GRADUATES
FOR THE GLOBAL MARKET!”**
THOMAS J. BATA

1

ERUDIRE ET CREARE



Educate and create – the motto of Tomas Bata University in Zlín (TBU) that we endeavour to live up every day. An innovative higher education institution open to progress, the TBU has always succeeded in turning its visions and goals into reality.

This motto encourages yet further progress and places emphasis on the future. Indeed, the future for us revolves around students, who - together with employees - constitute our greatest wealth. We want the TBU to be an institution with a good corporate culture that is also a friendly place to learn and work at.

Looking ahead, the University is set to embrace scientific endeavour, R&D and creativity, with effort geared towards achieving high standards and exceptional results. We have enjoyed considerable success in these areas, mainly in relation to polymer engineering, informatics and creative activities.

We consider sustainable development an integral part of our mission. Fully aware

of the responsibility we have towards current and future generations, we are pleased to see that students share our values and aims.

With thousands of students now attending the University, Zlín feels somewhat younger and more vibrant. The TBU is not only an economic asset to the city and region, but also contributes to advancing the cultural and social life of Zlín.

In all of our work, we do the utmost to ensure the TBU becomes an internationally acclaimed institution in the sphere of education, research and creativity.

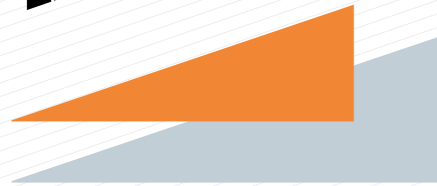
After all, our mission is... to educate and create.

Prof. Mgr. Milan Adámek, Ph.D.
Rector



2

SIX FACULTIES, EACH OF THEM UNIQUE



Tomas Bata University (TBU) is a multidisciplinary higher education institution. About 10,000 students attend courses at its six faculties and the University Institute. Since each faculty is unique, applicants are able to choose from a wide range of specializations: technology, engineering, economics, marketing, informatics, pedagogy, philology, healthcare and the arts.

In classes, emphasis is placed on course units focused on entrepreneurship, and students are encouraged to gain skills required when implementing

their business plans. TBU supports the creation of start-up businesses, cooperates intensively with companies, public sector administration organizations and non-profit organizations. TBU also helps respond to regional challenges in the area of creative industries, mechanical engineering, health care and education.

In addition, daily activities of TBU reflect the issues of social responsibility, environmental protection, sustainable development and the so-called third role of the university.

Studying at TBU is a good starting point for getting a job anywhere in the world. Just like Tomas Bata, founder of the global shoe empire, after whom our University has been named, we believe that: “Nothing is impossible for a determined, knowledgeable individual.”



The Faculty of Technology (FT) is the oldest at Tomas Bata University, so was the very first one founded. Its degree programmes and research activities cover the topics of materials science, polymers, industrial and production engineering, the food industry, the cosmetics sector and environmental protection. The FT is a world leader in polymer engineering and the control of technological processes. The faculty frequently opens up the research facilities to the public and presents its know-how. Moreover, lectures are given at Science Café events, as part of an occasion called The Night of Researchers, and in workshops at the Experience Science Festival, while talks are also put on for secondary schools.

FT

For almost thirty years, the **Faculty of Management and Economics (FaME)** has provided a great opportunity to study economics in the Czech Republic. This fact is evidenced by the British Times Higher Education organization, which has repeatedly named the FaME as the best national faculty for the subjects of Business and Management as well as Accounting and Taxation. The faculty holds certified educational courses for members of the public every year, namely the Bata School of Management, Business Manager Academy and Industrial Engineer Academy. Its Centre for Applied Economic Research focuses on conducting research and forging connections between academics from around the world.

FaME

The Faculty of Multimedia Communications (FMC) is a creative department that affords students the maximum scope for trying out ideas and developing their creativity. An extraordinary and crucial aspect is the cooperation that takes place in joint projects between the faculty's various specializations - design, media production and marketing communications. Teachers and students at the faculty have won numerous prizes for their endeavours in international competitions in film-making, art, design and marketing. The faculty has received six prestigious Red Dot Design Awards to date.

FMC



Experts in information, security and control technologies and robotic systems are educated at the **Faculty of Applied Informatics (FAI)**. Included within it is the **ICT Technology Park**, its premises serving both for the faculty's research activities and as a hub for IT companies, and several such start-ups are run by former graduates of the institution. Notably, staff at the FAI have been involved in a number of international R&D projects. The best known of them is Prof. Karel Kolomazník, a laureate of the Rolex Award for Enterprise (the so-called "Mini Nobel Prize") for research on the treatment of waste from leather and textile production and the food industry.

The Faculty of Humanities (FHS) is where philological, pedagogical and healthcare courses are held. Great emphasis is placed on the practical training students receive during their studies, whether at companies involved in international trade or language translations, at nursery or primary schools, or health and social care facilities of all types. FHS graduates are in great demand on the labour market, and consistently achieve a high level of employability in their chosen professions. The faculty has three centres with particular specializations - research, the support of education and foreign language tuition throughout the TBU.

Another component of the TBU is **the Faculty of Logistics and Crisis Management (FLCM)**, which boasts a unique specialization in the Czech Republic. The faculty runs degree courses on the protection of populations, crisis management, environmental safety and logistics, topics which are highly relevant in today's world. It aims to turn out graduates capable of applying their knowledge in unexpected situations, such as floods, industrial accidents, pandemics and terrorist attacks. In fact, students participate in rescue operations following natural disasters like tornadoes and floods even during their period of study. The faculty is located in the educational campus in Uherské Hradiště.

FAI

FHS

FLCM





3

THE COURAGE TO EXPLORE AND ART OF CREATING

The TBU is home to several leading research units.

The **Centre of Polymer Systems (CPS)** is given over to research and development on plastic and rubber production, materials engineering and chemical technology. The Centre resides in a new building equipped with state-of-the-art instrumentation and employs researchers from across the globe. Its most significant scientific accomplishments comprise a European patent for an invention that quickly and efficiently sterilizes hospital environments and a device for rapidly curing polymers.

The focus of the **Centre for Security, Information and Advanced Technologies (CEBIA-Tech)** is on research and development in applied informatics, security technologies and alternative sources of energy. It has close ties with the activities of the Faculty of Applied Informatics. The CEBIA-Tech furthers cooperation with regional companies by seeking out opportunities for contracted, collaborative research, thereby initiating mutual projects, with the associated funding provided by the state or EU.

Both of the Centres have received the prestigious HR Award, which is an acknowledgement of the quality of management of research institutions.

The **Technology Transfer Centre**, a component part of the University Institute, is concerned with applying technology in practice. It focuses on the protection of intellectual property and cooperation with the industrial sector, supports the progress of innovative companies and runs accredited degree courses. Significant success has been achieved by the **Footwear Research Centre**, winning the Red Dot Award in

the categories of Product Design and Smart Product in 2021 – for the Hightech Footwear Skin Shoe.

The **Faculty of Multimedia Communications** concentrates on endeavour in creative activities relating to applied design, promotion and research in marketing, and intercultural communication. Its **Centre of Creative Industries and Business - UPPER** helps graduates with setting up their own companies, especially in the creative industries (design, media production, animation and marketing communications).

The most recently established element is the **Fénix Digitization Centre**. Comprising a modern multimedia studio equipped with state-of-the-art hardware, it provides a superior environment for teaching and research in the field of digital technologies. Suitable for making videos, creating educational resources and more besides, it is available to the entire TBU. It is also used for classes for students attending the Audiovisual Arts Studio of the FMC.

4

A STYLISH ENVIRONMENT FOR STUDY AND WORK

All the faculties and other component parts of the TBU reside in modern buildings, either constructed in recent years or in renovated ones. The equipment within them reflects the latest global trends. An advantage is that the TBU's buildings are a natural part of the city of Zlín and are located within a walking distance from each other.

The TBU cooperates with renowned architects, particularly **Eva Jiříčná** of international acclaim. She designed the University Centre, the building of the

Faculty of Humanities and the recently renovated Assembly Hall.

The **University Library** is an indispensable facility, which houses countless books, newspapers, journals and academic papers in printed and electronic form available to students and staff. Featuring modern equipment and individual study rooms, it makes for a peaceful and quiet environment. It has its own university press for publishing the findings of research as well as creative and educational activities carried out at the TBU.

The TBU boasts over a thousand employees, so is a significant employer in the region, and strives to create a pleasant working environment for its staff. It organizes cultural and sporting events, in addition to running a host of educational workshops and courses.

The TBU takes care of its students. Where necessary, the University provides help with issues that arise relating to their studies or personal lives, and even with finding a job after graduation. Two centres have been established for

students and employees that address matters concerning **psychological counselling** and **legal advice**. Moreover, students with disabilities can seek assistance from a special unit that caters for their needs. In fact, the TBU is one of the first universities in the country to create the post of **ombudsman**.

Every year, hundreds of students use the services of the **TBU Job Centre**, which finds jobs for TBU students and graduates in the Czech Republic and abroad. It cooperates with businesses, organizes job fairs and enables companies to select topics for academic theses for TBU students. The **Alumni Club** allows the TBU to stay in touch with graduates.

Assistance with childcare for those who have to juggle family commitments with work or studies is provided by the **TBU Nursery School**, where more than 60 preschool children are educated.



5

TBU GRADUATES CONQUER THE GLOBAL MARKET

The TBU was established with the vision of creating a higher education institution in Zlín that would, in accordance with the philosophy of the entrepreneur T. Bata, educate graduates for the global market. Therefore, the TBU operates as a bilingual institution, with English considered as important as Czech. Every year, almost a thousand international students study at the University, either on a long-term basis or on short-term exchange programmes. The quality of teaching has also risen by taking on foreign teachers and scientists.

Every student has the opportunity to spend at least part of their studies abroad. For this reason, we have established a network of more than 500

partner institutions all over the world. In addition to their degree certificates, our graduates receive a **Diploma Supplement**, which makes it easier for them to find a job internationally. Many of them hold high posts in various countries, running companies or working as rectors and executives. For example, a former student, **Emmanuel Selase Asamoah**, received the Award for the Best International Graduate at a Czech University from the Czech National Agency for International Education and Research.

The TBU operates the **Bata Centre in Ho Chi Minh City in Vietnam**, at the partner institute of Ton Duc Thang University. Supporting cooperation in scientific

matters and research between Czech and Vietnamese institutions, it also facilitates recruitment of international students for universities in the Czech Republic. The Centre received second prize for its significant achievement in the area of internationalization from the Czech National Agency for International Education and Research.

Leisure activities are provided to international students studying at the TBU by **ESN (Erasmus Student Network) Zlín**, which organizes trips, sporting and cultural events for them. During the summer holidays, foreigners attend **summer schools** held at the **TBU**.



***Prof. Emmanuel Selase Asamoah,**
a renowned Ghanaian economist and
graduate of the of the FaME.*

6

A UNIQUE CITY



The city of Zlín is unique in many respects. Turbulent growth in the first half of the 20th century, associated with the development of factories for the Bata shoe company, made Zlín a living textbook of modern architecture. The best architects of the time - **Jan Kotěra**, **František Lýdie Gahura** and **Vladimír Karfík** - participated in construction projects in the interwar period. Indeed, **Le Corbusier**, the guru of functionalism, was highly complimentary about the city's architecture. Buildings constructed of red bricks and concrete, functionalist structures, homes typical of the Bata era, rectangular street blocks inspired by New York, an office tower built in 1938 (at that time the second-tallest in Europe) and the ever-present greenery of the parks, woods and gardens lend Zlín its distinctive character. At present, the former factory premises are being transformed into a lively area imbued with industrial charm.

Names of renowned personalities, many of them world-famous, are connected with Zlín. Examples include **Otto Wichterle**, the inventor of contact lenses, and the film directors **Karel Zeman** and **Hermína Týrlová**. Thanks to the work of **Vincenc Makovský** and **Zdeněk Kovář**, the city is considered the cradle of Czech industrial design. Other people who brought fame to the place are the travellers **Miroslav Zikmund** and **Jiří Hanzelka**, as well as **Emil Zátopek**, the four-time Olympic champion in long-distance running, the playwright **Tom Stoppard**, architect **Eva Jiřičná** and many others.

Zlín is home to 80,000 inhabitants and constitutes the centre of east Moravia. In the course of the year, the number of residents is increased by students going to the University and in the summer by visitors, especially those attending the city's **International Film Festival** and the **Barum Czech Rally**.

“Zlín is a shining phenomenon.”
Le Corbusier



7

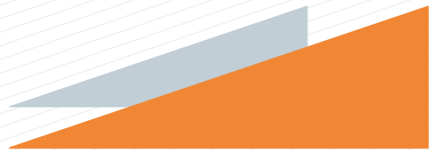
CZECH REPUBLIC – THE COUNTRY IN THE HEART OF EUROPE

The Czech Republic (also referred to as Czechia) is a highly developed nation situated in Central Europe, with a population of 10.7 million. It is a member of the European Union, NATO and a number of other international organizations. It borders four countries – Germany in the west, Poland in the north, Slovakia in the east and Austria in the south. Thanks to its location in the European continent it has been dubbed the “heart of Europe”. The capital city of the country is **Prague**, one of the most beautiful cities of the old continent.

The Czech Republic is known for its numerous historic monuments and sites

of natural beauty. Its medieval towns, castles and chateaux, some of which have been included in the UNESCO World Cultural Heritage List, are visited by tourists from all over the world. Spa resorts, national parks, rock formations and stalactite caves also rank among the most sought-out destinations by tourists. The history of the Czech country dates back over 1,000 years. A number of personages of international renown were born in the Czech lands. The best known include the composers **Antonín Dvořák** and **Bedřich Smetana**, Nobel laureates **Jaroslav Heyrovský** and **Jaroslav Seifert**, playwright and erstwhile president **Václav Havel**

and film director **Miloš Forman**. The Czech Republic is also famous for certain products, such as crystal glass, Škoda cars, pianos and, of course, beer. The country has earned fame through success in sport, with familiar names comprising **Jaromír Jágr** (the most productive European ice-hockey player in the entire history of NHL), **Petr Čech** (football goalkeeper), tennis player **Martina Navrátilová** (winner of nine Wimbledon titles) and **Ester Ledecká** (alpine skier and snowboarder). A trip to the Czech Republic is sure to reward visitors with a wealth of fascinating information on this beautiful country.



Prague,
the capital of the Czech Republic.



 Tomas Bata University in Zlín

Contact us:
Tomas Bata University in Zlín
nám. T. G. Masaryka 5555
760 01 Zlín, Czech Republic

Tel.: +420 576 031 111
E-mail: kancler@utb.cz
www.utb.cz

Graphics and typesetting by:
studio KUTULULU
Printed by: Profi-tisk group s.r.o.
Published in 2023.



TB U