

INTERNATIONAL WEEK 2024

8 – 12 April 2024

PROGRAM BROCHURE



TBU International Week 2023



You can achieve anything you want.

- Tomáš Baťa

WELCOME TO TOMAS BATA UNIVERSITY

Dear participant,

It is our great honor to welcome you to Tomas Bata University in Zlín on the occasion of 11th International Week. We hope you will fully enjoy the program that combines both work and social activities with visits to local sights.

TBU International Office Team

TOMAS BATA UNIVERSITY INTRODUCTION

Tomas Bata University is an open and flexible higher education institution, developed in accordance with five central values: entrepreneurship, openness, usefulness, creativity and responsibility.

More than 9,000 students study at six TBU faculties. International students coming from all over the world and forming 10% of the student body help create an international environment at the university. All forms of international cooperation receive maximum support; our goal is to offer all students interested in spending at least a part of their studies abroad the possibility of doing so.

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

Faculties and Component Parts

- Faculty of Technology
- Faculty of Management and Economics
- Faculty of Multimedia Communications
- Faculty of Applied Informatics
- Faculty of Humanities
- Faculty of Logistics and Crisis Management
- University Institute
- Library
- Halls of Residence and Refectory

Research Units and Parks

- Centre of Polymer Systems
- CEBIA-Tech (**Centre for Security, Information and Advanced Technologies**)
- Centre for Applied Economic Research
- Research Centre of FHS
- Footwear Research Centre
- Technology Transfer Centre
- Technology Park
- ICT Technology Park
- Technology Innovation Centre

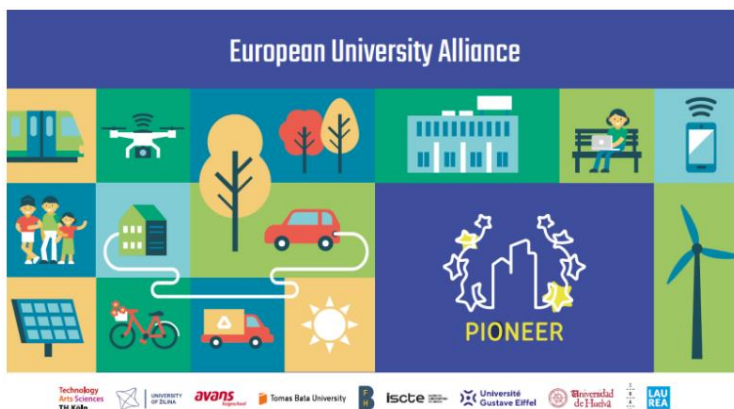
Other Constituent Parts

- Job Centre
- Counselling Centre
- UPPER – Centre of Creative Industries and Business
- TBU Nursery School Qočna
- Bata Centre at Ton Duc Thang University

TBU IN INTERNATIONAL ORGANIZATIONS

Tomas Bata University in Zlín is a member of numerous international organizations. Among the most important belongs:

PIONEER consortium, which brings together nine European universities and aims to obtain a project within European Universities Initiative. The project is focused on strategic cooperation in the field of education, science and research. The Alliance aims to shape the future of inclusive, sustainable and resilient cities, providing students with dedicated skills in a European environment.



eua EUROPEAN UNIVERSITY ASSOCIATION

European Association (EUA), which associates almost 800 universities from 46 European countries. www.eua.be.

Bologna Magna Charta

Universitatum, which, among other things, places considerable emphasis on scientific development and

freedom as well as on crossing borders when gaining and passing on knowledge. www.magna-charta.org.



5 FACTS YOU PROBABLY DID NOT KNOW ABOUT THE CZECH REPUBLIC

1. According to the 2023 Global Peace Index, Czech Republic is the 12th peaceful country in the world.
2. There are over 2000 castles and chateaux in the Czech Republic, more than in any other country in Europe. Some of the most famous ones are the Hluboká Castle, Bouzov Castle, Lednice Castle, Orlik Castle, and Karlštejn Castle.

Furthermore, the largest ancient castle in the world, as stated in the Guinness World Records, is the Prague Castle, which is 570m long and 128m wide.

3. The Czech Republic is a country of architecture, where Baroque, Gothic, Renaissance, Romanesque, Classicism, Art-Nouveau, Cubism, Functionalism and even architecture of the Communist era are all on display around the country.
4. Inventions given to the world by Czechs:
 - In 1959 soft contact lenses were invented by a Czech chemist Otto Wichterle

- Johan Gregor Mendel set the groundwork for genetics and inheritance principles which are still studied in biology classes around the world today
- The word „robot“ was first used by Czech author Karel Čapek in his novel R.U.R (1921). It was his brother Josef Čapek who is credited with creating the word

5. The world known Czech brands:

- Pilsner Urquell
- Škoda Auto
- Baťa
- Moser Glassworks
- Thun Porcelain
- Becherovka
- Krteček
- Tatra Kopřivnice



Zlín Functionalist architecture is unique, as it has no parallel elsewhere in the country or hardly even in the world.

TBU INTERNATIONAL WEEK PROGRAM

Monday, April 8 - WELCOME DAY

Time and Venue	Event
9:00 – 9:30	Registration and Welcome coffee
9:30 – 10:15 <i>Rectorate (U13), Meeting room, 5th floor Nám. T. G. M. 5555</i>	Opening and Welcome presentation
10:25 <i>Faculty of Humanities (U18) Štefánikova 5670</i>	Official photo in front of the Faculty of Humanities
10:30 – 11:00	Excursion to the Faculty of Humanities
11:00 – 12:15 <i>Faculty of Humanities (U18) Meeting room nr. 606, 6th floor</i>	Survival Czech Language Crash Course
12:30 – 13:45 <i>TBU Refectory (U4), Hradská street</i>	Lunch
14:00 – 16:00 <i>Rectorate (U13), University Library, 4th floor Nám. T. G. M. 5555</i>	Well-being seminar by TBU Welcome Centre
19:15 – 22:00 <i>Student Club (U7), Štefánikova 150</i>	Welcome buffet with TBU representatives

Tuesday, April 9 – ZLÍN AND THE LEGACY OF TOMÁŠ BAŤA

Time and Venue	Event
8:40 <i>Meeting point in front of Rectorate (U13)</i>	20min walk/2 stops by city transport to FMC (U16)
9:00 – 9:45 <i>Faculty of Multimedia Communications (U16) tř. Tomáše Bati 4342</i>	Excursion to the Faculty of Multimedia Communications Art and Design ateliers
10:00 – 12:30 <i>Building 44, Vavrečkova 7029</i>	Creative Workshop ROBOTA
12:30 – 14:00 <i>TBU Refectory (U4), Hradská street</i>	Lunch
14:30 – 15:30 <i>Rectorate (U13), University Library, 4th floor</i>	presentation on the phenomenon named Tomáš Baťa by TBU Bata Information Centre
15:55 <i>Building 14, meeting point Vavrečkova 7040</i>	Tourist Information Center
16:00 – 17:00 <i>tř. Tomáše Bati 21</i>	Excursion to Zlín “Skyscraper” building nr. 21

Supporting program on Tuesday, April 9 (by the students/for the students)

Time and Venue	Event
7:00 – 8:00 <i>Faculty of Technology (U15) Vavrečkova 5669</i>	International Breakfast at the Faculty of Technology
10:00 – 14:00 <i>Rectorate (U13)</i>	International Festival – taste of different cultures
14:30 <i>Faculty of Humanities (U18), lecture room 108</i>	Erasmus+ Adventures presentations by students (in Czech language)
12:00 – 14:00 <i>Faculty of Applied Informatics (U5), lecture room 107</i>	Study abroad through the eyes of the University of Gothenburg and TBU in Zlín graduate Marek Scheibinger, Deloitte Senior Consultant (in Czech language)
15:00 – 17:00 <i>Komenského park</i>	Afternoon Chill in the Komenského Park
21:00 <i>Disco club Flip</i>	International Afterparty in Flip

Wednesday, April 10 – WHOLE-DAY TRIP to LUHAČOVICE

Time and Venue	Event
8:00 <i>Parking place on Hradská street</i>	Departure by private bus to Luhačovice
8:45 – 9:45	Group 1 - excursion to Vincentka (mineral water bottling plant) Group 2 – tour on mineral springs
10:00 – 11:00	Group 2 - excursion to Vincentka (mineral water bottling plant) Group 1 – tour on mineral springs
11:30 – 13:00	Lunch
13:00 – 13:45	Group 1 – excursion to spa waffles plant Kare Group 2 – free time
13:45 – 14:30	Group 2 – excursion to spa waffles plant Kare Group 1 – free time
14:30 – 15:30	Free time and departure back to Zlín

Thursday, April 11 – ROUND TABLE DISCUSSIONS

Time and Venue	Event
9:15 – 10:00 <i>Faculty of Applied Informatics (U5) Nad Stráněmi 4511</i>	Excursion to the Faculty of Applied Informatics
10:00 – 11:00 <i>Faculty of Applied Informatics (U5) meeting room nr 606 (6th floor)</i>	Round Table Discussion I International Marketing
11:00 – 12:30 <i>TBU refectory (U4 or U5)</i>	Lunch
13:00 – 14:00 <i>Faculty of Technology (U15) Vavrečkova 5669</i>	Excursion to the Faculty of Technology
14:00 – 15:00 <i>Faculty of Technology (U15) meeting room nr. 230 (2nd floor)</i>	Round Table Discussion II Support and Services for incoming and outgoing students

Friday, April 12 – INDIVIDUAL MEETINGS, DOCUMENTS

Time and Venue	Event
9:00 and later <i>International Office (161/U13)</i>	Individual appointments with TBU representatives, evaluation, Certificates delivery

TIPS FOR SIGHTSEEING IN ZLÍN

- [14115 BATA INSTITUTE](#)

add.: Vavrečkova 7040

The industrial buildings bearing the Bata numbers 14 and 15 were converted into a modern cultural and educational centre - [the Regional Gallery of Fine Arts](#), [the Museum of Southeast Moravia](#) and [the František Bartoš Regional Library](#).

- Zlín Skyscraper - the No. 21 Administration Building

add.: třída Tomáše Bati 21

The No. 21 administration building of the shoemaking company

- Tomas Bata Villa

add.: Gahurova 292

Residence houses [the Thomas Bata Foundation](#) and is only accessible to large groups of people by prior arrangement. The garden is open to the general public.

- [Tomas Bata Memorial](#)

add.: T. G. Masaryka 2570

It is known as the most impressive masterpiece of F. L. Gahura, making it to the top of Zlín's functionalist architectural gems.

- [Zlín ZOO](#) and Chateau Lešná

Zlín Zoo is the most visited tourist destination in Moravia. Every year welcomes more than 600 000 visitors, making it the second-most visited zoo of the Czech Republic's 15 zoos.

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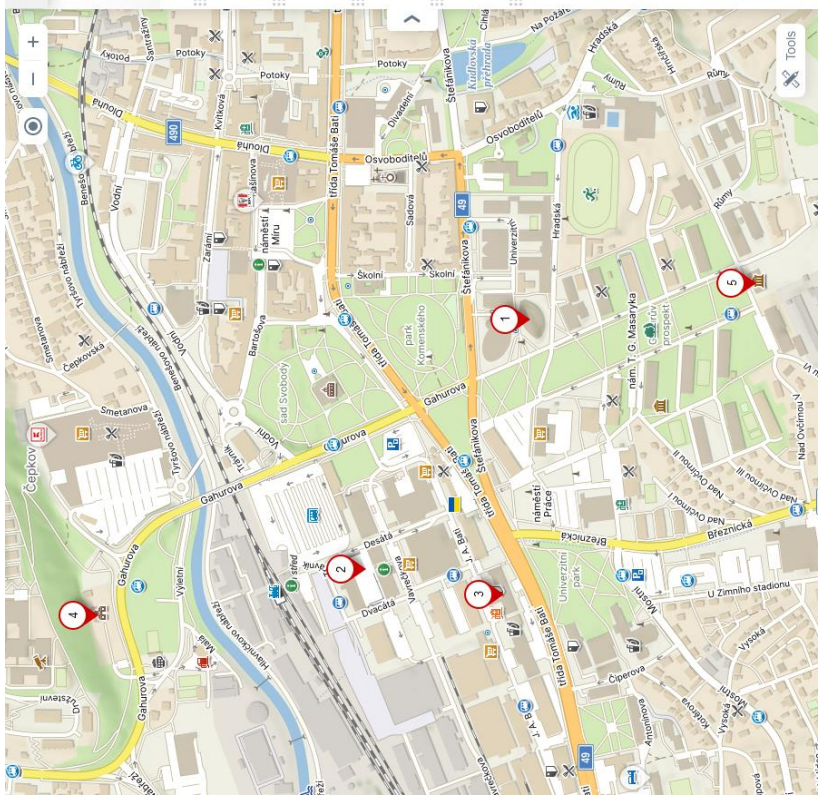
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- 1 **TBU International Week**
 nám. T. G. Masaryka 2570, Zlín, 760 01, Zlín
 49.22225950N, 17.66468894E
- 2 **14116 BATA INSTITUTE**
 49°13'00.468"N, 17°38'32.329"E
 49.2251303N, 17.6593803E
- 3 **Zlín "Skyscraper"**
 třída Tomáše Bati 21, Zlín, 760 01, Zlín
 49.22229853N, 17.6593889E
- 4 **Tomas Bata Villa**
 Gahurova 292, Zlín, 760 01, Zlín
 49.22922594N, 17.6573006E
- 5 **Tomas Bata Memorial**
 nám. T. G. Masaryka 2570, Zlín, 760 01, Zlín
 49.21909677N, 17.6657514E



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We believe that we will meet again sometime in the future thanks to the cooperation whose foundations have just been laid.

TBU International Office Team

Location Map of TBU Buildings in Zlín



U 14 Centre for Practical Training in Health Care (FHS) is situated at the Bata Research Hospital (the building is situated at the map in the Bata Hospital premises no. 2, 8 and 23.)

- U 1** Faculty of Technology (FT)
Inovace 212
- U 2** Faculty of Management and Economics (FME)
Mladí 339
- U 4** Faculty of Multimedia Communications (FMC)
Univerzitní 457
- U 5** Faculty of Applied Informatics (FAI)
Nad Štěrňovou 4511
- U 5.5** ICT Technology Park
Nad Štěrňovou 4508
- U 6** Hall of Residence, Antolinova Street
Antolinova 4379
- U 7** Hall of Residence, Šušánkova Street
Šušánkova 150
- U 10** University Institute (UI)
Nad Otčínou 3855
- U 11** University Centre, Recreative
Nad Otčínou 3555
- U 12** Hall of Residence, TGM Square
nám. T. G. Masaryka 5593
- U 13** University Centre, Recreative
Nad Otčínou 3555
- U 14** Centre for Practical Training in Health Care (FHS)
Hradčinská ulička 500
- U 15** Laboratory Centre of the Faculty of Technology (LCFT)
Inovace 569
- U 16** Faculty of Multimedia Communications
n. T. Bati 542
- U 17** Centre of Polymer Systems (CPS)
Regional Library
n. T. Bati 5678
- U 18** Faculty of Humanities (FHS)
Štefánikova 5870
- U 0** Faculty of Technology (FT)
Nad Otčínou 479
- U 1** Academia Centre
- U 2** TBU Library
- U 3** TBU Library
- U 4** TBU Library
- U 5** TBU Library
- U 6** TBU Library
- U 7** TBU Library
- U 8** TBU Library
- U 9** TBU Library
- U 10** TBU Library
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- U 15** TBU Library
- U 16** TBU Library
- U 17** TBU Library
- U 18** TBU Library

