

The background of the entire page is a repeating pattern of small, light orange cubes. A large, solid orange rectangle is positioned in the upper-middle section of the page, serving as a backdrop for the main title.

ANNUAL ACTIVITY REPORT

2008





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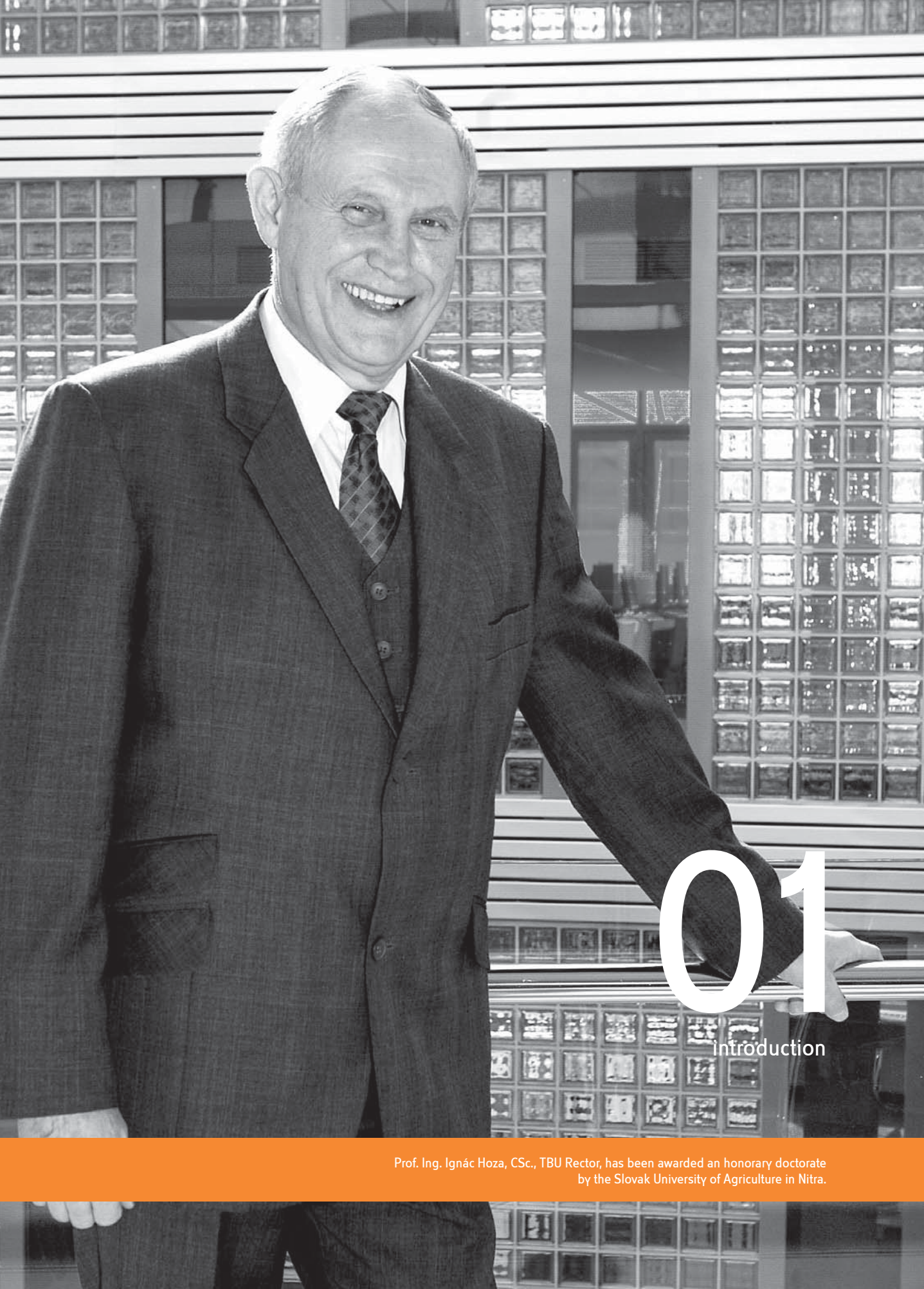
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# 01

Introduction

Prof. Ing. Ignác Hoza, CSc., TBU Rector, has been awarded an honorary doctorate by the Slovak University of Agriculture in Nitra.

This Annual Activity Report portrays the activities of Tomas Bata University in Zlín (hereinafter referred to as “TBU”) in the eighth year of its existence.

In the year 2008, the University recorded a further increase in student numbers and extended the range of degree programmes offered. A total of 12,655 full-time and part-time students enrolled on 74 accredited degree programmes and 122 degree courses.

New degree programmes and courses were launched in the English language, and thus one of the priorities of the TBU Long-Term Aims and Objectives in the sphere of internationalization continued to be fulfilled. New opportunities within the Lifelong Learning (LL) arose, a number of short-term courses for companies and professionals were carried out. The tuition within the University of the Third Age is also constantly being expanded, new lecture series were launched. In the year 2008, a total of 1,397 students attended the Lifelong Learning courses, out of which 840 were students of the University of the Third Age.

The University concluded 13 new international framework cooperation agreements; 75 new or renewed agreements and 70 earlier bilateral agreements with foreign partners were signed within the Socrates/Erasmus programme. In 2008, 718 international students from 35 countries studied at TBU, including 555 students from Slovakia. TBU participated in a number of projects within the Development Programmes for Public Higher Education Institutions. Emphasis was laid on the programme aimed at the development of modern technologies and the programme aimed at the advancement of internationalization. Moreover, the University succeeded in competitions for a number of research projects, projects of the Higher Education Development Fund and the EU Structural Funds.

In March 2008 the new Technology Park and Technology Transfer Centre were launched, which means a great improvement in the condition for applied research and for cooperation between the University research experts and entrepreneurial subjects. The launch of the building of the University Centre that newly houses the Central Library and the University Rectorate was a significant event as well.

## 1.1 Names and Addresses of the University, Faculties and the Institute

Tomas Bata University in Zlín

Shortened name: Tomas Bata University

Abbreviation: TBU

Address: nám. T. G. Masaryka 5555, 760 01 Zlín, Czech Republic

### 1.1.1 TBU Faculties and Institute

Faculty of Technology (FT): náměstí T. G. Masaryka 275, 762 72 Zlín, Czech Republic

Faculty of Management and Economics (FaME): Mostní 5139, 760 01 Zlín, Czech Republic

Faculty of Multimedia Communications (FMC): Štefánikova 2431, 760 01 Zlín, Czech Republic

Faculty of Applied Informatics (FAI): Nad Stráněmi 4511, 760 05 Zlín, Czech Republic

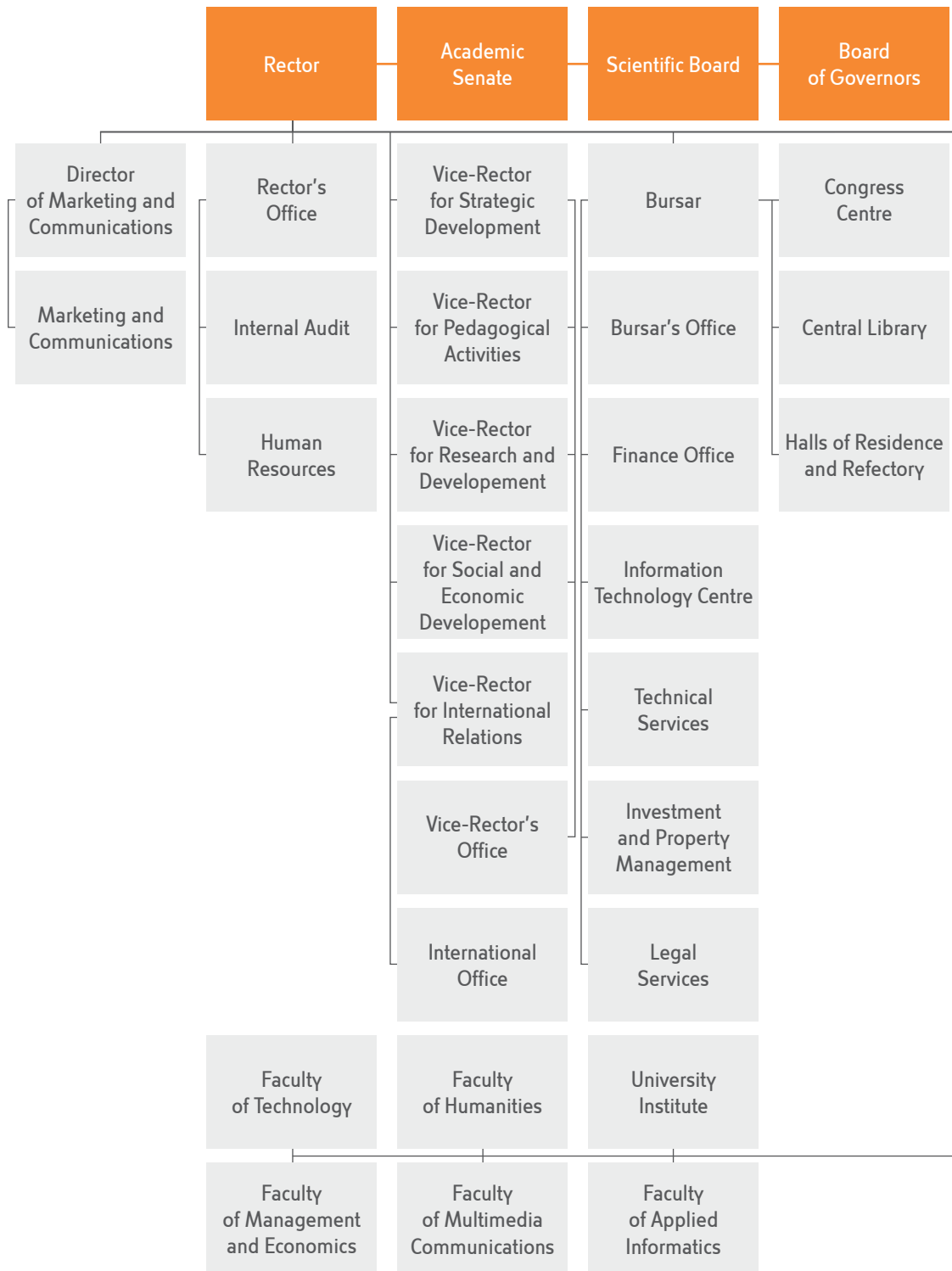
Faculty of Humanities (FHS): Mostní 5139, 760 01 Zlín, Czech Republic

University Institute (UNI): Nad Ovčírnou 3685, 760 01 Zlín, Czech Republic

## 1.1.2 TBU Buildings

- U1 – Faculty of Technology (FT): náměstí T. G. Masaryka 275, Zlín
- U2 – Faculty of Management and Economics (FaME), Faculty of Humanities (FHS),  
Congress Centre: Mostní 5139, Zlín
- U3 – University Institute (UNI): Růmy 4046, Zlín
- U4 – Faculty of Multimedia Communications (FMC), Refectory: Štefánikova 2431, Zlín
- U5 – Faculty of Applied Informatics (FAI), FT, FHS, Department of Physical Education (DPE),  
Refectory: Nad Stráněni 4511, Zlín
- U6 – Hall of Residence Antonínova: Antonínova 4379, Zlín
- U7 – Hall of Residence Štefánikova: Štefánikova 150, Zlín
- U10 – FHS, FMC, FaME: nám. T. G. Masaryka 1279, Zlín
- U11 – University Institute – Technology Park and Technology Transfer Centre: Nad Ovčírnu 3685, Zlín
- U12 – Hall of Residence náměstí T. G. Masaryka: nám. T. G. Masaryka 3050, Zlín
- U13 – University Centre – Rectorate, Central Library: nám. T. G. Masaryka 5555, Zlín

## 1.2 TBU Organizational Structure



## 1.3 Structure of TBU Bodies

### 1.3.1 TBU Self-Governing Academic Bodies

#### Rector

Prof. Ing. Ignác HOZA, CSc., dr. h. c.

#### Academic Senate

##### Chairperson

Ing. Alena MACHÁČKOVÁ, CSc.

##### Deputy Chairpersons

Doc. Dr. Ing. Vladimír PAVLÍNEK

*Deputy Chairperson; Chairperson of the Academic Staff Chamber*

Ing. Markéta ŠÍPALOVÁ

*Deputy Chairperson; Chairperson of the Student Chamber*

##### Academic Staff

Doc. Mgr. Juraj FANDLI

Ing. František GAZDOŠ, Ph.D.

Ing. Bc. Bronislav CHRAMCOV, Ph.D.

Dr. Rostislav ILLÍK, MFA

*from 7/10/2008*

Ing. Mgr. Svatava KAŠPÁRKOVÁ, Ph.D.

Doc. Ing. Vratislav KOZÁK, Ph.D.

Mgr. Věra KOZÁKOVÁ, Ph.D.

Mgr. Pavel KRUTIL

*until 31/7/2008*

Mgr. Jana KŘEMENOVÁ

*from 7/10/2008*

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

Ing. Miroslav MATÝSEK, Ph.D.

JUDr. Pavel MAUER

Mgr. Zdeněk MELICHÁREK

Ing. Martin MIKESKA, Ph.D.

Ing. Dobroslav NĚMEC

Prof. MUDr. Ladislav PILKA, DrSc.

*until 31/8/2008*

Mgr. Štěpán PRACHAŘ

Doc. Ing. Zdenka PROKOPOVÁ, CSc.

Mgr. Richard VODIČKA

Mgr. Magda ZÁLEŠÁKOVÁ

##### Students

Bc. Jiří BAROŠ

*until 5/6/2008*

BcA. Radek HABADA

Bc. Gabriel KALAPOŠ

*from 7/10/2008*



Ing. Roman KIMMEL	
Bc. Lukáš KNEBL	<i>until 1/2/2008</i>
Jiří MAŇAS	
Miroslav MEZÍK	<i>until 26/8/2008</i>
Michal RUDECKÝ	<i>from 26/2/2008</i>
Ivan SENČÁK	
Pavel SOUSEDÍK	
Bc. Kateřina SULOVSKÁ	
Bc. Zdenka VYMĚTALOVÁ	<i>from 7/10/2008</i>

## Scientific Board

### Chairperson

Prof. Ing. Ignác HOZA, CSc., dr. h. c. *Rector, Tomas Bata University in Zlín*

### External Members

Prof. Ing. Vratislav DUCHÁČEK, DrSc.	<i>Professor, Institute of Chemical Technology, Prague</i>
Doc. Ing. Jaromír HAVLICA, CSc.	<i>Dean, BUT, Faculty of Chemistry</i>
Prof. Ing. Vladimír KUČERA, DrSc., dr. h. c.	<i>Director, Czech Technical University in Prague, Electro-Technical Faculty</i>
Ing. Libor LÁZNIČKA, Ph.D.	<i>General Manager, Executive, Barum Continental, Otrokovice</i>
Prof. Ing. Petr LOŠŤÁK, DrSc.	<i>Dean, University of Pardubice, Faculty of Chemical Technology</i>
Prof. Ing. Miroslav LUDWIG, CSc.	<i>Vice-Rector, University of Pardubice</i>
Prof. RNDr. Milan MAREŠ, DrSc.	<i>Researcher, Academy of Sciences of the Czech Republic, Prague, Institute of Information Theory and Automation</i>
Prof. Ing. Milan MAROUNEK, DrSc.	<i>Head of Laboratory, Czech Academy of Sciences, Prague Department of Animal Physiology and Genetics</i>
Doc. Ing. Václav PETŘÍČEK, CSc.	<i>General Manager, Chamber for Economic Relations with CIS</i>
Doc. Ing. Josef PRŮŠA, CSc.	<i>Rector, University of West Bohemia in Plzeň</i>
Prof. Ing. Karel RAIS, CSc., MBA	<i>Rector, BUT, Brno</i>
Ing. Jiří ROSENFELD, CSc.	<i>General Manager, Slovácké strojírný, Uherský Brod</i>
Doc. PaedDr. Iva STUHLÍKOVÁ, CSc.	<i>Head of Department, University of South Bohemia in České Budějovice, Faculty of Pedagogy</i>
Prof. PhDr. Valérie TÓTHOVÁ, Ph.D., R.N.	<i>Vice-Dean, University of South Bohemia in České Budějovice, Faculty of Health and Social Studies</i>
Prof. Ing. Karel ULBRICH, DrSc.	<i>Head of Department of Biomedical Polymers, Academy of Sciences of the CR, Prague, Institute of Macromolecular Chemistry</i>
Doc. Ing. Juraj WAGNER, PhD., dr. h. c.	<i>Vice-Rector, European Polytechnical Institute, Ltd., Kunovice</i>

## Internal Members

Prof. Ing. Vladimír BOBÁL, CSc.	<i>Professor, Faculty of Applied Informatics</i>
Doc. PhDr. Ing. Aleš GREGAR, CSc.	<i>Vice-Rector for International Relations</i>
Doc. Ing. Petr HLAVÁČEK, CSc.,	<i>Dean, Faculty of Technology</i>
Doc. RNDr. Vojtěch KŘESÁLEK, CSc.	<i>Vice-Rector for Research and Development</i>
Doc. Ing. Anežka LENGÁLOVÁ, Ph.D.	<i>Vice-Dean, Faculty of Humanities</i>
Ing. Alena MACHÁČKOVÁ, CSc.	<i>Chairperson, TBU Academic Senate</i>
Doc. PhDr. Vnislav NOVÁČEK, CSc.	<i>Vice-Dean, Faculty of Management and Economics</i>
Doc. Ing. Lubomír ODEHNAL, CSc.	<i>Vice-Rector for Social and Economic Development</i>
Doc. Dr. Ing. Drahomíra PAVELKOVÁ	<i>Dean, Faculty of Management and Economics</i>
Doc. Dr. Ing. Vladimír PAVLÍNEK	<i>Associate Professor, Faculty of Technology</i>
Prof. Ing. Roman PROKOP, CSc.	<i>Vice-Rector for Pedagogical Activities</i>
Prof. Ing. Petr SÁHA, CSc.	<i>Vice-Rector for Strategic Development</i>
Doc. Ing. Jaroslav SVĚTLÍK, Ph.D.	<i>Dean, Faculty of Multimedia Communications, until 6/5/2008</i>
Prof. Pavel ŠKARKA, MFA	<i>Vice-Dean, Faculty of Multimedia Communications</i>
Prof. PhDr. Vlastimil ŠVEC, CSc.	<i>Dean, Faculty of Humanities</i>
Prof. Ing. Vladimír VAŠEK, CSc.	<i>Dean, Faculty of Applied Informatics</i>

## Permanent Guests:

Doc. Ing. Roman BOBÁK, Ph.D.	<i>Vice-Dean, Faculty of Management and Economics</i>
Mgr. Štefan CHUDÝ, Ph.D.	<i>Vice-Dean, Faculty of Humanities, until 31/8/2008</i>
Prof. Ing. Antonín KLÁSEK, DrSc.	<i>Vice-Dean, Faculty of Technology</i>
Ing. Radomila SOUKALOVÁ, Ph.D.	<i>Vice-Dean, Faculty of Humanities, until 31/8/2008</i>
Doc. Ing. Ivan ZELINKA, Ph.D.	<i>Vice-Dean, Faculty of Applied Informatics, until 31/8/2008</i>
Doc. MgA. Jana JANÍKOVÁ, ArtD.	<i>Authorized Dean, Faculty of Multimedia Communications, from 1/9/2008</i>
Mgr. Petr ŽŮREK, Th.D.	<i>Vice-Dean, Faculty of Humanities, from 1/9/2008</i>

## 1.3.2 Other TBU Bodies

### Bursar

RNDr. Alexander ČERNÝ

### Board of Governors

#### Chairperson

Tomáš BAŤA, dr. h. c.	<i>Bata Ltd, Toronto, Canada, until 1/9/2008</i>
Ing. Michaela ŠOJDROVÁ	<i>Deputy, Parliament of the CR, from 21/11/2008</i>

## Deputy Chairpersons

Ing. Michaela ŠOJDROVÁ  
Libor LUKÁŠ

*Deputy, Parliament of the CR, until 21/11/2008  
Commissioner (Deputy Commissioner from 12/11/2008),  
Zlín Region*

## Members

Sonja BATA  
PaedDr. Alena GAJDŮŠKOVÁ  
Ing. Eduard JANOTA  
Ing. Josef KUBÍČEK  
PhDr. Irena ONDROVÁ  
Mgr. Václav PÍCL

*Bata Shoe Foundation, from 1/12/2008  
Senator, Parliament of the CR  
Deputy Minister, MF of the CR  
Bursar, Charles University, Prague  
Mayor, Statutory Town of Zlín  
Deputy Chairperson of the Czech and Moravian Trade Union  
of Workers in Education  
Advisor to Minister, MF of the CR*

Doc. Ing. Jiří VOLF, CSc.

## Secretary

Ing. Andrea KADLČÍKOVÁ

*TBU Director of Marketing and Communications*

## 1.3.3 TBU Advisory Bodies

### TBU Management

#### Rector

Prof. Ing. Ignác HOZA, CSc., dr. h. c.

#### Vice-Rectors

Prof. Ing. Petr SÁHA, CSc.  
Prof. Ing. Roman PROKOP, CSc.  
Doc. RNDr. Vojtěch KŘESÁLEK, CSc.  
Doc. PhDr. Ing. Aleš GREGAR, CSc.  
Doc. Ing. Lubomír ODEHNAL, CSc.

*Vice-Rector for Strategic Development, Deputy Rector  
Vice-Rector for Pedagogical Activities  
Vice-Rector for Research and Development  
Vice-Rector for International Relations  
Vice-Rector for Social and Economic Development*

#### Bursar

RNDr. Alexander ČERNÝ

#### Director of Marketing and Communications

Ing. Andrea KADLČÍKOVÁ



## Rector's Advisory Council

### Rector

Prof. Ing. Ignác HOZA, CSc., dr. h. c.

### Vice-Rectors

Prof. Ing. Petr SÁHA, CSc.

*Vice-Rector for Strategic Development, Deputy Rector*

Prof. Ing. Roman PROKOP, CSc.

*Vice-Rector for Pedagogical Activities*

Doc. RNDr. Vojtěch KŘESÁLEK, CSc.

*Vice-Rector for Research and Development*

Doc. PhDr. Ing. Aleš GREGAR, CSc.

*Vice-Rector for International Relations*

Doc. Ing. Lubomír ODEHNAL, CSc.

*Vice-Rector for Social and Economic Development*

### Bursar

RNDr. Alexander ČERNÝ

### Chairperson of the Academic Senate

Ing. Alena MACHÁČKOVÁ, CSc.

### Deans of Faculties

Doc. Ing. Petr HLAVÁČEK, CSc.

*Faculty of Technology*

Doc. Dr. Ing. Drahomíra PAVELKOVÁ

*Faculty of Management and Economics*

Doc. Ing. Jaroslav SVĚTLÍK, Ph.D.

*Faculty of Multimedia Communications (until 31/7/2008)*

Doc. PhDr. Miroslav ZELINSKÝ, CSc.

*Faculty of Multimedia Communications*

*(from 1/8/2008 until 7/10/2008)*

Doc. MgA. Jana JANÍKOVÁ, ArtD.

*Faculty of Multimedia Communications*

*(Authorized Dean from 8/10/2008)*

Prof. Ing. Vladimír VAŠEK, CSc.

*Faculty of Applied Informatics*

Prof. PhDr. Vlastimil ŠVEC, CSc.

*Faculty of Humanities*

### Director of University Institute

Ing. Jindřiška ONDRÁČKOVÁ

### Director of Marketing and Communications

Ing. Andrea KADLČÍKOVÁ

### Head of Human Resources

Ing. Renata BARTOŠOVÁ

### Chairperson of the Student Chamber of the Academic Senate

Ing. Markéta ŠÍPALOVÁ

## 1.4 TBU Representation in Organizations Associating Czech Higher Education Institutions, in International Organizations and Professional Organizations

### TBU Membership in Organizations Associating Higher Education Institutions, in International and Professional Organizations

TABLE 1

Organization	Country	Status
Czech Rectors' Conference (CRC)	CR	Prof. Ing. Ignác Hoza, CSc., dr. h. c., Rector - member
Council of Higher Education Institutions	CR	Ing. Alena Macháčková, CSc. - representative in the Presidium Doc. PhDr. Ing. Aleš Gregar, CSc. - representative in the Assembly
		Ing. Radoslav Štefánek - representative in the Student Chamber
European University Association (EUA)	Belgium	TBU - member
Magna Charta Universitatum	Italy	TBU - member
Danube Rector's Conference (DRC) - University of Zagreb	Croatia	TBU - member
Association for the Development of the Zlín Region	CR	TBU - member

### Membership of TBU Academic Staff in Professional Organizations

#### Faculty of Technology

- The Polymer Processing Society (PPS)
- Society of Plastics Engineers (SPE)
- American Physical Society
- International Society of Heterocyclic Chemistry (ISHC)
- American Chemical Society (ACS)
- The Society of Rheology
- European Photochemical Society (EPS)
- American Association for Advancement of Science (AAAS)
- Institute of Electrical and Electronics Engineers (IEEE)
- International Institute of Acoustics and Vibrations (IIAV)
- United National Industrial Development Organization (UNIDO)
- European Union of Research Institutes for Shoes (EURIS)
- International Association of Shoe Industry Technicians (UITIC - Union Internationale des Techniciens de l'Industrie de la Chaussure)
- Archaeological Leather Group (ALG)
- The Honourable Cordwainers' Company (HCC)

American Diabetes Association (ADA)  
Gesellschaft Deutscher Chemiker  
Internationals Astronautica Academia  
Czech Chemical Society  
Czech Society for Biochemistry and Molecular Biology  
International Society for Orthotics and Prosthetics, Czech branch, (ISPO ČR)  
Czech Footwear and Leather Association (ČOKA)  
Czech Anthropological Society  
Federation of Orthopaedic Prosthetics in Technical Fields (FOPTO)  
Czech Podiatry Association (ČPS)  
Czechoslovak Society for Microbiology  
Czech Biotechnology Society  
Czech National Clay Group  
Czech Association of Hydrogeologists  
Czech Accreditation Institute (ČIA), member of technical committee for sensory analysis  
Czech Technology Platform for Food (ČTP)  
Association for Blasting Technics and Pyrotechnics (STTP)

## Faculty of Management and Economics

Society for Competitive Intelligence Professionals (SCIP)  
Society of Plastic Engineers (SPE)  
Strategic Management Society  
European Association for Security (EAS)  
International Association for Technology Management (IATM)  
Organisation for Economic Co-operation and Development (OECD)  
The Competitiveness Institute  
International Network for Economy Research (INFER)  
European Network of Academic Sport Services (ENAS)  
Czech Statistical Society  
Czech Geographical Society  
Czech Demographic Society  
Czech Marketing Association  
Czech Society for Systems Integration  
Association of Regionalistics and Public Administration  
Czech Association of University Sport (ČAUS)  
Czechoslovak TeX Users Group  
Regional Volleyball Association ČSTV (KVS)  
Regional Club of the Czech Marketing Association  
Accreditation Committee of the Ministry of Interior of the CR  
Society for Global Business and Economic Development  
Czech Association of Work and Organizational Psychologists (ČAPPO)  
European Regional Science Association

Appellate Committee of the Office for the Protection of Competition  
Appellate Committee of the Ministry of Agriculture  
The International Association for Legal and Social Philosophy  
Masaryk Czech Sociological Society  
Czech Bar Association  
Czech Medical Society of Jan Evangelista Purkyně (ČLS JEP)  
Association of Clinical Psychologists of the CR (AKP ČR)  
Human Resources Club of the CR  
Grant Agency of the CR  
Central European Journal of International and Security Studies (CEJISS)  
Project Management Association (SPŘ)  
Czech Society for Quality (ČSJ)  
Regional Studies Association  
Association of Management Trainers and Consultants  
European Network for Business Studies and Languages (SPACE)  
European Distance and E-learning Network (EDEN)  
New Initiatives and Challenges in Europe (NICE Network)  
Czech Geographical Society  
Czech Demographic Society  
Organization for the Disabled (Hvězda and Horizont)  
Man in Motion Association  
Czech Swimming Federation (ČSPS)  
Czech Tennis Association (ČTS)  
Institute of Industrial Engineers (IIE)  
Society of Manufacturing Engineers (SME)  
Czech Society for Engineering Technology  
Consumers Defence Association of the CR (SOS)  
International Institute of Acoustics and Vibration (IIAV)  
Czech Athletics Federation  
The Federation of Accountants  
Editorial Board of the *Regional Studies* Journal  
Editorial Board of the *Regional Direct* Journal  
Editorial Board of the *Acta Economica* Journal

## Faculty of Multimedia Communications

Society for Intercultural Education, Training and Research United Kingdom (SIETAR UK)  
Tuesday Business Network, Prague  
Masaryk Czech Sociological Association  
Association of Czech Cinematographers (AČK)  
Association of Organizers of Trade Fairs in the CR (SOVA ČR)  
Union of Visual Artists of the Czech Republic  
Syndicate of Journalists of the Czech Republic

Berhardt cluster (associates companies and organizations to support Czech clothing industry)  
European Society for Opinion and Marketing Research (ESOMAR)  
Czech Marketing Society (ČMS)  
Market Psychologists Association (APT)  
Czech-Moravian Psychological Society

## Faculty of Applied Informatics

American Leather Chemists Association (ALCA)  
Association for Computing Machinery (ACM)  
British Computer Society (BCS)  
Donau-Adria Association for Automation and Manufacturing (DAAAM)  
International United Environmental Commission of the World Leather Association (IUE)  
European Federation of Biotechnology (EFB)  
European Robotics Network (EURON)  
European Association for Security (EAS)  
International Federation of Automatic Control (IFAC)  
Manufacturing Enterprise Solutions Association (MESA)  
Centre for Nanotechnologies and Materials for Nanoelectronics of the AS of the CR  
Command, Control, Communication and Corporation of the Research and Development Council of the Ministry of Defence  
Czech Society for New Materials and Technologies  
Czech Committee for Automation  
Czech Chemical Society  
Czech Society of Chemical Engineering  
National Committee of Danube-Adria Association for Automation, Measurement and Metrology  
Union of Czech Mathematicians and Physicists

## Faculty of Humanities

The European Society for the Study of English (ESSE)  
European Association for Security (EAS)  
European Association for American Studies (EAAS)  
The Central and Eastern European Teachers of English – Internet forum (CETEFL)  
Czech Association for Pedagogical Research (ČAPV)  
Czech Pedagogical Society (ČPdS)  
Czech and Slovak Association for American Studies  
Chamber of Court Appointed Interpreters and Translators of the Czech Republic  
International Work Group for First Aid and Psychological Support for the Czech Republic, Czech Red Cross Office (ČČK)  
National Group of the CR and SR for Criminal Law (AIDP)  
Internet and Organizations Security  
Czech Chemical Society  
Czech Division of DCI – association of defenders of children's rights

Ethic Forum of the Czech Republic  
Standing Committee of the Council of the Government for the Evaluation and Control of the Occupational Risks, Occupational-Medical Care and Dealing with the Consequences of Occupational Damage to Health, Integral Rehabilitation and Reintegration of Persons Who Have Suffered Occupational Injury and Occupational Disease  
Czech-Moravian Psychological Society (ČMPS)  
School Psychology Association of the SR and CR  
Der Gesellschaft zur Förderung des Festhaltens als Lebensform u. Therapie e.V., Tannheim, FRG  
Organization of American Historians (OAH)  
GL/Q Caucus for the Modern Languages  
MSSUA/MSATE, (IATEFL associate)  
The Poetics and Linguistics Association PALA (international association focusing on literature and linguistics)  
Slovak Linguistic Society, Academy of Sciences of the SR, Bratislava  
Wiener Linguistengesellschaft  
Committee for Research into Phraseology in Slavic Languages, International Committee of Slavists  
European Association for Phraseology (EUOPHRAS)  
International Study Association for Teachers and Teaching (ISATT)  
Committee for Ethnolinguistics, International Committee of Slavists  
International Society of Paediatric Oncology (SIOP)  
Multinational Association of Supportive Care in Cancer (MASCC)  
European Society for Paediatric Infectious Diseases (ESPID)  
Slovak Society for Prenatal and Perinatal Medicine, Psychology and Social Sciences  
International Society of Surgery  
Breast Surgery International  
Czech Surgery Society ČLS J.E.P.  
Czech Gastroenterological Society ČLS J.E.P.  
Czech Oncological Society ČLS J.E.P.  
Internationale Robert-Musil-Gesellschaft Saarbrücken  
Canadian Psychological Association  
Association européenne d'enseignants chrétiens (SIESC)  
Institutum Bohemicum der Ackermann-Gemeinde Mochen  
International Scientific Council of Catholic Teachers

## 1.5 Female Representation on TBU Academic Bodies

In the year 2008 several changes occurred in relation to the composition of the TBU academic bodies. As of 31/12/2008, there were 26 women out of the total number of 97 members of the TBU academic bodies, which makes 26.8%. The highest proportional representation of women is in the TBU Board of Governors, with 4 women out of 9 members who sit on the Board.

### 1.5.1 TBU Self-Governing Academic Bodies

#### Academic Senate

a total of 9 women out of 30 members (30%)

#### Scientific Board

a total of 5 women out of 33 members (15.2 %)

### 1.5.2 Other TBU Bodies

#### Board of Governors

a total of 4 women out of 9 members (44.4%)

### 1.5.3 TBU Advisory Bodies

#### TBU Management

a total of 1 woman out of 8 members (12.5 %)

#### Rector's Advisory Council

a total of 7 women out of 17 members (41.2 %)







# 02

quality and excellence of  
academic activities

Doc. Dr. Ing. Vladimír Pavlínek has received the Morand Lambla Award aimed at researchers younger than 45 years dealing with research into polymers.

## 2.1 Numbers of Accredited Degree Programmes

### Overview of Accredited Degree Programmes at TBU

TABLE 2 A

Groups of accredited degree programmes	Degree programmes							Total
	Bachelor		Master		Follow-Up Master		Doctoral	
	F	P	F	P	F	P		
Natural sciences								
Technical sciences	6	4			7	4	16	37
Forestry, agriculture and veterinary sciences								
Health care, medical and pharmaceutical sciences	2	1						3
Social sciences and services	3	1			1	1		6
Economics	3	2			3	2	8	18
Law and public administration								
Pedagogy and social care	1	1			1	1		4
Psychological sciences								
Art and cultural sciences	2	1			2	1		6
<b>Total</b>	<b>17</b>	<b>10</b>			<b>14</b>	<b>9</b>	<b>24</b>	<b>74</b>

Note: F – full-time mode of study, P – part-time mode of study

In the year 2008, full-time and part-time Bachelor's, follow-up Master's and Doctoral programmes in technical and social sciences, economics, pedagogy, visual arts and health care were carried out at TBU. A total of 122 degree courses were offered within 74 accredited degree programmes in the full-time as well as part-time mode of study. All the degree programmes were accredited or re-accredited in accordance with the Bologna Declaration, i.e. as a follow-up two- or three-level study for a Bachelor's, Master's, or a Doctoral degree (3 + 2 + 3).

## 2.2 Degree Programmes Offered in Foreign Languages

### 2.2.1 Bachelor's Programmes

#### Faculty of Technology

Degree programme in Chemistry and Materials Technology, degree course in Chemistry and Materials Technology

#### Faculty of Humanities

Degree programme in Philology, degree course in English for Business Administration

### 2.2.2 Follow-Up Master's Programmes

#### Faculty of Technology

Degree programme in Chemistry and Materials Technology, degree course in Polymers Engineering

#### Faculty of Management and Economics

Degree programme in Economics and Management, degree course in Management and Marketing

#### Faculty of Applied Informatics

Degree programme in Engineering Informatics, degree course in Integrated Systems in Buildings

### 2.2.3 Doctoral Programmes

#### Faculty of Technology

Degree programme in Chemistry and Materials Technology, degree course in Technology of Macromolecular Substances and Materials Chemistry

Degree programme in Food Chemistry and Technology, degree course in Food Technology

#### Faculty of Management and Economics

Degree programme in Economics and Management, degree course in Management and Economics

Degree programme in Economic Policy and Administration, degree course in Finance

#### Faculty of Applied Informatics

Degree programme in Chemistry and Process Engineering, degree course in Technical Cybernetics

Degree programme in Engineering Informatics, degree course in Engineering Informatics and Automatic Control and Informatics

### 2.2.4. Joint Degree Programmes

In the year 2008, the Faculty of Technology of TBU in Zlín continued establishing the European network of workplaces for a joint Doctoral programme focusing on polymer material processing. Joint Doctoral study of the Faculty of Technology of TBU in Zlín and Université Blaise Pascal in France was carried out in the degree course in Technology

of Macromolecular Substances. New Doctoral courses in Chemistry and Materials Technology and Technology of Macromolecular Substances, both with the standard length of studies of 4 years and taught in the Czech and English language were accredited.

The Faculty of Management and Economics carries out in cooperation with Huddersfield University Business School (HUBS) in Great Britain the Bachelor's programme in BA European Business; after completing the first two years at TBU in Zlín, students have an opportunity to continue their third year at HUBS in Great Britain and complete the studies by passing the Bachelor's degree examination and receiving the degree of BA (Hons) European Business. When they return, they can pass the Bachelor's degree examination at the FaME as well and thus obtain a Bachelor's degree at TBU. In the academic year 2007/2008 8 students successfully completed the studies and in the academic year 2008/2009 a total of 6 students commenced their studies.

## Overview of TBU Degree Programmes Accredited in a Foreign Language

TABLE 2 B

Groups of accredited degree programmes	Degree programmes						Total	
	Bachelor		Master		Follow-Up Master			Doctoral
	F	P	F	P	F	P		
Natural sciences								
Technical sciences	1				2		8	
Forestry, agriculture and veterinary sciences								
Health care, medical and pharmaceutical sciences								
Social sciences and services	1						1	
Economics					1		4	
Law and public administration								
Pedagogy and social care								
Psychological sciences								
Art and cultural sciences								
<b>Total</b>	<b>2</b>				<b>3</b>		<b>12</b>	

Note: F – full-time mode of study, P – part-time mode of study

In the year 2008, full-time and part-time Bachelor's and follow-up Master's and Doctoral programmes accredited in a foreign language were carried out at TBU in economics, technical and social sciences. A total of 21 degree courses were offered within 17 accredited degree programmes in the full-time as well as part-time mode of study. All the degree programmes were accredited or re-accredited in accordance with the Bologna Declaration, i.e. as a follow-up two- or three-level study for a Bachelor's, Master's, or a Doctoral degree (3 + 2 + 3).

## 2.3 Accredited Degree Programmes Carried Out Jointly by TBU and Tertiary Technical Schools

Accredited Degree Programmes Carried Out Jointly by TBU and Tertiary Technical Schools TABLE 2 C

Tertiary technical school	Public higher education institution	Degree programme/Number of courses
Higher Professional School of Business in Zlín	TBU in Zlín	B-Economic Policy and Administration/1
		B-Economics and Management/2
Film School in Zlín	TBU in Zlín	B-Visual Arts/1
Tertiary Technical School of Food Industry in Kroměříž	TBU in Zlín	B-Food Chemistry and Technology/1
Nursing College in Zlín	TBU in Zlín	B-Nursing/1
		B-Midwifery/1

## 2.4 Numbers of Lifelong Learning Courses at TBU

### Numbers of Lifelong Learning Courses at TBU

TABLE 2 D

Groups of programmes	Vocational courses			Hobby courses			U3A	Total
	Up to 15 lessons	Up to 100 lessons	More	Up to 15 lessons	Up to 100 lessons	More		
Natural sciences		4					2	6
Technical sciences		1	4				2	7
Forestry, agriculture and veterinary sciences								
Health care, medical and pharmaceutical sciences								
Social sciences and services	1	7	1				7	16
Economics			5					5
Law and public administration								
Pedagogy and social care			2				2	4
Psychological sciences							1	1
Art and cultural sciences							3	3
Total	1	12	12				19	44

Note: U3A - University of the 3<sup>rd</sup> Age

## 2.5 Numbers of Attendees at the Lifelong Learning Courses at TBU

Numbers of Attendees at the Lifelong Learning Courses at TBU

TABLE 2 E

Groups of programmes	Vocational courses			Hobby courses			U3A	Total
	Up to 15 lessons	Up to 100 lessons	More	Up to 15 lessons	Up to 100 lessons	More		
Natural sciences		167					30	197
Technical sciences		11	57				341	49
Forestry, agriculture and veterinary sciences								
Health care, medical and pharmaceutical sciences								
Social sciences and services	16	119	39				187	361
Economics			19					19
Law and public administration							60	60
Pedagogy and social care			129				84	213
Psychological sciences							29	29
Art and cultural sciences							109	109
Total	16	297	244				840	1,397

Note: U3A - University of the 3<sup>rd</sup> Age

## 2.5.1 Lifelong Learning Programmes

TBU is extending the range of courses offered by means of Lifelong Learning (hereinafter referred to as “LL”) courses at relevant faculties. In the year 2008, courses in Economics and Management and Economic Policy and Administration were again carried out within accredited degree programmes at the Faculty of Management and Economics. Another course within the LL was a course designed for graduates from Bachelor’s studies and for those interested in broadening their knowledge in: management and marketing, enterprise economics, industrial engineering, finance, public administration and regional development, and supplementary economic and management studies. These courses open up possibilities for graduates from other than economic, business or management faculties to study in a full-time or part-time follow-up Master’s programme.

The Faculty of Applied Informatics enabled qualified teachers to gain professional informatics teaching qualifications in the course in Information Technologies; a LL course in Supplementary Pedagogical Studies aimed at gaining pedagogical competence in teaching specialized subjects was carried out. The Faculty of Applied Informatics offered other courses, namely A to Z of Digital Photography, Beginning with Digital Photography, Supplementary Course in Mathematics and Preparatory Course in Mathematics.

The Faculty of Humanities provided the possibility of obtaining a professional, internationally recognised language certificate City & Guilds; it also offered an English language course for part-time students at the Department of Health Care Studies.

Applicants for studies at higher education institutions and universities in the CR wishing to complete their studies in Czech, and those interested in obtaining a certificate ‘Czech Language for International Students’ are offered one-year intensive language preparation in the Czech Language Course at TBU. A number of short-term courses were also carried out at the Faculty of Technology within the Lifelong Learning at TBU.

## 2.5.2 University of the Third Age

The Lifelong Learning at TBU also includes the University of the Third Age (U3A) programmes designed for seniors. The U3A programmes have been carried out at TBU since 2002. The studies take the form of two-year series consisting of lectures on various subjects. In the year 2008, studies in the following lecture series continued to be carried out: Visual Arts, Introduction to the Civil and Medical Laws, Health and Psyche, Literature and Music, Healthy Man, Healthy Food, Healthy Planet, Archaeology and Ethnology, and Man and Society. Other U3A series have been carried out at the independent units in Vsetín and Kroměříž. Classes within the courses in Computers in Practice and Internet and Information Studies were taught as well. In October 2008 new series were initiated, namely The Phenomenon of Zlín, Human Psychic Development and Health, and Basics of the Theory of the State and Law.

As of 31/5/2008, a total of 539 senior attendees were registered at the U3A, out of which 244 completed their studies by receiving the Certificate of Completion of U3A. In the course of the year 2008, a total of 840 senior students attended the U3A lecture series and seminars.



## 2.6 Interest in Studying at TBU

### Applicants' Interest in Studying at TBU

TABLE 3

Groups of accredited degree programmes	Numbers				
	Applications submitted <sup>1)</sup>	Applicants <sup>2)</sup>	Accepted <sup>3)</sup>	Admitted <sup>4)</sup>	Enrolled <sup>5)</sup>
Total	13,317	11,360	7,078	7,078	5,650
Natural sciences					
Technical sciences	3,324	2,610	2,507	2,507	2,074
Forestry, agriculture and veterinary sciences					
Health care, medical and pharmaceutical sciences	491	454	145	145	80
Social sciences and services	1,254	1,085	527	394	
Economics	4,308	3,788	2,430	2,430	1,801
Law and public administration					
Pedagogy and social care	2,992	2,598	1,209	1,209	1,055
Psychological sciences					
Art and cultural sciences	948	825	260	260	246

1) Number of all applications submitted to the PHEI.

2) Number of applicants who participated in the admission procedure.

3) Number of all applications that received a positive response.

4) Number of admitted applicants. The figure indicates the total number of individuals, the groups of programmes include the persons admitted multiply.

5) Number of students who enrolled for studies.

The number of applications submitted by applicants for studies at TBU in the year 2008 reached 13,317. After the admission procedure, 5,650 students, i.e. 42% of the total number of applicants, were admitted and enrolled for studies. The applicants' interest in relevant degree courses varies. The ratio of admitted applicants to submitted applications ranges from 29% to 78% at the relevant component units.

The University pays great attention to attracting quality applicants for studies. Besides direct contact with a wide range of secondary schools and regular Open Days, also TBU's participation in the Gaudeamus Education and Lifelong Learning Fair that was held in October 2008 in Brno counts among significant activities performed in this respect. TBU took part in the Fair in Brno for the seventh time as an autonomous university. The participation at the Fair was

assessed as a significant contribution to students' awareness and to attracting a number of applicants. Moreover, TBU participated, for the third time, in the higher education fair Akadémia that took place in October 2008 in Bratislava.

## 2.7 Students in Accredited Degree Programmes

Numbers of Students in Accredited Degree Programmes at TBU as of 31/10/2008

TABLE 4

Groups of accredited degree programmes	Students in degree programmes								Total number of students
	Bachelor		Master		Follow-Up Master		Doctoral		
	F	P	F	P	F	P	F	P	
Natural sciences									
Technical sciences	1,822	725			638	375	113	149	3,822
Forestry, agriculture and veterinary sciences									
Health care, medical and pharmaceutical sciences	243	55							298
Social sciences and services	562	182			100	119			963
Economics	2,079	639			534	654	57	140	4,103
Law and public administration									
Pedagogy and social care	328	1,691			106	710			2,835
Psychological sciences									
Art and cultural sciences	411	77			110	36			634
<b>Total</b>	<b>5,445</b>	<b>3,369</b>			<b>1,488</b>	<b>1,894</b>	<b>170</b>	<b>289</b>	<b>12,655</b>

In the academic year 2008/2009 a total of 12,655 students enrolled on full-time and part-time degree programmes at the five faculties. There were 3,822 students in technical courses, 4,103 students in economic courses, 963 students in social sciences, 2,835 students in pedagogically-oriented courses, 634 students in fine arts and 298 students in health care courses. There were altogether 8,814 students in Bachelor's courses, 3,382 students in Master's courses, and 459 students in Doctoral courses.

## 2.8 TBU Graduates

### Overview of Numbers of Graduates from TBU Degree Programmes between 1/1/2008 and 31/12/2008

TABLE 5

Groups of accredited degree programmes	Degree programme graduates								Total number of graduates
	Bachelor		Master		Follow-Up Master		Doctoral		
	F	P	F	P	F	P	F	P	
Natural sciences									
Technical sciences	363	116			277	45	5	14	820
Forestry, agriculture and veterinary sciences									
Health care, medical and pharmaceutical sciences	71								71
Social sciences and services	94	41			32	55			222
Economics	386	131			214	224	8	12	975
Law and public administration									
Pedagogy and social care	86	361			225				672
Psychological sciences									
Art and cultural sciences	97	23			39				159
<b>Total</b>	<b>1,097</b>	<b>672</b>			<b>562</b>	<b>549</b>	<b>13</b>	<b>26</b>	<b>2,919</b>

#### 2.8.1 Cooperation between TBU and Graduates

Every higher education institution as well as TBU aim to maintain contact with its graduates after they have completed their studies, obtain feedback and accordingly take measures to increase the quality of the studies offered, create conditions for further education of the graduates in accordance with the lifelong learning trends. The internet portal - "Alumni Portal" – is a contact tool by means of which the University obtains feedback from its graduates and at the same time provides them with up-to-date information concerning the University. A Counselling Centre has been established at TBU that provides professional counselling services to TBU students, employees, applicants, as well as graduates.

## 2.9 Unsuccessful Students at TBU

### Numbers of Unsuccessful Students in Accredited Degree Programmes at TBU between 1/1/2008 and 31/12/2008

TABLE 6

Groups of accredited degree programmes	Unsuccessful students in degree programme								Total number of students
	Bachelor		Master		Follow-Up Master		Doctoral		
	F	P	F	P	F	P	F	P	
Natural sciences									
Technical sciences	486	210			25	34	6	22	783
Forestry, agriculture and veterinary sciences									
Health care, medical and pharmaceutical sciences	34								34
Social sciences and services	69	15			2	9			95
Economics	248	130			41	67	2	16	504
Law and public administration									
Pedagogy and social care	24	98			5	22			149
Psychological sciences									
Art and cultural sciences	30	5			5				40
<b>Total</b>	<b>891</b>	<b>458</b>			<b>78</b>	<b>132</b>	<b>8</b>	<b>38</b>	<b>1,605</b>

The University management pays an increased attention to the numbers of unsuccessful students. In selected subjects with high drop-out rates (e.g. mathematics and chemistry) supplementary courses are organized, in which weaker students can broaden their knowledge. Further measures leading to reducing the drop-out rates include a wide range of study support and materials on the faculties' websites, communication with students, and student evaluation of teaching quality.

## 2.10 Use of the Credit System, Awarding the Diploma Supplement

All degree programmes at TBU use a unified credit system compatible with the European standard ECTS. The main features of the unified credit system are as follows:

- one credit represents 1/60th of the average annual study load for the standard length of studies, each subject is allocated a number of credits which reflects the relative degree of study load required for the successful completion of a given subject,
- on successfully completing a course, a student obtains a number of credits allocated to the given subject,
- the credits obtained within one degree programme are added up,
- the number of credits obtained serves as a tool for checking the progress in studies.

This credit system and TBU students' good knowledge of languages are perceived as some of the essential conditions for the University's entry into the European programme for student mobility and into the European educational area. Since 2004, the ECTS grading scale has been used at TBU. The preparation of the ECTS Guide and its translation have been completed, so that the University could join the universities that offer studies to students in the European educational area. The Guide has been posted on the TBU websites and sent to the Sokrates National Agency. In 2006 Tomas Bata University in Zlín was awarded the Diploma Supplement Label by the European Commission, which increases its prestige among European higher education institutions. The certificate is valid for 3 academic years.

## 2.11 Cooperation with the Region, Interconnection between Theory and Practice, and Cooperation with the Consumer Sphere

Tomas Bata University in Zlín cooperates with industrial enterprises in the sphere of research and development on:

- solving specific R&D task in companies
- joint projects within programmes announced by competent ministries of the CR and within EU programmes
- counselling and consultancy on the preparation of research and innovative projects drawing support from public resources

All the University component units cooperate with the enterprise sphere within their professional orientation, and scientific and technical background.

In technical courses, the Faculty of Technology, which has a long-running tradition in plastics- and rubber-processing technologies and related subjects, is notably active in cooperation with companies. R&D activities include engineering fields of chemistry, chemistry and technology, materials, and others.

Within the sphere of cooperation with external partners, Tomas Bata University in Zlín concluded around 30 cooperation agreements with state institutions (e.g. Czech Statistical Office, Ministry of Industry and Trade, Czech Agriculture and Food Inspection Authority, Aeronautical Research and Test Institute), with other higher education institutions, innovation centres, as well as with firms.

## Significant partners:

3M Belgium N.V., Zwijndrecht, Belgium  
Advanced Plastics s.r.o., Vrbno pod Pradědem  
Aliachem, a.s., Prague  
Autopal, s.r.o., Nový Jičín  
BAŤA, a.s.  
Compuplast Int., Zlín  
Cryptonic s.r.o., Prague  
ČESKÝ MOBIL a.s., Prague  
DESIGN CENTRE of the Czech Republic in Brno  
D-plast, a.s., Zlín  
ECO2000, spol. s r.o., Zlín  
Greiner Packaging Slušovice, s.r.o.  
HAMÉ a.s., Babice  
IBEROFON CZ, a.s., Uherský Brod  
KBA - Grafitec, s.r.o., Dobruška  
Koryna, a.s., Koryčany  
Regional Authority, Zlín  
LIKOV s.r.o., Kuřim  
MAGNETON, a.s., Kroměříž  
MESIT holding, a.s., Uherské Hradiště  
MOLEDA, a.s., Zlín  
Moravian Monetary Institute, Zlín  
POZIMOS, a.s., Zlín  
RADKA, spol. s r. o., Pardubice  
Retrim-CZ, s.r.o., Zlín  
RUBENA, a.s., Hradec Králové  
SOLAR, s.r.o., Jaroměř  
TART, s.r.o., Brno  
T-Soft, spol. s r.o., Prague  
United Energy, a.s., Most - Komořany  
Viseton – Autopal s.r.o., Nový Jičín  
Association for District Heating of the Czech Republic, Pardubice  
5M s.r.o., Boršice  
AG Foods Group a.s., Velká Bíteš  
Ascoprot Biotech, s.r.o., Prague  
Barum Continental, s.r.o., Otrokovice  
CE WOOD a.s., Zlín  
Contipro Group, s.r.o., Dolní Dobrouč  
Cutisin, a.s., Slavkov u Brna  
ČEZ a.s., Chvaletice Power Station  
Machine Works Dobrušské strojirny, a.s., Dobruška  
DYNEON LLC, Oakdale, USA  
Fatra a.s., Napajedla  
The Rubber Plants - Gumárny Zubří, a.s.  
HEXAGON Holding ApS, Kobenhavn, Denmark  
KAPA Zlín, spol. s r.o.  
KOITO CZECH s.r.o., Žatec  
Tomas Bata Regional Hospital, a. s., Zlín  
LINEA, a.s., Nivnice  
Linet, s.r.o., Slaný  
MEDETRON s.r.o., Zlín  
MITAS, a.s., Prague  
MORAVIA CHEM, s.r.o., Hrobice  
OPTAGLIO, s.r.o., Řež u Prahy  
Polimoon, a.s, Zlín – Příkladky  
Rokospol, a.s., Biskupice u Luhačovic  
Robert Bosch, s.r.o., České Budějovice  
Machine Works Slovácké strojirny, a.s., Uherský Brod  
TAJMAC – ZPS, a.s., Zlín  
Toma a.s., Otrokovice  
UNIS spol. s r.o., Brno  
VALLECO, spol. s r.o., Vsetín

An important role in cooperation with companies in the region is played by the University Institute, which is an organizational component of TBU, and whose activities are strategically aimed at applied research and development. As of 1 January 2008, the Transfer Technology Centre and the Strategic Development Centre were established as part of the University Institute.

The Technology Transfer Centre provides comprehensive professional services in the sphere of intellectual property protection and its transfer. The services of the Centre may be used by TBU employees, as well as firms and entrepreneurs from the Zlín Region.

The cooperation within the region is supported by the activities of the Technology Innovation Centre s. r. o. (TIC) as a joint project of TBU in Zlín and the Zlín Region. TIC activities are primarily focused on the development of the activities of the business incubator and cluster initiatives in the region.

## 2.12 Qualification and Age Structure of Academic Staff

TBU Academic Staff and Researchers – recalculated numbers<sup>1)</sup>

TABLE 7 A

Academic staff					
Total	Professors	Associate Professors	Senior Lecturers	Lecturers	Assistant Lecturers
419,705	38,390	77,796	157,516	73,317	39,471
Researchers					
Total	Professors	Associate Professors	Dr., Ph.D., Th.D., DrSc., CSc.		
33,215	5,792	8,050	19,373		

1) ratio of the total number of hours actually worked by all employees during the monitored period to the overall annual working time fund falling on one employee working full-time

## Age Structure of TBU Academic Staff and Researchers

TABLE 7 B

Age	Academic staff									
	Professors		Associate Professors		Senior Lecturers		Lecturers		Assistant Lecturers	
	total	women	total	women	total	women	total	women	total	women
under 29 years					10	6	32	12	8	6
30 - 39 years			11	2	71	27	50	23	13	9
40 - 49 years	1		19	6	32	18	3	2	8	5
50 - 59 years	10	4	28	6	37	7			8	3
60 - 69 years	23		27	4	25	6			2	
over 70 years	14		10							
Total	48	4	95	18	176	64	85	37	39	23

Age	Researchers					
	Professors		Associate Professors		Dr., Ph.D., Th.D., DrSc., CSc.	
	total	women	total	women	total	women
under 29 years					6	2
30 - 39 years	1		3	1	14	7
40 - 49 years			1	1	1	1
50 - 59 years	1		2	1	1	
60 - 69 years	3		1		1	
over 70 years	2		1			
Total	7		8	3	23	10



In accordance with the Long-Term Aims and Objectives of TBU in Zlín, the level of qualification of the academic staff is constantly being increased with emphasis on increasing the numbers of Professors, Associate Professors and researchers. There are 5 more Professors and 15 more Associate Professors compared to last year. The age structure of Professors and Associate Professors is not optimal due to the fact that a considerable number of Associate Professors and particularly Professors are over 60 years.

The situation developed positively with regard to researchers. In the year 2006, there were 25 researchers at TBU; in the year 2007, there were 33 of them; and in the year 2008 there were already 38 of them. Their age structure is also favourable. In this category there are 7 Professors and 8 Associate Professors; the youngest Professor is 35 years old. That means that more than a third of the researchers hold the title of Professor or Associate Professor, all scientific workers have completed Doctoral studies. Altogether, there are 55 Professors and 103 Associate Professors at TBU in Zlín.

Men and women are equally represented only in the categories of Lecturers and Senior Lecturers. In other categories men predominate significantly.

### Numbers of Academic Staff at TBU as of 31/12/2008

TABLE 7 C

Personnel	Total	Prof.	Assoc. Prof.	Others	DrSc.	CSc.	Dr., Ph.D., Th.D.
Academic staff workloads	443	48	95	300	12	101	157
Up to 30%	12	2	5	6	1	5	4
Up to 50%	4		1	3			4
Up to 70%	32	2	7	23		9	11
Up to 100%	395	44	82	268	11	87	138

In the year 2008, TBU in Zlín showed a further increase in the academic staff numbers. 90% of them are employed full-time.

The dynamics of the University's development and the related growth of staff numbers bring certain difficulties with regard to the quality of academic workers at the newly established TBU divisions. Only 60% of the academic staff hold a scientific degree, therefore, the support of further education of academic staff is the main priority in the sphere of human resources care at TBU in Zlín. Almost every academic worker is extending his/her scientific qualifications via part-time mode, which is to a large extent carried out at TBU in Zlín in accredited Doctoral programmes, partly at other Czech or foreign universities.

## 2.13 TBU Staff Training

In the year 2008 training of the staff of TBU in Zlín was carried out within the Development Project of the MEYS. The project aimed to continue in the training of the employees of TBU in Zlín with the emphasis on the acquisition of specific language skills necessary for teaching subjects in English and enhancement of communication skills and broadening professional knowledge of other employees. These competences are used for teaching, on the one hand, and for lecturing abroad, on the other, namely within exchange stays as well as at specialized conferences. The results of the project shall be reflected in the enhancement of the TBU personnel structure for work in an international environment, namely in the introduction of parallel degree programmes in English and in the enhancement of the level of language proficiency of teachers lecturing in English. A lifelong learning programme for the remaining employees aimed to train selected TBU workers for work in an international environment was carried out in compliance with the project.

## 2.14 Further Education Courses Offered to Academic Staff

In the year 2008 TBU did not offer any further education courses to academic staff.

## 2.15 Numbers of Professors and Associate Professors Newly Appointed in the Year 2008

Numbers of Professors and Associate Professors Newly Appointed in the Year 2008

TABLE 7 F

	Number	Average age
Professors appointed in 2008	4	52
Associate Professors appointed in 2008	12	42

## 2.16 Research, Development, Arts and Other Creative Activities at TBU and Strengthening the Links with Educational Activities

Research, development, arts and other creative activities are carried out at the relevant faculties and at the University Institute.

A significant research unit focusing primarily on basic research is the Polymer Centre at the Faculty of Technology. Its main area of interest is research into the engineering aspects of technologies and materials based on polymer composites. The areas concerned are mainly rheology of polymer melts and suspensions, electrorheology, unstable polymer flows, thermodynamics of polymeric systems, physical ageing, highly-filled polymeric systems, percolation phenomena, molecular electronics, biodegradable polymers, interphase phenomena, and smart behaviour of polymer material.

The Strategic Development Centre that is part of the UNI focuses on retrieval of information referring to state as well as European subsidies and grants provided to support science, research and development, preparation of development and innovation projects, preparation of applications for grants and subsidies. Moreover, it focuses on the planning, preparation and administrative management of strategic whole-university projects or projects exceeding the scope of relevant faculties.

The applied and industrial research and development activities carried out at the Department of Applied Research focus on two key areas, in which TBU has reached outstanding results in the long term. These activities are carried out at two specialized centres:

- Centre for Research into Sanitary Materials – focuses on polymer materials, technologies and products with special emphasis on polymer applications in health care,

- Centre for Research into Food – deals with materials and technologies in food processing with focus on nutritional supplements.

Emphasis is laid on the support of applied and industrial research for companies of the Zlín region, with focus on tubing for health care; antibacterial, antibiotic and antiseptic materials; packaging for health care, pharmacy and food-processing; PUR applications, bioactive polymer systems; biodegradable polymer systems, collagen preparations, plastics for veterinary applications; PIM technology for sanitary products.

The Centre of Applied Economic Research (CAEV) operates at the Faculty of Management and Economics, and was established with the aim to interconnect research activities in the field of applied economic research and to intensify cooperation with the practice. The task of the CAEV is to prepare project opportunities with the support and supervision of scientific workers, their consequent solution and launch with the participation of students in Doctoral programmes, and with the use of financial support from grant agencies, competent ministries, and European programmes. The Centre also aims to interconnect project cooperation between companies, the academic community and students, which facilitates the acquisition and practical utilization of the knowledge and skills gained through internships.

Another role of the Centre is also consultancy and educational activities under the guidance of academic staff, which takes the form of courses, seminars, workshops, and company trainings, which are flexibly adapted to the specific needs of companies and individuals.

In compliance with the TBU Long-Term Aims and Objectives, the research units are supported in terms of material and personnel resources.

The liaison between the educational and creative activities is being strengthened by the involvement of students, particularly students in Doctoral programmes, in project researches.

Research activities were supported by domestic and international providers of financial resources in the form of projects (see Table 8).

## Overview of Grants, Research Projects, Patents and Other R&D Activities at TBU

TABLE 8

Titles of grants, research projects, patents, and other R&D activities	Source	Financial support (thousand CZK)
Multifunctional Composite Systems Based on Natural and Synthetic Polymers	C	33,100
Modelling and Control in Processing Procedures of Natural and Synthetic Polymers	C	15,175
Study on Syntheses and Degrading Processes in Alkyl- and Aryl- Substituted Polysilans for Applications	C	309
Photovoltaic Elements Based on Polymeric Large-Capacity Hetero-Crossovers	C	340
Development of Materials for Electromagnetic Compatibility	C	330
Analysis of Instabilities in Extrusion of New Types of Viscoelastic Macromolecular Substances	C	250
New Transformations of Quinolinediones	C	68
Development and Characterization of Polymeric Nanocomposites	C	80
Research on Thin Polymeric Layers for Medical Applications	C	80
Algorithms for Material and Heat Processes Control	C	41
Smart System for the Control of the Energetic System of a Town	C	7,585
Study into Modern Processing Methods of Whey as Dairy By-Product	C	377
Development and Use of Algorithms of Higher Level for the Control of Heating Plants as a Tool for Decreasing the Price of Energy and Improving the Environment	B	565
Computer Support in Design of Predictive Adaptive Control Systems	B	280
Soft Computing Control Methods	B	977
Direct Methods of Design of Regulators	B	257
Oscillation Theory of Semi-Linear Differential and Differentiae Equations	B	83
Adaptation of Properties of Polymer Nanocomposites on the Basis of Carbon Nano-Pipes from the Point of View of Thermal Stability	B	227
Targeted Modification of Structures in Biologically Active Substances	B	134
Changing 3-Hydroxy, 3-Amino a 3-Thiokyanatochionolin-2,4-(1H,3H)-Dions into New Heterocyclic Systems	B	724
New Biologically Active Heterocycles Based on Chinolin-2,4-Dions	B	138

Titles of grants, research projects, patents, and other R&D activities	Source	Financial support (thousand CZK)
Predicative Controlling with the Use of Artificial Neuron Networks with Online Predicator Adaptation	B	280
Micro-Fibril Polymer-Polymer Composites Prepared In-Situ	B	297
Rheological Modelling of Polymer Material Flows under High Pressure	B	1,262
Cultural Aspects of Czech and European Advertising*	B	409
Measurement and Control of Cluster Performance	B	514
Methodology for Creating Process Systems for Costs Management and Their Influence on Industrial Companies Performance	B	184
Development of Managerial Tacit Knowledge	B	345
Cognitive and Dynamic Aspects of the Acting (Player) Teacher Personality	B	446
Sharing and Development of Social Knowledge of Workers in Supporting Professions in the Process of Taking Care of Senior Citizens	B	370
Conjugated Silicon Polymers for Resistants in Nanotechnologies	GA AS 1)	337
Study into Flow Behaviour of a New Class of Metallocene Polymers	GA AS 1)	468
Rheology and Processing of Medical Polymer Systems	GA AS 1)	455
Hybrid Nanocomposites	GA AS 1)	300
Innovation of Health Care Tools Based on Polymers	C	2,484
Biostimulators and Inducers of Biological Resistance in Cereals and Oilseeds	C	284
MIT NPVII projects – 2 co-researchers	C	771
MIT projects – co-researchers – 9 projects	C	2,305
Centre of Applied Cybernetics – co-researchers	C	1,800
5 <sup>th</sup> RESTORM framework programme	A	60
6 <sup>th</sup> COGNAC framework programme	A	233
6 <sup>th</sup> SCRATCH framework programme	A	75

Titles of grants, research projects, patents, and other R&D activities	Source	Financial support (thousand CZK)
6 <sup>th</sup> NANOFUN framework programme	A	22
6 <sup>th</sup> I-CAMP framework programme	A	1,458
6 <sup>th</sup> RIS framework programme	A	102
6 <sup>th</sup> INNOFOOT framework programme	A	447
7 <sup>th</sup> Aero Portal framework programme	A	310
Ener Plast	A	401
Standard grants – co-researchers – 2 projects	B	155
Doctoral grant project- co-researchers	B	524
Analysis of Unusual Flow Phenomena of Non-Newtonian Fluids in Complex Geometries	B	898
Formation of Electrorheological Structures and Their Characterization	B	846
Dry Fermentation of Biomass and Sorted Biodegradable Waste with the Energetic Utilization of Biogas for the Production of Electrical Energy	C	950
Development of Microbial Biomass Technologies and Products as a Source of High-Quality Proteins and Their Hydrolysates	C	1,685
Analytical Study into Threats in Electromagnetically Integrated Systems	C	410
Audio Detection System for Determination of Position, Type and Activity of the Source of Sound Signal in Hidden Spaces	C	572

Grant sources: A = international and foreign grants, B = grants of the GA CR, C = competent ministerial grants (including research objectives of the MEYS, except for the HEDF); name of the institution that has set up the research project shall be stated in others.

1) Grant Agency of the Academy of Sciences of the CR

\*Upon consent of the GA CR, the project was assigned to the Brno University of Technology in the course of the year. Only a part of sources that were used at TBU in Zlín is mentioned.

## 2.17 TBU Infrastructure

### 2.17.1 Infrastructure

Teaching complexes and University buildings U1 to U5, U10, U11, U13 and the Halls of Residence U6, U7 and U12 are all interconnected with a fibre-optic backbone network with the connection speed of 1 Gbit/s. All these complexes and buildings have structured cabling installed.

The Regional Educational Centre in Uherské Hradiště (REC UH), where TBU is renting spaces for teaching of selected degree programmes of the FT and the FMC, is connected to the TBU backbone network with the connection speed of 1 Gbit/s.

The University computer network is connected to the national research and education network CESNET2 by two fibre-optic lines with the speed 1 Gbit/s (via Palacký University in Olomouc and Masaryk University in Brno).

In the year 2008, there were 2,640 computers connected to the University computer network in the teaching facilities, out of which over 1,100 were in computer laboratories and internet study rooms.

The University Wi-Fi network with 57 access points in selected spaces of eight TBU mostly teaching facilities enables students and employees to connect with their mobile devices. At the end of the year 2008, there were over 2,100 registered users.

The University Halls of Residence have the capacity of 839 connection ports; students connected to the network with 668 own computers and laptops, and another 21 computers were available in the study rooms.

### Numbers of Computers Connected in the Relevant TBU Buildings

TABLE 9 A

Building	Study rooms, lecture rooms and laboratories	Other workplaces
U1 (FT)	27	320
U2 (FaME, FHS, Rectorate)	172	346
U3 (UNI)		32
U4 (FMC, CL, Refectory)	126	96
U5 (FT, FAI)	392	360
U10 (FaME, FMC, FHS)	29	65
U11 (UNI)		62
U13 (CL, Rectorate)	258	128
REC UH (FT, FMC, Rectorate)	160	67

## Numbers of Computers Connected in the Halls of Residence

TABLE 9 B

Building	Capacity	PCs connected	Study rooms	Employees
U6 (Hall Antonínova)	235 *)	267	6	3
U7 (Hall Štefánikova)	196	174	5	5
U12 (Hall TGM)	408 **)	227	10	2

\*) the number of connected computers exceeds the capacity of connection ports; the insufficient capacity was resolved by using splitters

\*\*\*) including rooms for employees.

The following information systems and applications were run at TBU:

- information system for economics management (SAP)
- information system for studies administration (IS/STAG)
- University websites
- library information system (Aleph)
- system for keeping records of publication activities (OBDPRO)
- chip cards system (student and employee ID cards)
- access system (entry into buildings, offices and classrooms)
- catering and credit system (Kredit)
- accommodation management system (AT – Koleje)
- legal system (LexDATA)
- reprographic services (printing, copying, scanning)
- document management system (Content Manager)

Access to these systems is defined by the individual user access rights, so that the systems could provide information and services supporting education, science, research, development, and artistic and creative activities as well as management.



## 2.17.2 Accessibility of Information Resources

In the year 2008, the Central Library (hereinafter referred to as the “Library”) focused on expanding information resources and services with the aim to provide them to its users in high quality and independent of time and space, particularly by means of remote access with the use of www pages.

The Library ensures information resources and services for all degree programmes carried out at TBU. Apart from its premises (U13), it also provides its services in an on-site study room located in the REC UH. The Library, all its study rooms, as well as the on-site study room are equipped with appropriate technologies – WiFi network and self-service multifunctional devices that allow printing (including colour printing), copying and scanning of documents.

The Library includes 12 departmental libraries housing collections of scientific and specialized literature.

TBU students and employees can draw information from approximately 59 databases accessible through the University computer network (2 of these are available on CDs). Apart from traditional printed books, the Library makes accessible about 25,000 electronic periodicals, especially thanks to the consortia which have been established in order to share electronic information resources. The Library provided its users with significantly wider access to electronic books – at the present time approx. 2,000 of these are accessible through the Library catalogue and another 3,000 in the form of separate bonuses from the publishers (through other databases). The Library offers on its websites also links to freely accessible information resources. The list of these is available on the website: <http://web.knihovna.utb.cz>.

In 2008, the Library staff organized for its users a total of 56 educational events, 14 consultations and expert discussions in cooperation with colleagues from other libraries; they did 64 literature searches and provided 470 interlibrary services.

The expenses on the purchase of information resources were CZK 7,088 thousand.

Other Library specifications are given in Table 9c.

The Library is a member of the ALCU (Association of Libraries of Czech Universities), its employees work in professional committees of this organization, one of its employees is a member of its executive board. The Library is also a member of the AKVŠ (Association of Library and Information Professionals of the Czech Republic), one of its employees is a member of the Czech Information Society. The Library staff are members of various AKVŠ work groups and committees (e.g. the Committee for University Degree Theses, Committee for Electronic Information Resources), University Libraries Club (SKIP), etc.

In the year 2008 the Library gained for its users the support of the Higher Education Development Fund for the purchase and extension of services related to electronic documents (purchase of e-books); the participation in the project VISK 8 (Public Information Services in Libraries) enabled it to jointly purchase Czech electronic information resources.

By the end of the year the Library re-established the prior cooperation with the Union Catalogue of the National Library of the CR. The cooperation refers to the area of data sharing (providing and transfer of records), building of the National Authority File and interlibrary services. The Library fund is part of the Uniform Information Gateway.

Book acquisitions per the year 2008	14,510
Library stock in total	83,761
Number of subscribed periodicals:	
- paper copies	306
- electronic periodicals (estimate) <sup>4</sup>	2,000
Opening hours per week <sup>1</sup> (physical)	64
Number of loans <sup>2</sup>	80,241
Number of users <sup>3</sup>	13,504
Number of study places	570
Number of volumes for free selection	48,723

1) I.e. the number of opening hours of the University Library per week that is open the longest. The opening hours of individual units are not added up. The term "physical" means physical visit to the library, not electronic communication.

2) Including renewals.

3) Registered users as of 31/12/2008, i.e. physical or legal entities registered in the Library who are entitled to borrow documents from the Library stock (lending collection or reference collection) and those who were newly registered or their registration was renewed in the stated period.

4) Only the periodicals that the Library itself subscribes (or receives as a present or in an exchange) in paper or electronic versions; other periodicals that are available for the Library users through consortia for full-text resources are not included.

### 2.17.3 Development of the Information Infrastructure

In the year 2008 two buildings were launched – the new building of the University Centre (U13), that newly houses the Library and Rectorate from June, and the rebuilt University building U11, that houses the Technology Park and Technology Transfer Centre.

The new premises of the Library in the building U13 offer its users approx. 550 reader seats, over 200 seats equipped with computers are available and other seats are prepared to be connected to mobile devices. There are new spaces for group study as well as relaxing zones in the Library. In order to accelerate the services offered to users a self-service machine for loaning of books, using cards (chip cards) for the identification of the user and RFID technologies for the identification of the Library collection was installed in the Library.

The implementation of SFX technology has significantly facilitated orientation of the users in electronic information resources. It has enabled them to easily access document full-texts, it has offered a well-organized and regularly updated portal of electronic journals and has made the process of interlibrary loan services more effective. It has also supported users' work with citation tools and made the activities connected with electronic information resources administration significantly easier for information workers.

Records on electronic documents (electronic books, electronic periodicals, higher education qualification theses) became

part of the Aleph system library catalogue. Document covers, synopses of some pieces of writing, or annotations were added to the records of the library catalogue and the process of document processing. Users are thus able to see what the book or the magazine looks like, and they can order a Xerox copy of a chapter or an article directly via the Library system.

Within the HEDF “Modernization and Extension of the Local Area Network in the Hall Štefánikova of TBU in Zlín” (CZK 1,696,000) the computer network in the building of the University Hall of Residence U7 was modernized and extended. The network was extended to the full capacity of the Hall of Residence – each accommodated student has a connection port at his/her disposal now. Within the project outdated active components have been replaced by new modern components facilitating higher transmission speed in the buildings U6 and U7.

The University WiFi network was extended in the year 2008 to other buildings – U13 (13 access points), U11 (7 access points) and the REC UH (2 access points). It was also connected to the national eduroam network enabling connection of mobile devices within public higher education institutions in the CR involved in the project.

The development of University information systems was supported by the project within development programmes - “Development of Information and Communication Technologies at TBU in Zlín” (CZK 8,618,000). The central monitoring system of the University computer network - MoNET – was implemented, namely 4 monitoring probes in TBU buildings, central server with a system monitoring accessibility to particular facilities and services, new DHCP system and cooperating system ARP monitor. Supervisory system administered from one place through web interface is an effective tool for administration and service of the extensive University network. An application designed for monitoring and administration of the IP telephony network was implemented, since it became indispensable due to the increasing numbers of IP phones and their distribution even in remote localities. Licences for selected software applications were purchased for the needs of specialized teaching, and the programmes purchased earlier (EQUANTA+, DELMIA, ARIS) were upgraded. Apart from the SFX technology already mentioned, for which a licence as well as server were purchased, the functionality of the system for recording publication activity OBDPRO (modules Statistic and Report) was extended.

In order to further develop portal solution and document management system, efficient hardware infrastructure was installed, namely a system with a total of 13 servers complemented by a disk array and a tape backup unit that shall ensure high accessibility of data as well as applications. Joint activities of several public higher education institutions (PHEI) continued in the form of a project within the MEYS development programmes - “Coordinated Progress in Development and Innovation of Information Systems for the Support of PHEI Management in Economics and Human Resources including the Operational Resources for the PHEI Coordination Centre” (CZK 10,000,000). Apart from the standard support of the operations of the PHEI Coordination Centre which is a certified workplace (Customer Competence Centre) in accordance with the conditions set by the company SAP ČR, spol. s r. o., the project concentrated mainly on the upgrade of the SAP system to the version ECC 6.0. After selection of the supplier it was completed at a PHEI and was gradually launched at another three PHEIs. A new solution of HR module complying with legislation and meeting the conditions of a PHEI has been tested and is prepared for implementation.

## 2.18 Infrastructure of Research and Development on the National and International Levels

### 2.18.1 Infrastructure on the National Level

In 2008, the cooperation with important enterprises and institutions in the CR in the sphere of research, joint projects and Doctoral programmes continued, namely:

- with selected institutes of the Academy of Sciences of the CR:
  - Institute of Macromolecular Chemistry of the Academy of Sciences of the CR,
  - Institute of Information Theory and Automation of the Academy of Sciences of the CR,
  - Institute of Physics of the Academy of Sciences of the CR,
  - Institute of Computer Science of the Academy of Sciences of the CR,
  - Institute of Hydrodynamics of the Academy of Sciences of the CR,
  - Institute of Analytical Chemistry of the Academy of Sciences of the CR,
  - Institute of Thermomechanics of the Academy of Sciences of the CR,
  - Technology Centre of the Academy of Sciences of the CR,
  
- with higher education institutions, mainly with:
  - Czech Technical University in Prague,
  - Brno University of Technology,
  - Charles University Prague,
  - Institute of Chemical Technology Prague,
  - Masaryk University
  - University of West-Bohemia in Pilsen,
  - Technical University of Liberec,
  - VŠB-Technical University of Ostrava,
  - Academy of Performing Arts in Prague,
  - University of Pardubice,
  - University of Hradec Králové.
  
- with a number of companies and public administration institutions.

## 2.18.2 Infrastructure on the International Level

TBU cooperates with a number of international partners.

The main partners are:

- University of Bradford, Bradford, Great Britain
- Blaise-Pascal University, The Graduate School of Chemistry and Chemical Engineering of Clermont-Ferrand, Clermont-Ferrand Cedex, France
- Chalmers University of Technology, Göteborg, Sweden
- East China University of Science and Technology, Shanghai, China
- University of Ljubljana, Ljubljana, Slovenia
- Berkley Center for Entrepreneurial Studies, Stern Business School, New York University, USA
- Chapman University, California, USA
- Lappeenranta University of Technology, Department of Information Technology, Lappeenranta, Finland
- Nottingham Trent University, Nottingham, Great Britain
- Slovak University of Technology in Bratislava, Slovakia
- Politecnico di Milano, Italy
- University of Applied Sciences, Köln, Germany
- University of Craiova, Faculty of Automation, Computers and Electronics, Craiova, Romania
- The Silesian Technical University, Poland
- Budapest University of Technology and Economics, Hungary
- Technical University in Zvolen, Slovakia

and a number of other institutions.







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IFK MORA  
1909

ORIENTERING

Genome

03

quality and culture  
of academic life

Ing. Michal Smola won a silver medal at the World Orienteering Championship.

### 3.1 Social Matters of Students and Staff

Dealing with social matters of the University students and employees is one of the basic priorities of the TBU Long-Term Aims and Objectives, and is carried out through implementing motivation systems and providing effective counselling services.

As a part of student care, TBU provides merit scholarships, special scholarships, social scholarships, and accommodation scholarships. The conditions for allocating scholarships are defined in the TBU Scholarship Regulations and apply to all types of scholarships. In the year 2008, accommodation scholarship was allocated to 3,505 students and social scholarship to over 100 students. Merit scholarships are awarded in lump sums to students who have achieved outstanding results in their studies.

An integral part of the care for students and employees is the support of cultural and artistic activities, physical education and sports, as well as providing information and counselling services.

### 3.2 Disadvantaged Applicants/Students at TBU

Care for the disadvantaged applicants/students is one of the TBU priorities. In University buildings, barrier-free access and all technical facilities necessary for applicants and students with restricted mobility are provided.

Particular problems of the disadvantaged applicants/students at TBU are solved individually in the newly launched Counselling Centre. The students with specific needs are approached individually. On the recommendation of specialists the conditions are adapted for them in the course of their studies at the University.

### 3.3 Exceptionally Gifted Students

The support for exceptionally talented students is carried out on several levels. Students with excellent study results are rewarded in the form of merit scholarships. Students' creative and expert activities (STOČ) are supported – selected students participate in nationwide and international competitions. Every year, the University representatives win prizes for top placement in the competitions. The prizes take form of valuable things, money prize, as well as internships in companies. Some of the STOČ competitions are organized by University faculties themselves. Exceptionally talented students have an opportunity to study simultaneously another degree programme and they are first to be offered internships abroad and mobility.



### 3.4 Partnership and Cooperation

A joint Bachelor's programme provided in cooperation with Tomas Bata Business Academy and Higher School of Business in Zlín is carried out at TBU for applicants for study in selected disciplines of economics, namely in degree courses in Marketing and Financial Management of Enterprise in both full-time or part-time modes of study, and a full-time course in Public Economics and Administration.

In cooperation with the Film School in Zlín, a full-time Bachelor's programme in Fine Arts, degree course in Classical Animation, is carried out.

In order to extend the offer for applicants interested in health care studies, the full-time and part-time Bachelor's programme in Nursing with degree course in General Nursing and full-time Bachelor's programme in Midwifery with degree course in Midwifery were accredited at TBU in cooperation with the Higher Medical School in Zlín.

In the degree programme in Process Engineering, the full-time Bachelor's course in Technological Equipment is carried out at the independent unit in Vsetín (Secondary Technical School of Engineering). In the degree programme in Engineering Informatics, the degree course in Information Technologies is taught at the independent unit in Přerov (Secondary Technical School). In the same degree programme, the degree course in Security Technologies, Systems and Management has been taught in the part-time mode of study since September at the Tertiary Technical School TRIVIS in Prague.

In the degree programme in Specialization in Pedagogy, part-time Bachelor's and Follow-Up Master's study is offered in the course in Social Pedagogy in cooperation with the Institute of Interdisciplinary Studies in Brno.

Studies at the independent unit in Kroměříž, taught in cooperation with the Tertiary Technical School of Food Industry and Secondary Technical School of Dairy Industry in Bachelor's programme in Food Chemistry and Technology, is carried out in full-time as well as part-time mode of study. The same programme is carried out in full-time mode newly at the independent unit in Bzenec (Tertiary Technical School, Secondary Technical School, Secondary Vocational School).

The Institute of Security Technologies of the Faculty of Technology runs the Bachelor's programme in Economics and Management, as well as Bachelor's and Follow-Up Master's programme in Food Chemistry and Technology on the premises of the Regional Educational Centre in Uherské Hradiště, all of them in the full-time mode of study. The Institute of Visual Arts of the Faculty of Multimedia Communications that carries out full-time Bachelor's programme in Visual Arts (Visual Communication and 3D Design studios) is located on the same premises. Czech language continues to be taught on the same premises to foreign citizens interested in pursuing their studies in the Czech language.

Moreover, full-time Bachelor's studies were launched at the independent unit in Prostějov in the degree programme in Economics and Management.

The full-time Bachelor's programme in Visual Arts (Glass Design studio) has been carried out since 2008 at the independent unit in Valašské Meziříčí (Secondary Glass-Art School) as well.

## 3.5 Accommodation and Catering Services

### 3.5.1 Student Accommodation

In 2008, TBU students were accommodated in the University's own facilities maintained by the Halls of Residence and Refectory (HRR) in Zlín.

The University-owned accommodation facilities maintained by the HRR include the Halls of Residence in buildings U6, U7 and U12. By 31/12/2008, the HRR satisfied completely the student demand for accommodation.

### 3.5.2 Student Catering

Catering services for students were provided in the HRR catering facilities. In the year 2008, the Refectory in Štefánikova Street (building U4) served 160,970 meals, the Refectory in Nad Stráněmi Street (building U5) served 81,689 meals, the Cafeteria in Mostní Street (building U2) served 17,679 meals. A restaurant in the University Centre (building U13) where 9,598 meals were served has been opened since September 2008. Snack soups, ready-to-serve meals, meals made to order, pizzas, cold packet meals and baguettes are included in the number of meals served. Limitless catering was introduced on 11/2/2008, i.e. the selling price of the portion reflects the actual amount of food consumed. At the same time, soups and salads are served as a separate course that can be purchased separately. Since 1/3/2008 students have been allowed to purchase meals with allowance at all HRR facilities.

Upon consent of the MEYS, the external student catering facilities have been extended to Prostějov. 18,336 meals were served in the external catering facilities.

The total number of meals served in all catering facilities was 288,272 (266,234 main courses and 22,038 cold meals), out of which 220,533 were for students. In 2008 the number of student meals served grew by 21,424 in comparison with 2007. The total increase in the number of meals served in 2008 compared to the numbers from the year 2007 was 26,022 meals.

In December 2008 2 snack vending machines, 1 hot drink vending machine and 1 packaged drink vending machine were purchased.

## Care for Students – Accommodation, Catering

TABLE 10

Total bed capacity of TBU Halls of Residence	858				
Bed capacity in rented facilities					
Number of applications for accommodation submitted by 31/12/2008	1,189				
Number of satisfied applications for accommodation as of 31/12/2008	1,189				
Percentage of satisfied applications for accommodation	100				
Price per bed per month	Subsidy for accommodation and catering for students from the MEYS	Funding from other University resources	Price for students	Price for employees	Price for the others
			2,316	2,760	11,250
Price per meal	Subsidy for accommodation and catering for students from the MEYS	Funding from other University resources	Price for students	Price for employees	Price for the others
	23		32	32	67
Number of meals served in 2008	Total				
	266,234				
Out of which:					
	Students	University staff	Others		
	203,723	56,502	6,009		

## 3.6 Use of Scholarship Fund

The scholarship fund is continuously being used in accordance with its purpose. The scholarship fund management lies within the authority of relevant faculties.





# 04

internationalization

Prof. Ing. Karel Kolomazník, DrSc. has been awarded an honorary doctorate by The Yorker International University in Florence, Italy.

## 4.1 TBU Strategies for International Cooperation, Priorities

### 4.1.1 Strategies

Internationalization in the sphere of study, research as well as creative activities is one of the priorities of the Long-Term Aims and Objectives for Education, Science, Research, Development, Art and Other Creative Activities of Tomas Bata University in Zlín for the period of 2006 to 2010 and its Update. This area develops very dynamically at TBU. It is influenced mainly by international trends and the transfer of experience and knowledge from advanced foreign universities with which TBU closely cooperates. TBU gives much attention to internationalization and considers it to be its strong point. The University promotes bilingualism in all spheres, and thus increases its capacity to communicate internationally. This facilitates evolution towards excellence in a number of fields.

In agreement with the TBU Long-Term Aims and Objectives, the emphasis is laid on the development of partnerships with foreign institutions and on involving TBU in international projects. The aim of internationalization is to increase the number of international students. Within the development projects and its own resources, TBU aims to continue to award scholarships to gifted international students from socially weak families, particularly in Doctoral programmes, and create joint Bachelor's, Master's and Doctoral programmes. Furthermore, TBU is involved in the international network of Doctoral programmes organized by the Polymer Processing Society. 2 Doctoral students from Iran and Bulgaria study at TBU within this network.

### 4.1.2 Priorities

- EU member states
- countries undergoing the process of social and economic transformation
- countries of the former Soviet Union and Yugoslavia

## 4.2 TBU Participation in International Educational Programmes and R&D Programmes

### 4.2.1 Participation in International Educational Programmes

At the present time TBU participates in several programmes related to student and academic staff mobility – see Tables 11a, b, c, d.

### 4.2.2 Participation in International R&D Programmes

TBU involvement in international projects and creating networks of excellence are some of the significant priorities defined in the Long-Term Aims and Objectives. The participation in international R&D programmes is supported by the activities of the Strategic Development Centre by means of regular monitoring of information on the support of research and development from public resources, by methodical leadership in preparation of R&D projects, and by projects administration.

The Department of Physics and Material Engineering of the Faculty of Technology participates in the project of the 6<sup>th</sup> EU framework programme “Innovative Treatment of Foot Disorders” (INNOFOOT), in the project of the 7<sup>th</sup> framework programme “Services for SMEs in Collaborative Aeronautical Technical Research” and in the international project “From Design to Manufacturing: Instruments for Reducing the Energy Consumption and Carbon Emissions of the Polymer Supply Chain” (ENER-Plast). The Department of Polymer Engineering cooperated on the project of the 6<sup>th</sup> EU framework programme “Nanostructured and Functional Polymer-Based Materials and Nanocomposites” (NANOFUN).

In 2008, the Faculty of Applied Informatics participated in the 6<sup>th</sup> EU framework programme “Innovative, Inclusive, Interactive & Intercultural Learning Campus” (iCamp).

The University Institute participated in two projects of the 6<sup>th</sup> EU framework programme – “Regional Innovation Strategy in the Zlín Region” (RIS) and “Coordination of R&D&I Policies and Their Coherence with Other Policies in NAC Countries” (COGNAC).

The Faculty of Technology worked on 6 projects within the programme Kontakt, the Faculty of Applied Informatics on 1 and the University Institute on 1 project as well.

Foreign researchers from India, Russia, China, Japan and other countries work at TBU within the development of international cooperation. Supporting the creation of international scientific teams is in agreement with the University’s Long-Term Aims and Objectives to increase the ratio of R&D staff and Doctoral students from abroad at individual faculties and in the centres of applied research that are being set up within the University Institute.

## 4.3 Two-Way Mobility of Students and Academic Staff

### EU Programmes for Education and Preparation for Work

TABLE 11 A

Programme	LLP							
	Erasmus	Comenius	Grundtvig	Lingua	Minerva	Leonardo	Jean Monnet	Erasmus Mundus
Number of projects	1							1
Number of outgoing students	137							
Number of incoming students	63							
Number of outgoing academics	55							
Number of incoming academics	8							
Grants (in thousand CZK)	7,960							290

Erasmus project is the largest programme of European cooperation in the sphere of higher education. Erasmus supports cooperation between higher education institutions from countries involved in the Lifelong Learning Programme (LLP) with the aim to achieve high quality higher education and support the European dimension in education by means of project cooperation between schools and other education institutions, student and teacher mobility, improvement in the quality of language education including the implementation of new information technologies in teaching.

In the year 2008, TBU joined the three-year programme Erasmus Mundus – Action 4 “Enhancing Attractiveness” which is a joint project of 10 European universities. The programme aims to increase the attractiveness of European higher education by using a web information platform.

### Other Programmes

TABLE 11 B

Programme	Ceepus	Aktion	Others
Number of projects	3		
Number of outgoing students	8		
Number of incoming students	23		
Number of outgoing academics	10		
Number of incoming academics	29		
Grants (in thousand CZK)	1,046		



CEEPUS (Central European Exchange Programme for University Studies) is a Central European exchange university programme focused on regional cooperation within university networks. The programme is aimed at undergraduate students who have completed their second semester, graduate students and higher education teachers. Croatia, Hungary and Slovakia were the countries that most attracted the outgoing as well as incoming students/academics.

## Other Study Stays Abroad

TABLE 11 C

Programme	Governmental scholarships	Direct interuniversity cooperation/Development Programmes included	
		In Europe/Development Programmes included	Outside Europe/Development Programmes included
Number of outgoing students		25/25	4/4
Number of incoming students	3	22/11	51/17
Number of outgoing academics			
Number of incoming academics			

Within its international development cooperation programme, the Government of the Czech Republic offers to foreigners from developing countries scholarships aimed at supporting their studies at public higher education institutions in the CR. These so-called governmental scholarships are designed for the completion of the standard length of studies in Bachelor's/Master's programmes taught in the Czech or English language. TBU registered 3 governmental scholarship holders in 2008, namely from Kazakhstan, Angola and Georgia.

The number of outgoing students within the direct inter-university cooperation and the Development Programmes was 29. The number of incoming foreigners was 73, out of which 28 arrived within the Development Programmes. This category of Development Programmes includes long-term foreign students studying at TBU in programmes held in English. The direct inter-university cooperation includes, besides the TBU foreign students in programmes held in English, TBU foreign students in programmes held in Czech and "Freemovers", i.e. short-term exchange students, as well.

## Student and Academic Staff Mobility According to Countries

TABLE 11 D

Country	Number of outgoing students	Number of incoming students	Number of outgoing academics	Number of incoming academics
Armenia		1		
Austria	6	12	2	
Belarus		1		
Belgium		6		1
Bosnia and Herzegovina		1		

Country	Number of outgoing students	Number of incoming students	Number of outgoing academics	Number of incoming academics
Bulgaria		6		
Cameroon		1		
Canada		1		
China		2		
Columbia		1		
Croatia		1		
Cyprus	2	1		
Denmark	9			
Egypt		1		
Estonia	2			
Finland	11	1		
France	12	8		
Georgia		1		
Germany	13	4	2	1
Great Britain	16		7	
Greece	2	12		
India		3		
Ireland	10			
Israel	1			
Italy	7			
Latvia			2	
Mongolia		12		

Country	Number of outgoing students	Number of incoming students	Number of outgoing academics	Number of incoming academics
Norway	10	11	4	2
Poland	7	11	7	2
Portugal	19	6	9	
Russia	3	0		
Slovakia	9		6	1
Slovenia	8	6		
Spain	1	1	3	
Sri Lanka		1		
Sweden	9			
Switzerland	2	1	1	
Taiwan		4		
Thailand		1		
The Netherlands	4		2	
Turkey	3	4	4	1
Ukraine		4		
Vietnam		10		

In the year 2008, it was Portugal, Great Britain and Germany that attracted greatest interest among outgoing students at TBU. The majority of students coming to TBU were from Slovakia, Mongolia and Russia. Outgoing academics preferred mainly Portugal, Poland and Great Britain.





# 05

ensuring quality of activities  
carried out at TBU

Ing. Lucie Marčaníková has received the Siemens Award for her Master's thesis.

## 5.1 System for Evaluating the Quality of Education

In 2008, similarly to the previous years, TBU was experiencing growth in the range of degree programmes offered, which went hand in hand with increase in the student numbers. The University management is fully aware of the fact that even when increasing the student numbers, it is extremely important to accentuate the quality of education and research and development. While the completed and stabilized component parts of the University reach a considerable degree of competitiveness, the newly built divisions have not yet achieved satisfying qualitative parameters in all spheres.

It is stated in the University's Long-Term Aims and Objectives for the period 2006–2010 that it is necessary to improve the methodology of the TBU internal evaluation system as the basis for the external evaluation.

## 5.2 Internal Evaluation

### 5.2.1 Formal Description

Several processes dealing with internal evaluation are implemented independently of each other at TBU. These include mainly the evaluation of pedagogical and R&D activities of the academic staff, carried out on a yearly basis. Every six months, graduate success in the labour market is monitored, and a number of overviews and studies are being elaborated in the course of the year on the model of the European Universities Association and other institutions dealing with evaluation of higher education institutions.

### 5.2.2 Evaluation Process

Within the evaluation process focused on the academic staff, their pedagogical and R&D activities – e.g. industrial rights authorship, publications, citations, cited references, lectures at conferences, and research and development projects are evaluated using points. In the course of the year a number of studies and analyses based on quantitative indicators that compare the development of the University in the relevant years are elaborated. These particularly include proportional indicators, when in the majority of cases the quantity given refers to the number of students. The University management regularly monitors the graduate success in the labour market, which helps to evaluate the success of the relevant degree programmes. The evaluation of the quality of pedagogical activities is based also on the cooperation with students. Students can express their opinion on the quality of the pedagogical performance of individual teachers throughout the year in an anonymous survey which is evaluated twice a year. The findings from this evaluation are presented to the faculty managements and are published on the University website. The results of the survey serve as feedback for enhancing the content of lectures and seminars, as well as the pedagogical performance.

### 5.2.3 Results of the Evaluation Process and Their Use

Strengths and weaknesses of the University activities were drawn on the basis of the results of the evaluation process and analyses. The ratio of students in Doctoral programmes to the total number of students, the age structure of Associate Professors, and rather unsatisfactory cooperation with the practice and the graduates can still be considered as insufficient. Neither is the success in the labour market of graduates from certain degree programmes optimal. A number of research and development divisions do not reach European nor world level. On the basis of the analyses of the results obtained and current aims, the Long-Term Aims and Objectives for 2006 – 2010 were formulated and are updated every year. One of its important priorities is to ensure comparable outputs of the internal evaluation with international standards usable for the external evaluation.

## 5.3 External Evaluation

Degree programmes at the entire TBU went through external evaluation of the quality of education by the Accreditation Committee in relation to the assessment of the applications for their accreditation or re-accreditation.

The external evaluation of R&D activities at faculties is carried out in connection with opponent proceedings during the assessment of results of research projects of the MEYS, research tasks of the GA of the CR and other projects within the Czech Republic and European Union. All these evaluations were carried out by committees appointed by external institutions.

TBU also participates in European University Association activities related to the evaluation process.

## 5.4 Data on Financial Control

### 5.4.1 Establishment, Maintenance and Efficiency of the Internal Control System

Internal Audit, which forms, together with the management control, the cornerstone of the internal control system, has been operating at TBU for five years. In agreement with the year plan, eight audits were carried out in 2008, based on the risk analyses. The results of the individual audits were discussed with the management of TBU, faculties and other component units. The final audit reports were submitted to the Rector of the University. The audits focused mainly on the following issues:

- pedagogical and R&D activities of academic staff,
- use of the premises designed for scheduled lessons,
- financial claims administration,
- adherence to the schedule of lessons,
- management at the selected faculties,
- set-up of the internal control system.

### 5.4.2 Information on Cases of Suspected Corrupt Behaviour and on Proven Cases of Corrupt Behaviour

The TBU management accepted the order of the Minister of Education, Youth, and Sport No. 13/2006, which came into force on 13 July 2006. It is a ministerial internal anti-corruption programme of the MEYS, which aims to introduce into the management system such elements that would prevent the creation of potentially corrupt environment or the possibility for indirect preferential treatment.

In 2008, no case of corrupt behaviour or suspicion thereof was investigated at TBU.

## 5.5 Evaluation of the Educational Activities outside the University Seat

At the present time, no centres for distance learning nor consultation centre are operated by the University outside its seat.



## 5.6 The Way of Ensuring the Quality of Internships

In the field of student practical training the following activities are carried out:

- student internships at companies,
- student internships at health care and social facilities,
- student pedagogical internships at secondary schools,
- participation in practical technical, technological, economic, and other projects within their Bachelor's, Master's or Doctoral theses.

In the year 2008, TBU signed a number of newly concluded contracts with companies and institutions in the Zlín region as well as outside it, thanks to which the number of internship vacancies available to the University students increased. Arranging the internships for students of relevant degree programme lies within the authority of the University faculties.

## 5.7 Ensuring and Evaluating the Quality of Counselling Services

On the basis of the Long-Term Aims and Objectives for Education, Science, Research, Development, Art and Other Creative Activities of Tomas Bata University in Zlín for the period of 2006 to 2010 the Counselling Centre of Tomas Bata University (hereinafter referred to as "CC") was launched. The CC aims to provide services to TBU students, academic and non-academic staff, and their relatives (hereinafter referred to as "clients") in the sphere of:

- psychology, or pedagogical psychology,
- legal consultancy (mainly in the field of civil law, labour law and copyright law),
- personnel counselling (job prospects in the labour market, searching for job vacancies in the labour market, preparation for the first interview with an employer),
- ecumenical spiritual counselling.

In connection with its orientation, the CC also offers and holds lectures, seminars and professional courses. The CC services are provided free of charge to its clients, they are independent, confidential and impartial. The CC shall maintain confidentiality of the problem discussed and no details of the client's enquiry shall be disclosed outside the consulting room without his/her consent. All services of the Counselling Centre are provided by qualified specialists in the given fields. The TBU Counselling Centre became a member of the Association of HE Counselling in the CR.





# 06

development  
of the university

Prof. Mgr. Pavel Dias has been announced The Prominent Personality of the Czech Photography for 2008.

## 6.1 TBU Participation in the Higher Education Development Fund

TBU Participation in the Higher Education Development Fund

TABLE 12

Theme	Number of accepted projects	Financial resources provided (in thousand CZK)		
		Capital	Current	Total
A	6	9,798		9,798
B	2		363	363
C	1		199	199
E	1		288	288
F	9		607	607
G	2		224	224
<b>Total</b>	<b>21</b>	<b>9,798</b>	<b>1,681</b>	<b>11,479</b>

In the year 2008, TBU participated in the projects of the Higher Education Development Fund programmes. It succeeded in a total of 21 projects (see Table 12).

The focus was on projects of the theme group A “Innovation and Development of Laboratories, Studios, and Other Workplaces for Practical Teaching including Libraries and Information Technologies in Higher Education”. Projects on “Modernization and Extension of the Local Area Network in the Hall Štefánikova of TBU in Zlín”, “Laboratory for the Subject in Signal Processing”, “Establishment of the Computer Workplace for the Needs of Practical Training in 3D Design and Advertising in the Degree Programme in Visual Arts”, “Innovation and Development of Student Chemistry Laboratory for the Teaching of Microbiology and Food Analysis”, “Innovation and Development of Laboratories for the Teaching of Inorganic and Organic Chemistry”, and “Innovation of Laboratory for Teaching the Subject in Recycling and Disposal of Solid Waste” significantly contributed to the development of the material and technical background of TBU.

## 6.2 TBU Participation in the Programmes Financed by the EU Structural Funds

### TBU Participation in the Programmes Financed by the EU Structural Funds

TABLE 13

Operational programmes	Measures	Project	Dates	Amount of money provided (in thousand CZK) current/capital	Amount of money provided (in thousand CZK) for 2008 current/capital
OP Human Resources Management	3.3.2	Development and Enhancing the Quality of Teaching in the Degree Programme in Food Chemistry and Technology with Specialization in Gastronomy and with the Use of e-Learning	27/6/2006 - 26/6/2008	6,451,531	1,781,627
		Development and Enhancing the Quality of Teaching in Degree Programmes at the Faculty of Technology of TBU in Zlín with the Use of eLearning	19/12/2006 - 30/6/2008	2,877,062	950,004
		Establishment and Pilot Testing of the New Educational Programme of Further Education at Higher Education Institutions Entitled "We Work Smarter"	15/6/2006 - 14/6/2008	8,663,600	3,252,662
	3.3.2	Expert Knowledge for Merchandise for Footwear and Leather Products	1/1/2006 - 31/12/2007	1,759,252	-177,358
<b>Total (for OP HRM)</b>				<b>19,751,445</b>	<b>5,806,935</b>
OP Industry and Enterprise	1.1 Prosperity	Technology Park and Technology Transfer Centre at TBU in Zlín	7/3/2006 - 31/7/2008	141,457	36,295
<b>Total (for OP IE)</b>				<b>141,457</b>	<b>36,295</b>

TBU participated in projects of the EU Structural Funds (see Table 13).

In particular, four projects were launched within the operational programme of Human Resources Management and one project within the operational programme of Industry and Enterprise; the most financially significant project was the “Technology Park and Technology Transfer Centre at TBU in Zlín” within the operational programme Prosperity. Providing finances always after the closure of the relevant project period (even with a delay of up to six months), causes TBU problems with financing, mainly in the case of transactions amounting to dozens of millions of Czech crowns.

## 6.3 TBU Participation in the Development Programmes for Public Higher Education Institutions in the Year 2008

### TBU Participation in the Development Programmes for Public Higher Education Institutions in the Year 2008

TABLE 14

Development programmes for public higher education institutions	Number of projects submitted	Number of projects accepted	Financial resources provided (in thousands CZK)	
			capital	current
Programme to Support the Development of Internationalization	2	2		4,280
Programme for the Preparation and Development of Human Resources	1	1		525
Programme to Develop Instrumental Equipment and Modern Technologies	2	2	10,438	1,980
Programme to Support Equal Opportunities for Admission and Studies at a Higher Education Institution including the Development of Counselling Services	1	1	800	1,100
Programme to Support the Development and Activities of the 3rd Age Universities and Other Forms of Lifelong Learning for Senior Citizens				
Programme to Support the Removal of Weaknesses of the University	2	2		3,800
Centralized Development Programmes (HEI as a coordinator)				
<b>Total</b>	<b>8</b>	<b>8</b>		<b>11,685</b>

The Development Programmes fulfil the main priorities of the Long-Term Aims and Objectives of TBU and its Update. In the year 2008, 8 projects worth CZK 22,923,000 were launched. More than half of the resources (approx. 54%) were spent on projects aimed at the development of instrumental equipment and modern technologies. Another significant priority was the programme aimed to support the development of internationalization (approx. 19%).

The remaining financial resources were used for the programme aimed to remove the weaknesses of the University, the programme to support equal opportunities for admission and studies at the University including the development of counselling services, and the programme aimed to prepare the development of human resources.







07

conclusion

KLADKA

Jan Bártek and Jan Otruba have won a television competition entitled 'The Night of Film Talents' with their video clip called 'Na stanici polární'. In addition, Jan Bártek has received the Anděl award for directing the music video entitled 'Folkloréček'.

## 7.1 Summary of the Significant Facts from Individual Chapters

Activities at TBU in the year 2008 were carried out in agreement with the Update of the Long-Term Aims and Objectives for Education, Science, Research, Development, Art and Other Creative Activities at Tomas Bata University in Zlín for the year 2008.

In the pedagogical sphere, the numbers of students in all degrees and modes of accredited degree programmes further increased. The range of degree programmes and courses offered, both in the Czech and English language, was extended. The number of courses within the Lifelong Learning and the University of the 3rd Age increased as well.

In the sphere of investments, the most significant activity of the year 2008 was the completion of the reconstruction of the University building U11 in the street Nad Ovčírnou, where the Technology Park and the Technology Transfer Centre were launched, and the completion of the construction of the University Centre in nám. T. G. Masaryka, that newly houses the Central Library and the Rectorate. The preparations for the construction of other buildings, mainly the Faculty of Humanities in Štefánikova street continued intensively.

In the sphere of human resources, the qualification level of academic staff was further enhanced, and emphasis was put on increasing the numbers of Professors, Associate Professors, and researchers. The fact that the numbers of scientific workers increased, even in younger age categories, can be considered positive. Supporting further education of academic staff with the aim to enhance their career development remains the main priority in the sphere of human resources care at TBU in Zlín.

In science and research, activities in basic and applied research were developed. The basic research was significantly strengthened by the activities and published results of the Polymer Centre of the Faculty of Technology, which focuses mainly on research into engineering aspects of technologies and materials based on polymer composites. Within applied research, which was carried out particularly at the Technology Park, the emphasis was laid on the development of polymer materials and products for health care and the development of technologies and products for food-processing. The TBU research units were significantly strengthened in terms of material and personnel resources. The number of students in Doctoral programmes as well as the opportunities for graduates from these programmes to find positions within the research centres that are being built increased.

In the sphere of internationalization, the University's integration into the international structures continued. Besides the efforts to increase the number of international students at TBU, the international cooperation focuses also on supporting international mobility of Czech students and teachers. Selected degree programmes taught in English were accredited. TBU continued in providing the Intensive Czech Language Course for Foreigners to foreign applicants interested in studying in the Czech Republic.

Moreover, TBU continued in extending the network of independent units outside the seat of the University. Some Bachelor's courses were launched in Prostějov, Bzenec, and Prague in the academic year 2008/2009.

## 7.2 TBU SWOT Analysis

### 7.2.1 Strengths

- highly dynamic development of TBU on regional and international scales
- the use of ECTS and Diploma Supplement at the entire University
- operations of international scientific and research teams
- background in terms of space and material equipment on the European level
- investments in construction activities
- offering a high number of study vacancies abroad
- a balanced structure of the fields of study taught  
(chemical, food-oriented, ecological, economic, art-oriented, information, pedagogical, philological and health care)
- ensured conditions for professional development
- quality interpersonal relations
- ability to react flexibly to the requirements of the practice and the labour market

### 7.2.2 Weaknesses

- a high workload for academic workers in the pedagogical process
- in long-term perspective inappropriate structure of the contributions and grants received for the implementation of accredited degree programmes and for the institutional support for science and research; the amount of finance received for the implementation of the accredited degree programmes significantly predominates, while the amount of finance for the institutional support for science and research is stagnating; the revenues from cooperation contracts with the production and business spheres are very low
- a low ratio of students in Doctoral programmes to the total number of students
- a short history in comparison with some other universities

### 7.2.3 Opportunities

- the possibility to take a part of the degree programme abroad and the support for mobility
- monitoring the graduates' success in the labour market
- cooperation with international institutions; involvement in international projects
- accreditation of new Doctoral programmes in English; increasing the number of students in Doctoral programmes
- supporting the creation of further positions for scientific and research workers
- employing international workers
- creating research centres in agreement with the defined priorities
- cooperation among TBU faculties with the use of their strengths
- taking advantage of the proximity between the region and Slovakia

## 7.2.4 Threats

- increasing competition in the sphere of higher education
- a limited number of qualified experts and a limited amount of financial resources for research in certain fields of study
- stagnation in some of the traditional industries in the Czech Republic and Europe that the educational capacities of TBU have concentrated on
- unfavourable demographic development in the CR

## 7.3 TBU Tasks for the Year 2009

The tasks set for the year 2008 were fulfilled. The following tasks arise for the year 2009 from the achieved results:

- to continue with the preparation for the commencement of the construction of the Faculty of Humanities
- to prepare strategic investments supported by grants from the European funds (reconstruction and completion of the building of the Faculty of Technology, Centre for Polymer Systems, Centre for Security and Fight against Terrorism, Centre for Doctoral Studies, Centre for Practical Teaching and Applied Research into Health Care and others)
- to prepare the construction of the Technology Park focusing on information and communication technologies
- to carry out the preparatory analyses and project works for selected projects of the Operational Programme for Research and Development for Innovation according to the document entitled “Potential of TBU in Zlín in the Operational Programme for Research and Development for Innovation”
- to accredit further degree programmes and courses in the Czech language at relevant faculties in accordance with the needs of social practice and the Long-Term Aims and Objectives of the University
- to increase the number of accredited degree programmes taught in the English language
- to develop the activities of the TBU Technology Park; to create personnel and technical conditions for the work of international research teams; to support applied research
- to further develop the activities of the Technology Transfer Centre and support research activities of the University staff
- to prepare the establishment of a faculty in Uherské Hradiště and a health care-oriented faculty
- to professionalize the relations between TBU and its graduates; study and analyse the success of graduates in the labour market

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## List of the Main Acronyms Used

AC	Academia Centre
AS	Academic Senate
TTC	Technology Transfer Centre
LL	Lifelong Learning
EUA	European University Association
FAI	Faculty of Applied Informatics
FaME	Faculty of Management and Economics
FHS	Faculty of Humanities
FMC	Faculty of Multimedia Communications
FT	Faculty of Technology
HEDF	Higher Education Development Fund
GA CR	Grant Agency of the Czech Republic
IS	information system
HRR	Halls of Residence and Refectory
MF	Ministry of Finance
MIT	Ministry of Industry and Trade
MEYS	Ministry of Education, Youth and Sports
REC	Regional Educational Centre
DP	degree programme
TIC	Technology Innovation Centre
UH	Uherské Hradiště
UNI	University Institute
TBU	Tomas Bata University
U1 – U13	University buildings
U3A	University of the Third Age
TTS	tertiary technical school
TP	Technology Park
PHEI	public higher education institution





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