

ANNUAL ACTIVITY REPORT 2009

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01

INTRODUCTION

Bc. Roman Žák, a fourth-year student at the Faculty of Applied Informatics, received an award from the TBU Student Union for spreading the good name of the University. In spite of being physically handicapped, he successfully completed his Bachelor's studies; he published several press articles about his handicap and about the University's attitude.

This Annual Report portrays the activities of Tomas Bata University in Zlín (hereinafter referred to as "TBU") in the ninth year of its existence.

In the year 2009, the University recorded a further increase in student numbers and extended the range of degree programmes offered. A total of 13,921 students enrolled on 77 accredited degree programmes and 154 degree courses.

New degree programmes and courses were launched in the English language at TBU, and thus one of the priorities of the TBU Strategic Plan in the sphere of internationalization continued to be fulfilled. New study 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 2009, a total of 1,328 students attended the Lifelong Learning courses, out of which 852 were students of the University of the Third Age.

In 2009 the University increased the number of international partnership agreements on mutual cooperation. 11 new agreements were concluded, the total number of the international partnership agreements concluded is 66. Within the Erasmus programme, 166 agreements were registered. In 2009, 791 international students from nearly 40 countries studied at TBU, out of which 73% of students came from Slovakia.

TBU participated in a number of projects within the Development Programmes for Public Higher Education Institutions, in projects funded from the EU Structural Funds (OP Education for Competitiveness) as well as in projects within the programmes of the Higher Education Development Fund.

In 2009 intensive preparations were made for the launch of a sixth faculty of the University. On 1 September 2009 the TBU Faculty of Logistics and Crisis Management was established, with its seat in Uherské Hradiště.

On 1 June 2009 the TBU Library became an independent unit of the University.

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 University Institute

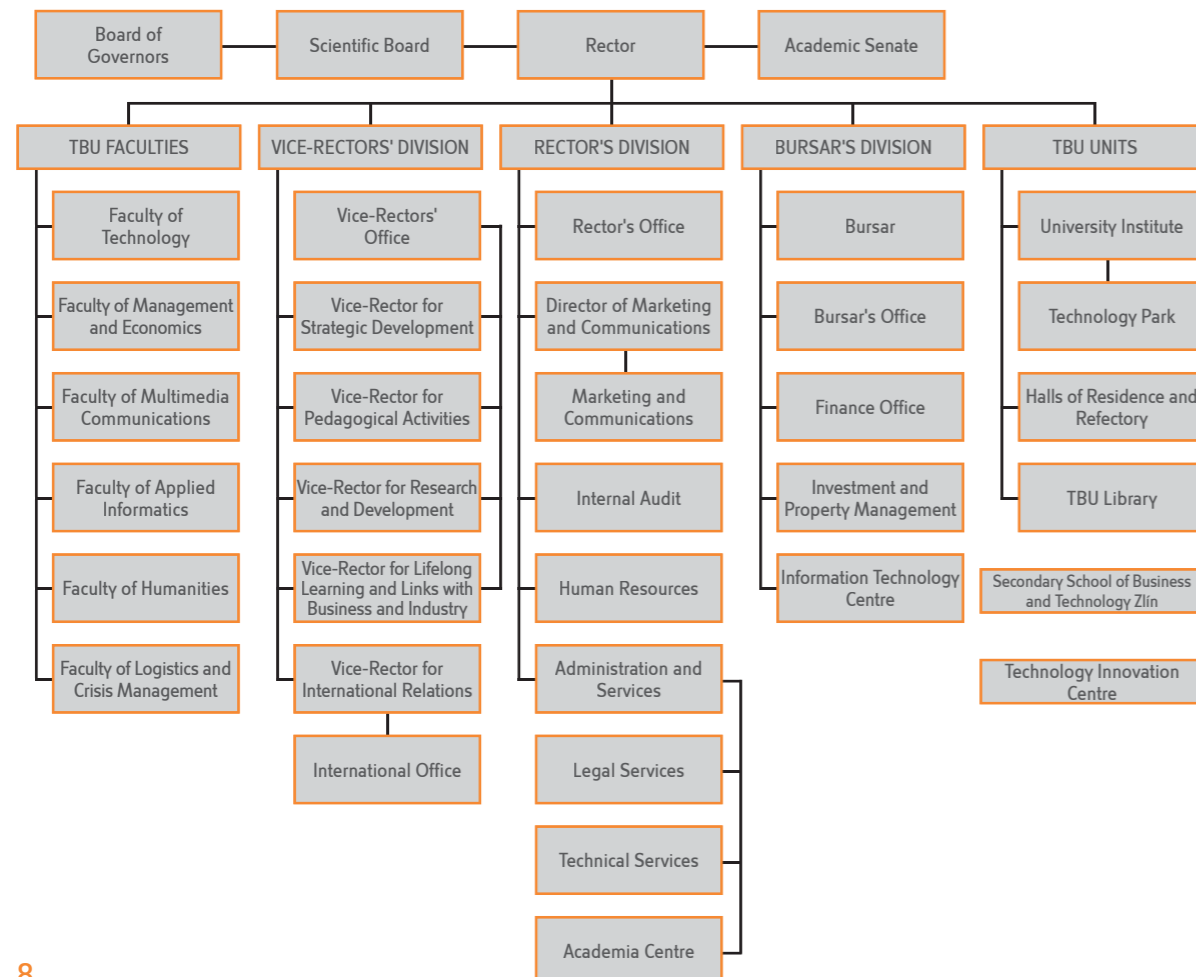
- Faculty of Technology (FT): náměstí T. G. Masaryka 275, 762 72 Zlín, Czech Republic
- Faculty of Management and Economics (FaME): Mostní 5139, 760 01 Zlín, Czech Republic
- Faculty of Multimedia Communications (FMC): Štefánikova 2431, 760 01 Zlín, Czech Republic
- Faculty of Applied Informatics (FAI): Nad Stráněmi 4511, 760 05 Zlín, Czech Republic
- Faculty of Humanities (FHS): Mostní 5139, 760 01 Zlín, Czech Republic
- Faculty of Logistics and Crisis Management (FLCM): Studentské nám. 1532, 686 01 Uherské Hradiště, Czech Republic
- University Institute (UNI): Nad Ovčírnou 3685, 760 01 Zlín, Czech Republic

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, Refectory: Nad Stráněmi 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: Nad Ovčírnou 3685, Zlín
 U12 – Hall of Residence Náměstí T. G. Masaryka: nám. T. G. Masaryka 3050, Zlín
 U13 – University Centre – Library, Rectorate: nám. T. G. Masaryka 5555, Zlín

1.2 TBU Organizational Structure

In 2009 several alterations were made to the TBU organizational structure. Since 1 September 2009, the University has had the following structure:



1.3 Structure of TBU Bodies

1.3.1 Self-Governing Academic Bodies of TBU

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

Ing. Romana BARTOŠÍKOVÁ, Ph.D. from 06/10/2009

Doc. Mgr. Juraj FANDLI

Ing. František GAZDOŠ, Ph.D.

Ing. Bc. Bronislav CHRAMCOV, Ph.D.

Dr. Rostislav ILLÍK, M.F.A

Ing. Mgr. Svatava KAŠPÁRKOVÁ, Ph.D.

Ing. et Ing. Jiří KONEČNÝ, Ph.D. from 06/10/2009

Doc. Ing. Vratislav KOZÁK, Ph.D.

Mgr. Věra KOZÁKOVÁ, Ph.D.

Mgr. Jana KŘEMENOVÁ

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

JUDr. Jaromír MAŇÁSEK from 06/10/2009

Ing. Miroslav MATÝSEK, Ph.D.

JUDr. Pavel MAUER until 01/09/2009

Mgr. Zdeněk MELICHÁREK

Ing. Martin MIKESKA, Ph.D.

Ing. Eva MRÁČKOVÁ, Ph.D. from 06/10/2009

Ing. Dobroslav NĚMEC

Mgr. Štěpán PRACHAŘ

Doc. Ing. Zdenka PROKOPOVÁ, CSc.

Ing. Roman SLAVÍK, Ph.D. from 15/09/2009

Mgr. Richard VODIČKA

Mgr. Magda ZÁLEŠÁKOVÁ

Students

Bc. Milan BAROŇ	from 06/10/2009
Lucie JANIČATOVÁ	from 06/10/2009
BcA. Radek HABADA	until 31/08/2009
Mgr. Gabriel KALAPOŠ	until 01/06/2009
Ing. Roman KIMMEL	
Vladan KRÁSNÝ	from 24/11/2009
Jakub KRČMÁŘ	from 20/10/2009
Bc. Jiří MAŇAS	
Ondřej PLOCH	from 20/10/2009
Michal RUDECKÝ	
Bc. Ivan SENČÁK	
Bc. Pavel SOUSEDÍK	
Ing. Kateřina SULOVSÁ	
Mgr. Zdenka VYMĚTALOVÁ	until 24/06/2009

Scientific Board

Chairperson

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

External Members

Prof. Ing. Vratislav DUCHÁČEK, DrSc.	Professor, Institute of Chemical Technology, Prague
Doc. Ing. Jaromír HAVLICA, CSc.	Dean, BUT, Brno, Faculty of Chemistry
Prof. Ing. Vladimír KUČERA, DrSc., dr.h.c.	Director, Masaryk Institute of Advanced Studies, Czech Technical University in Prague, Electro-Technical Faculty
Ing. Libor LÁZNIČKA, Ph.D.	General Manager, Executive, Barum Continental, Otrokovice
Prof. Ing. Petr LOŠŤÁK, DrSc.	Dean, University of Pardubice, Faculty of Chemical Technology
Prof. Ing. Miroslav LUDWIG, CSc.	Vice-Rector, University of Pardubice
Prof. RNDr. Milan MAREŠ, DrSc.	Head Researcher, Academy of Sciences of the Czech Republic, Prague, Institute of Information Theory and Automation
Prof. Ing. Milan MAROUNEK, DrSc.	Head of Laboratory, Czech Academy of Sciences, Prague Department of Animal Physiology and Genetics
Doc. Ing. Václav PETŘÍČEK, CSc.	General Manager, Chamber for Economic Relations with CIS
Doc. Ing. Josef PRŮŠA, CSc.	Rector, University of West Bohemia in Plzeň
Prof. Ing. Karel RAIS, CSc., MBA	Rector, BUT, Brno
Ing. Jiří ROSENFELD, CSc.	General Manager, Moravian-Slovak Engineering Works, Uherský Brod
Prof. PaedDr. Iva STUHLÍKOVÁ, CSc.	Head of Department, University of South Bohemia in České Budějovice, Faculty of Pedagogy

Prof. PhDr. Valérie TÓTHOVÁ, Ph.D., R.N.	Vice-Dean, University of South Bohemia in České Budějovice, Faculty of Health and Social Studies
Prof. Ing. Karel ULBRICH, DrSc.	Head of Department of Biomedical Polymers, Academy of Sciences of the CR, Prague, Institute of Macromolecular Chemistry
Doc. Ing. Juraj WAGNER, Ph.D., dr. h. c.	Advisor to the Minister, Ministry of Education of the Slovak Republic

Internal Members

Prof. Ing. Vladimír BOBÁL, CSc.	Professor, Faculty of Applied Informatics
Doc. PhDr. Ing. Aleš GREGAR, CSc.	Vice-Rector for Pedagogical Activities
Doc. Ing. Petr HLAVÁČEK, CSc.	Dean, Faculty of Technology
Doc. MgA. Jana JANÍKOVÁ, ArtD.	Dean, Faculty of Multimedia Communications, from 22/09/2009
Doc. RNDr. Vojtěch KŘESÁLEK, CSc.	Vice-Rector for Research and Development
Doc. Ing. Anežka LENGÁLOVÁ, Ph.D.	Vice-Dean, Faculty of Humanities
Ing. Alena MACHÁČKOVÁ, CSc.	Chairperson, TBU Academic Senate
Doc. PhDr. Vnislav NOVÁČEK, CSc.	Vice-Dean, Faculty of Management and Economics
Doc. Ing. Lubomír ODEHNAL, CSc.	Vice-Rector for Social and Economic Development, until 22/09/2009
Doc. Dr. Ing. Drahomíra PAVELKOVÁ	Dean, Faculty of Management and Economics
Doc. Dr. Ing. Vladimír PAVLÍNEK	Associate Professor, Faculty of Technology
Prof. Ing. Roman PROKOP, CSc.	Professor, Faculty of Applied Informatics
Prof. Ing. Petr SÁHA, CSc.	Vice-Rector for Strategic Development
Prof. Pavel ŠKARKA, M.F.A.	Vice-Dean, Faculty of Multimedia Communications
Prof. PhDr. Vlastimil ŠVEC, CSc.	Dean, Faculty of Humanities
Prof. Ing. Vladimír VAŠEK, CSc.	Dean, Faculty of Applied Informatics
Guest Members:	
Doc. Ing. Roman BOBÁK, Ph.D.	Vice-Dean, Faculty of Management and Economics
Prof. Ing. Antonín KLÁSEK, DrSc.	Vice-Dean, Faculty of Technology
Doc. MgA. Jana JANÍKOVÁ, ArtD.	Dean, Faculty of Multimedia Communications, until 22/09/2009

1.3.2 Other TBU Bodies

Bursar

RNDr. Alexander ČERNÝ

Board of Governors

Chairperson

Ing. Michaela Šojdrová Deputy, Parliament of the CR

Deputy Chairpersons

Libor LUKÁŠ
PhDr. Irena ONDROVÁ

Members

Ing. Eva BARTOŇOVÁ

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

Doc. Ing. Jiří VOLF, CSc.

Secretary

Ing. Andrea KADLČÍKOVÁ

Deputy Commissioner, Zlín Region
Mayor, Statutory Town of Zlín,
Deputy Chairperson from 19/12/2009

1st Deputy Minister, Ministry of Education, Youth
and Sports of the Czech Republic, from 26/06/2009
Bata Shoe Foundation
1st Vice-President of the Senate, Parliament of the CR
Minister, Ministry of Finance of the Czech Republic
Bursar, Charles University, Prague
Deputy Chairperson of the Czech and Moravian Trade
Union of Workers in Education, until 25/06/2009
Deputy Minister, Ministry of Finance of the
Czech Republic

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.

Doc. RNDr. Vojtěch KŘESÁLEK, CSc.
Doc. PhDr. Ing. Aleš GREGAR, CSc.

Doc. Ing. Berenika HAUSNEROVÁ, Ph.D.
Doc. Ing. David TUČEK, Ph.D.

Prof. Ing. Roman PROKOP, CSc.
Doc. Ing. Lubomír ODEHNAL, CSc.

Bursar

RNDr. Alexander ČERNÝ

Director of Marketing and Communications

Ing. Andrea KADLČÍKOVÁ

Head of Administration and Services

Ing. Josef LÍZAL, CSc. (from 23/02/2009)

Vice-Rector for Strategic Development, Vice-Rector
authorized to fully act as the Statutory
Deputy to the Rector
Vice-Rector for Research and Development
Vice-Rector for International Relations (until 01/07/2009)
Vice-Rector for Pedagogical Activities (from 01/07/2009)
Vice-Rector for International Relations (from 01/07/2009)
Vice-Rector for LL and Links with Business and
Industry (from 01/07/2009)
Vice-Rector for Pedagogical Activities (until 01/07/2009)
Vice-Rector for Social and Economic Development
(until 01/07/2009)

Rector's Advisory Council

Rector

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

Vice-Rectors

Prof. Ing. Petr SÁHA, CSc.

Doc. RNDr. Vojtěch KŘESÁLEK, CSc.
Doc. PhDr. Ing. Aleš GREGAR, CSc.

Doc. Ing. Berenika HAUSNEROVÁ, Ph.D.
Doc. Ing. David TUČEK, Ph.D.

Prof. Ing. Roman PROKOP, CSc.
Doc. Ing. Lubomír ODEHNAL, CSc.

Bursar

RNDr. Alexander ČERNÝ

Chairperson of the Academic Senate

Ing. Alena MACHÁČKOVÁ, CSc.

Deans of Faculties

Doc. Ing. Petr HLAVÁČEK, CSc.
Doc. Dr. Ing. Drahomíra PAVELKOVÁ
Doc. MgA. Jana JANÍKOVÁ, ArtD.

Prof. Ing. Vladimír VAŠEK, CSc.
Prof. PhDr. Vlastimil ŠVEC, CSc.
Ing. Vladimír MRKVIČKA, Ph.D.

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

Library Director

PhDr. Ondřej FABIÁN (from 01/09/2009)

Director of Halls of Residence and Refectory

Ing. Josef ZELA

Head of Administration and Services

Ing. Josef LÍZAL, CSc. (from 23/02/2009)

Secretary to the Rector

Ing. Petr TICHÁČEK

Vice-Rector for Strategic Development, Vice-Rector
authorized to fully act as the Statutory Deputy to the Rector
Vice-Rector for Research and Development
Vice-Rector for International Relations (until 01/07/2009)
Vice-Rector for Pedagogical Activities (from 01/07/2009)
Vice-Rector for International Relations (from 01/07/2009)
Vice-Rector for LL and Links with
Business and Industry (from 01/07/2009)
Vice-Rector for Pedagogical Activities (until 01/07/2009)
Vice-Rector for Social and Economic Development
(until 01/07/2009)

Faculty of Technology
Faculty of Management and Economics
Faculty of Multimedia Communications (Interim
Dean until 15/03/2009, Dean from 16/03/2009)
Faculty of Applied Informatics
Faculty of Humanities
Faculty of Logistics and Crisis Management
(Interim Dean from 01/09/2009)

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

TBU Representation in Organizations Associating Czech Higher Education Institutions, in International Organizations, in 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
		Bc. Lubomír Bouda - representative in the Student Chamber (until 14/09/2009)
		Kateřina Pitašová - representative in the Student Chamber (from 06/10/2009)
European University Association (EUA)	Belgium	TBU - member
Magna Charta Universitatum	Italy	TBU - member
Danube Rectors' Conference (DRC) - University of Zagreb	Croatia	TBU - member
European Federation of National Engineering Associations (FEANI)	Belgium	TBU - member
Association for the Development of the Zlín Region	CR	TBU - member
Moravian-Silesian Automotive Cluster	CR	TBU - member

Membership of TBU Academic Staff in Professional Organizations

Faculty of Technology

- The Polymer Processing Society
- Society of Plastics Engineers
- American Physical Society
- International Society of Heterocyclic Chemistry
- American Chemical Society

- The Society of Rheology
- European Photochemical Society
- American Association for Advancement of Science
- Institute of Electrical and Electronics Engineers
- International Institute of Acoustics and Vibrations
- United National Industrial Development Organization
- European Union of Research Institutes for Shoes
- International Association of Shoe Industry Technicians (Union Internationale des Techniciens de l'Industrie de la Chaussure)
- Archaeological Leather Group
- The Honourable Cordwainers' Company
- American Diabetes Association
- Gesellschaft Deutscher Chemiker
- Internationals Astronautica Academia
- European Powder Metallurgy Association
- The American Powder Metallurgy Institute
- European Center for Advanced Studies in Thermodynamics
- International Union of Pure and Applied Chemistry
- Czech Chemical Society
- Czech Society for Biochemistry and Molecular Biology
- International Society for Orthotics and Prosthetics, Czech branch
- Czech Footwear and Leather Association
- Czech Anthropological Society
- Federation of Orthopaedic Prosthetics in Technical Fields
- Czech Podiatry Association
- Czechoslovak Society for Microbiology
- Czech Biotechnology Society
- Czech National Clay Group
- Czech Association of Hydrogeologists
- Czech Accreditation Institute, member of technical committee for sensory analysis
- Czech Technology Platform for Food
- Association for Blasting Techniques and Pyrotechnics
- Czech Society of Industrial Chemistry
- Tool Factories Association of the Czech Republic
- Czech Association of Industrial Chemistry, Association of Rubber Technology Zlín
- Czech Mechanical Engineering Society
- Ioannes Marcus Marci Spectroscopic Society and Slovak Spectroscopic Society
- Slovak Chemical Society
- Czech Society for New Materials and Technologies

Faculty of Management and Economics

- Accreditation Committee of the Ministry of Interior of the CR
- Association of Clinical Psychologists of the CR
- Association of Regionalistics and Public Administration
- Association of Management Trainers and Consultants
- Association of Public Economics

- Central and Eastern European International Research Team
- Central European Journal of International and Security Studies
- Cranfield University Network for International Human Resource Management
- Czech Bar Association
- Czech Association of Work and Organizational Psychologists
- Czech Association of University Sport
- Czech Demographic Society
- Czech Geographical Society
- Czech Medical Society of Jan Evangelista Purkyně (CMS J.E.P.)
- Czech Marketing Association
- Czech Paediatric Society CMS J.E.P.
- Czech Society for Quality
- Czech Society for Systems Integration
- Czech Society for Engineering Technology
- Czech Statistical Society
- Czechoslovak TeX Users Group
- Czech Athletics Federation
- Czech Tennis Association
- European Association for Security
- European Business Ethics Network
- European Distance and E-learning Network
- European Network for Business Studies and Languages
- European Network of Academic Sport Services
- European Regional Science Association
- European Society for Paediatric Infectious Diseases
- European Accounting Association
- Grant Agency of the CR
- Institute of Industrial Engineers
- International Association for Technology Management
- International Institute of Acoustics and Vibration
- International Network for Economy Research
- International Society of Paediatric Oncology
- Club of Personnel Officers of the Czech Republic
- Regional Volleyball Association (Czech Sports Association)
- Masaryk Czech Sociological Society
- The International Association for Legal and Social Philosophy
- Multinational Association of Supportive Care in Cancer
- New Initiatives and Challenges in Europe (NICE Network)
- Civic Association “Ethics of Enterprise and Public Sector”
- Organisation for Economic Co-operation and Development
- Organization for the Disabled (Hvězda and Horizont)
- Editorial Board of the *Acta Economica* Journal
- Editorial Board of the *Management of Enterprise and Public Sector* Journal
- Editorial Board of the *Regional Direct* Journal
- Editorial Board of the *Regional Studies* Journal
- Regional Studies Association

- Appellate Committee of the Ministry of Agriculture
- Appellate Committee of the Office for the Protection of Competition
- Man in Motion Association
- Consumer Protection Association of the Czech Republic
- Slovak Academy of Management
- Slovak Society of Prenatal and Perinatal Psychology, Medicine and Social Sciences
- Society for Competitive Intelligence Professionals
- Society for Global Business and Economic Development
- Society of Manufacturing Engineers
- Society of Plastic Engineers
- Project Management Association
- Strategic Management Society
- The Federation of Accountants
- TeX Users Group
- The Competitiveness Institute
- Zlín Astronomical Society

Faculty of Multimedia Communications

- Society for Intercultural Education, Training and Research United Kingdom
- Tuesday Business Network, Prague
- Masaryk Czech Sociological Association
- Association of Czech Cinematographers
- 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
- Czech Marketing Society
- Market Psychologists Association
- Czech-Moravian Psychological Society

Faculty of Applied Informatics

- American Leather Chemists Association
- Association for Computing Machinery
- British Computer Society
- Donau-Adria Association for Automation and Manufacturing
- International United Environmental Commission of the World Leather Association
- European Federation of Biotechnology
- European Robotics Network
- European Association for Security
- International Federation of Automatic Control
- Manufacturing Enterprise Solutions Association
- 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
- Institute of Electrical and Electronics Engineers

Faculty of Humanities

- Czech and Slovak Association for American Studies
- Organization of American Historians
- European Association for Security
- Central European Teachers of English as a Foreign Language Forum
- Czech Association for the Study of English
- MSSUA/MSATE
- The Central and Eastern European Teachers of English
- Polymer Processing Society
- Society of Plastics Engineers
- The Poetics and Linguistics Association
- Main editor of the international specialist journal: Topics in Linguistics. Faculty of Arts, Constantine the Philosopher University in Nitra. ISSN 1337-7590.
- Editorial Board of the international scientific journal: Lodz Papers in Pragmatics. Versita: Central European Science Publishers. ISSN 1895-6106.
- Czech and Slovak Association for American Studies
- European Association for American Studies
- Czechoslovak TeX Users Group
- GL/Q Caucus for the Modern Languages
- Chamber of Court Appointed Interpreters and Translators of the Czech Republic
- International Relations & Tourism Committee at the Municipality of the Town of Zlín
- Czech Association for Pedagogical Research
- 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
- Committee for Ethnolinguistics, International Committee of Slavists
- Czech Anthropological Society
- Czech Nurses Association
- Slovak Association of Disabled Persons
- Czech-Vietnamese Society
- Czech Medical Society of Jan Evangelista Purkyně (CMS J.E.P.) – Psychiatric Section
- Association of University Guidance Counsellors
- School Psychology Association
- Czech Surgery Society CMS J.E.P.
- Czech Gastroenterological Society CMS J.E.P.
- Czech Oncological Society CMS J.E.P.
- Czech Association of Pedagogical Research

- Czech Pedagogical Society
- International Work Group for First Aid and Psychological Support for the Czech Republic, Czech Red Cross Office
- National Group of the CR and SR for Criminal Law
- 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
- Czech Confederation of Midwives

Faculty of Logistics and Crisis Management

- Association for Blasting Techniques and Pyrotechnics
- Moravian Air Cluster

Other TBU Units

- Association of Cooks and Confectioners of the Czech Republic

1.5 Accredited Degree Programmes or Parts Thereof Implemented outside the University Seat, Internships Not Included

Accredited Degree Programmes or Parts Thereof Implemented outside the University Seat, Internships Not Included

Table 1a

Name and seat of the TBU independent unit offering the tuition in accredited degree programmes or parts thereof	Names of accredited degree programmes or parts thereof, implemented at the independent unit	Type of degree programme or of its part	Names of degree courses implemented at the independent unit	Mode of degree courses implemented at the independent unit (full-time, part-time, distance learning)	Defences held at the independent unit (yes/no)	Final state examinations held at the independent unit ((yes/no)
Secondary Vocational School and Apprentice Training Centre, Kroměříž	Chemistry and Food Technology	Bachelor's programme	Technology and Management in Gastronomy	Full-time and part-time	yes	yes
	Chemistry and Food Technology	Follow-up Master's programme	Technology, Hygiene and Economics of Food Production	Part-time	no	no
Tertiary Technical School of Food Industry and Secondary Technical School of Dairy Industry, Kroměříž	Chemistry and Food Technology	Bachelor's programme.	Technology of Milk and Dairy Products	Full-time	yes	yes
Secondary Technical School of Engineering, Vsetín	Process Engineering	Bachelor's programme	Technological Equipment	Full-time	no	no
Tertiary Technical School, Secondary Technical School, Secondary Vocational School, Bzenec	Chemistry and Food Technology	Bachelor's programme	Technology and Management in Gastronomy	Full-time and part-time	no	no
	Chemistry and Food Technology	Bachelor's programme	Chemistry and Food Technology	Full-time	no	no
Regional Educational Centre, Prostějov	Economics and Management	Bachelor's programme	Logistics and Management	Full-time	no	no
Institute of Interdisciplinary Studies, Brno	Specialization in Pedagogy	Bachelor's programme	Social Pedagogy	Part-time	yes	yes
	Specialization in Pedagogy	Follow-up Master's programme	Social Pedagogy	Part-time	yes	yes
Faculty of Logistics and Crisis Management, Uherské Hradiště	Economics and Management	Bachelor's programme	Logistics and Management	Full-time	yes	yes
	Process Engineering	Bachelor's programme	Risk Control	Full-time	no*	no*
	Chemistry and Materials Technology	Follow-up Master's programme	Technology Risk Management	Full-time	yes	yes

Department of Visual Arts, building of the Faculty of Logistics and Crisis Management, Uherské Hradiště	Visual Arts	Bachelor's programme	Multimedia and Design	Full-time	yes	yes
	Visual Arts	Follow-up Master's programme	Multimedia and Design	Full-time	no**	no**
Public Service Secondary School and Tertiary Technical School of Crime Prevention and Crisis Management, Prague	Engineering Informatics	Bachelor's programme	Security Technologies, Systems and Management	Part-time	no	no

* Newly accredited course, final state examinations and defences have not been held yet; students attend the first-year of studies in the current academic year.

** In this degree course, final state examinations and defences have not been held yet; students attend the first-year of studies in the current academic year.

1.6 Female Representation on TBU Academic Bodies

In the year 2009 several changes occurred in relation to the composition of the TBU academic bodies. As of 31/12/2009, there were 32 women out of the total number of 108 members of the TBU academic bodies, which makes 29.6%. The highest proportional representation of women is in the TBU Board of Governors, with 5 women out of 9 members who sit on the Board.

1.6.1 TBU Self-Governing Academic Bodies

Academic Senate

- a total of 11 women out of 36 members (30.6 %)

Scientific Board

- a total of 6 women out of 32 members (18.8 %)

1.6.2 Other TBU Bodies

Board of Governors

- a total of 5 women out of 9 members (55.6 %)

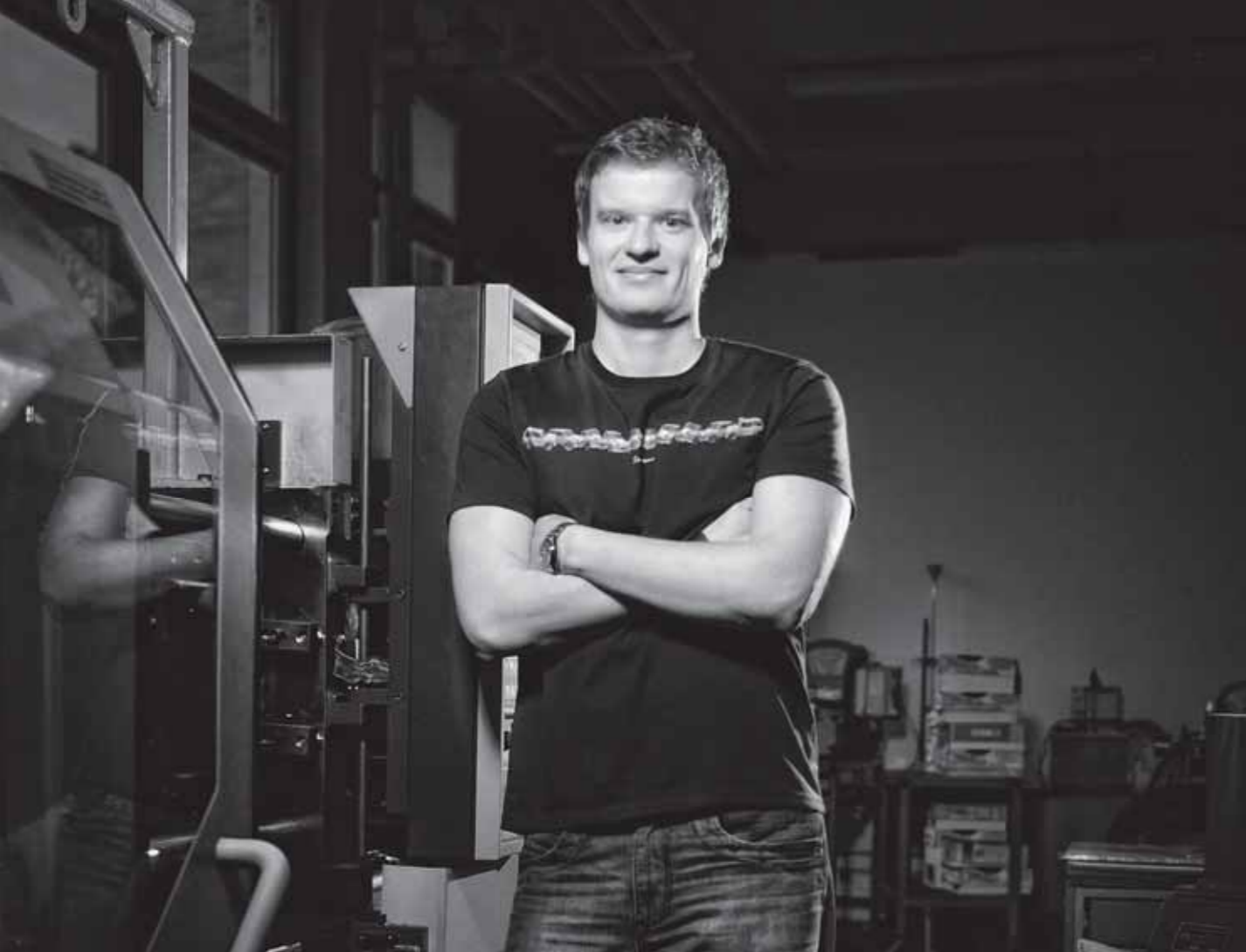
1.6.3 TBU Advisory Bodies

TBU Management

- a total of 2 women out of 9 members (22.2 %)

Rector's Advisory Council

- a total of 8 women out of 22 members (29.6 %)



02

QUALITY AND EXCELLENCE OF ACADEMIC ACTIVITIES

Bc. Lukáš Jiránek, a fifth-year student at the Faculty of Technology, received an award from the TBU Student Union for a structure design and for manufacturing a unique test mould designed for study into the separation of components of powder feed stocks during injection moulding and for starting a collaboration with IFAM - a prestigious international institution with its seat in Bremen (Germany).

2.1 Numbers of Accredited Degree Programmes

Overview of Accredited Degree Programmes at TBU

Table 2a

Groups of accredited degree programmes	Degree programmes						Total	
	Bachelor		Master		Follow-Up Master			Doctoral
	F	P	F	P	F	P		
Natural sciences								
Technical sciences	7	5			7	4	16	
Forestry, agriculture and veterinary sciences								
Health care, medical and pharmaceutical sciences	2	1					3	
Social sciences and services	3	1			1	1	6	
Economics	4	2			3	2	19	
Law and public administration								
Pedagogy and social care	1	1			1	1	4	
Psychological sciences								
Art and cultural sciences	2	1			2	1	6	
Total	19	11			14	9	77	

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

In the year 2009, 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. As of 31/12/2009, a total of 154 degree courses within 77 accredited degree programmes were accredited at TBU in the full-time as well as part-time mode of study. Out of the mentioned total number, 135 degree courses in 69 degree programmes were offered in 2009. All degree programmes were accredited or re-accredited in accordance with the Bologna Declaration, i.e. as a follow-up three-level study for a Bachelor's, Master's, or a Doctoral degree.

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 Applied Informatics

Degree programme in Engineering Informatics, degree course in Information and Control Technologies

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 Compounds and in Chemistry and Materials 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 Engineering Informatics, degree course in Engineering Informatics and in Automatic Control and Informatics

2.2.4 Joint Degree Programmes

In the year 2009, the Faculty of Technology of TBU in Zlín continued establishing the European network of workplaces in order to implement a joint Doctoral programme focusing on polymer material processing. Joint Doctoral study organized by the Faculty of Technology of TBU in Zlín together with Université Blaise Pascal in France was carried out in the degree course in Technology of Macromolecular Substances.

The first contact was made regarding the joint accreditation of a Joint-degree programme with the Pharos University in Alexandria, Egypt, and with the TASEV Technical and Industry Vocational High School in Istanbul, Turkey.

The Faculty of Management and Economics carries out the Bachelor's programme in BA European Business in cooperation with Huddersfield University Business School (HUBS) in Great Britain; 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.

Overview of TBU Degree Programmes Accredited in a Foreign Language

Table 2b

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

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

In the year 2009, 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. As of 31/12/2009 a total of 29 degree courses were accredited within 20 degree programmes in the full-time as well as part-time mode of study. Out of this total number, 8 degree courses within 7 degree programmes were implemented in 2009. All degree programmes were accredited or re-accredited in accordance with the Bologna Declaration, i.e. as a follow-up three-level study for a Bachelor's, Master's, or a Doctoral degree.

2.3 Accredited Degree Programmes Implemented Jointly by TBU and Tertiary Technical Schools

Accredited Degree Programmes Implemented Jointly by TBU and Tertiary Technical Schools

Table 2c

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 Overview of Lifelong Learning Courses at TBU

Numbers of Lifelong Learning Courses at TBU

Table 2d

Groups of programmes	Vocational courses			Hobby courses			U3A	Total	Out of which the number of courses whose attendees have been admitted to study in accredited degree programmes in accordance with § 60 of the Law on Higher Education
	Up to 15 lessons	Up to 100 lessons	More	Up to 15 lessons	Up to 100 lessons	More			
Natural sciences							1	1	
Technical sciences			3				4	7	
Forestry, agriculture and veterinary sciences									
Health care, medical and pharmaceutical sciences							1	1	
Social sciences and services				3	4	2	6	15	
Economics			7		6			13	7
Law and public administration							1	1	
Pedagogy and social care		1	1					2	
Psychological sciences									
Art and cultural sciences					2		6	8	
Total		1	11	3	12	2	19	48	7

Note: U3A – University of the 3rd Age

2.5 Numbers of Attendees at the Lifelong Learning Courses at TBU

Numbers of Attendees at the Lifelong Learning Courses at TBU

Table 2e

Groups of programmes	Vocational courses			Hobby courses			U3A	Total	Out of which the number of attendees admitted to study in accredited degree programmes in accordance with § 60 of the Law on Higher Education
	Up to 15 lessons	Up to 100 lessons	More	Up to 15 lessons	Up to 100 lessons	More			
Natural sciences							25	25	
Technical sciences			35/P				358	393	
Forestry, agriculture and veterinary sciences									
Health care, medical and pharmaceutical sciences							48	48	
Social sciences and services			15	75	26		199	315	
Economics			26		161			187	10
Law and public administration							34	34	
Pedagogy and social care		8	65/P					73	
Psychological sciences									
Art and cultural sciences					65		188	253	
Total		8	141	75	252		852	1,328	10

Note: P – Part-time mode of study, U3A – University of the 3rd Age

2.5.1 Lifelong Learning Programmes

Lifelong Learning comprises such types of education that enable its participants to gain, increase, broaden, renew or extend the knowledge, skills, qualification and professional competence necessary to perform specialized activities.

This type of education is open to applicants from different age groups, independently of their expertise and previous education. At the end of 2009, TBU extended the range of programmes (courses) offered by means of Lifelong Learning (hereinafter referred to as “LL”) courses at the relevant faculties. As regards the courses offered by the TBU faculties, the following courses may be named: In the year 2009, courses in Economics and Management and in 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 sector administration and regional development. The Faculty also offered supplementary economic and management studies, i.e. Lifelong Learning intended for graduates from Bachelor’s studies in a degree programme different than economic. 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.

Within Lifelong Learning, the Faculty of Applied Informatics, on its part, enables qualified teachers to gain professional informatics teaching qualifications in the course 'Studies aimed at enhancing professional qualification' - Information Technologies. The Faculty of Applied Informatics offered other courses as well, namely A to Z of Digital Photography, Beginning with Digital Photography, Supplementary Course in Mathematics and Preparatory Course in Mathematics, etc.

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. The Faculty has also recently added the programme in Information Technologies – a LL course in Supplementary Pedagogical Studies aimed at gaining pedagogical competence in teaching specialized subjects.

The Faculty of Multimedia Communications prepared a series of programmes and courses, i.e. preparatory courses, e.g. a course intended for applicants for study in the follow-up Master's programme in Media and Communication Studies, course in Marketing Communications, full-time and part-time mode of study, etc.

International applicants for studies at higher education institutions and universities in the CR wishing to complete their studies in Czech, and those interested in obtaining the 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. An extensive offer of language courses was also newly prepared at the Faculty of Logistics and Crisis Management.

The number of programmes and courses currently offered within the Lifelong Learning has increased and the information is regularly updated on the faculty websites in the section Prospective Students/ Lifelong Learning; complete information is posted on the University website: http://web.TBU.cz/?id=0_3_12&lang=cs&type=0.

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 first half of 2009, studies in the following lecture series continued to be carried out: Visual Arts, Healthy Food, Healthy Man, Healthy Planet, Archaeology and Ethnology, Man and Society, Basics of the Theory of the State and Law, The Phenomenon of Zlín and, in the course of Visual Arts, Practical Studio Classes. Other U3A series intended for senior students were carried out at the independent units in Vsetín and Kroměříž. In the course of the whole year, classes within the courses in Computers in Practice and Internet and Information Studies were taught as well. In October 2009 first years of the following series were started: Man and Society, History of Visual Arts, Visual Arts – Practical Studio Classes, and Literature and Music.

As of 31/5/2009, a total of 541 senior attendees were registered at the U3A, out of which 233 completed their studies and received the Certificate on the Completion of U3A during an official ceremony. As of 31/12/2009, a total of 619 attendees studied in the U3A lecture series and seminars held in Zlín, in Vsetín and in Kroměříž. In the course of the year 2009, a total of 852 senior students attended the U3A lecture series and seminars in 19 different programmes (the so-called U3A series).

2.6 Interest in Studying at TBU

Applicants' Interest in Studying at TBU

Table 3

Groups of accredited degree programmes	Numbers				
	Applications submitted 1)	Applicants 2)	Accepted 3)	Admitted 4)	Enrolled 5)
Total	14,725	12,973	7,803	7,803	6,359
Natural sciences					
Technical sciences	3,429	2,800	2,720	2,720	2,297
Forestry, agriculture and veterinary sciences					
Health care, medical and pharmaceutical sciences	328	328	180	180	136
Social sciences and services	1,745	1,637	616	616	533
Economics	5,199	4,641	2,645	2,645	1,895
Law and public administration					
Pedagogy and social care	2,963	2,675	1,355	1,355	1,211
Psychological sciences					
Art and cultural sciences	1,061	892	287	287	287

- 1) Number of all applications submitted to TBU
- 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 more than once.
- 5) Number of students who enrolled for studies.

The number of applications submitted by applicants for studies at TBU in the year 2009 reached 14,725. After the admission procedure, 6,359 students, i.e. 43% of the total number of applicants, were admitted and enrolled for studies. The applicants' interest in the relevant degree courses varies. The ratio of admitted applicants to submitted applications ranges from 28% to 71% 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 Door Days, also TBU's participation in the "Gaudeamus" European Education and Lifelong Learning Fair that was held in October 2009 in Brno and in January 2010 in Prague counts among significant activities performed in this respect. TBU took part in the Fair held in Brno for the eighth time and in the Fair held in Prague for the third time as an autonomous university. The participation in the fairs was assessed as a significant contribution to students' awareness and to attracting a number of applicants. Moreover, TBU participated, for the fourth time, in the "Akadémia" higher education fair that took place in October 2009 in Bratislava. The Faculty of Management and Economics organized an "Olympiad in Economics and Management" intended for third-year students at secondary schools in 2009. 1,137 students from 51 schools situated in 6 Czech and Slovak regions participated in the event.

2.7 Students in Accredited Degree Programmes

Overview of Numbers of Students in Accredited Degree Programmes at TBU as of 31/10/2009

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	1,957	772			987	432	143	150	4,441
Forestry, agriculture and veterinary sciences									
Health care, medical and pharmaceutical sciences	223	88							311
Social sciences and services	614	177			134	145			1,070
Economics	2,270	705			604	642	74	151	4,446
Law and public administration									
Pedagogy and social care	318	1,775			112	755			2,960
Psychological sciences									
Art and cultural sciences	440	69			152	32			693
Total	5,822	3,586			1,989	2,006	217	301	13,921

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

As of 31/10/2009, a total of 13,921 students enrolled on full-time and part-time degree programmes at the six faculties. There were 4,441 students in technical courses, 4,446 students in economic courses, 1,070 students in social sciences, 2,960 students in pedagogically-oriented courses, 693 students in fine arts and 311 students in health care courses. There were altogether 9,408 students in Bachelor's courses, 3,995 students in Master's courses, and 518 students in Doctoral courses.

2.8 TBU Graduates

Overview of Numbers of Graduates from TBU Degree Programmes between 01/01/2009 and 31/12/2009

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	368	82			245	105	6	13	819
Forestry, agriculture and veterinary sciences									
Health care, medical and pharmaceutical sciences	78								78
Social sciences and services	131	62			40	48			281
Economics	521	124			215	234	3	17	1,114
Law and public administration									
Pedagogy and social care	96	403			50	295			844
Psychological sciences									
Art and cultural sciences	122	17			33	17			189
Total	1,316	688			583	699	9	30	3,325

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

2.8.1 Cooperation between TBU and Graduates

We are aware of the fact that, within the monitoring and improving of the success rate of graduates in the labour market, it is necessary to directly analyze various aspects of their employability. That is one of the reasons why our University participates in the project “Reflex 2010: Employability and success of HEI graduates in the labour market”, focusing on the preparation, implementation and evaluation of the analysis of the success of HEI graduates in the labour market during 4 - 5 years after completing their studies. The project is a continuation of a similar international analysis entitled “Reflex” and carried out in 15 European countries including the Czech Republic between 2005 and 2007. 20 higher education institutions and 82 faculties thereof participated in the project in the Czech Republic. The information obtained within the project shall not be used for national analyses only, but shall also be transferred to all participating institutions for further use. The results will also be used in the Q-RAM (IPn) project.

At some of the TBU faculties, projects have been started which aim at innovating the current follow-up Master’s programmes so that they correspond to practical applications and so that the graduates from the mentioned programmes are competitive in the labour market and well-oriented in the knowledge society.

In order to fulfil this aim, the following activities had to be initiated:

- To monitor the requirements set by potential employers as regards the respective degree courses implemented at the relevant faculties; based on the information obtained, to develop new forms of tuition and innovate study materials which will support the skills necessary to be acquired in the key subjects of the relevant specialization.
- To conduct pilot testing – to test new forms of tuition using the innovated study materials, to evaluate the materials and specify the suitability of various forms of tuition in the individual stages of the tuition process.
- To apply new forms of tuition supported by innovated study materials, to prepare the documents necessary for the reaccreditation of follow-up Master’s programmes, etc.

In 2009 the “Alumni Portal” was still available to the graduates, offering them the possibility of communication with the university as well as with their fellow students – as at the majority of higher education institutions. The University can use the portal to communicate with the graduates. In 2010 the portal is planned to be innovated.

At TBU an evaluation of employability of graduates was carried out, in addition to the above-mentioned, based on the information obtained from the integrated portal of the Ministry of Labour and Social Affairs (MoLSA) where for the purposes of statistical monitoring the definition of a graduate is used as provided by MoLSA, i.e. a graduate is a job applicant registered at the Job Centre according to his/her permanent place of residence as of a certain date, with the time after his/her successful completion of studies not exceeding 2 years. The former definition included an applicant whose total duration of employment (in an industrial or a similar relation) did not exceed two years after a successful completion of his/her studies (preparation) – regardless of the period during which he/she was registered at the Job Centre. Graduates apply for a registration at the Job Centre according to their permanent place of residence; i.e. they can be registered as unemployed in a different district than that in which they had completed their studies.

2.9 Unsuccessful Students at TBU

Overview of Numbers of Unsuccessful Students in Accredited Degree Programmes at TBU between 01/01/2009 and 31/12/2009

Table 6

Groups of accredited degree programmes	Unsuccessful 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	465	268			45	48	15	14	855
Forestry, agriculture and veterinary sciences									
Health care, medical and pharmaceutical sciences	37	6							43
Social sciences and services	79	4			5	11			99
Economics	285	150			34	126	2	2	599
Law and public administration									
Pedagogy and social care	32	108			5	40			185
Psychological sciences									
Art and cultural sciences	28	9			2				39
Total	926	545			91	225	17	16	1,820

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

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. Students who have difficulties with their studies may use the services provided by the TBU Counselling Centre, which provides professional psychological and pedagogical consultancy free of charge.

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 the following:

- 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 a 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 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 website and sent to the Socrates National Agency. In 2006 and, subsequently, in 2009, 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 until 2013.

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

TBU offers cooperation in selected spheres of basic, applied and industrial research as well as within joint projects in which the TBU R&D staff and students participate.

Within the mentioned activities, the following cooperation was carried out:

- Specific R&D tasks were being solved in companies,
- Courses of professional education were held, according to the requirements set by companies,
- Students participated in internships in companies.

Furthermore, technical, technological, economic and other practical issues are dealt with at TBU, and that within Bachelor's, Master's and PhD theses or within contract research; knowledge obtained through R&D conducted at TBU finds application in industry or in institutions and within programmes organized by the competent ministries of the Czech Republic and in EU Programmes. Consultancy on the preparation of projects, economic and organizational counselling and consultancy services in the sphere of intellectual property protection are provided.

Partner cooperation is also carried out in cultural and social projects.

2.12 TBU Academic Staff

TBU Academic Staff and Researchers – Converted Numbers¹⁾

Table 7a

Total	Academic staff					Researchers
	Professors	Associate Professors	Senior Lecturers	Lecturers	Assistant Lecturers	
445.771	45.068	82.509	174.226	72.783	37.280	33.905

Researchers			
Total	Professors	Associate Professors	Dr., Ph.D., Th.D., DrSc., CSc.
33.905	4.939	9.006	19.960

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 7b

Age	Academic staff										Researchers	
	Professors		Associate Professors		Senior Lecturers		Lecturers		Assistant Lecturers		total	women
	total	women	total	women	total	women	total	women	total	women		
under 29 years					14	9	24	11	4	3	3	1
30 – 39 years			13	3	82	32	45	20	13	7	20	7
40 – 49 years	1		18	7	30	16	5	3	8	4	1	1
50 – 59 years	10	4	23	5	40	10			10	4	5	2
60 – 69 years	29	1	29	5	23	7			3		7	
over 70 years	14		11	1	2							
Total	54	5	94	21	191	74	74	34	38	18	36	11

Age	Researchers					
	Professors		Associate Professors		Dr., Ph.D., Th.D., DrSc., CSc.	
	total	women	total	women	total	women
under 29 years					3	1
30 – 39 years	1		4	1	15	6
40 – 49 years					1	1
50 – 59 years	1		4	2		
60 – 69 years	4		1		2	
over 70 years						
Total	6		9	3	21	8

In accordance with the Strategic Plan of TBU in Zlín, the level of qualification of the academic staff is constantly being increased with the emphasis on increasing the numbers of Professors, Associate Professors and researchers. There are 6 more Professors compared to 2008; in the categories “Associate Professors” and “Researchers” the numbers remained almost unchanged. Employees holding the degree of Professor and/or Associate Professor represent a one-third part of the academic staff and researchers.

The age structure of Professors and Associate Professors is not optimal due to the fact that more than a half of them is over 60 years of age. The situation developed positively with regard to the age structure of researchers. 80% of them are under 60 years of age and all researchers have completed Doctoral studies.

In all monitored categories men predominate significantly, the percentage of women is 33%.

Overview of Numbers of Academic Staff at TBU

Table 7c

Personnel	Total	Prof.	Assoc. Prof.	Others	DrSc., CSc., Dr., Ph.D., Th.D.
Academic Staff Workloads	451	54	94	303	150
Up to 30%	13	2	4	7	4
Up to 50%	2			2	2
Up to 70%	29	4	8	17	8
Up to 100%	45	19	13	13	9
100 %	362	29	69	264	127

In the year 2009, TBU in Zlín showed a slight increase in the academic staff numbers. 80% of them are employed full-time. Out of the remaining 20%, a half of the employees have a higher workload than 70% and only 10% of the total number of academic employees has a lower workload.

Only 66% 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 development at TBU in Zlín. An overwhelming majority of academic staff not holding a scientific degree is extending their scientific qualifications via part-time mode of study in accredited Doctoral programmes either directly at TBU in Zlín, or at other Czech or foreign universities.

2.13 TBU Staff Training

In the year 2009 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 special subjects in English and on the enhancement of communication skills and broadening professional knowledge of other employees. The success of the project and of its outputs can definitively and conclusively be evaluated as regards the quantity, based on the number of degree programmes/courses and subjects offered in the English language at the University. It is above all necessary to mention that, during the project implementation, the number of degree programmes/courses and subjects offered in the English language at TBU considerably increased, which means that the University can be considered as a bilingual institution. At present the University offers a total of 158 subjects to the international applicants, with the following participation of the Faculties: FaME – 48, FAI – 40, FHS – 28, FMC – 28, FT – 14. The number of subjects taught in English may slightly vary depending on the turnover and changing of personnel structure within the academic staff. Besides the number of the degree programmes/courses and subjects offered in English, the project may also be evaluated as regards its quality. The most positive result of the project is undoubtedly an enhancement of the level of language proficiency of teachers lecturing in English both in integral programmes and in the individual subjects offered to international students.

In the category of other employees, the project particularly aimed at improving English communication skills, and, thus, at improving the services provided to international students, staff and partners abroad.

2.14 Further Education Courses Offered to Academic Staff

The Faculty of Management and Economics organized two courses intended for the academic staff and focusing on authorship and tutoring of E-learning courses in 2009. The so-called “FaME Mondays”, i.e. specialized lectures held for the academic staff and PhD students, were started.

2.15 Numbers of Newly Appointed Professors and Associate Professors

Numbers of Professors and Associate Professors Newly Appointed in the Year 2009

Table 7f

	Number	Average age
Professors appointed in 2009	2	56
Associate Professors appointed in 2009	4	36

2.16 Duration of Graduates' Studies

At the end of 2009 an audit of the standard duration of studies was carried out at the individual TBU units, and that regarding all graduates from Bachelor's, Master's and Doctoral programmes. During the inspection no deficiencies were detected as regards the standard duration of studies. Studies were terminated in accordance with the accredited degree programmes and with the TBU Rules for study and examinations. Individual cases of a duration of studies shorter than the standard duration had been properly substantiated in compliance with the TBU Rules for study and examinations and other TBU internal rules.

2.17 Advancement of Research, Development, Art and Other Creative Activities at TBU and Strengthening the Links with Educational Activities

Research, development, art and other creative activities are carried out at the relevant faculties and at the University Institute (UNI). In accordance with the Strategic Plan, the research units are reinforced as regards their material equipment and personnel.

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 composite structures. The researchers mainly focus on the rheology of polymer melts and suspensions, electrorheology, unstable polymer flows, thermodynamics of polymeric systems, physical ageing, properties of 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 provides information and services related to the preparation of project applications aimed at state as well as European subsidies and grants provided to support science, research and development, to the 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 the relevant faculties.

The applied and industrial research and development carried out at the Department of Applied Research focuses 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 medical polymers – focuses on polymer materials, technologies and products with special emphasis on medical applications of polymers,
- 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 research conducted in cooperation with industrial companies of the Zlín region, with focus on medical tubes; antibacterial, antibiotic and antiseptic materials;

packaging for medical applications, pharmacy and food-processing; PUR applications, bioactive polymer systems; biodegradable polymer systems, collagen preparations, plastics for veterinary applications; PIM technology for medical products.

The Centre of Applied Economic Research (CAER) was established on 01/03/2007 as a unit of the TBU Faculty of Management and Economics. CAER is one of the units focusing on the development and implementation of R&D strategy at FaME and at the entire TBU and also contributes to the support of cooperation with business and industry. The CAER is expected to:

- Improve the position of FaME in the sphere of R&D activity and practical application of results,
- Increase the prestige, internationalization and research and project cooperation between FaME and other universities, research institutions, companies and the public sector.

CAER aims at supporting the competitiveness of FaME in new conditions regarding the evaluation (and funding) of universities. CAER cooperates with partners from various institutions and companies located in the Zlín Region, in the Czech Republic and abroad, e.g. in Italy, Spain, Finland, Great Britain and in the USA.

R&D activities done by CAER in general focus on managerial and economic reasons and aspects of performance and competitiveness and their development and measuring, in the context of both individual institutions (micro – level) and of clusters and regions (mezzo - level), and that in the conditions of the developing knowledge economics and various innovation frameworks. CAER focuses on the following research topics:

- Knowledge management (and work in the knowledge value chain),
- Measuring and management of performance of organizations and their networks,
- Intellectual capital (intangible assets),
- Innovations,
- Industrial ecology / industrial symbiosis,
- Social responsibility of organizations (related to innovations and performance).

Creative activities in the field of art were carried out at the individual departments of the Faculty of Multimedia Communications. Students at the Department of Animation and Audiovisual Arts won 2 first prizes at international film festivals; at national film festivals they took 4 first places and other 5 major awards. Students at the Department of Advertising Photography and Graphic Design received twelve awards at exhibitions, the teachers at the mentioned Department participated in national and international exhibitions and organized 6 author's exhibitions. Students at the Department of Visual Arts took the first place in two competitions. Students at the Department of 3D and Product Design as well as students at the Department of Fashion and Shoe Design took the first place in two competitions.

The liaison between the educational and R&D/creative activities is being strengthened by the involvement of students, particularly students in Doctoral programmes, in the research project implementation.

In 2009 the Internal Grant Agency was established at TBU in Zlín, aimed at supporting research activities done not only by PhD students but also by talented students in Master's programmes.

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

Names 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	36,610
Modelling and Control in Processing Procedures of Natural and Synthetic Polymers	C	16,771
Development of Materials for Electromagnetic Compatibility	C	330
Analysis of Instabilities in Extrusion of New Types of Viscoelastic Macromolecular Substances	C	250
Study into Polymer Systems Based on Polylactide	C	178
The Study of Footwear on Feet of Terracotta Army in Xi-An	C	148
Development and Characterization of Polymeric Nanocomposites	C	80
Novel Wood-Flour Reinforced Polyactide-Based Biocomposites	C	41
Research on Thin Polymeric Layers for Medical Applications	C	80
Footwear Fitting	C	95
Algorithms for Material and Heat Processes Control	C	41
Smart System for the Control of the Energetic System of a City Agglomeration	C	7,585
Study into Modern Processing Methods of Whey as Dairy By-Product	C	413
Innovation of Medical Devices Based on Polymers	C	2,553
Biostimulators and Inducers of Biological Resistance in Cereals and Oilseeds	C	280
MTI NPVII projects – 2 co-researchers	C	596
MTI projects – co-researchers – 9 projects	C	2,032
Centre of Applied Cybernetics – co-researchers	C	1,800
Algorithms for Evolutionary Optimization in the Aircraft Industry	B	317
Predictive Control of Non-Linear Systems via Local Models Networks	B	248
Direct Methods of Design of Regulators	B	257
Oscillation Theory of Semi-Linear Differential and Differentiae Equations	B	86
Nanocrystal Heterogeneous Solar Cells	B	820
Smart Fluids and Composites with Tunable Structure	B	1,672
Changing 3-Hydroxy, 3-Amino a 3-Thiokyanatochionolin-2,4-(1H,3H)-Dions into New Heterocyclic Systems	B	727
New Biologically Active Heterocycles Based on Chinolin-2,4-Dions	B	138
Predicative Controlling with the Use of Artificial Neuron Networks with Online Predicator Adaptation	B	280
Micro-Fibril Polymer-Polymer Composites Prepared In-Situ	B	290

Names of grants, research projects, patents, and other R&D activities	Source	Financial support (thousand CZK)
Rheological Modelling of Polymer Material Flows under High Pressure	B	998
Application of System Dynamics in Project Management	B	213
Knowledge Intensive Services - Their Meaning and Characterization	B	215
The Creation of Model for Measurement and Management of Company Performance	B	486
IAS/IFRS Usage in Small and Medium-Sized Enterprises and its Influence on Performance Measurement	B	863
Management, Measurement and Disclosure of Intellectual Capital in Knowledge-Intensive Organisations and Their Regional Clusters	B	312
Methodology for Creating Process Systems for Costs Management and Their Influence on Industrial Companies Performance	B	209
Development of Managerial Tacit Knowledge	B	345
Faces of American Gay Novel after 1945	B	182
Sharing and Development of Social Knowledge of Workers in Supporting Professions in the Process of Taking Care of Senior Citizens	B	355
Cognitive and Non-Cognitive Determinants of the Self-Regulated Learning Development for Auxiliary Services Professions' Students.	B	358
Determinants and Development Competences of Social Pedagogue in Professional Preparation	B	398
Standard grants – co-researchers – 3 projects	B	1,409
Doctoral grant project – co-researchers – 2 projects	B	1,605
Conjugated Silicon Polymers for Resistants in Nanotechnologies	GA AS ¹⁾	357
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⁾	463
Hybrid Nanocomposites	GA AS ¹⁾	300
6 th COGNAC framework programme	A	56
7 th framework programme "Researchers' Night"	A	51
7 th CERADA framework programme	A	135
6 th I-CAMP framework programme	A	417
7 th PROMOVEO framework programme	A	419
6 th INNOFOOT framework programme	A	216
7 th Aero Portal framework programme	A	346
Ener Plast	A	204
Eurostars	A	301

Note: Sources of grants: A = international and foreign grants, B = grants of the GA CR, C = competent ministerial grants (including research plans 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

2) Association of Innovative Entrepreneurship

3) Territorial administrative units

2.18 TBU Infrastructure

2.18.1 Infrastructure

Teaching complexes and University buildings U1 to U5, U10, U11, U13 and the Halls of Residence U6, U7 and U12 as well as the Regional Educational Centre in Uherské Hradiště (hereinafter referred to as “REC UH”), are all interconnected with a fibre-optic backbone network with a connection speed of 1 Gbit/s. All these complexes and buildings have structured cabling installed.

In 2009, more TBU units were connected to the TBU optical gigabit network, namely workplaces of the Institute of Health Care Studies of FHS located in the building of the Secondary Nursing School and the Nursing College in Zlín-Přiluky and in the newly rebuilt building of the 1st pavilion of Tomas Bata Regional Hospital in Zlín, leased to TBU on a long-term basis; Internet connection was provided to an independent unit of FLCM in leased premises situated in Prostějov, and that via leased lines with a speed of 5 Mbit/s. The University computer network is connected to the national research and education network CESNET2 by two fibre-optic lines with the speed of 1 Gbit/s (via Palacký University in Olomouc and Masaryk University in Brno).

In the year 2009, there were 2,880 computers connected to the University computer network in the educational facilities, out of which over 1,300 were placed in computer laboratories, student computer rooms and studios.

The University Wi-Fi network with 61 access points in selected spaces of eight TBU mostly educational facilities enables students and employees to connect their mobile devices to the European Eduroam network. At the end of the year 2009, there were over 3,300 registered users.

The University Halls of Residence have the capacity of 839 connection ports; students connected 700 of their own computers to the network, and another 20 computers were available in the study rooms.

Numbers of Computers Connected in the TBU Educational Buildings

Table 9a

Building	Study rooms, lecture rooms and laboratories	Other workplaces
U1 (FT)	33	285
U2 (FaME, FHS)	174	239
U3 (FAI, FT)	0	63
U4 (FMC, Refectory)	179	121
U5 (FT, FAI)	392	339
U10 (FaME, FMC, FHS)	43	51
U11 (UNI)	0	122
U13 (CL, Rectorate)	260	142
REC UH (FLCM, FMC, Rectorate)	192	81
P1 Regional Hospital (FHS)	7	5
SNS and NC Zlín-Přiluky (FHS)	32	8
Prostějov (FLCM)	25	10

Numbers of Computers Connected in the Halls of Residence

Table 9b

Building	Capacity	PCs connected	Study rooms	Employees
U6 (Halls Antonínova)	235 *)	291	6	3
U7 (Halls Štefánikova)	196	156	5	6
U12 (Halls TGM)	408 **)	253	9	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 website
- Library information system (Aleph)
- System for keeping records of publication activities (OBD^{PRO})
- 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 the processes of education, science, research, development, and art and creative activities as well as of management.

2.18.2 Accessibility of Information Resources

In the year 2009, the TBU 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. An essential step was the maximum participation of the Library in national consortium “INFOZ” projects, which ensure the availability of top-level electronic information resources in the Czech Republic.

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 68 databases accessible through the University computer network (2 of these are available on CDs). Apart from traditional printed books, the Library makes accessible about 50,000 electronic periodicals, especially thanks to the consortia which have been established in order to share electronic information resources. The Library provides its users with access to electronic books – at the present time approx. 2,000 of these are accessible through the Library catalogue and another approx. 5,000 in the form of separate bonuses from the publishers (through other databases). In order to provide comfortable access to electronic books, the Library operates a portal entitled “Digital Library”. The Library offers on its website also links to freely accessible information resources. The list of these is available on the website: <http://web.knihovna.utb.cz>.

In 2009, the Library staff organized for its users a total of 78 educational events, 9 consultations and expert discussions in cooperation with colleagues from other libraries; they did 115 literature searches and provided 558 interlibrary services.

The expenses on the purchase of information resources were nearly CZK 6,200 thousand.

Other Library specifications are summarized in Table 9c.

The Library is a member of the ALIP (Association of Library and Information Professionals), and also a member of the ALCU (Association of Libraries of Czech Universities); its employees work in professional committees of this organization.

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 collections are part of the Uniform Information Gateway. An effective cooperation has also been started with the Virtual Polytechnic Library and the National Medical Library.

University Libraries, Library-Information Services

Table 9c

Book acquisitions per year	9,775
Library stock in total	93,536
Number of subscribed periodicals: - paper copies - electronic periodicals (estimate) ¹	328 23,564

¹ The table includes only those 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.

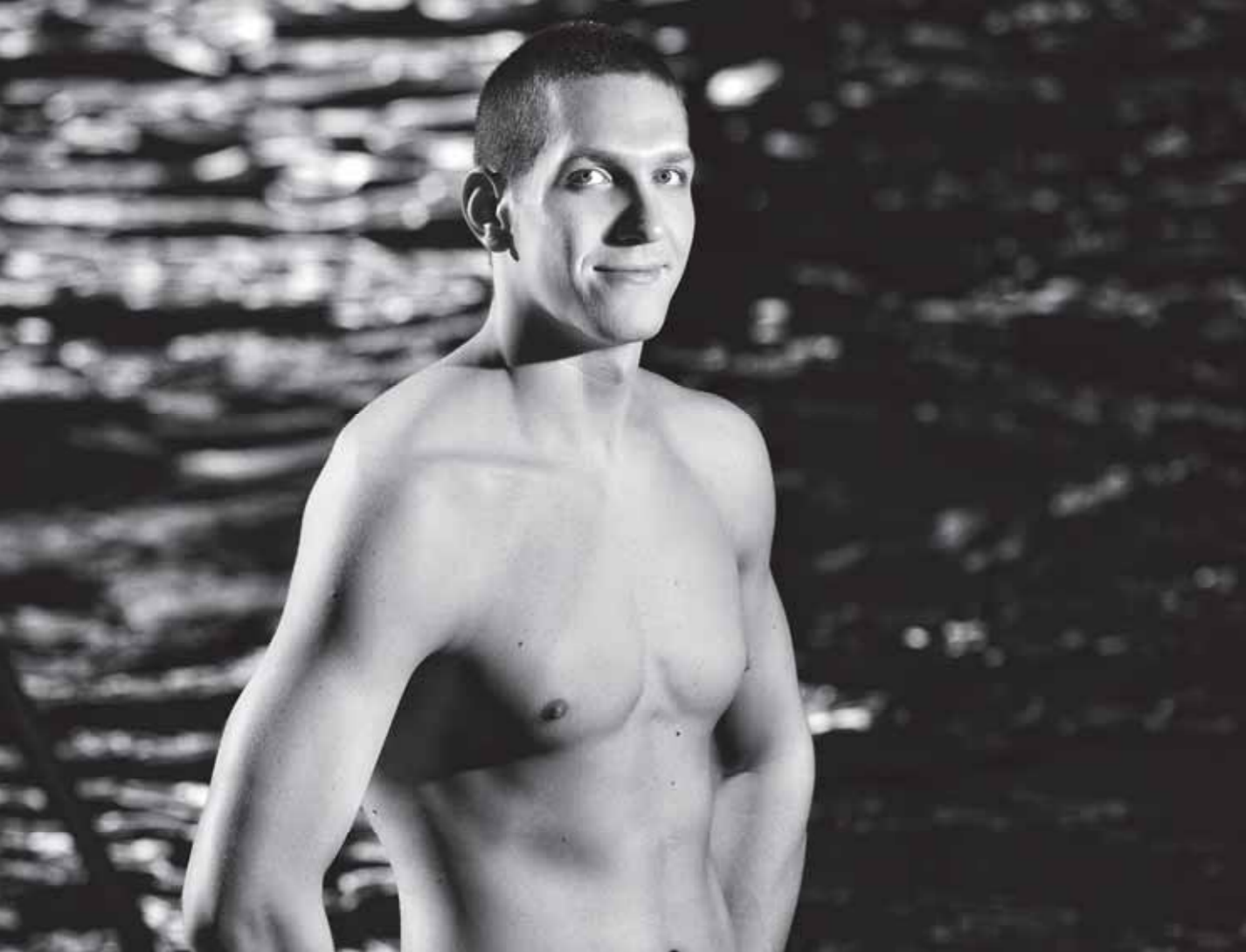
2.18.3 Development of the Information Infrastructure

The development of University information systems was supported by a project implemented within decentralized development programmes - “Development of Information and Communication Technologies at TBU in Zlín” (CZK 3,840,000). All IBM technologies (Tivoli Directory Server and Tivoli Directory Integrator, WebSphere Portal, which was at the same time upgraded to a higher 6.1 version, Content Manager, Tivoli Storage Management) and IS/STAG were migrated to a new hardware infrastructure (13 server modules), the HA (High Availability) architecture of which ensures a high accessibility of all the migrated systems. Thus, a transition to the portal version of the IS/STAG system was enabled. The so-called blue sites were adequately substituted; more portlets were gradually implemented and launched, thus extending the offer and the options offered by the system. For the employees, portlets providing selected data from the SAP and “Kredit” systems were launched in a test mode. The unifying element of the University portal is a uniform authorization of the users (students as well as employees).

The central active (control) unit of the University computer network was extended by adding a gigabit module, which enabled to connect selected servers and services with a speed of 1 Gbit/s, thus notably increasing the availability of the services.

In the U13 building, where the central server room is located, another two reserve power sources were purchased in order to increase the security; those are exclusively intended for the operation of central systems and services.

Joint activities of six public higher education institutions (HEI) continued within centralized development programmes “Innovation of Information Systems for the Support of Management in Economics and Human Resources including the Operational Resources for the HEI Coordination Centre” (CZK 4,100,000). Within the project, an upgrade of the SAP system from the 4.6c version to the ECC 6.0 version was made at TBU. Within the pilot project, the interface to the “Kredit” system was also upgraded including the implementation of the “WebServices” platform, next year to be applied in other PHEIs participating in the project.



03

QUALITY AND CULTURE OF ACADEMIC LIFE

Martin Tomášek, a third-year student at the Faculty of Applied Informatics, received an award from the TBU Student Union for his representation of TBU at the Czech Academic Games in swimming - taking two first places - as well as for his participation in the World Summer University Games in Belgrade.

3.1 Social Matters of Students and Staff, Counselling Services, Disadvantaged Groups of Applicants and Students at TBU

Dealing with social matters of the University students and employees is one of the basic priorities of the TBU Strategic Plan for Education, Science, Research, Development, Art and Other Creative Activities for 2006–2010, and is carried out through implementing motivation systems and providing effective counselling services. In order to fulfil this aim, the University in 2009:

- supported the activities of the Counselling Centre (CC) aiming at increasing the level of counselling services provided to students and teachers from the aspect of psychological, pedagogical – psychological and professional consultancy services,
- improved conditions for studies of disabled students and provided study possibilities for disadvantaged groups of applicants.

A development project was implemented at TBU, whose main aim was to provide psychological counselling intended for future and current TBU graduates, students and employees. In the current times of a high rate of unemployed HEI graduates, TBU is willing to provide its graduates counselling services in the field of job search, employment and relations and thus minimize the stress resulting from possible failure in the current labour market.

In 2009 TBU received a special award from the CSOB (Czech and Slovak Commercial Bank) in recognition of its individual approach to handicapped students; the recognition was accorded by the Committee of Good Will - The Olga Havel Foundation and related both to buildings adapted to wheelchair access at TBU and to the support provided by TBU in the psychological and social sphere, i.e. to activities done by the academic – psychological Counselling Centre. The subsidy received from the Foundation has been solely used to offer help to and to satisfy the needs of disabled students at TBU.

Counselling Services Provided

Table 10

Consultancy	Number of employees/ Converted number of workloads	Number of consultation hours per week	Number of consultations		
			Personal	By phone	By E-mail
Study		10	7	9	15
Psychological, social			11	2	3
Career					
Legal		5	41	6	
Other			20		
Total		15	79	17	18

The psychologists provided individual psychological counselling services and psychological diagnostics amounting to 6-10 hours per week, and that not only to TBU students and employees but also to students' and employees' family members. Since the middle of September the CC psychologists

and the lawyer have provided a number of individual counselling services, performed psychological examinations and offered consultations also to the students' parents. The issues dealt with in case of full-time students were in particular the following: Adaptation to university study, study difficulties, strained relations with parents and fear of failure as regards parental expectations. Part-time students were provided counselling services in the field of relations between students and their employers including lobbying and bossing, study problems and partnership and family problems related to studies. Other consultations were on the topic of dealing with demanding situations in life, problems with upbringing of children and disorders in children's development. The Counselling Centre provided a series of telephone consultations and replied to enquiries sent electronically.

Legal counselling services were offered to those interested from among the TBU employees and students once a week except for the examination periods in both semesters of the academic year. Legal counselling services are provided only during personal meetings. The topics dealt with are varied; Most frequently the clients require counselling regarding family problems, neighbour disputes, labour law issues, property problems, also criminal law issues or issues related to administrative offences, etc.

3.2 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 national and international competitions. Every year, the University representatives win prizes for top placement in the competitions. The prizes take form of valuable things, money prizes, as well as internships in companies. Some of the STOČ competitions are organized by University faculties themselves. The Faculty of Technology and the Faculty of Management and Economics organize students' scientific and expert activities (SVOČ). Exceptionally talented students have an opportunity to study simultaneously another degree programme and they are the first to be offered internships abroad and mobility. In 2009 the project entitled "Talented Students" was launched and successfully implemented at the Faculty of Management and Economics; within the project, a supplementary programme is organized for a selected group of Master's degree students, involving lectures, workshops and internships and aimed at further professional development of the mentioned group of students. Students to participate in this programme are selected based on their own interest and according to the level of the academic performance achieved. Top managers and experts from a selected group of companies and institutions located in the region participate in the preparation and implementation of this selective programme, and that in contractual cooperation with TBU.

3.3 Partnership and Cooperation

A joint Bachelor's programme provided in cooperation with Tomas Bata Business Academy and the Higher Professional 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 Sector Economics and Administration.

In cooperation with the Film School in Zlín, a full-time Bachelor's programme in Visual 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 a degree course in General Nursing and a full-time Bachelor's programme in Midwifery with a degree course in Midwifery were accredited at TBU in cooperation with the Secondary Nursing School and the Nursing College 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 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 the Secondary Technical School of Dairy Industry in the Bachelor's programme in Food Chemistry and Technology, degree course in Technology of Milk and Dairy Products are carried out in full-time mode of study. Furthermore, at the Secondary Vocational School and Apprentice Training Centre in Kroměříž the following studies are carried out: Bachelor's programme in Food Chemistry and Technology, degree course in Technology and Management in Gastronomy in both full-time or part-time modes of study, and a follow-up Master's programme in Food Chemistry and Technology, degree course in Technology, Hygiene and Economics of Food Production in part-time mode of study.

At the independent unit in Bzenec (Tertiary Technical School, Secondary Technical School, Secondary Vocational School) the Bachelor's programme in Food Chemistry and Technology, degree course in Technology and Management in Gastronomy is implemented in both full-time or part-time modes of study as well as a full-time degree course in Food Chemistry and Technology.

Full-time Bachelor's studies were launched at the independent unit in Prostějov (Regional Education Centre) in the Bachelor's programme Economics and Management, degree course in Logistics and Management.

The Bachelor's programme in Engineering Informatics, degree course in Security Technologies, Systems and Management is implemented in part-time mode of study also at the Public Service Secondary School and Tertiary Technical School of Crime Prevention and Crisis Management in Prague.

3.4 Accommodation and Catering Services

3.4.1 Student Accommodation

In 2009, 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. In the accommodation facilities Chmelík, Křiby, tř. T. Bati and U Zimního stadionu the so-called additional accommodation options are still offered, with 294 beds available in 2009. By 31/12/2009, the HRR satisfied completely the students demand for accommodation.

3.4.2 Student Catering

Catering services for students were provided in the HRR catering facilities. In the year 2009, the Refectory in Štefánikova Street (building U4) served 119,307 meals, the Refectory in Nad Stráněmi Street (building U5) served 57,767 meals, the Cafeteria in Mostní Street (building U2) served 7,468 meals, the restaurant in the University Centre (building U13) served 25,292 meals. Snack soups, ready-to-serve meals, meals made to order and pizzas are included in the number of meals served.

The following numbers of meals were served to students in external catering facilities established upon consent of the MEYS: Prostějov - 2,235 meals, Bzenec - 195 meals, Kroměříž – 2,057 meals, Uherské Hradiště - 13,706 meals.

In May 2009, two vending machines were connected to the central accounting system. Thus, the offer of subsidized cold meals sold to students was also extended to the U1 and U5 buildings, in addition to the U2 building. During 2009 a total of 19,859 cold meals were sold to students.

The total number of hot meals served in all catering facilities was 295,845, out of which 228,027 were served to students. In 2009 the number of student meals served grew by 24,304 in comparison with 2008. The total increase in the number of meals served in 2009 compared to the numbers from the year 2008 was 29,611 meals.

In December 2009 2 snack vending machines were purchased, which are located in the U2 and U4 buildings.

Care for Students – Accommodation, Catering

Table 11

Total bed capacity of TBU Halls of Residence	858		
Bed capacity in rented facilities	294		
Number of applications for accommodation submitted by 31/12/2009	1,054		
Number of satisfied applications for accommodation as of 31/12/2009	1,054		
Percentage of satisfied applications for accommodation	100		
Number of days on which the accommodated persons used the accommodation service in 2009 (students)	222,599		
Number of meals served in 2009	Total		
	295,845*		
Number of meals served in 2009	Out of which:		
	Students	University staff	Others
	228,027*	62,556	5,262

* Including cooperating facilities

3.5 Use of Scholarship Fund

Scholarship Types and Numbers of Students

Table 11a

Scholarships*)		Numbers of students**)	
Numbers of students who were awarded scholarships			
Including:	For outstanding academic performance in accordance with § 91 Paragraph 2 Letter a)	452	
	For significant results of scientific, R&D and innovation, arts or other creative activities contributing to the extension of knowledge in accordance with § 91 Paragraph 2 Letter b) and for R&D and innovation activities in accordance with § 91 Paragraph 2 Letter c)	378	
	Financial assistance for students in a serious financial situation in accordance with § 91 Paragraph 2 Letter d)	56	
	Financial assistance for students in a serious financial situation in accordance with § 91 Paragraph 3)	181	
	In cases deserving special consideration in accordance with § 91 Paragraph 2 Letter e)	5,331	
	Out of which:	Accommodation scholarship	5,198
	To support studies abroad in accordance with § 91 Paragraph 4 Letter a)	226	
	Out of which:	SOCRATES/ERASMUS	180
		CEEPUS	11
		FM/EHP Norska	3
		Freemovers	32
	To support studies in the Czech Republic in accordance with § 91 Paragraph 4 Letter b)	106	
	Out of which:	AKTION	
		CEEPUS	16
Students in Doctoral programmes in accordance with § 91 Paragraph 4 Letter c)	240		
Other scholarships:	373		
Including:	Faculty Senate and TBU	88	
	Faculty and TBU representation	279	
	U3A	6	

*) Including all awarded scholarships funded from different resources (scholarship funds, allowances or grants provided by the MEYS, own resources, European Commission, etc.)

**) Students awarded scholarship for the same activity more than once per year have been included only once in the table.



04

INTERNATIONALIZATION

Ing. Luming Yang, a PhD student at the Faculty of Technology, received an award from the TBU Student Union in recognition of her dealing with the issue of diabetic footwear in China and her participation in a project aiming at the description of shoes worn by the Terracotta Warriors in Xi-An.

4.1 Strategies for International Cooperation, Priorities

Internationalization in the sphere of study, research as well as creative activities is one of the main priorities of the Strategic Plan for Education, Science, Research, Development, Art and Other Creative Activities of Tomas Bata University in Zlín (hereinafter referred to as “TBU Strategic Plan”). Internationalization has a relatively high level at TBU and it is considered to be the strong point of TBU. 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/segments.

In order to support the internationalization at TBU, an increase in the number of international students is necessary, whose number has been increasing exponentially since 2005. Every year, TBU continues to develop partnerships with foreign institutions and co-operators and puts great emphasis on the participation of TBU in international projects. TBU increases its international prestige, develops and contributes to creating a multicultural environment at the University and improves the conditions of study for international students.

The University continues to organize stays abroad for students and staff within the programmes of cooperation between higher education institutions (Erasmus, Leonardo da Vinci, Ceepus, Aktion, FM/EHP Norska, Visegrad, etc.) and stays within direct cooperation between higher education institutions including stays of the type “free movers“. The University promotes the employment of international staff in order to internationalize the TBU personnel structure.

TBU also participates in the implementation of Doctoral programmes and in the preparation of Master’s programmes of the type “double/joint degrees” and extends the offer of special subjects taught in the English language and intended for students in degree programmes accredited to be taught in Czech.

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 12a, 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 Strategic Plan. 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.

In order to promote the University and to interconnect its activities within the European Union, TBU participated in the joint project of European universities entitled “Researchers’ Night”. This event aims at acquainting the general public with the research activities carried out at TBU and with the scientists themselves. Selected research units are open to the inhabitants of university towns, popular science lectures are held, off-work and leisure activities of the researchers are presented. The event met with a good response from the inhabitants of Zlín whose interest in participation grows every year.

The Department of Physics and Material Engineering of the Faculty of Technology participates in the implementation of the project within the 6th EU framework programme “Innovative Treatment of Foot Disorders” (INNOFOOT), in the project of the 7th framework programme “Services for SMEs in Collaborative Aeronautical Technical Research” and in other international projects such as “From Design to Manufacturing: Instruments for Reducing the Energy Consumption and Carbon Emissions of the Polymer Supply Chain” (ENER-Plast).

In 2009, the Faculty of Applied Informatics participated in the implementation of the following project within the 7th EU framework programme: “Independent Living for Today’s Society: Understanding the Elderly and Disabled for Tomorrows Inclusive Smart Home Solution“ (Promoveo).

The University Institute participated in the research team implementing the project within the 6th EU framework programme “Coordination of R&D&I Policies and their Coherence with other Policies in NAC Countries” (COGNAC) and also of a project within the 6th EU framework programme “Central European Research and Development Area“ (CERADA).

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. An increase in the ratio of R&D staff and doctoral students from abroad at individual faculties and in the centres of applied research currently in development is in accordance with the TBU Strategic Plan and receives goal-directed support from the TBU management.

4.3 Mobility of Students and Academic Staff

TBU Participation in International Educational Cooperation Programmes EU Programmes for Education and Job Preparation

Table 12a

Programme	LLP						
	Erasmus	Comenius	Grundtvig	Leonardo	Jean Monnet	Erasmus Mundus	Tempus
Number of projects	1					1	
Number of outgoing students	180						
Number of incoming students	70						
Number of outgoing academics	83						
Number of incoming academics	27						
Grants (in thousand CZK)	9,463					290	

The Erasmus project, the largest programme of European cooperation in the sphere of higher education, is aimed at mobility and cooperation in higher education in Europe. Activities done within this programme are intended for HEI students who want to study and work abroad, for HEI teachers and supervisors from companies who want to teach abroad, and for university employees interested in receiving education abroad. Furthermore, Erasmus supports cooperation between higher education institutions in the form of intensive programmes, multilateral networks and multilateral projects. Since 2008, TBU has been participating in 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.

TBU Participation in International Educational Cooperation Programmes
Other Programmes

Table 12b

Programme	Ceepus	Aktion	Others
Number of projects	3		
Number of outgoing students	11		3
Number of incoming students	16		3
Number of outgoing academics	15		
Number of incoming academics	21		
Grants (in thousand CZK)	729		850

Note: The column "Others" includes programmes which cannot be otherwise classified

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, postgraduate students and higher education teachers. Poland, Slovakia and Hungary were the countries that most attracted the outgoing as well as incoming students/academics in 2009.

FM/EHP Norska (Other projects) – The financial mechanism of the European economic area provides financial assistance to ten new member countries of the European Union, and also to Spain, Portugal and Greece. The main aim is to reduce social and economic inequalities in the European economic area within the specified priority fields (e.g. development of human resources or scientific research and development). Within this project, 3 students travelled to Norway to study at Volda University College.

The International Visegrad Fund (Other projects) promotes the development of closer cooperation between the Czech Republic, Hungary, Poland and Slovakia and strengthens mutual links between the mentioned countries. Within the Visegrad scholarships, support is provided to Master's and postgraduate students coming from the V4 countries and affiliated countries. In 2009, 3 students (Poland, Russia and Armenia) were awarded a scholarship funded from the Visegrad Fund; they study at the Faculty of Management and Economics.

TBU Participation in International Educational Cooperation Programmes
Other Study Stays Abroad

Table 12c

Programme	Governmental scholarships	Direct interuniversity cooperation/Development programmes included	
		In Europe/Development programmes included	Outside Europe/Development programmes included
Number of outgoing students	0	23/23	9/9
Number of incoming students	3	5/0	18/0
Number of outgoing academics	0	0/0	0/0
Number of incoming academics	0	0/0	10/0

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 2009, namely from Kazakhstan, Angola and Georgia.

The number of outgoing students within the direct inter-university cooperation and the Development Programmes was 32. The number of incoming international students was 23. The number of incoming academics was 10, and that within direct interuniversity cooperation.

Student and Academic Staff Mobility According to Countries

Table 12d

Country	Number of outgoing students	Number of incoming students	Number of outgoing academics	Number of incoming academics
Angola		1		
Armenia		1		
Belgium	7	3		1
Bulgaria		3	1	
China		4		
Denmark	14		1	
Egypt				1
Estonia	5	1		
Finland	16	1	6	2
France	21	15	3	
Georgia		1		
Croatia	3	4	2	2
Ireland	5			
Italy	6		3	3
Israel	5			
Japan		9		4
South Korea	1			
Canada	1			
Kazakhstan		1		
Cyprus	2			
Lithuania				1
Latvia	8	1		
Hungary	6	5	6	6
Germany	14		7	1
Netherlands	3	2	1	

Norway	12		2	1
Poland	7	10	13	11
Portugal	30	18	6	1
Austria	11	2	2	4
Romania			1	2
Russia	2	6		1
Greece		2		
Slovakia	4	18	19	9
Slovenia	13	3	3	
Serbia		1		3
Spain	2		2	2
Sweden	5			
Switzerland	5			
Turkey	4	3	15	
Ukraine				1
USA				2
Great Britain	14		5	
Total	226	115	98	58

In the year 2009, it was Portugal, France, Finland and Denmark that attracted greatest interest among outgoing students at TBU. The majority of students coming to TBU were from Slovakia, Portugal and France. Outgoing academics preferred mainly Slovakia, Turkey and Poland. The majority of incoming academics came from Poland, Slovakia and Hungary.



05

ENSURING QUALITY OF ACTIVITIES CARRIED OUT AT TBU

Tetyana Temna, a second-year student at the Faculty of Humanities, received an award from the TBU Student Union for her outstanding academic performance with the average value of marks of 1.0 and for her excellent communication skills.

5.1 System for Evaluating the Quality of Education

In 2009, similarly to the previous years, TBU was experiencing an extensive growth, e.g. in the range of degree programmes offered, which went hand in hand with further increase in the student numbers. The University management is fully aware of the fact that even under these circumstances it is extremely important to accentuate the quality of education and research and development. While the completed 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 Strategic Plan for the period 2006–2010 that it is necessary to improve the methodology of the TBU internal quality 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 overviews of quantitative indicators 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 (e.g. the number of lectures and seminars held) and R&D activities – e.g. industrial rights authorship, publications in indexed journals, citations, cited references, lectures at conferences, and implementation of research and development projects - are evaluated using points. In the course of the year a number of studies 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. Furthermore, 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 also based on the cooperation with students. Students can express their opinion on the quality of the pedagogical performance of individual teachers in an anonymous survey which is evaluated twice a year. This evaluation is carried out at the faculty level and the evaluation findings are presented to the faculty managements and are published in the University information system (on the University website). The results of the survey serve as feedback for improving the pedagogical performance.

5.2.3 Results of the Evaluation and Their Use

Strengths and weaknesses of the University activities were identified on the basis of the results of the evaluations and analyses carried out. The low number of students in Doctoral programmes as well as of PhD graduates, the structure of employees qualified as university lecturers at some of the TBU faculties which is not quite optimal, the success rate in the labour market of graduates from certain degree programmes, and rather unsatisfactory cooperation with business and industry can still be considered as insufficient. A number of TBU research and development divisions do not reach European or world level. On the basis of the analyses of the results obtained and of current aims, the Strategic Plan for 2006 – 2010 was formulated and is updated every year. One of its important priorities is to ensure outputs of the internal evaluation comparable with international standards usable for the external evaluation.

5.3 External Evaluation

Degree programmes at the entire TBU are subject to an external evaluation of the quality of education made by the Accreditation Committee in charge of the assessment of the applications for the accreditation or re-accreditation of the degree programmes.

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

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

5.4 Data on Financial Audit

5.4.1 Establishment, Maintenance and Efficiency of the Internal Audit System

The Department of Internal Audit, which forms, together with the management control, the cornerstone of the internal control system as defined in the Law No. 320/2001 Coll. on Financial Audit, has been operating at TBU for six years. In agreement with the 2009 schedule of activities of the Department of Internal Audit, six audits were carried out in 2009, based on the risk analyses elaborated. Two more audits were carried out at the direct request of the TBU Rector, in addition to the mentioned schedule. The results of the individual audits were discussed with the management of TBU, faculties and other component units. All 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;
- Contracts for Services and Subcontract Agreements;
- Additional activities of the University;
- Use of the premises designed for scheduled lessons,

- Lifelong Learning;
- 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 Sports 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 2009, no case of corrupt behaviour or suspicion thereof was investigated at TBU.

5.5 Evaluation of the Educational Activities Implemented outside the University Seat

In 2009, TBU implemented educational activities in accredited degree programmes outside the University seat in the following locations: Brno, Bzenec, Kroměříž, Praha, Prostějov, Uherské Hradiště, Vsetín. A detailed overview of the relevant degree programmes and courses is given in the Table 1a on page 20 of this Report. The quality evaluation of these educational activities is based on the conditions laid down in the accreditation application and is particularly focused on the fulfilment of personnel, material, technical and organizational requirements set for the implementation of these studies. The quality evaluation system is identical to the system used at the entire University. Deans of the respective Faculties are responsible for the quality evaluation of the educational activities implemented outside the University seat according to the degree programmes in question.

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 dealing with technical, technological, economic, and other practical issues within Bachelor's, Master's or Doctoral theses.

In the year 2009, 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.



06

DEVELOPMENT OF THE UNIVERSITY

Mgr. Gabriel Kalapoš, a graduate from the Faculty of Multimedia Communications, was awarded by the TBU Student Union for being its co-founder. His award was also given to him in recognition of his activity as a member of the Academic Senates of TBU and of the Faculty and for a successful organization of two editions of the project "Salvator Award".

6.1 TBU Participation in the Higher Education Development Fund

TBU Participation in the Higher Education Development Fund

Table 13

Thematic group	Number of accepted projects	Financial resources provided (in thousand CZK)		
		Capital	Current	Total
A	6	10,108		
B				
C				
E				
F	10		1,248	
G				
Total	16	10,108	1,248	11,356

TBU participated in projects of the Higher Education Development Fund programmes. It succeeded in a total of 16 projects (see Table 13).

The focus was on projects included in the thematic group A "Innovation and Development of Laboratories, Studios, and Other Workplaces for Practical Teaching and of Information Technologies in Higher Education". Projects on "Studio of Integrated E-Learning for Teaching Physics at the Faculty of Applied Informatics", "Establishment of a Laboratory of Process and Assistance Robotics", "Modernization of Equipment for Practical Teaching in Laboratories in the Course in Environmental Protection Engineering", "Innovation and Development of Laboratories for the Teaching of Food Analysis", "Teaching Laboratory of Accelerated Ageing of Polymer Materials" and "Teaching Laboratory of Contact-Free Measuring Methods" significantly contributed to the development of the material and technical background of TBU.

6.2 TBU Participation in Projects Funded from the EU Structural Funds

TBU Participation in Projects Funded from the EU Structural Funds

Table 14

Operational programmes	Measures	Project	Project implementation dates	Amount of money provided (in thousand CZK) current/capital	Amount of money provided (in thousand CZK) for 2009 current/capital
OP Education for Competitiveness	2.4 Partnership and Networks	INNet - Collaborative Platform for Innovation Engineering	01/10/2009 - 30/09/2012	2,180,064	0
OP Education for Competitiveness	2.2 University Education	Innovation in Subjects Focusing on Financial Management of an Enterprise and Emphasizing the Application of Practical Methods, Knowledge and Tools	01/09/2009 - 31/08/2012	11,580,332	530,994
OP Education for Competitiveness	2.2 University Education	Constructivism Applied at Higher Education Institutions	01/05/2009 - 30/04/2011	503,059	106,226
OP Education for Competitiveness	2.2 University Education	Innovation in Selected Subjects Taught in the Department of Physics and Materials Engineering	01/04/2009 - 30/06/2011	10,274,827/1,011,500	3,122,212/1,011,500
OP Education for Competitiveness	2.2 University Education	Education in Accounting and Taxes	01/06/2009 - 30/12/2011	6,750,954	1,001,999
OP Education for Competitiveness	2.2 University Education	Innovation in Follow-up Master's Programmes at the Faculty of Management and Economics of Tomas Bata University in Zlín Aimed at Increasing the Employability of Graduates in the Labour Market	01/09/2009 - 30/06/2012	8,598,959	460,173
OP Education for Competitiveness	2.2 University Education	Innovation in English Classes in the Degree Programme in Visual Arts	01/05/2009 - 31/08/2011	1,763,492	574,927
OP Education for Competitiveness	2.4 Partnership and Networks	Consulting Point for the Development of Cooperation in the Sphere of Innovation Management and Technology Transfer	02/11/2009 - 31/10/2011	991,900	27,000
OP Education for Competitiveness	2.2 University Education	SYNAPSE - System Tool for Stays and Internships	01/06/2009 - 31/05/2012	6,782,503	529,584
OP Education for Competitiveness	2.3 Human Resources in R&D	From Knowledge Development to Innovations	01/08/2009 - 31/07/2012	11,405,035	540,083
OP Education for Competitiveness	2.2 University Education	Innovation of Teaching in Marketing Communications	12/12/2009 - 30/11/2011	8,499,372	1,436,850
OP Education for Competitiveness	2.3 Human Resources in R&D	Development of Communication Skills in Science Using a Model Pilot Project NANO	01/10/2009 - 30/06/2012	5,093,380	120,714
OP Education for Competitiveness	2.2 University Education	Technological and Economics Competences for the European Research Area TE-ERA	13/05/2009 - 31/01/2012	6,010,532	597,214
OP Education for Competitiveness	2.4 Partnership and Networks	Partnership for the Development of Cooperation in the Zlín Region (PERSPEKTIVA)	10/11/2009 - 29/06/2012	12,649,587	58,593
OP Education for Competitiveness	2.4 Partnership and Networks	System Support Provided to Cooperation between Employers and Higher Education Institutions in the Sphere of R&D	01/11/2009 - 30/10/2012	2,223,819	57,671
Total (for OP EC)				85,044,274	10,175,740

TBU participated in projects of the EU Structural Funds (see Table 14). 15 projects were implemented in the Operational Programme "Education for Competitiveness".

6.3 TBU Participation in the Development Programmes for Public Higher Education Institutions in the Year 2009

TBU Participation in the Development Programmes for Public Higher Education Institutions in the Year 2009

Table 15

Development programmes for public higher education institutions	Number of projects accepted	Financial resources provided (in thousand CZK)	
		Capital	Current
• Programme to Develop Instrumental Equipment and Modern Technologies	4	9,016	2,770
• Programme to Support the Implementation of the National Qualification System at the Level of the Individual Higher Education Institutions			
• Programme to Support the Evaluation of the Implemented Re-Structuring of Degree Programmes and Their Innovation			
• Programme to Support Two-Way Mobility of Students and Staff of Higher Education Institutions	2		4,650
• Programme to Support the Preparation of Projects to Be Submitted to Operational Programmes	1		2,100
• Programme to Support Young People Socially, Economically and/or Physically Handicapped during the Admission/during Their Studies and after the Completion of Their Studies	1		750
• Programme to Support Talented Students and Graduates Immediately after the Completion of Their Studies	1		360
• Programme to Support the Education of Senior Citizens			
• Programme to Support the Removal of Weaknesses and/or to Support the Strengths of the University Based on Thorough SWOT Analysis of the Previous Development and of the Current State	3		3,700
• Centralized Development Programmes (HEI as a Coordinator)			
Total	12	9,016	14,330

The Development Programmes fulfil the main priorities of the Strategic Plan of TBU and its Update. In the year 2009 12 projects worth CZK 23,346 thousand were launched. A major part of the resources (approx. 50%) was 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. 20%).

The remaining financial resources were used for the programme aimed to remove the weaknesses and/or to support the strengths of the University based on a thorough SWOT analysis of the previous development and of the current state; for the programme to support the preparation of projects to be submitted to Operational Programmes; for the programme to support young people socially, economically and/or physically handicapped during the admission/during their studies and after the completion of their studies and for the programme to support talented students and graduates immediately after the completion of their studies.



07

CONCLUSION

Robin Kašpařík, a third-year student at the Faculty of Multimedia Communications, received an award from the TBU Student Union for shooting his film entitled "Séance", successful at horror movie festivals all over the world - from Hollywood to Cape Town.

7.1 Summary of Significant Facts from the Individual Chapters

Activities at TBU in the year 2009 were carried out in agreement with the Update of the Strategic Plan for Education, Science, Research, Development, Art and Other Creative Activities at Tomas Bata University in Zlín for the year 2009.

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, two construction projects were completed. The building in Štefánikova Street - the seat of the University Library until the summer months of 2008 - was rebuilt during 2009 in order to house the Faculty of Multimedia Communications. At present, the building is the seat of the Department of Marketing Communications including a modern TV studio. During 2009 the pavilion No. 1 situated on the premises of Tomas Bata Regional Hospital was newly rebuilt, which is now used by the Institute of Health Care Studies. Intensive preparations continued in order to start the construction of other educational and research buildings; in particular the TBU Educational Complex in Štefánikova Street, Laboratory Centre of the Faculty of Technology situated near the current Faculty building, Centre of Polymer Systems, Technology Park focused on information and communication technologies, etc. The launch of the above-mentioned constructions will depend on whether financial resources are provided from the state budget and from the EU Structural Funds.

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. 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 at the Faculty of Technology, which focuses mainly on research into engineering aspects of technologies and materials based on polymer composite structures. Within applied research, which was carried out particularly at the Technology Park, the emphasis was laid on the development of polymer materials and medical products and on the development of technologies and products for food-processing.

In 2009, TBU employees submitted 22 applications for industrial rights (6 patents, 11 utility models, 2 trademarks and 3 industrial designs). The highest number was submitted by the Faculty of Technology, by the Faculty of Applied Informatics and by the Faculty of Management and Economics as well as by other TBU units. A part of these applications was submitted abroad in the form of international patent applications or industrial designs of the Community, which provide legal protection in the entire European Union.

In 2009 the University and the individual component parts thereof submitted a number of project applications, which enable to draw money from the EU Structural Funds. These are above all the projects included in the Operational Programme "Education for Competitiveness" and projects within the Operational Programme "R&D for Innovations". During the preparation of project applications, the Strategic Development Department of the University Institute played an essential role, as its staff provided methodological assistance and checked the correctness of all grant applications.

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. In 2009 tuition was carried out at the independent units in Brno, Bzenec, Kroměříž, Prague, Prostějov, Uherské Hradiště and in Vsetín.

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
- ability to react flexibly to the requirements of the practice and the labour market
- attractiveness of TBU to Slovakian applicants for study

7.2.2 Weaknesses

- a high workload for academic workers in the pedagogical process
- in long-term perspective, an inappropriate structure of the subsidies and grants received for the implementation of accredited degree programmes and for the institutional support of science and research; the amount of finance received for the implementation of accredited degree programmes significantly predominates, while the amount of finance for the institutional support of 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
- lack of awareness of the enterprise incubator among TBU students
- weak cooperation between the TBU Faculties and the Technology Innovation Centre
- redevelopment of the TBU website as an information portal

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
- recruitment of international employees
- 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
- completion of the preparation of the new look of the TBU website

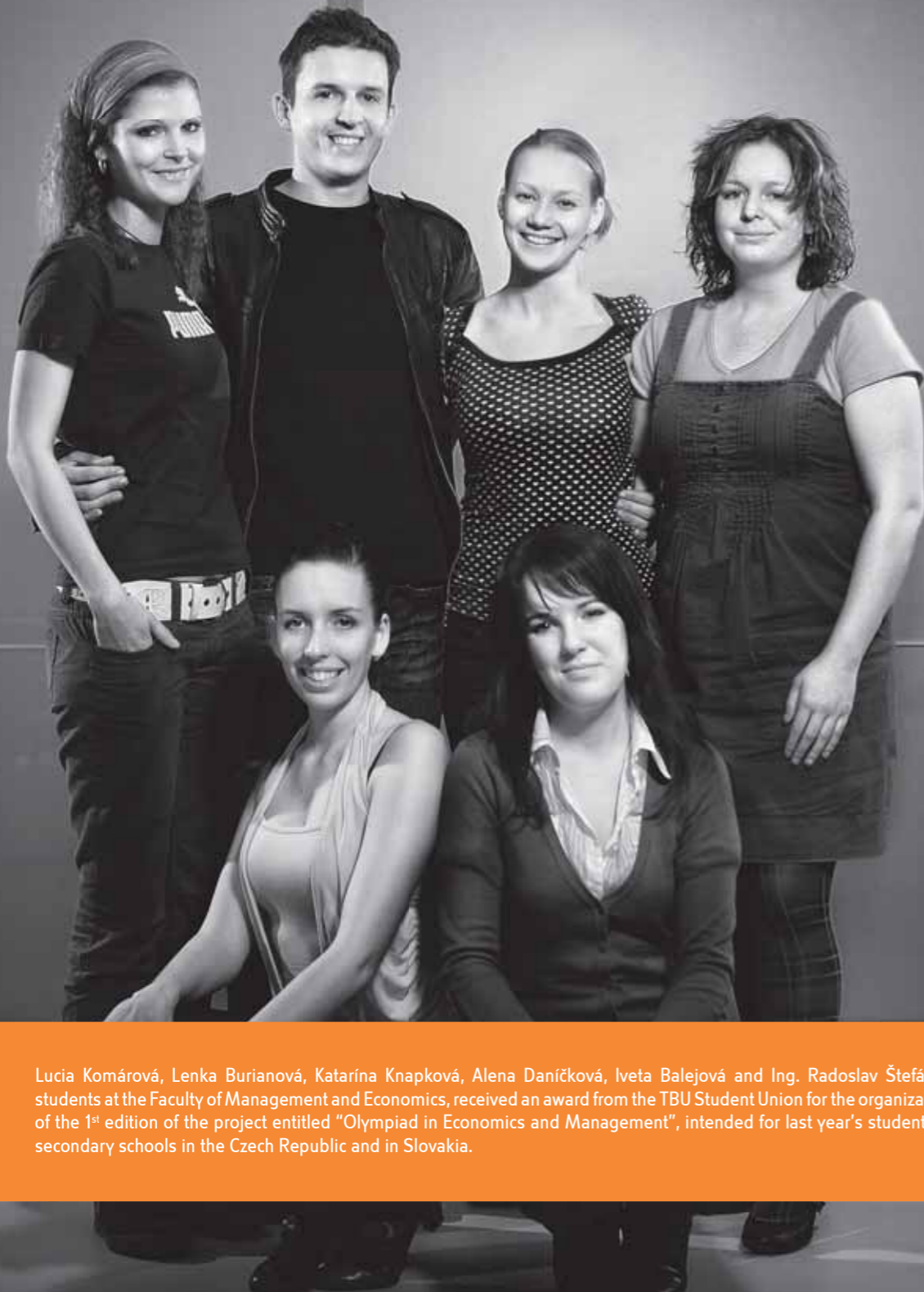
7.2.4 Threats

- increasing competition in the sphere of higher education
- a limited number of qualified experts and a limited amount of financial resources 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
- limited possibilities of financial resources provided from the state budget to fund investment programmes

7.3 TBU Tasks for the Year 2010

The tasks set for the year 2009 were fulfilled. The following tasks arise for the year 2010 from the achieved results:

- to ensure financial resources necessary for the construction of the TBU Educational Complex in Štefánikova Street
- to launch strategic investments supported by grants from the European funds in case of successfully submitted grant applications (Laboratory Centre of the Faculty of Technology, Centre of Polymer Systems, Centre of Air, Terrestrial and Robotic Intelligent Systems, Simulation of Long-Term Space Flights and Crisis Management, Centre of Security, Information and Advanced Technologies, Centre of Bioactive Substances, Technology Park focusing on information and communication technologies and others)
- to carry out the preparatory analyses and project works on selected projects of the Operational Programme "Research and Development for Innovations" according to the document "Potential of TBU in Zlín in the Operational Programme entitled Research and Development for Innovation"
- to accredit further degree programmes and courses in the Czech language at the relevant faculties in accordance with practical needs of the society and with the Strategic Plan 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 health care-oriented faculty
- to professionalize the relations between TBU and its graduates; to study and analyse the success of graduates in the labour market



Lucia Komárová, Lenka Burianová, Katarína Knapková, Alena Daničková, Iveta Balejová and Ing. Radoslav Štefánek, students at the Faculty of Management and Economics, received an award from the TBU Student Union for the organization of the 1st edition of the project entitled “Olympiad in Economics and Management”, intended for last year’s students at secondary schools in the Czech Republic and in Slovakia.

Significant Events at TBU in 2009

- January - The Institute of Health Care Studies was established at the Faculty of Humanities.
- February - The Association of Professional Photographers of the Czech Republic named Prof. Mgr. Pavel Dias from the Faculty of Multimedia Communications the Personality of the Czech Photography of the Year 2008.
 - The project “Talented Students” was launched at the Faculty of Management and Economics.
- March - Doc. Dr. Ing. Vladimír Pavlínek from the Faculty of Technology received the Morand Lambda Award from the Polymer Processing Society in recognition of his research in the sphere of polymers.
 - Doc. MgA. Jana Janíková, ArtD. was elected the Dean of the Faculty of Multimedia Communications.
 - The international project entitled “Mars 500” was launched, with the participation of TBU.
- April - TBU Honorary Doctorate was conferred upon Mr. José Manuel Barroso, President of the European Commission.
- May - Qilin Cheng, M.Sc., Ph.D. from the Faculty of Technology was awarded the title of Outstanding Overseas Chinese Student by the Chinese Government.
 - TBU was again awarded the Diploma Supplement Label by the European Commission.
- June - The American Leather Chemists Association presented Prof. Ing. Karel Kolomazník, DrSc. from the Faculty of Applied Informatics with the ALSOP Award for lifelong contribution to the technology of processing of natural polymers in the USA.
- September - The TBU Faculty of Logistics and Crisis Management with its seat in Uherské Hradiště was established.
 - TBU received a special award from the Committee of Good Will - The Olga Havel Foundation in recognition of its positive approach to handicapped students.
 - The newly rebuilt building of the former University Library was opened, apart from other facilities also including a modern TV studio.
- October - The Centre for practical training in nursing and applied medical research was established on the premises of Tomas Bata Regional Hospital.
 - The TBU Library organized “Bibliotheca Academica”, a meeting of university librarians from the whole Czech Republic.
 - The Faculty of Management and Economics organized the finals of the first edition of the “Olympiad in Economics and Management” prepared for secondary school students and held in the University Centre.
- November - TBU commemorated the anniversary of 17th November by organizing various events.
- December - The Siemens Award for the best PhD thesis went to Donald Davendra, MSc., Ph.D. from the Faculty of Applied Informatics.
 - The Faculty of Management and Economics started to publish the scientific journal “Journal of Competitiveness”.
 - The Faculty of Applied Informatics started to publish the scientific journal “Trilobit”.

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List of the Main Acronyms Used

AC	Academia Centre
CC	Counselling Centre
AS	Academic Senate
CAER	Centre of Applied Economic Research
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
FLCM	Faculty of Logistics and Crisis Management
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
OP	Operational programme
REC	Regional Educational Centre
DP	degree programme
SNS	Secondary Nursing School
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

COLOPHON

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