

ANNUAL  
ACTIVITY  
REPORT

2011



TOMAS BATA  
UNIVERSITY  
IN ZLÍN

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ACTIVITY  
REPORT

# 2011

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TOMAS BATA  
UNIVERSITY  
IN ZLÍN

# CONTENT

<b>1. INTRODUCTION</b> .....	<b>8</b>
<b>2. BASIC INFORMATION ON TBU</b> .....	<b>9</b>
2.a Names and Addresses of the University, Faculties and the Institute .....	9
2.a.1 TBU Faculties and University Institute.....	9
2.a.2 TBU Buildings .....	9
2.b TBU Organizational Chart.....	10
2.c Structure of TBU Bodies .....	10
2.c.1 Self-Governing Academic Bodies of TBU .....	10
2.c.2 Other TBU Bodies.....	14
2.c.3 TBU Advisory Bodies .....	14
2.d TBU Representation in Organizations Associating Czech Higher Education Institutions.....	16
2.e Mission, Visions and Strategic Aims of TBU.....	17
2.f Changes Regarding Internal Regulations.....	17
<b>3. DEGREE PROGRAMMES, ORGANIZATION OF STUDIES AND EDUCATIONAL ACTIVITIES</b> .....	<b>18</b>
3.a Accredited Degree Programmes.....	18
3.b Degree Programmes Offered in a Foreign Language.....	21
3.b.1 Bachelor's Programmes.....	24
3.b.2 Follow-Up Master's Programmes.....	24
3.b.3 Doctoral Programmes.....	24
3.c Joint/Double/Multiple Degree Programmes.....	25
3.d Accredited Degree Programmes Implemented Jointly by TBU and by Another Higher Education Institution with its Registered Office in the Czech Republic.....	27
3.e Accredited Degree Programmes Implemented Jointly by TBU and Tertiary Technical Schools .....	27
3.f Accredited Degree Programmes or Parts Thereof Implemented outside Zlín.....	31
3.g Total Number of Accredited Degree Programmes Included in the Methodology for Learning Outputs in Accordance with the National Qualifications Framework for Tertiary Education .....	38
3.h Characteristics of the Credit System, Application of ECTS Rules. Diploma Supplement Label and ECTS Label .....	38
3.i Other Educational Activities Carried Out in Addition to Accredited Degree Programmes .....	38
<b>4. STUDENTS</b> .....	<b>40</b>
4.a Students in Accredited Degree Programmes.....	40
4.b Students – Self-Payers .....	43
4.c Students Aged over 30 Years .....	46

4.d	Unsuccessful Students in Accredited Degree Programmes .....	49	10. LIFELONG LEARNING.....	75
4.e	Measures to Reduce Drop-Out Rates.....	50	11. RESEARCH, DEVELOPMENT, ART AND OTHER CREATIVE ACTIVITIES.....	78
<b>5.</b>	<b>GRADUATES .....</b>	<b>51</b>	11.a Characteristics of R&D and Creative Activities Carried Out at TBU .....	78
5.a	Graduates from Accredited Degree Programmes .....	51	11.b,c Interconnection between R&D and Creative Activities and Educational Activities; Participation of Students in R&D and Creative Activities.....	79
5.b	Cooperation between TBU and Graduates .....	52	11.d Public Funding Support Provided to R&D and Innovations.....	79
5.c	Ensuring Job Opportunities and Good Employment Prospects for Graduates and Cooperation with Employers .....	52	11.e Scientific Conferences Organized by TBU.....	80
<b>6.</b>	<b>INTEREST IN STUDYING AT TBU.....</b>	<b>54</b>	11.f Support of Students in Doctoral Programmes and of Postdoctoral Employees.....	80
6.a	Interest in Studying at the Higher Education Institution.....	54	11.g Percentage of Expenses for Science, Research and Innovations Compared to Total Expenses of TBU.....	81
6.b	Entrance Examinations .....	57	11.h Participation of the Application Sphere in Creation and Implementation of Degree Programmes.....	81
6.c	Students in Follow-Up Master's and Doctoral Programmes Who Have Successfully Completed Previous Studies at Another Higher Education Institution.....	59	11.i Cooperation with the Application Sphere in Creation and Transfer of Innovations.....	81
6.d	Cooperation with Secondary Schools when Informing Applicants for Studies .....	59	11.j Contracts Concluded with Legal Entities from the Application Sphere for the Use of Results of R&D and Innovations .....	82
<b>7.</b>	<b>ACADEMIC STAFF .....</b>	<b>60</b>	11.k Numbers of Experts from the Application Sphere Working as Lecturers in Accredited Degree Programmes .....	82
7.a	Numbers of Academic Staff .....	60	11.l Numbers of Degree Courses That Include Compulsory Practical Training during at Least 1 Month.....	83
7.b	Age Structure of TBU Academic and R&D Staff.....	61	11.m,n,o,p Amount of Income Generated from Licences, from Contracts for the Implementation of Contract Research and Development, for the Implementation of Paid Courses and as Payment for Activities Carried Out within Specialized Consultations and Counselling.....	83
7.c	Number of Academic Staff According to Workloads and to Highest Completed Education ....	62	11.q Spin-off/Start-up Companies Supported by TBU.....	83
7.d	Foreign Nationals in the Academic Staff.....	63	11.r Strategy for Commercialization.....	84
7.e	Numbers of Professors and Associate Professors Appointed in 2011.....	64	11.s Activities of TBU in the Region.....	84
7.f	Overview of Further Education Courses Offered to TBU Academic Staff .....	64	<b>12. INTERNATIONALIZATION.....</b>	<b>86</b>
7.g	Career Regulations for the Academic Staff.....	65	12.a Strategies for the Development of International Relations and International Environment, Priorities .....	86
<b>8.</b>	<b>SOCIAL MATTERS OF STUDENTS AND STAFF.....</b>	<b>66</b>	12.b TBU Participation in International Educational Programmes Including Mobility.....	87
8.a	Scholarships Granted to Students - Numbers of Students .....	66	12.c TBU Participation in International R&D Programmes Including Mobility .....	89
8.b	Scholarships Granted to Students - Financial Amounts .....	66	12.d Mobility of Students and Academic Staff According to Countries.....	90
8.c	Characteristics of the TBU Scholarship Programmes.....	67	<b>13. ENSURING QUALITY OF ACTIVITIES CARRIED OUT AT TBU AND THE EVALUATION THEREOF .....</b>	<b>93</b>
8.d	Counselling Services Provided at TBU .....	67	13.a Internal Evaluation of the Quality of Education .....	93
8.e	Special Needs Students.....	68	13.a.1 Formal Description .....	93
8.f	Exceptionally Gifted Students .....	69		
8.g	Accommodation and Catering.....	69		
8.h	Care for Employees.....	70		
<b>9.</b>	<b>INFRASTRUCTURE .....</b>	<b>71</b>		
9.a	Library Collections.....	71		
9.b	Level of Information and Communication Services and Availability of the Information Infrastructure .....	72		
9.b.1	Development of the Information Infrastructure.....	73		

13.a.2 Evaluation Process .....	93
13.a.3 Results of the Evaluation and Their Use.....	93
13.a.4 Quality of Teaching Evaluated by Students .....	94
13.a.5 Mechanism for Detection of Plagiarism in Theses and in Other Documents .....	94
13.b External Evaluation of Quality .....	95
13.c Data on Financial Audit.....	95
13.d Certification of Processes .....	96
13.e Comparison with Other Public Higher Education Institutions in the CR .....	96
13.f Evaluation of the Educational Activities Implemented outside the University Seat .....	96
<b>14. NATIONAL AND INTERNATIONAL EXCELLENCE OF THE HIGHER EDUCATION INSTITUTION.....</b>	<b>98</b>
14.a Membership of TBU and of its Academic Staff in International Associations, Organizations and Societies .....	98
14.b Membership of TBU and of its Academic Staff in Professional Associations, Organizations and Societies.....	100
<b>15. DEVELOPMENT OF THE UNIVERSITY.....</b>	<b>105</b>
15.a TBU Participation in Operational Programmes Funded from the EU Structural Funds .....	105
15.b TBU Participation in MEYS Development Projects .....	112
15.c TBU Participation in the Higher Education Development Fund.....	113
<b>16. CONCLUSION.....</b>	<b>114</b>
<b>SIGNIFICANT EVENTS AT TBU IN 2011 .....</b>	<b>116</b>
<b>LIST OF TABLES .....</b>	<b>118</b>
<b>LIST OF THE MAIN ACRONYMS USED .....</b>	<b>119</b>

# 1 INTRODUCTION

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

At the beginning of the year, changes occurred in the management of the University and of some of the faculties. On 15 December 2010, Prof. Ing. Petr Sáha, CSc. was appointed the Rector of the University. On 1 April 2011 two newly elected Deans at TBU Faculties took up their posts – Doc. Ing. Anežka Lengálová, Ph.D. at the Faculty of Humanities and Prof. Ing. Josef Polášek, Ph.D. at the Faculty of Logistics and Crisis Management.

On 1 January 2011 TBU entered the second decade of its existence as an independent higher education institution. The University held two events to commemorate the anniversary of the first ten years of its independent existence – an exhibition of university insignia and academic gowns, which attracted great public interest, and an honorary degree ceremony with the degree of doctor honoris causa awarded to Prof. Eva Jiříčná, M. Arch., a renowned Czech architect and a native of Zlín.

The following sections of the Annual Report include an overview of TBU activities carried out in the relevant spheres.

# 2 BASIC INFORMATION ON TBU

## 2.a 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

### 2.a.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

### 2.a.2 TBU Buildings

U1 – FT: náměstí T. G. Masaryka 275, Zlín

U2 – FaME, FHS, Academia Centre: Mostní 5139, Zlín

U3 – UNI: Růmy 4046, Zlín

U4 – FMC, Refectory: Štefánikova 2431, Zlín

U5 – FAI, FT, FHS, Department of Physical Training (DPT), 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 – UNI – Technology Park: Nad Ovčírnou 3685, Zlín

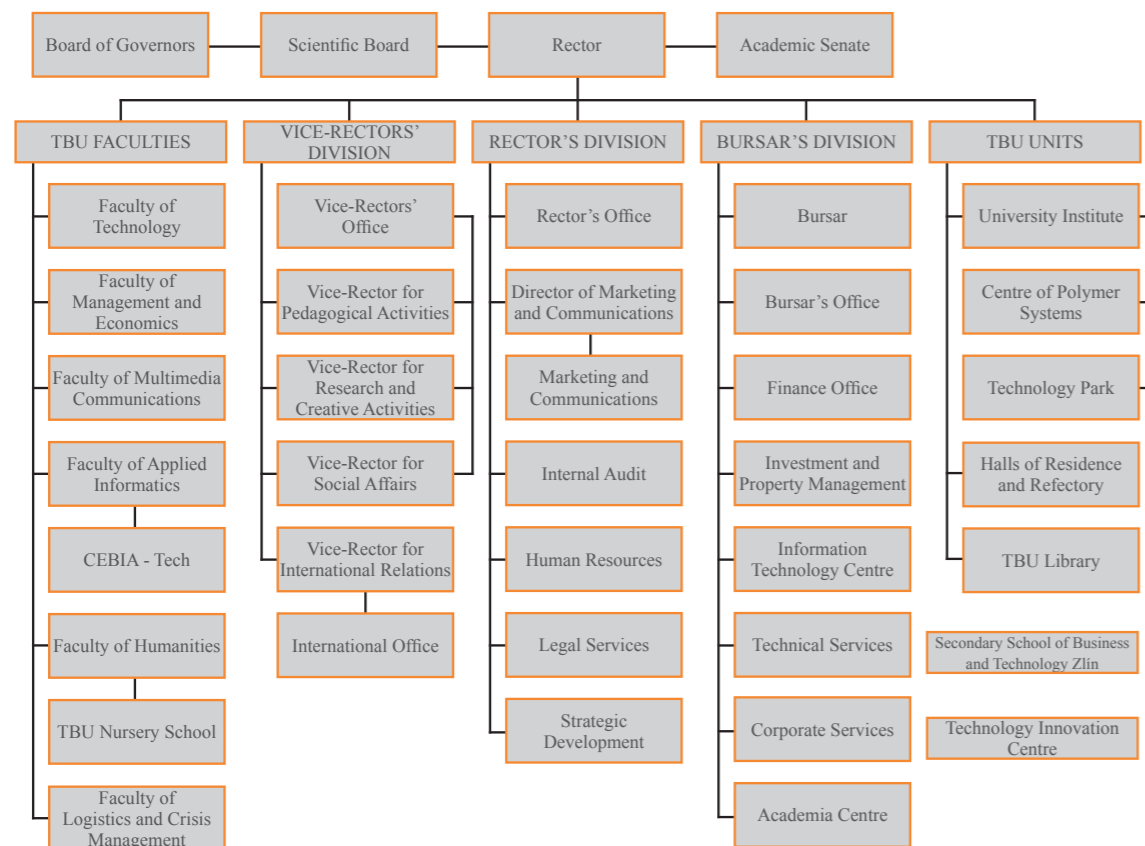
U12 – Hall of Residence Náměstí T. G. Masaryka: nám. T. G. Masaryka 3050, Zlín

U13 – University Centre – Library, Rectorate: nám. T. G. Masaryka 5555, Zlín

U14 – FHS, Institute of Health Care Studies - Centre for Practical Training in Health Care: Havlíčkovo nábřeží 600, Zlín

U16 – FMC: tř. T. Bati 4342, Zlín

## 2.b TBU Organizational Chart



Ing. Robert GÁL, Ph.D. *from 18/10/2011*  
 Mgr. Jakub HLADÍK, Ph.D.  
 Ing. Petr HUMPOLÍČEK, Ph.D. *until 20/09/2011*  
 Ing. Bc. Bronislav CHRAMCOV, Ph.D.  
 Dr. Rostislav ILLÍK, M.F.A.  
 Ing. et Ing. Jiří KONEČNÝ, Ph.D.  
 Doc. Ing. Vratislav KOZÁK, Ph.D.  
 Mgr. Věra KOZÁKOVÁ, Ph.D. *from 03/05/2011*  
 Doc. Ing. et Ing. Ivo KUŘITKA, Ph.D. et Ph.D.  
 JUDr. Jaromír MAŇÁSEK *until 01/06/2011*  
 Mgr. Libor MAREK *until 30/04/2011*  
 Ing. Miroslav MATÝSEK, Ph.D.  
 JUDr. Pavel MAUER  
 Mgr. Zdeněk MELICHÁREK, Ph.D.  
 Ing. Martin MIKESKA, Ph.D.  
 Ing. Přemysl PÁLKA, Ph.D.  
 Ing. Karel PERŮTKA, Ph.D. *from 07/06/2011*  
 Ondřej PODZIMEK, M.F.A.  
 Doc. Ing. Zdenka PROKOPOVÁ, CSc. *until 04/05/2011*  
 Doc. Ing. Martin SYSEL, Ph.D.  
 Ing. Eva ŠVIRÁKOVÁ, Ph.D.  
 Mgr. Marek TOMAŠTÍK, Ph.D.  
 Mgr. Richard VODIČKA *until 10/05/2011*  
 Mgr. Eliška ZAJITZOVÁ, Ph.D. *from 27/09/2011*  
 Mgr. Magda ZÁLEŠÁKOVÁ

### Students

Alena BOUKALOVÁ *from 27/09/2011*  
 Bc. Ladislav BURGR *until 23/05/2011*  
 Radek FUKSA  
 Martin HALUZÍK *from 27/09/2011*  
 Josef HAMŠÍK  
 Vladan KRÁSNÝ *until 07/09/2011*  
 Ing. Martin KŘŮMAL *until 01/09/2011*  
 BcA. Michal KUPILÍK *from 18/10/2011*  
 Bc. Peter LEMEŠŠANYI *from 06/12/2011*  
 Jakub MACHALA *from 07/06 to 14/10/2011*  
 Bc. Jiří MAŇAS  
 Bc. Ondřej PLOCH *until 28/11/2011*  
 Ing. Kateřina SULOVSKÁ  
 Bc. Zdeněk TRNČÁK  
 Silvie VODINSKÁ  
 Kristýna ZBOŘILOVÁ *until 07/06/2011*

### Scientific Board

*(Composition until 15/03/2011)*  
**Chairperson**  
 Prof. Ing. Petr SÁHA, CSc. *Rector, Tomas Bata University in Zlín*

### External Members

Prof. Ing. Vratislav DUCHÁČEK, DrSc. *Professor, Institute of Chemical Technology, Prague*

## 2.c Structure of TBU Bodies

### 2.c.1 Self-Governing Academic Bodies of TBU

#### Rector

Prof. Ing. Petr SÁHA, CSc.

#### Academic Senate

##### Chairperson

Ing. Alena MACHÁČKOVÁ, CSc.

##### Deputy Chairpersons

Doc. Dr. Ing. Vladimír PAVLÍNEK

*Deputy Chairperson; Chairperson of the Academic Staff Chamber*

Ing. Kamil KYAS

*Deputy Chairperson; Chairperson of the Student Chamber*

##### Academic Staff

Doc. Ing. Roman ČERMÁK, Ph.D.

*until 06/09/2011*

MgA. Jana DOSOUDILOVÁ

*from 27/09/2011*

Doc. Ing. Jaromír HAVLICA, CSc.  
Prof. Ing. Vladimír KUČERA, DrSc., dr.h.c.

Ing. Libor LÁZNIČKA, Ph.D.  
Prof. Ing. Petr LOŠŤÁK, DrSc.  
Prof. Ing. Miroslav LUDWIG, CSc.  
Prof. RNDr. Milan MAREŠ, DrSc.

Prof. Ing. Milan MAROUNEK, DrSc.

Doc. PhDr. Jiří NĚMEC, Ph.D.  
Doc. Ing. Václav PETŘÍČEK, CSc.  
Doc. Ing. Josef PRŮŠA, CSc.  
Prof. Ing. Karel RAIS, CSc., MBA  
Ing. Jiří ROSENFELD, CSc.

Prof. PaedDr. Iva STUHLÍKOVÁ, CSc.

Prof. PhDr. Vlastimil ŠVEC, CSc.

Prof. PhDr. Valérie TÓTHOVÁ, Ph.D., R.N.

Prof. Ing. Karel ULBRICH, DrSc.

Doc. PhDr. Ludmila VESELOVSKÁ, M.A. Dr.

Doc. Ing. Juraj WAGNER, Ph.D., dr. h. c.

#### **Internal Members**

Doc. PhDr. Ing. Aleš GREGAR, CSc.  
Doc. Ing. Petr HLAVÁČEK, CSc.  
Doc. MgA. Jana JANÍKOVÁ, ArtD.  
Doc. RNDr. Vojtěch KŘESÁLEK, CSc.  
Doc. Ing. Anežka LENGÁLOVÁ, Ph.D.  
Ing. Alena MACHÁČKOVÁ, CSc.  
Doc. PhDr. Vnislav NOVÁČEK, CSc.  
Prof. Dr. Ing. Drahomíra PAVELKOVÁ  
Doc. Dr. Ing. Vladimír PAVLÍNEK  
Prof. Ing. Roman PROKOP, CSc.  
Prof. Pavel ŠKARKA, M.F.A.  
Prof. Ing. Vladimír VAŠEK, CSc.

#### **Guest Members:**

Doc. Ing. Roman BOBÁK, Ph.D.  
Prof. Ing. Antonín KLÁSEK, DrSc.

#### **Scientific Board**

##### **Chairperson**

Prof. Ing. Petr SÁHA, CSc.

*Dean, BUT, Brno, Faculty of Chemistry*  
*Director, Masaryk Institute of Advanced Studies, Czech Technical University in Prague, Faculty of Electrical Engineering*  
*General Manager, Executive, Barum Continental, Otrokovice*  
*Dean, University of Pardubice, Faculty of Chemical Technology*  
*Rector, University of Pardubice*  
*Head Researcher, Academy of Sciences of the Czech Republic, Prague, Institute of Information Theory and Automation*  
*Head of Laboratory, Academy of Sciences of the CR, Prague*  
*Department of Animal Physiology and Genetics*  
*Vice-Rector, Masaryk University in Brno*  
*General Manager, Chamber for Economic Relations with CIS*  
*Rector, University of West Bohemia in Plzeň*  
*Rector, BUT, Brno*  
*General Manager, Moravian-Slovak Engineering Works, Uherský Brod*  
*Head of Department, University of South Bohemia in České Budějovice, Faculty of Pedagogy*  
*Head of Department, Faculty of Education, Masaryk University in Brno*  
*Vice-Dean, (Dean from 01/02/2011), University of South Bohemia in České Budějovice, Faculty of Health and Social Studies*  
*Head of Department of Biomedical Polymers, Academy of Sciences of the CR, Prague, Institute of Macromolecular Chemistry*  
*Head of Department, Philosophical Faculty, Palacký University in Olomouc*  
*Advisor to the Minister, Ministry of Education of the Slovak Republic*

*TBU Vice-Rector*  
*Vice-Dean, Faculty of Technology*  
*Dean, Faculty of Multimedia Communications*  
*Associate Professor, Faculty of Applied Informatics*  
*Dean, Faculty of Humanities*  
*Chairperson, TBU Academic Senate*  
*Vice-Dean, Faculty of Management and Economics*  
*Dean, Faculty of Management and Economics*  
*Associate Professor, Faculty of Technology*  
*Vice-Dean, Faculty of Applied Informatics*  
*Professor, Faculty of Multimedia Communications*  
*Dean, Faculty of Applied Informatics*

*Vice-Dean, Faculty of Management and Economics*  
*Vice-Dean, Faculty of Technology*

*(Composition from 15/03/2011)*

*Rector, Tomas Bata University in Zlín*

#### **External Members**

Prof. Ing. Jiří BÍLA, DrSc.

Prof. Dr. Ing. Aleš DUDÁČEK, DrSc.

Prof. Ing. Vratislav DUCHÁČEK, DrSc.  
Doc. Ing. Jaromír HAVLICA, CSc.  
Doc. Mgr. Michal KOLEČEK, Ph.D.

Prof. Dr. Ing. Zdeněk KŮS  
Ing. Radomír LAPČÍK, LL.M.  
Ing. Libor LÁZNIČKA, Ph.D.  
Prof. Ing. Miroslav LUDWIG, CSc.  
Prof. RNDr. Milan MAREŠ, DrSc.

Prof. Ing. Milan MAROUNEK, DrSc.

Doc. PhDr. Jiří NĚMEC, Ph.D.  
Doc. Ing. Václav PETŘÍČEK, CSc.  
Prof. Ing. Karel RAIS, CSc., MBA  
Ing. Jiří ROSENFELD, CSc.

Doc. Mgr. Anton SZOMOLÁNYI, ArtD.

Prof. PhDr. Vlastimil ŠVEC, CSc.

Prof. PhDr. Valérie TÓTHOVÁ, Ph.D., R.N.

Prof. Ing. Karel ULBRICH, DrSc.

Doc. PhDr. Ludmila VESELOVSKÁ, M.A. Dr.

#### **Internal Members**

Doc. PhDr. Ing. Aleš GREGAR, CSc.  
Prof. Ing. Berenika HAUSNEROVÁ, Ph.D.  
Doc. Ing. Petr HLAVÁČEK, CSc.  
Doc. MgA. Jana JANÍKOVÁ, ArtD.  
Doc. Ing. Anežka LENGÁLOVÁ, Ph.D.  
Ing. Alena MACHÁČKOVÁ, CSc.  
Doc. PhDr. Vnislav NOVÁČEK, CSc.  
Prof. Dr. Ing. Drahomíra PAVELKOVÁ  
Doc. Dr. Ing. Vladimír PAVLÍNEK  
Prof. Ing. Josef POLÁŠEK, Ph.D.

Doc. Mgr. Jaroslav PROKOP  
Prof. Ing. Roman PROKOP, CSc.  
Doc. Ing. David TUČEK, Ph.D.  
Prof. Ing. Vladimír VAŠEK, CSc.

*Vice-Rector, Faculty of Mechanical Engineering, Czech Technical University in Prague*  
*Vice-Dean, Faculty of Safety Engineering, VŠB-Technical University of Ostrava*  
*Professor, Institute of Chemical Technology, Prague*  
*Dean, BUT, Brno, Faculty of Chemistry*  
*Dean, Faculty of Art and Design, Jan Evangelista Purkyně University in Ústí nad Labem*  
*Rector, Technical University of Liberec (from 27/09/2011)*  
*Director, Moravian Finance House*  
*General Manager, Executive, Barum Continental, Otrokovice*  
*Rector, University of Pardubice*  
*Head Researcher, Academy of Sciences of the Czech Republic, Prague, Institute of Information Theory and Automation (until 25/07/2011)*  
*Head of Laboratory, Czech Academy of Sciences, Prague*  
*Department of Animal Physiology and Genetics*  
*Vice-Rector, Masaryk University in Brno*  
*General Manager, Chamber for Economic Relations with CIS*  
*Rector, BUT, Brno*  
*General Manager, Moravian-Slovak Engineering Works, Uherský Brod*  
*Dean, Film and Television Faculty, Academy of Performing Arts in Bratislava (from 19/04/2011)*  
*Head of Department, Faculty of Education, Masaryk University in Brno*  
*Dean, University of South Bohemia in České Budějovice, Faculty of Health and Social Studies*  
*Head of Department of Biomedical Polymers, Academy of Sciences of the CR, Prague, Institute of Macromolecular Chemistry*  
*Head of Department, Philosophical Faculty, Palacký University in Olomouc*

*TBU Vice-Rector*  
*Vice-Rector for Research and Creative Activities*  
*Vice-Dean, Faculty of Technology*  
*Dean, Faculty of Multimedia Communications*  
*Dean, Faculty of Humanities*  
*Chairperson, TBU Academic Senate*  
*Vice-Dean, Faculty of Management and Economics*  
*Dean, Faculty of Management and Economics*  
*Associate Professor, Faculty of Technology*  
*Dean, Faculty of Logistics and Crisis Management (from 19/04/2011)*  
*Associate Professor, Faculty of Multimedia Communications*  
*Vice-Dean, Faculty of Applied Informatics*  
*Vice-Rector for Social Affairs*  
*Dean, Faculty of Applied Informatics*



## 2.c.2 Other TBU Bodies

### Bursar

RNDr. Alexander ČERNÝ

*Authorized to perform the duties of Bursar until 31/01/2011,  
Bursar from 01/02/2011*

### Board of Governors

#### Chairperson

Ing. Michaela ŠOJDROVÁ

*Head of the External Communication Unit, Czech School  
Inspectorate*

#### Deputy Chairpersons

Libor LUKÁŠ

*Deputy Governor, Zlín Region*

PhDr. Irena ONDROVÁ

*Member of the Council for Radio and Television  
Broadcasting of the Czech Republic*

#### Members

Ing. Eva BARTOŇOVÁ

*1st Deputy Minister, Ministry of Education, Youth and Sports  
of the Czech Republic*

Sonja BATA

*Chairperson, Bata Shoe Foundation*

PaedDr. Alena GAJDUŠKOVÁ

*Senator, Parliament of the CR*

Ing. Eduard JANOTA

*Member of the Supervisory Board of the CEZ Group (until  
20 May 2011)*

Ing. Josef KUBÍČEK

*Bursar, Charles University, Prague*

Doc. Ing. Jiří VOLF, CSc.

*Advisor to the Minister, Ministry of Finance of the Czech  
Republic*

#### Secretary

Ing. Andrea KADLČÍKOVÁ

*TBU Director of Marketing and Communications*

## 2.c.3 TBU Advisory Bodies

### TBU Management

#### Rector

Prof. Ing. Petr SÁHA, CSc.

#### Vice-Rectors

Doc. PhDr. Ing. Aleš GREGAR, CSc.

*Vice-Rector for Pedagogical Activities (until 31/01/2011)  
Vice-Rector for International Relations (from 01/02/2011)  
Vice-Rector authorized to fully act as the Statutory Deputy to  
the Rector*

Doc. Ing. Berenika HAUSNEROVÁ, Ph.D.

*Vice-Rector for International Relations (until 31/01/2011)  
Vice-Rector for Research and Creative Activities (from  
01/02/2011)*

Doc. Ing. David TUČEK, Ph.D.

*Vice-Rector for LL and Links with Business and Industry  
(until 31/01/2011)*

*Vice-Rector for Social Affairs (from 01/02/2011)*

Doc. Ing. Zdenka PROKOPOVÁ, CSc.

*Vice-Rector for Pedagogical Activities (from 04/05/2011)*

Doc. Ing. Anežka LENGÁLOVÁ, Ph.D.

*Vice-Rector for Pedagogical Activities (from 01/02/2011 to  
30/04/2011)*

Doc. RNDr. Vojtěch KŘESÁLEK, CSc.

*Vice-Rector for Research and Creative Activities (until  
31/01/2011)*

#### Bursar

RNDr. Alexander ČERNÝ

*Authorized to perform the duties of Bursar until 31/01/2011,  
Bursar from 01/02/2011*

#### Director of Marketing and Communications

Ing. Andrea KADLČÍKOVÁ

### Rector's Advisory Council

#### Rector

Prof. Ing. Petr SÁHA, CSc.

#### Vice-Rectors

Doc. PhDr. Ing. Aleš GREGAR, CSc.

*Vice-Rector for Pedagogical Activities (until 31/01/2011)  
Vice-Rector for International Relations (from 01/02/2011)  
Vice-Rector authorized to fully act as the Statutory Deputy to  
the Rector*

Doc. Ing. Berenika HAUSNEROVÁ, Ph.D.

*Vice-Rector for International Relations (until 31/01/2011)  
Vice-Rector for Research and Creative Activities (from  
01/02/2011)*

Doc. Ing. David TUČEK, Ph.D.

*Vice-Rector for LL and Links with Business and Industry  
(until 31/01/2011)*

*Vice-Rector for Social Affairs (from 01/02/2011)*

Doc. Ing. Zdenka PROKOPOVÁ, CSc.

*Vice-Rector for Pedagogical Activities (from 04/05/2011)*

Doc. Ing. Anežka LENGÁLOVÁ, Ph.D.

*Vice-Rector for Pedagogical Activities (from 01/02/2011 to  
30/04/2011)*

Doc. RNDr. Vojtěch KŘESÁLEK, CSc.

*Vice-Rector for Research and Creative Activities (until  
31/01/2011)*

#### Bursar

RNDr. Alexander ČERNÝ

*Authorized to perform the duties of Bursar until 31/01/2011,  
Bursar from 01/02/2011*

#### Chairperson of the Academic Senate

Ing. Alena MACHÁČKOVÁ, CSc.

#### Deans of Faculties

Doc. Ing. Petr HLAVÁČEK, CSc.

*Faculty of Technology, until 30/06/2011*

Doc. Ing. Roman ČERMÁK, Ph.D.

*Faculty of Technology, from 06/09/2011*

Prof. Dr. Ing. Drahomíra PAVELKOVÁ

*Faculty of Management and Economics*

Doc. MgA. Jana JANÍKOVÁ, ArtD.

*Faculty of Multimedia Communications*

Prof. Ing. Vladimír VAŠEK, CSc.

*Faculty of Applied Informatics*

Prof. PhDr. Vlastimil ŠVEC, CSc.

*Faculty of Humanities, until 31/03/2011*

Doc. Ing. Anežka LENGÁLOVÁ, Ph.D.

*Faculty of Humanities, from 01/04/2011*

Ing. Romana BARTOŠÍKOVÁ, Ph.D.

*Faculty of Logistics and Crisis Management, Vice-Dean  
authorized to perform the duties of Dean until 31/03/2011*

Prof. Ing. Josef POLÁŠEK, Ph.D.

*Faculty of Logistics and Crisis Management, from 01/04/2011*

**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. Kamil KYAS

**Library Director**  
PhDr. Ondřej FABIÁN

**Director of Halls of Residence and Refectory**  
Ing. Josef ZELA

**Secretary to the Faculty of Technology**  
Ing. Jan JANDÍK

**Secretary to the Faculty of Management and Economics**  
Ing. Zdeněk RAŠKA, Ph.D.

**Secretary to the Faculty of Multimedia Communications**  
Ing. Alena FANDLIOVÁ

**Secretary to the Faculty of Applied Informatics**  
Bc. Eva NAVRÁTILOVÁ

**Secretary to the Faculty of Humanities**  
Ing. Jitka CHUDAROVÁ

**Secretary to the Faculty of Logistics and Crisis Management**  
Mgr. Stanislav ZELINKA

**Chief Financial Manager at the University Institute**  
Silvie VODINSKÁ

## 2.d TBU Representation in Organizations Associating Czech Higher Education Institutions

Organization	Country	Status
Czech Rectors' Conference (CRC)	CR	Prof. Ing. Petr Sáha, CSc., 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. Michal Rudecký – representative in the Student Chamber

## 2.e Mission, Visions and Strategic Aims of TBU

The mission of TBU, which is formulated in the Strategic Plan for Education, Science, Research, Development, Innovation, Art and Other Creative Activities of TBU (hereinafter referred to as “Strategic Plan”), is to develop knowledge, competences and skills, to find new ideas and help to implement them, to serve the society and the individuals, in agreement with the Bata spirit respected at the University.

In 2015 TBU aims to be an internationally acclaimed university with a significant position in the fields which are or will be developed at TBU, able to generate internationally comparable results in R&D and innovations and offering tuition at the level of international standards of higher education.

TBU has the following aims and objectives based on the Strategic Plan and the Update thereof for 2011:

- Coordinate the numbers of students with the demographic development and the requirements of the labour market
- Optimize the structure of the TBU constituent parts
- Develop the internal and external systems of quality evaluation
- Diversify the forms of study and the educational methods
- Increase the TBU responsibility for the employability of graduates and their success in the labour market
- Ensure high-quality human resources for R&D and innovations
- Increase the competitiveness of TBU in the international environment
- Intensify the participation of TBU in international cooperation in R&D and innovations
- Make TBU the most important institution as regards the innovation potential in the region
- Develop the system of Lifelong Learning
- Adapt the counselling services to the needs of students and employees
- Strengthen the good reputation of TBU
- Introduce more effective management and a more effective operation of TBU
- Renew and develop the TBU infrastructure
- Increase the efficiency of financial resources used for research, experimental development and innovations, in the sphere of institutional support depending on results achieved in science, experimental development and innovations
- Increase the amount of project funding of science, R&D, innovations, art and other creative activities

## 2.f Changes Regarding Internal Regulations

In 2011, the TBU Academic Senate approved new Study and Examination Rules of TBU, effective from 1 September 2011 (MEYS registered these internal regulations under Ref. No. 13 893/2011-30 on 24 June 2011).

# 3 DEGREE PROGRAMMES, ORGANIZATION OF STUDIES AND EDUCATIONAL ACTIVITIES

## 3.a Accredited Degree Programmes

In the year 2011, 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 at 31 December 2011, a total of 204 degree courses within 96 degree programmes were accredited at TBU in the full-time as well as part-time mode of study.

Numbers of Accredited Degree Programmes

Table 3.1

Tomas Bata University in Zlín		Bachelor		Master		Follow-up Master		Doctoral	TOTAL
		F	P/D	F	P/D	F	P/D		
Faculty of Technology									
Groups of accredited degree programmes	CBBE								
Natural sciences	11-18								
Technical sciences	21-39	4	4			4	3	12	27
Forestry, agriculture and veterinary sciences	41,43								
Health care, medical and pharmaceutical sciences	51-53								
Social sciences and services	61,67, 71-73								
Economics	62,65								
Law and public sector administration	68								
Pedagogy and social care	74,75								
Psychological sciences	77								

Art and cultural sciences	81,82								
Faculty of Management and Economics									
Groups of accredited degree programmes	CBBE								
Natural sciences	11-18								
Technical sciences	21-39								
Forestry, agriculture and veterinary sciences	41,43								
Health care, medical and pharmaceutical sciences	51-53								
Social sciences and services	61,67, 71-73								
Economics	62,65	4	3			3	2	8	20
Law and public sector administration	68								
Pedagogy and social care	74,75								
Psychological sciences	77								
Art and cultural sciences	81,82								
Faculty of Multimedia Communications									
Groups of accredited degree programmes	CBBE								
Natural sciences	11-18								
Technical sciences	21-39								
Forestry, agriculture and veterinary sciences	41,43								
Health care, medical and pharmaceutical sciences	51-53								
Social sciences and services	61,67, 71-73	1	1			2	2	1	6
Economics	62,65					1	1		2
Law and public sector administration	68								
Pedagogy and social care	74,75								
Psychological sciences	77								
Art and cultural sciences	81,82	2	1			2	1	4	10

Faculty of Applied Informatics								
Groups of accredited degree programmes	CBBE							
Natural sciences	11-18							
Technical sciences	21-39	2	1		3	1	8	15
Forestry, agriculture and veterinary sciences	41,43							
Health care, medical and pharmaceutical sciences	51-53							
Social sciences and services	61,67, 71-73							
Economics	62,65							
Law and public sector administration	68							
Pedagogy and social care	74,75							
Psychological sciences	77							
Art and cultural sciences	81,82							
Faculty of Humanities								
Groups of accredited degree programmes	CBBE							
Natural sciences	11-18							
Technical sciences	21-39							
Forestry, agriculture and veterinary sciences	41,43							
Health care, medical and pharmaceutical sciences	51-53	3	1					4
Social sciences and services	61,67, 71-73	2						2
Economics	62,65							
Law and public sector administration	68							
Pedagogy and social care	74,75	1	1		1	1		4
Psychological sciences	77							
Art and cultural sciences	81,82							
Faculty of Logistics and Crisis Management								

Groups of accredited degree programmes	CBBE								
Natural sciences	11-18								
Technical sciences	21-39	3	1					4	
Forestry, agriculture and veterinary sciences	41,43								
Health care, medical and pharmaceutical sciences	51-53								
Social sciences and services	61,67, 71-73								
Economics	62,65	1	1					2	
Law and public sector administration	68								
Pedagogy and social care	74,75								
Psychological sciences	77								
Art and cultural sciences	81,82								
<b>TOTAL</b>		<b>23</b>	<b>14</b>			<b>16</b>	<b>11</b>	<b>32</b>	<b>96</b>

F = Full-time P/D = Part-time / Distance learning

### 3.b Degree Programmes Offered in a Foreign Language

In the year 2011, full-time and part-time Bachelor's, follow-up Master's and Doctoral programmes in economics, technical and social sciences were accredited and carried out in a foreign language at TBU. As at 31 December 2011, a total of 13 degree courses within 12 degree programmes were carried out at TBU in the full-time as well as part-time mode of study. All degree programmes were accredited or re-accredited in accordance with the Bologna Declaration, i.e. as a two- or three-level study for a Bachelor's, follow-up Master's, or a Doctoral degree.

Numbers of Degree Programmes Accredited in a Foreign Language

Table 3.2

Tomas Bata University in Zlín		Bachelor		Master		Follow-up Master		Doctoral	TOTAL
		F	P/D	F	P/D	F	P/D		
Faculty of Technology									
Groups of accredited degree programmes	CBBE								
Natural sciences	11-18								
Technical sciences	21-39					1		3	4

Forestry, agriculture and veterinary sciences	41,43								
Health care, medical and pharmaceutical sciences	51-53								
Social sciences and services	61,67, 71-73								
Economics	62,65								
Law and public sector administration	68								
Pedagogy and social care	74,75								
Psychological sciences	77								
Art and cultural sciences	81,82								
<b>Faculty of Management and Economics</b>									
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>								
Natural sciences	11-18								
Technical sciences	21-39								
Forestry, agriculture and veterinary sciences	41,43								
Health care, medical and pharmaceutical sciences	51-53								
Social sciences and services	61,67, 71-73								
Economics	62,65				1		3		4
Law and public sector administration	68								
Pedagogy and social care	74,75								
Psychological sciences	77								
Art and cultural sciences	81,82								
<b>Faculty of Multimedia Communications</b>									
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>								
Natural sciences	11-18								
Technical sciences	21-39								
Forestry, agriculture and veterinary sciences	41,43								

Health care, medical and pharmaceutical sciences	51-53								
Social sciences and services	61,67, 71-73					1			1
Economics	62,65								
Law and public sector administration	68								
Pedagogy and social care	74,75								
Psychological sciences	77								
Art and cultural sciences	81,82								
<b>Faculty of Applied Informatics</b>									
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>								
Natural sciences	11-18								
Technical sciences	21-39						2		2
Forestry, agriculture and veterinary sciences	41,43								
Health care, medical and pharmaceutical sciences	51-53								
Social sciences and services	61,67, 71-73								
Economics	62,65								
Law and public sector administration	68								
Pedagogy and social care	74,75								
Psychological sciences	77								
Art and cultural sciences	81,82								
<b>Faculty of Humanities</b>									
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>								
Natural sciences	11-18								
Technical sciences	21-39								
Forestry, agriculture and veterinary sciences	41,43								
Health care, medical and pharmaceutical sciences	51-53								

Social sciences and services	61,67, 71-73	1							1
Economics	62,65								
Law and public sector administration	68								
Pedagogy and social care	74,75								
Psychological sciences	77								
Art and cultural sciences	81,82								
<b>TOTAL</b>		<b>1</b>				<b>3</b>		<b>8</b>	<b>12</b>

F = Full-time P/D = Part-time / Distance learning

### 3.b.1 Bachelor's Programmes

#### Faculty of Humanities

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

#### Faculty of Technology

Degree programme in Chemistry and Materials Technology, degree courses in Chemistry and Materials Technology and in Environmental Protection Engineering

#### Faculty of Applied Informatics

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

#### Faculty of Management and Economics

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

### 3.b.2 Follow-Up Master's Programmes

#### Faculty of Technology

Degree programme in Chemistry and Materials Technology, degree courses in Polymers Engineering, in Environmental Protection Engineering, in Footwear Health and Engineering and in Material 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

#### Faculty of Multimedia Communications

Degree programme in Media and Communication Studies, degree course in Marketing Communications

### 3.b.3 Doctoral Programmes

#### Faculty of Technology

Degree programme in Chemistry and Materials Technology, degree courses in Technology of Macromolecular

Compounds and in Chemistry and Materials Technology

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

Degree programme in Process Engineering, degree course in Tools and Processes

#### 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

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

## 3.c Joint/Double/Multiple Degree Programmes

Tomas Bata University in Zlín participates in the preparation and implementation of joint/double/multiple degree programmes implemented in cooperation with other institutions. This is a major priority for TBU in the sphere of internationalization.

In the year 2011, the Faculty of Technology of TBU in Zlín continued to organize a joint double degree Doctoral programme together with Blaise Pascal University in France in the degree course in Technology of Macromolecular Compounds. Negotiations continued regarding the joint accreditation of a double degree programme at the Doctoral level with the Chemnitz University of Technology in Germany.

The Faculty of Management and Economics offered a double degree programme at the follow-up Master's level, degree course in Economics and Management, in cooperation with the Groupe ESC Troyes Champagne School of Management in France. The Faculty also carried out a joint Bachelor's programme involving the degree course in Economics and Management in cooperation with Huddersfield University Business School (HUBS) in Great Britain; after completing their 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 and the course units they studied abroad are recognized at TBU, they can pass the Bachelor's degree examination at FaME as well, and thus obtain a Bachelor's degree at TBU. In 2011 negotiations started on joint degree programmes at the follow-up Master's level with Riga International School of Economics and Business Administration, Latvia, with the University of Ljubljana, Slovenia, with the University of Lyon, France and with Huddersfield University Business School, Great Britain.

The Faculty of Multimedia Communications continued the preparations for the implementation of a joint follow-up Master's programme of the double degree type in cooperation with the New Bulgarian University in Bulgaria. The Faculty of Applied Informatics started negotiations on joint degree programmes at the Bachelor's level with the Technical University of Lisbon, Portugal, and with the School of Engineering, Polytechnic of Porto, Portugal; negotiations on joint degree programmes at the Doctoral level were opened with the University of Catania, Italy, and with the Silesian University of Technology, Gliwice, Poland.

#### Joint/Double/Multiple Degree Programmes

Table 3.3

Degree programme 1	1) Chemistry and Materials Technology 2) Chemistry
Partner institutions	1) Tomas Bata University in Zlín 2) Blaise Pascal University
Affiliated institutions	

Implementation start date	05/06/2006
Programme type (Joint/Double/Multiple Degree)	Double Degree
Length of studies (semesters)	3-4 academic years (6-8 semesters)
Degree programme (Bachelor's, follow-up Master's, Master's, Doctoral)	Doctoral
Organization of studies (description), including student admission and completion of studies	Students spend 6 months of study alternately at each partner institution. Defence of Doctoral theses is held at BPU, representatives of both universities have to be present during the defence.
Issue of Diploma and Diploma Supplement	After completion of studies, graduates receive the degree of Ph.D. (TBU) and Ph.D. (BPU)
Organization of student mobility	The programme is intended for a particular student based on the individual agreement concluded. Financial support: French government scholarship
<b>Degree programme 2</b>	<b>1) Economics and Management 2) European Business</b>
Partner institutions	1)Tomas Bata University in Zlín 2) University of Huddersfield
Affiliated institutions	
Implementation start date	19/07/2004
Programme type (Joint/Double/Multiple Degree)	Double Degree
Length of studies (semesters)	3 academic years (6 semesters)
Degree programme (Bachelor's, follow-up Master's, Master's, Doctoral)	Bachelor
Organization of studies (description), including student admission and completion of studies	Economics and Management - the first and second year of study in Czech at TBU, the third year in English at HUBS. Admissions are conditional on a very good knowledge of English, the applicants must participate in a selection procedure held at the relevant faculty.
Issue of Diploma and Diploma Supplement	After completion of studies, graduates receive the degree of UH - BA (Hons) European Business. Graduates receive the Bachelor's degree at TBU once the course units studied abroad in the third year are recognized and after the students pass the Bachelor's degree examination.
Organization of student mobility	Student mobility is organized within the MEYS Development Project (Support of Student Mobility at TBU in Zlín).
<b>Degree programme 3</b>	<b>1) Economics and Management 2) Entrepreneurship and Innovation</b>
Partner institutions	1) Tomas Bata University in Zlín 2) Groupe ESC Troyes Champagne School of Management

Affiliated institutions	
Implementation start date	29/03/2010
Programme type (Joint/Double/Multiple Degree)	Double Degree
Length of studies (semesters)	2 academic years (4 semesters)
Degree programme (Bachelor's, follow-up Master's, Master's, Doctoral)	Follow-up Master
Organization of studies (description), including student admission and completion of studies	Students must complete their first year of study at their home university and obtain at least 60 ECTS credits. Students complete their second year of study at the partner university abroad. Students of both universities must defend their diploma theses at TBU. Both universities nominate max. 5 students eligible for this programme.
Issue of Diploma and Diploma Supplement	Students in this programme receive diplomas from both HEIs together with the Diploma Supplements after successful completion of the programme.
Organization of student mobility	Student mobility is organized within the Erasmus programme.

### 3.d Accredited Degree Programmes Implemented Jointly by TBU and by Another Higher Education Institution with its Registered Office in the Czech Republic

TBU does not implement any of its accredited degree programmes jointly with another higher education institution that has a registered office in the Czech Republic.

### 3.e Accredited Degree Programmes Implemented Jointly by TBU and Tertiary Technical Schools

In 2011 TBU collaborated with a total of 5 tertiary technical schools, and that with the Film School in Zlín, with the Secondary Nursing School and the Nursing College in Zlín, with Tomas Bata Business Academy and the Tertiary Technical School of Business in Zlín, with the Tertiary Technical School of Food Technology and the Secondary Technical School of Dairy Industry, Kroměříž and with the Tertiary Technical School, Secondary Technical School and Secondary Vocational School in Bzenec.

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

In order to extend the offer of specializations for applicants for study in the field of health care, the following programmes were accredited at TBU in cooperation with the Secondary Nursing School and with the Nursing College in Zlín: Bachelor's programme in Nursing, degree course in General Nurse in the full-time and

part-time mode of study, degree programme in Midwifery, degree course in Midwife in the full-time mode of study.

For applicants for study in selected specializations in economics the joint Bachelor's programme involving degree courses in Marketing and in Enterprise Financial Management in the full-time and part-time mode of study is implemented jointly by TBU, Tomas Bata Business Academy and the Tertiary Technical School of Business in Zlín. In Kroměříž, the Bachelor's programme in Food Chemistry and Technology, degree course in Food Chemistry and Technology in the full-time and part-time mode of study is implemented jointly by TBU and the Tertiary Technical School of Food Technology and the Secondary Technical School of Dairy Industry. Furthermore, the Bachelor's programme in Food Chemistry and Technology, degree course in Technology and Management in Gastronomy in the full-time and part-time mode of study, and the follow-up Master's programme in Food Chemistry and Technology, degree course in Technology, Hygiene and Economics of Food Production, in the part-time mode of study are carried out in the Secondary Vocational School and Apprentice Training Centre in Kroměříž.

In Bzenec, classes in the degree course in Technology and Management in Gastronomy were held together with the specialization in Wine Processing Technology and Sommellery. Since 1 September 2011 this degree course has been carried out in Kroměříž only, the classes formerly held in Bzenec were cancelled.

**Accredited Degree Programmes Implemented Jointly by TBU and Tertiary Technical Schools** Table 3.5

<b>FACULTY OF TECHNOLOGY</b>	
<b>Degree programme 1</b>	<b>Food Chemistry and Technology (B2901)</b>
<b>Classification of Basic Branches of Education</b>	<b>Technical sciences (21 - 39)</b>
Partner tertiary technical school	Tertiary Technical School of Food Industry and Secondary Technical School of Dairy Industry, Kroměříž
Implementation start date	2006
Length of studies (semesters)	6
Degree programme (Bachelor's, follow-up Master's, Master's, Doctoral)	Bachelor's
Organization of studies (description), including student admission and completion of studies	Classes are held at the independent unit in Kroměříž, admissions are held at the Faculty of Technology in Zlín.
<b>Degree programme 1</b>	<b>Food Chemistry and Technology</b>
<b>Classification of Basic Branches of Education</b>	<b>Technical sciences (21 - 39)</b>
Partner tertiary technical school	Tertiary Technical School, Secondary Technical School, Secondary Vocational School, Bzenec
Implementation start date	2008
Length of studies (semesters)	6
Degree programme (Bachelor's, follow-up Master's, Master's, Doctoral)	Bachelor's
Organization of studies (description), including student admission and completion of studies	Classes are held at the independent unit in Kroměříž, admissions are held at the Faculty of Technology in Zlín.

<b>FACULTY OF MANAGEMENT AND ECONOMICS</b>	
<b>Degree programme 1</b>	<b>Economics and Management (B6208)</b>
<b>Classification of Basic Branches of Education</b>	<b>Economics (62, 65)</b>
Partner tertiary technical school	Tomas Bata Business Academy and Tertiary Technical School of Business in Zlín
Implementation start date	01/09/2000
Length of studies (semesters)	6
Degree programme (Bachelor's, follow-up Master's, Master's, Doctoral)	Bachelor's
Organization of studies (description), including student admission and completion of studies	The Tertiary Technical School of Business organizes the admissions, including entrance examinations. The three-year Bachelor's programme is aimed to provide graduates with knowledge necessary for holding positions in lower and middle management and in financial management. After completion of basic theoretical and preparatory course units focusing on general issues, course units focusing on practical knowledge and fulfilment of requirements of economic and managerial practice are emphasized. After passing the final state examination in the Bachelor's programme, graduates have the opportunity to continue their studies in the follow-up Master's programme at FaME or to study in a similar degree programme carried out at another faculty of economics in the Czech Republic.
<b>Degree programme 2</b>	<b>Economics and Management (B6208)</b>
<b>Classification of Basic Branches of Education</b>	<b>Economics (62, 65)</b>
Partner tertiary technical school	Tomas Bata Business Academy and Tertiary Technical School of Business in Zlín
Implementation start date	01/09/2000
Length of studies (semesters)	6
Degree programme (Bachelor's, follow-up Master's, Master's, Doctoral)	Bachelor's



Organization of studies (description), including student admission and completion of studies	The Tertiary Technical School of Business organizes the admissions, including entrance examinations. The three-year Bachelor's programme is aimed to provide graduates with knowledge necessary for holding positions in lower and middle management and in financial management. After completion of basic theoretical and preparatory course units focusing on general issues, course units focusing on practical knowledge and fulfilment of requirements of economic and managerial practice are emphasized. After passing the final state examination in the Bachelor's programme, graduates have the opportunity to continue their studies in the follow-up Master's programme at FaME or to study in a similar degree programme carried out at another faculty of economics in the Czech Republic.
<b>FACULTY OF MULTIMEDIA COMMUNICATIONS</b>	
<b>Degree programme 1</b>	<b>Visual Arts (B 8206)</b>
<b>Classification of Basic Branches of Education</b>	<b>Art and cultural sciences (81, 82)</b>
Partner tertiary technical school	Film School in Zlín
Implementation start date	01/09/2004
Length of studies (semesters)	6
Degree programme (Bachelor's, follow-up Master's, Master's, Doctoral)	Bachelor's
Organization of studies (description), including student admission and completion of studies	The Film School organizes the admission procedure (aptitude test). The system of studies, final state examinations and requirements set out for the diploma theses are equal to those applied in the Bachelor's programme in Visual Arts carried out at FMC (the Film School shares a joint accreditation).
<b>FACULTY OF HUMANITIES</b>	
<b>Degree programme 1</b>	<b>Nursing (B 5341)</b>
<b>Classification of Basic Branches of Education</b>	<b>Health care, medical and pharmaceutical sciences (51 - 53)</b>
Partner tertiary technical school	Secondary Nursing School and Nursing College in Zlín
Implementation start date	2004
Length of studies (semesters)	6
Degree programme (Bachelor's, follow-up Master's, Master's, Doctoral)	Bachelor's
Organization of studies (description), including student admission and completion of studies	TBU provides the lecture rooms. The basic medical facility which enables practical training is Tomas Bata Regional Hospital, a.s. Admissions, tuition and final state examinations are organized by FHS.
<b>Degree programme 2</b>	<b>Midwifery (B 5349)</b>

<b>Classification of Basic Branches of Education</b>	<b>Health care, medical and pharmaceutical sciences (51 - 53)</b>
Partner tertiary technical school	Secondary Nursing School and Nursing College in Zlín
Implementation start date	2004
Length of studies (semesters)	6
Degree programme (Bachelor's, follow-up Master's, Master's, Doctoral)	Bachelor's
Organization of studies (description), including student admission and completion of studies	TBU provides the lecture rooms. The basic medical facility which enables practical training is Tomas Bata Regional Hospital, a.s. Admissions, tuition and final state examinations are organized by FHS.

### 3.f Accredited Degree Programmes or Parts Thereof Implemented outside Zlín

The Bachelor's and the follow-up Master's courses in Social Pedagogy are implemented within the degree programme in Specialization in Pedagogy in the part-time mode of study in cooperation with the Institute of Interdisciplinary Studies, Brno.

In Kroměříž, the Bachelor's programme in Food Chemistry and Technology, degree course in Food Chemistry and Technology in the full-time and part-time mode of study is implemented jointly by TBU and the Tertiary Technical School of Food Technology and the Secondary Technical School of Dairy Industry. Furthermore, the Bachelor's programme in Food Chemistry and Technology, degree course in Technology and Management in Gastronomy in the full-time and part-time mode of study, and the follow-up Master's programme in Food Chemistry and Technology, degree course in Technology, Hygiene and Economics of Food Production, in the part-time mode of study are carried out in the Secondary Vocational School and Apprentice Training Centre in Kroměříž.

The Faculty of Logistics and Crisis Management carries out all its degree programmes and courses in Uherské Hradiště.

The Department of Visual Arts, which is part of the organizational structure of the Faculty of Multimedia Communications with its seat in Zlín, is also situated in Uherské Hradiště.

At the independent unit in Prostějov (Regional Educational Centre) the Bachelor's programme in Economics and Management, degree course in Logistics and Management, is carried out in the full-time and part-time mode of study.

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

At the Tertiary Technical School, the Secondary Technical School, and the Secondary Vocational School in Bzenec, classes in the degree course in Technology and Management in Gastronomy were held together with the specialization in Wine Processing Technology and Sommellery. Since 1 September 2011 this degree course has been carried out in Kroměříž only, the classes formerly held in Bzenec were cancelled.

At the Secondary Technical School of Engineering in Vsetín, classes in the degree course in Technological Equipment were held. Since 1 September 2011 this degree course has been carried out at the TBU Faculty of Technology in Zlín only, the classes formerly held in Vsetín were cancelled.

**Accredited Degree Programmes or Parts Thereof Implemented outside Zlín, Practical Training Not Included**

Table 3.6

<b>FACULTY OF TECHNOLOGY</b>	
<b>Degree programme 1</b>	<b>Food Chemistry and Technology (B2901)</b>
<b>Classification of Basic Branches of Education</b>	<b>Technical sciences (21 - 39)</b>
Name and seat of the TBU independent unit *offering the tuition in accredited degree programmes or parts thereof	Tertiary Technical School of Food Industry and Secondary Technical School of Dairy Industry, Kroměříž Štěchovice 1358 767 54 Kroměříž
Mode of study (full-time, part-time, distance learning)	Full-time, part-time
Length of studies (semesters)	6
Degree programme (Bachelor's, follow-up Master's, Master's, Doctoral)	Bachelor's
Final state examinations held at the independent unit (YES/NO)	YES - FT staff is present during the examinations
Defences of diploma theses held at the independent unit (YES/NO)	YES - FT staff is present during the examinations
Number of permanent staff at the independent unit	10
<b>Degree programme 2</b>	<b>Food Chemistry and Technology (B2901)</b>
<b>Classification of Basic Branches of Education</b>	<b>Technical sciences (21 - 39)</b>
Name and seat of the TBU independent unit *offering the tuition in accredited degree programmes or parts thereof	Secondary Vocational School and Apprentice Training Centre, Kroměříž Na Lindovce 1463 767 27 Kroměříž
Mode of study (full-time, part-time, distance learning)	Full-time, part-time
Length of studies (semesters)	6
Degree programme (Bachelor's, follow-up Master's, Master's, Doctoral)	Bachelor's
Final state examinations held at the independent unit (YES/NO)	YES - FT staff is present during the examinations
Defences of diploma theses held at the independent unit (YES/NO)	YES - FT staff is present during the examinations
Number of permanent staff at the independent unit	44
<b>Degree programme 3</b>	<b>Food Chemistry and Technology (B2901)</b>
<b>Classification of Basic Branches of Education</b>	<b>Technical sciences (21 - 39)</b>

Name and seat of the TBU independent unit *offering the tuition in accredited degree programmes or parts thereof	Tertiary Technical School, Secondary Technical School, Secondary Vocational School, Bzenec Náměstí Svobody 318 696 81 Bzenec (In accordance with the Decision No. 04/2011 issued by the Dean of the Faculty of Technology, classes have been transferred to the independent unit in Kroměříž as from 1 September 2011)
Mode of study (full-time, part-time, distance learning)	Full-time, part-time
Length of studies (semesters)	6
Degree programme (Bachelor's, follow-up Master's, Master's, Doctoral)	Bachelor's
Final state examinations held at the independent unit (YES/NO)	NO
Defences of diploma theses held at the independent unit (YES/NO)	NO
Number of permanent staff at the independent unit	24
<b>Degree programme 4</b>	<b>Process Engineering</b>
<b>Classification of Basic Branches of Education</b>	<b>Technical sciences (21 - 39)</b>
Name and seat of the TBU independent unit *offering the tuition in accredited degree programmes or parts thereof	Secondary Technical School of Engineering, Vsetín Pod Strání 1776 755 15 Vsetín (In accordance with the Decision No. 04/2011 issued by the Dean of the Faculty of Technology, classes have been transferred to the Faculty of Technology as from 1 September 2011)
Mode of study (full-time, part-time, distance learning)	Full-time
Length of studies (semesters)	6
Degree programme (Bachelor's, follow-up Master's, Master's, Doctoral)	Bachelor's
Final state examinations held at the independent unit (YES/NO)	NO
Defences of diploma theses held at the independent unit (YES/NO)	NO
Number of permanent staff at the independent unit	0
<b>FACULTY OF MULTIMEDIA COMMUNICATIONS</b>	
<b>Degree programme 1</b>	<b>Visual Arts (B 8206)</b>
<b>Classification of Basic Branches of Education</b>	<b>Art and cultural sciences (81, 82)</b>

Name and seat of the TBU independent unit *offering the tuition in accredited degree programmes or parts thereof	Department of Visual Arts Studentské náměstí 1532 686 01 Uherské Hradiště
Mode of study (full-time, part-time, distance learning)	Full-time
Length of studies (semesters)	6
Degree programme (Bachelor's, follow-up Master's, Master's, Doctoral)	Bachelor's
Final state examinations held at the independent unit (YES/NO)	YES
Defences of diploma theses held at the independent unit (YES/NO)	YES
Number of permanent staff at the independent unit	6
<b>Degree programme 2</b>	<b>Visual Arts (B 8206)</b>
<b>Classification of Basic Branches of Education</b>	<b>Art and cultural sciences (81, 82)</b>
Name and seat of the TBU independent unit *offering the tuition in accredited degree programmes or parts thereof	Department of Visual Arts Studentské náměstí 1532 686 01 Uherské Hradiště
Mode of study (full-time, part-time, distance learning)	Full-time
Length of studies (semesters)	4
Degree programme (Bachelor's, follow-up Master's, Master's, Doctoral)	Follow-up Master's
Final state examinations held at the independent unit (YES/NO)	YES
Defences of diploma theses held at the independent unit (YES/NO)	YES
Number of permanent staff at the independent unit	6
<b>FACULTY OF APPLIED INFORMATICS</b>	
<b>Degree programme 1</b>	<b>Engineering Informatics (B3902)</b>
<b>Classification of Basic Branches of Education</b>	<b>Technical sciences (21 - 39)</b>
Name and seat of the TBU independent unit *offering the tuition in accredited degree programmes or parts thereof	TRIVIS - Public Service Secondary School and Tertiary Technical School of Crime Prevention and Crisis Management, Prague, s.r.o. Glowackého 555/6 181 00 Prague 8 - Troja
Mode of study (full-time, part-time, distance learning)	Part-time
Length of studies (semesters)	6
Degree programme (Bachelor's, follow-up Master's, Master's, Doctoral)	Bachelor's

Final state examinations held at the independent unit (YES/NO)	NO
Defences of diploma theses held at the independent unit (YES/NO)	NO
Number of permanent staff at the independent unit	23
<b>FACULTY OF HUMANITIES</b>	
<b>Degree programme 1</b>	<b>Specialization in Pedagogy (B 7507)</b>
<b>Classification of Basic Branches of Education</b>	<b>Pedagogy and social care (74, 75)</b>
Name and seat of the TBU independent unit *offering the tuition in accredited degree programmes or parts thereof	Institute of Interdisciplinary Studies Brno Londýnské náměstí 4 (BB Park, Building D, 4th floor) 639 00 Brno
Mode of study (full-time, part-time, distance learning)	Part-time
Length of studies (semesters)	6
Degree programme (Bachelor's, follow-up Master's, Master's, Doctoral)	Bachelor's
Final state examinations held at the independent unit (YES/NO)	YES
Defences of diploma theses held at the independent unit (YES/NO)	YES
Number of permanent staff at the independent unit	0
<b>Degree programme 2</b>	<b>Specialization in Pedagogy (N 7507)</b>
<b>Classification of Basic Branches of Education</b>	<b>Pedagogy and social care (74, 75)</b>
Name and seat of the TBU independent unit *offering the tuition in accredited degree programmes or parts thereof	Institute of Interdisciplinary Studies Brno Londýnské náměstí 4 (BB Park, Building D, 4th floor) 639 00 Brno
Mode of study (full-time, part-time, distance learning)	Part-time
Length of studies (semesters)	4
Degree programme (Bachelor's, follow-up Master's, Master's, Doctoral)	Follow-up Master's
Final state examinations held at the independent unit (YES/NO)	YES
Defences of diploma theses held at the independent unit (YES/NO)	YES
Number of permanent staff at the independent unit	0
<b>FACULTY OF LOGISTICS AND CRISIS MANAGEMENT</b>	

<b>Degree programme 1</b>	<b>Process Engineering (B 3909)</b>
<b>Classification of Basic Branches of Education</b>	<b>Technical sciences (21 - 39)</b>
Name and seat of the TBU independent unit *offering the tuition in accredited degree programmes or parts thereof	Faculty of Logistics and Crisis Management Studentské nám. 1532 686 01 Uherské Hradiště
Mode of study (full-time, part-time, distance learning)	Full-time, part-time
Length of studies (semesters)	6
Degree programme (Bachelor's, follow-up Master's, Master's, Doctoral)	Bachelor's
Final state examinations held at the independent unit (YES/NO)	NO
Defences of diploma theses held at the independent unit (YES/NO)	NO
Number of permanent staff at the independent unit	31
<b>Degree programme 2</b>	<b>Economics and Management (B 6208)</b>
<b>Classification of Basic Branches of Education</b>	<b>Economics (62, 65)</b>
Name and seat of the TBU independent unit *offering the tuition in accredited degree programmes or parts thereof	Faculty of Logistics and Crisis Management Studentské nám. 1532 686 01 Uherské Hradiště
Mode of study (full-time, part-time, distance learning)	Full-time, part-time
Length of studies (semesters)	6
Degree programme (Bachelor's, follow-up Master's, Master's, Doctoral)	Bachelor's
Final state examinations held at the independent unit (YES/NO)	YES
Defences of diploma theses held at the independent unit (YES/NO)	YES
Number of permanent staff at the independent unit	31
<b>Degree programme 3</b>	<b>Population Protection (B 2825)</b>
<b>Classification of Basic Branches of Education</b>	<b>Technical sciences (21 - 39)</b>
Name and seat of the TBU independent unit *offering the tuition in accredited degree programmes or parts thereof	Faculty of Logistics and Crisis Management Studentské nám. 1532 686 01 Uherské Hradiště
Mode of study (full-time, part-time, distance learning)	Full-time
Length of studies (semesters)	6
Degree programme (Bachelor's, follow-up Master's, Master's, Doctoral)	Bachelor's

Final state examinations held at the independent unit (YES/NO)	NO
Defences of diploma theses held at the independent unit (YES/NO)	NO
Number of permanent staff at the independent unit	31
<b>Degree programme 4</b>	<b>Security of Society (B 3953)</b>
<b>Classification of Basic Branches of Education</b>	<b>Technical sciences (21 - 39)</b>
Name and seat of the TBU independent unit *offering the tuition in accredited degree programmes or parts thereof	Faculty of Logistics and Crisis Management Studentské nám. 1532 686 01 Uherské Hradiště
Mode of study (full-time, part-time, distance learning)	Full-time
Length of studies (semesters)	6
Degree programme (Bachelor's, follow-up Master's, Master's, Doctoral)	Bachelor's
Final state examinations held at the independent unit (YES/NO)	NO
Defences of diploma theses held at the independent unit (YES/NO)	NO
Number of permanent staff at the independent unit	31
<b>Degree programme 5</b>	<b>Economics and Management (B 6208)</b>
<b>Classification of Basic Branches of Education</b>	<b>Economics (62, 65)</b>
Name and seat of the TBU independent unit *offering the tuition in accredited degree programmes or parts thereof	Faculty of Logistics and Crisis Management of TBU in Zlín Independent unit - Regional Educational Centre Prostějov Husovo náměstí 91 796 04 Prostějov
Mode of study (full-time, part-time, distance learning)	Full-time, part-time
Length of studies (semesters)	6
Degree programme (Bachelor's, follow-up Master's, Master's, Doctoral)	Bachelor's
Final state examinations held at the independent unit (YES/NO)	YES
Defences of diploma theses held at the independent unit (YES/NO)	YES
Number of permanent staff at the independent unit	5

Note: \*Independent unit – any independent unit of a higher education institution or of a part thereof which is situated outside the town in which the higher education institution has its registered office

### 3.g Total Number of Accredited Degree Programmes Included in the Methodology for Learning Outputs in Accordance with the National Qualifications Framework for Tertiary Education

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All degree programmes were accredited or re-accredited in accordance with the Bologna Declaration, i.e. as a two- or three-level study for a Bachelor's, follow-up Master's, or a Doctoral degree.

### 3.h Characteristics of the Credit System, Application of ECTS Rules. Diploma Supplement Label and ECTS Label

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All degree programmes at TBU use a unified credit system compatible with the European ECTS standard. 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 course unit is allocated a number of credits which reflects the relative degree of study load required for a successful completion of a given course unit.
- On successfully completing a course unit, a student obtains the number of credits allocated to the given course unit.
- 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 language proficiency 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. Furthermore, the text of the ECTS Guide and the translation thereof were completed, so that TBU can be included in the group of universities that offer programmes and courses to students in the European educational area. The ECTS 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. At present, the University makes preparations for submitting the application for the "ECTS Label" certificate.

### 3.i Other Educational Activities Carried Out in Addition to Accredited Degree Programmes

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#### Faculty of Technology

In 2011 the Faculty of Technology organized lectures by experts from other higher education institutions and from practice for the students at the Faculty. Students had also an opportunity to participate in educational visits to various companies. As every year, the competition focusing on students' scientific and expert activities was held at the Faculty.

#### Faculty of Management and Economics

The Faculty of Management and Economics organized educational trips, lectures by experts from practice, round table discussions, specialized conferences, workshops and summer schools for the students at the Faculty. The Faculty also organized the 3rd edition of the project entitled "Talented Students", which enables talented first-year students in follow-up Master's programmes to extend their knowledge and competences gained during their studies.

#### Faculty of Multimedia Communications

In 2011 the Faculty of Multimedia Communications organized internal and international workshops and participated in the organization of international summer schools. The educational activities included lectures by experts from other higher education institutions and from practice, from the Czech Republic and from abroad. The Faculty also participated in projects implemented in cooperation with international partners, with exhibitions and other presentations of artistic outputs held within the mentioned projects. The Faculty enabled selected students to take part in a study period held in the USA, and that in cooperation with the Czech Center.

#### Faculty of Applied Informatics

The Faculty of Applied Informatics organized educational trips to manufacturing enterprises, invited lectures by experts from practice and from other higher education institutions, intended in particular for students in Master's and in Doctoral programmes. The third edition of the student competition "Freescale Technology Application" focusing on electronic applications and intended for active students was held at the Faculty.

#### Faculty of Humanities

The Faculty of Humanities organized workshops, panel discussions, lectures and seminars by experts from the Czech Republic and from abroad, student conferences and a TBU contest for the best PowerPoint presentation written in English. The Faculty supported first aid courses run at elementary schools in Zlín; students at the Faculty were enabled to participate in volunteering events. The Faculty also took an active part in projects submitted on behalf of the whole University and entitled SYNAPSE and PERSPEKTIVA, particularly as regards the promotion of compulsory student practical training and workplaces intended for practical training.

#### Faculty of Logistics and Crisis Management

In 2011 lectures by experts from practice were held and an international seminar took place at the Faculty of Logistics and Crisis Management. Students had also an opportunity to participate in educational visits to various companies.

# 4 STUDENTS

## 4.a Students in Accredited Degree Programmes

As at 31 December 2011, a total of 12,462 students were studying in full-time and part-time degree programmes at six faculties of TBU (active studies regardless of the mode of financing).

Numbers of Students in Accredited Degree Programmes

Table 4.1

Tomas Bata University in Zlín		Bachelor		Master		Follow-up Master		Doctoral	TOTAL
		F	P/D	F	P/D	F	P/D		
Faculty of Technology									
Groups of accredited degree programmes	CBBE								
Natural sciences	11-18								
Technical sciences	21-39	790	270			305	277	159	1,801
Forestry, agriculture and veterinary sciences	41,43								
Health care, medical and pharmaceutical sciences	51-53								
Social sciences and services	61,67, 71-73								
Economics	62,65								
Law and public sector administration	68								
Pedagogy and social care	74,75								
Psychological sciences	77								
Art and cultural sciences	81,82								

Faculty of Management and Economics									
Groups of accredited degree programmes	CBBE								
Natural sciences	11-18								
Technical sciences	21-39								
Forestry, agriculture and veterinary sciences	41,43								
Health care, medical and pharmaceutical sciences	51-53								
Social sciences and services	61,67, 71-73								
Economics	62,65	1,306	499			598	401	168	2,972
Law and public sector administration	68								
Pedagogy and social care	74,75								
Psychological sciences	77								
Art and cultural sciences	81,82								
Faculty of Multimedia Communications									
Groups of accredited degree programmes	CBBE								
Natural sciences	11-18								
Technical sciences	21-39								
Forestry, agriculture and veterinary sciences	41,43								
Health care, medical and pharmaceutical sciences	51-53								
Social sciences and services	61,67, 71-73	164	158			103	98		523
Economics	62,65						49		49
Law and public sector administration	68								
Pedagogy and social care	74,75								
Psychological sciences	77								
Art and cultural sciences	81,82	434	50			145	23	17	669
Faculty of Applied Informatics									

Groups of accredited degree programmes	CBBE								
Natural sciences	11-18								
Technical sciences	21-39	674	267			325	306	124	1,696
Forestry, agriculture and veterinary sciences	41,43								
Health care, medical and pharmaceutical sciences	51-53								
Social sciences and services	61,67, 71-73								
Economics	62,65								
Law and public sector administration	68								
Pedagogy and social care	74,75								
Psychological sciences	77								
Art and cultural sciences	81,82								
<b>Faculty of Humanities</b>									
Groups of accredited degree programmes	CBBE								
Natural sciences	11-18								
Technical sciences	21-39								
Forestry, agriculture and veterinary sciences	41,43								
Health care, medical and pharmaceutical sciences	51-53	234	127						361
Social sciences and services	61,67, 71-73	431							431
Economics	62,65								
Law and public sector administration	68								
Pedagogy and social care	74,75	324	1,769			110	798		3,001
Psychological sciences	77								
Art and cultural sciences	81,82								
<b>Faculty of Logistics and Crisis Management</b>									
Groups of accredited degree programmes	CBBE								

Natural sciences	11-18									
Technical sciences	21-39	290	262						552	
Forestry, agriculture and veterinary sciences	41,43									
Health care, medical and pharmaceutical sciences	51-53									
Social sciences and services	61,67, 71-73									
Economics	62,65	305	102						407	
Law and public sector administration	68									
Pedagogy and social care	74,75									
Psychological sciences	77									
Art and cultural sciences	81,82									
<b>TOTAL</b>		<b>4,952</b>	<b>3,504</b>				<b>1,586</b>	<b>1,952</b>	<b>468</b>	<b>12,462</b>

F = Full-time P/D = Part-time / Distance learning

## 4.b Students - Self-Payers

As at 31 December 2011, a total of 46 students who pay the full amount of the tuition fee for studies in a foreign language from their own resources were studying at TBU in Zlín.

**Self-Paying Students\*\* (Numbers)**

Table 4.4

Tomas Bata University in Zlín	CBBE	Bachelor		Master		Follow-up Master		Doctoral	TOTAL
		F	P/D	F	P/D	F	P/D		
<b>Faculty of Technology</b>									
Groups of accredited degree programmes	CBBE								
Natural sciences	11-18								
Technical sciences	21-39					2		4	6
Forestry, agriculture and veterinary sciences	41,43								
Health care, medical and pharmaceutical sciences	51-53								
Social sciences and services	61,67, 71-73								

Economics	62,65								
Law and public sector administration	68								
Pedagogy and social care	74,75								
Psychological sciences	77								
Art and cultural sciences	81,82								
<b>Faculty of Management and Economics</b>									
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>								
Natural sciences	11-18								
Technical sciences	21-39								
Forestry, agriculture and veterinary sciences	41,43								
Health care, medical and pharmaceutical sciences	51-53								
Social sciences and services	61,67, 71-73								
Economics	62,65				12		15		27
Law and public sector administration	68								
Pedagogy and social care	74,75								
Psychological sciences	77								
Art and cultural sciences	81,82								
<b>Faculty of Multimedia Communications</b>									
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>								
Natural sciences	11-18								
Technical sciences	21-39								
Forestry, agriculture and veterinary sciences	41,43								
Health care, medical and pharmaceutical sciences	51-53								
Social sciences and services	61,67, 71-73				1				1
Economics	62,65								

Law and public sector administration	68								
Pedagogy and social care	74,75								
Psychological sciences	77								
Art and cultural sciences	81,82								
<b>Faculty of Applied Informatics</b>									
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>								
Natural sciences	11-18								
Technical sciences	21-39						1		1
Forestry, agriculture and veterinary sciences	41,43								
Health care, medical and pharmaceutical sciences	51-53								
Social sciences and services	61,67, 71-73								
Economics	62,65								
Law and public sector administration	68								
Pedagogy and social care	74,75								
Psychological sciences	77								
Art and cultural sciences	81,82								
<b>Faculty of Humanities</b>									
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>								
Natural sciences	11-18								
Technical sciences	21-39								
Forestry, agriculture and veterinary sciences	41,43								
Health care, medical and pharmaceutical sciences	51-53								
Social sciences and services	61,67, 71-73	11							11
Economics	62,65								
Law and public sector administration	68								



Pedagogy and social care	74,75							
Psychological sciences	77							
Art and cultural sciences	81,82							
<b>TOTAL</b>		<b>11</b>			<b>15</b>	<b>20</b>	<b>46</b>	

F = Full-time P/D = Part-time / Distance learning

\*\*Self-paying students are students who pay the full amount of the tuition fee; the higher education institution does not include self-paying students in the numbers of students according to which the HEI is allocated the state contribution to educational activities.

## 4.c Students Aged over 30 Years

As at 31 December 2011, a total of 3,194 students older than 30 years were studying in full-time and part-time degree programmes at six faculties of TBU.

### Students Aged over 30 Years

Table 4.5

Tomas Bata University in Zlín		Bachelor		Master		Follow-up Master		Doctoral	TOTAL
		F	P/D	F	P/D	F	P/D		
Faculty of Technology									
Groups of accredited degree programmes	CBBE								
Natural sciences	11-18								
Technical sciences	21-39		111			111	43		265
Forestry, agriculture and veterinary sciences	41,43								
Health care, medical and pharmaceutical sciences	51-53								
Social sciences and services	61,67, 71-73								
Economics	62,65								
Law and public sector administration	68								
Pedagogy and social care	74,75								
Psychological sciences	77								
Art and cultural sciences	81,82								
Faculty of Management and Economics									

Groups of accredited degree programmes	CBBE							
Natural sciences	11-18							
Technical sciences	21-39							
Forestry, agriculture and veterinary sciences	41,43							
Health care, medical and pharmaceutical sciences	51-53							
Social sciences and services	61,67, 71-73							
Economics	62,65		206		1	154	78	439
Law and public sector administration	68							
Pedagogy and social care	74,75							
Psychological sciences	77							
Art and cultural sciences	81,82							
Faculty of Multimedia Communications								
Groups of accredited degree programmes	CBBE							
Natural sciences	11-18							
Technical sciences	21-39							
Forestry, agriculture and veterinary sciences	41,43							
Health care, medical and pharmaceutical sciences	51-53							
Social sciences and services	61,67, 71-73	1	94			78		173
Economics	62,65					26		26
Law and public sector administration	68							
Pedagogy and social care	74,75							
Psychological sciences	77							
Art and cultural sciences	81,82	3	36			15	10	64
Faculty of Applied Informatics								
Groups of accredited degree programmes	CBBE							

Natural sciences	11-18								
Technical sciences	21-39	1	91			1	142	29	264
Forestry, agriculture and veterinary sciences	41,43								
Health care, medical and pharmaceutical sciences	51-53								
Social sciences and services	61,67, 71-73								
Economics	62,65								
Law and public sector administration	68								
Pedagogy and social care	74,75								
Psychological sciences	77								
Art and cultural sciences	81,82								
<b>Faculty of Humanities</b>									
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>								
Natural sciences	11-18								
Technical sciences	21-39								
Forestry, agriculture and veterinary sciences	41,43								
Health care, medical and pharmaceutical sciences	51-53	2	72						74
Social sciences and services	61,67, 71-73	3							3
Economics	62,65								
Law and public sector administration	68								
Pedagogy and social care	74,75		1,140				587		1,727
Psychological sciences	77								
Art and cultural sciences	81,82								
<b>Faculty of Logistics and Crisis Management</b>									
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>								
Natural sciences	11-18								
Technical sciences	21-39		105						105

Forestry, agriculture and veterinary sciences	41,43								
Health care, medical and pharmaceutical sciences	51-53								
Social sciences and services	61,67, 71-73								
Economics	62,65		54						54
Law and public sector administration	68								
Pedagogy and social care	74,75								
Psychological sciences	77								
Art and cultural sciences	81,82								
<b>TOTAL</b>		<b>10</b>	<b>1,909</b>			<b>2</b>	<b>1,113</b>	<b>160</b>	<b>3,194</b>

F = Full-time P/D = Part-time / Distance learning

#### 4.d Unsuccessful Students in Accredited Degree Programmes

The number of unsuccessful students at TBU reached 2,223 in 2011.

Numbers of Unsuccessful Students in Accredited Degree Programmes

Table 4.6

Tomas Bata University in Zlín	CBBE	Bachelor		Master		Follow-up Master		Doctoral	TOTAL
		F	P/D	F	P/D	F	P/D		
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>								
Natural sciences	11-18								
Technical sciences	21-39	684	301			52	92	40	1,169
Forestry, agriculture and veterinary sciences	41,43								
Health care, medical and pharmaceutical sciences	51-53	19	6						25
Social sciences and services	61,67, 71-73	89	16			3	7		115
Economics	62,65	306	189			61	81	42	679
Law and public sector administration	68								
Pedagogy and social care	74,75	34	111			4	45		194

Psychological sciences	77								
Art and cultural sciences	81,82	25	7			7	2		41
<b>TOTAL</b>		<b>1,157</b>	<b>630</b>			<b>127</b>	<b>227</b>	<b>82</b>	<b>2,223</b>

F = Full-time P/D = Part-time / Distance learning

## 4.e Measures to Reduce Drop-Out Rates

The University management pays an increased attention to the numbers of unsuccessful students. In selected course units with high drop-out rates (e.g. mathematics or chemistry), remedial classes are organized, within which weaker students can broaden their knowledge. Other measures leading to reducing the drop-out rates include student evaluation of the teaching quality, communication with students and a wide range of study supports and materials on the faculties' websites. In 2011 the positive trend also continued towards a wider use of e-learning in the support of teaching activities, and that not only for part-time students but for full-time students as well. Students who have difficulties with their studies may use the services provided by the TBU Counselling Centre, which provides professional psychological and pedagogical counselling free of charge.

Measures leading to reducing the drop-out rates also aim at specifying information on the graduate profile in a given field of study and at selecting an appropriate field of study adequate to the knowledge and abilities of the respective applicant for studies.

# 5 GRADUATES

## 5.a Graduates from Accredited Degree Programmes

A total of 4,280 students graduated from TBU in 2011. 59 % of graduates from Bachelor's programmes enrolled on follow-up Master's programmes at TBU.

Numbers of Graduates from Accredited Degree Programmes

Table 5.1

Tomas Bata University in Zlín		Bachelor		Master		Follow-up Master		Doctoral	TOTAL
		F	P/D	F	P/D	F	P/D		
<b>Groups of accredited degree programmes</b>	<b>CCBE</b>								
Natural sciences	11-18								
Technical sciences	21-39	395	154			344	182	40	1,115
Forestry, agriculture and veterinary sciences	41,43								
Health care, medical and pharmaceutical sciences	51-53	52	43						95
Social sciences and services	61,67, 71-73	180	53			64	73		370
Economics	62,65	705	187			389	231	21	1,533
Law and public sector administration	68								
Pedagogy and social care	74,75	77	495			57	306		935
Psychological sciences	77								
Art and cultural sciences	81,82	128	14			75	15		232
<b>TOTAL</b>		<b>1,537</b>	<b>946</b>			<b>929</b>	<b>807</b>	<b>61</b>	<b>4,280</b>

% of graduates from Bachelor's programmes enrolled in follow-up Master's programmes at the same higher education institution in the relevant year

59%

Note.: The number of graduates also includes international students participating in short-term study periods.  
F = Full-time P/D = Part-time / Distance learning

## 5.b Cooperation between TBU and Graduates

In the previous years, the TBU Alumni portal was available for communication between graduates and the University. TBU could communicate with graduates through this portal. This portal was replaced by a new portal with newly created functionalities, which was successfully launched as "TBU Career" on the website <http://kariera.utb.cz> in 2011. The portal is one of the communication tools not only among graduates, but also among other groups of this small labour market, besides graduates and students formed also by educational institutions, research institutions, employers and commercial entities. Participating interest groups may gain a high added value with very low costs in the required spheres through direct communication with partners. These interest groups may communicate both across all groups and within specific groups. The portal uses principles of the Facebook and Twitter social networks.

Primarily, the portal supports TBU graduates' employment prospects in the labour market, which are encouraged also by direct support of specialized student practical training and internships with employers in the Czech and Slovak Republic, and individual internships abroad as well.

The portal enables us to systematically build cooperation mainly with companies as prospective employers of our graduates, as well as develop activities in other spheres, such as e.g. TBU students' internships or applied research. Among other key services that we provide to participating interest groups, the educational system support in the LMS Moodle background for all forms of educating including enterprise and lifelong learning can be named.

However, portal tools are not the only way of contact between TBU and its graduates, since reunions for alumni take place regularly, that are organized by the relevant faculties every year.

Graduates act within the cooperation as, namely:

- Practical training and internship mediators within their organization;
- Persons cooperating on projects and invited lecturers – experts in the given field;
- Supervisors and external examiners of Bachelor's and Master's theses;
- Members of the final state examination committees.

Selected graduates may continue their cooperation with TBU as consultants during the process of reaccreditation of Master's programmes of selected degree courses.

## 5.c Ensuring Job Opportunities and Good Employment Prospects for Graduates and Cooperation with Employers

The analysis of employment rate and employability of graduates is partially based on surveys carried out within projects (e.g. Reflex 2010: Employability and Success of HEI Graduates in the Labour Market), whose final results were used during the year 2011 with the aim of focusing on skills and competences needed in HEI graduates in order to meet the changing requirements of the labour market.

Also in 2011, projects continued at some of the faculties of TBU in Zlín, which aimed at innovating the current follow-up Master's programmes so that they correspond to the requirements of practical applications, and so that the graduates from the mentioned programmes are competitive in the labour market and well-oriented in the knowledge society.

At TBU an evaluation of the employability of graduates is carried out based on the information from the integrated portal of the Ministry of Labour and Social Affairs (MoLSA) available at <http://portal.mpsv.cz/sz/stat/abs/polo>. 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 Employment Office (EO) according to his/her permanent place of residence as at a particular date, with the time after his/her successful completion of studies not exceeding 2 years. Within the total unemployment rate for higher education institution graduates (measured not only generally for TBU as a unit, but also for the relevant degree programmes) it is thus the job applicants registered at the Employment Office by 30 April and by 30 September in relation to the number of graduates who successfully completed studies within the period of six to twelve months before April or September of the given year. Thus we use, just like the MEYS, the so-called standardised unemployment rate, which is free from being influenced by unemployment rates of the regional labour markets. It is not important in which region the graduates from the respective higher education institution or faculty seek a job. The standardised unemployment rate is suitable for comparing the employability of graduates from the relevant higher education institutions and faculties throughout the entire CR.

### Selected Measures Carried Out in 2011 with the Aim to Improve the Employability of Graduates:

1. Students completing their final year of BP as well as FUMP were instructed within lectures entitled "How to Start a Career" on how to write a quality CV resume and a motivation letter, and advised on how to use it in order to improve their communication abilities, to get a Bachelor's or Master's thesis topic, an internship or a job.
2. Bachelor's and Master's theses, practical trainings and internships are entered systemically by the academic staff as well as by companies – with the use of the portal [www.kariera.utb.cz](http://www.kariera.utb.cz). Similar activities are available through the portals [www.synapse.utb.cz](http://www.synapse.utb.cz) and [www.prosperita.utb.cz](http://www.prosperita.utb.cz), that were created within eponymous projects. Establishing contact between students and companies during studies is an important step in the graduates' future career direction. Practical trainings are included in the curricula of all degree courses at the Faculty of Humanities.
3. Development of students' skills aiming at supporting entrepreneurship and encouraging students to start their own entrepreneurial activities was carried out within several projects, e.g. at the Faculty of Management and Economics (project 'Talented Students'), at the Technology Innovation Centre (student competition for the best business plan), at the Faculty of Multimedia Communications ('Perspective' project) and others.
4. Students tend to select an optional course unit (category C) entitled Practical Training, which is worth three credits. They are thus motivated to develop their own relations with companies and perhaps even start their own career. The list of internships offered is available on the TBU Career portal.
5. TBU co-organizes a Job Fair through contractual relations, in cooperation with companies and institutions in the Zlín Region as well as outside the region and in cooperation with IAESTE. Since 2011 two fairs have been carried out on the premises of TBU: in April and November. The fair in November is more suitable for students in their final year of studies (BP as well as FUMP), whom we want to attract preferably. Besides presenting companies, we also enable students to practise job interviews at the fair, etc.
6. In 2011 data on graduates' employment prospects in the labour market (see above) were collected and analysed, that will be taken into account when setting quotas for students to be admitted to the relevant degree programmes/courses.
7. Preparations for the construction of the TBU Job Centre were carried out, so that it could be launched in 2012 with the aim of providing daily career and job counselling in order to improve TBU graduates' job prospects in the labour market, and particularly in order to improve their communication skills with prospective employers, namely counselling regarding job interviews, motivation letters, various types of CV resumes, language and communication skills, soft skills corresponding to the needs and expectations of the business sphere, as well as providing intensive support for graduates aimed at helping them to find an adequate job.

# 6

## INTEREST IN STUDYING AT TBU

### 6.a Interest in Studying at the Higher Education Institution

In 2011 TBU received 9,739 applications for Bachelor's studies, 4,681 applications for follow-up Master's studies and 161 applications for Doctoral studies.

#### Interest in Studying at TBU

Table 6.1

Tomas Bata University in Zlín		Bachelor			Master			Follow-up Master			Doctoral		
		Applications submitted	Students admitted	Students enrolled	Applications submitted	Students admitted	Students enrolled	Applications submitted	Students admitted	Students enrolled	Applications submitted	Students admitted	Students enrolled
<b>Faculty of Technology</b>													
<b>Groups of accredited degree programmes</b>	<b>CCBE</b>												
Natural sciences	11-18												
Technical sciences	21-39	876	628	454				436	348	324	52	42	32
Forestry, agriculture and veterinary sciences	41,43												
Health care, medical and pharmaceutical sciences	51-53												
Social sciences and services	61,67, 71-73												
Economics	62,65												

Law and public sector administration	68																			
Pedagogy and social care	74,75																			
Psychological sciences	77																			
Art and cultural sciences	81,82																			
<b>Faculty of Management and Economics</b>																				
<b>Groups of accredited degree programmes</b>	<b>CCBE</b>																			
Natural sciences	11-18																			
Technical sciences	21-39																			
Forestry, agriculture and veterinary sciences	41,43																			
Health care, medical and pharmaceutical sciences	51-53																			
Social sciences and services	61,67, 71-73																			
Economics	62,65	2,578	899	836									2,427	552	550	61	41	40		
Law and public sector administration	68																			
Pedagogy and social care	74,75																			
Psychological sciences	77																			
Art and cultural sciences	81,82																			
<b>Faculty of Multimedia Communications</b>																				
<b>Groups of accredited degree programmes</b>	<b>CCBE</b>																			
Natural sciences	11-18																			
Technical sciences	21-39																			
Forestry, agriculture and veterinary sciences	41,43																			
Health care, medical and pharmaceutical sciences	51-53																			
Social sciences and services	61,67, 71-73	720	122	121									299	105	101					
Economics	62,65												36	21	20					
Law and public sector administration	68																			

Pedagogy and social care	74,75												
Psychological sciences	77												
Art and cultural sciences	81,82	788	164	163				194	74	73	15	13	13
<b>Faculty of Applied Informatics</b>													
<b>Groups of accredited degree programmes</b>	<b>CCBE</b>												
Natural sciences	11-18												
Technical sciences	21-39	972	582	494				481	383	326	33	31	30
Forestry, agriculture and veterinary sciences	41,43												
Health care, medical and pharmaceutical sciences	51-53												
Social sciences and services	61,67, 71-73												
Economics	62,65												
Law and public sector administration	68												
Pedagogy and social care	74,75												
Psychological sciences	77												
Art and cultural sciences	81,82												
<b>Faculty of Humanities</b>													
<b>Groups of accredited degree programmes</b>	<b>CCBE</b>												
Natural sciences	11-18												
Technical sciences	21-39												
Forestry, agriculture and veterinary sciences	41,43												
Health care, medical and pharmaceutical sciences	51-53	318	169	158									
Social sciences and services	61,67, 71-73	422	193	179									
Economics	62,65												
Law and public sector administration	68												
Pedagogy and social care	74,75	2,291	853	800				808	480	436			
Psychological sciences	77												

Art and cultural sciences	81,82																			
<b>Faculty of Logistics and Crisis Management</b>																				
<b>Groups of accredited degree programmes</b>	<b>CCBE</b>																			
Natural sciences	11-18																			
Technical sciences	21-39	774	555	427																
Forestry, agriculture and veterinary sciences	41,43																			
Health care, medical and pharmaceutical sciences	51-53																			
Social sciences and services	61,67, 71-73																			
Economics	62,65																			
Law and public sector administration	68																			
Pedagogy and social care	74,75																			
Psychological sciences	77																			
Art and cultural sciences	81,82																			
<b>TOTAL</b>		<b>9,739</b>	<b>4,165</b>	<b>3,632</b>										<b>4,681</b>	<b>1,963</b>	<b>1,830</b>	<b>161</b>	<b>127</b>	<b>115</b>	

F = Full-time P/D = Part-time / Distance learning

## 6.b Entrance Examinations

At the Faculty of Technology no entrance examinations were carried out in 2011; the admission procedure took place considering the results achieved by the applicants within their previous studies (secondary schools, higher education institutions) and was carried out by the respective FT staff.

At the Faculty of Management and Economics, applicants are admitted to full-time BP depending on the results of the Test of General Academic Prerequisites administered by the SCIO organization.

The entrance examination for the part-time mode of study is organized by the Faculty. It comprises tests in mathematics and in a foreign language. Tests in mathematics are prepared by the Faculty of Applied Informatics, tests in a foreign language by the Faculty of Humanities.

The entrance examination for the follow-up Master's studies is prepared by relevant departments of the Faculty of Management and Economics and is comprised of tests from the following fields:

For the degree programme N6208 in Economics and Management, degree courses in Management and Marketing, Enterprise Economics, Enterprise Economics with specialization in Economics of Tourism, Industrial Engineering and for the degree programme N6202 in Economic Policy and Administration, degree course in Finance, it is a test in the field of microeconomics and macroeconomics, enterprise management and economics, marketing, accounting, management, enterprise finance.

For the degree programme N6208 in Economics and Management, degree course in Management in Health Care, a test in the area of economics, managerial psychology, management, health care and nursing is prepared.

For the degree programme N6202 in Economic Policy and Administration, degree course in Public Sector Administration and Regional Development, a test in the area of microeconomics and macroeconomics, socio-economic geography and regional economics, regional policy (general, EU and in the CR), constitutional law and politics, public sector administration and administration law, public finance is prepared.

Admission to degree courses in English is conditional on passing the entrance examination. The entrance examination is written. The applicant must write an essay in the English language on a selected topic.

At the Faculty of Multimedia Communications the entrance examinations to all degree programmes are organized by their own staff. For the degree programme in Theory and Practice of Audiovisual Arts and in Visual Arts the admission procedure is organized in two rounds, based on an aptitude test. For the degree programme in Media and Communication Studies, applicants have to pass a written test to prove their language, general and creative competences.

Admission procedures at the Faculty of Applied Informatics adhere to the Directive on the Publicly Announced Admissions Procedure for Bachelor's and Master's programme in Engineering Informatics. Entrance examinations for the Bachelor's programme take the form of tests that are identical for applicants for both modes of study (full-time, part-time). For degree courses in Information and Control Technologies and in Security Technologies, Systems and Management it is a test in mathematics. For the degree course in Information Technologies in Administration it is the Test of General Academic Prerequisites and a test in the basics of informatics. The tests are elaborated by the FAI academic staff; an evaluation of the tests is carried out automatically on a PC with the use of their own software. No external test suppliers, or evaluation processors are used within the admissions procedures at FAI. Applicants for some degree courses may be exempt from the entrance examination depending on good average results from the secondary school. Applicants who have successfully passed the examination in mathematics in the National Comparative Exams organized by Scio may be exempt from the entrance examination in mathematics. However, it is not a compulsory exam, the exam is done on a voluntary basis and only a very small percentage of students tend to use the opportunity. Applicants are admitted to the follow-up Master's programmes depending on the grade point average achieved during their previous Bachelor's studies.

The Faculty of Humanities does not organize entrance examinations to Bachelor's degree courses. Applicants for all degree courses are admitted depending on their results achieved in the National Comparative Exams organized by the Scio organization. For the degree course in English for Business Administration, the exam in the English language administered by the Scio organization may be replaced by a state secondary school leaving certificate in the English language of a higher level of difficulty or by a certificate at a minimum level of B2 (e.g. Test of English as a Foreign Language (TOEFL), First Certificate in English (FCE), Cambridge Certificate in Advanced English (CAE), Certificate of Proficiency in English (CPE), City & Guilds). For the degree course in German for Business Administration, the exam in the German language administered by the Scio organization may be replaced by a state secondary school leaving certificate in the German language of the basic level of difficulty or by a certificate at a minimum level of B1 (e.g. basic state language exam, Zertifikat Deutsch). The Faculty organized its own entrance examinations to follow-up Master's degree courses. The Institute of Interdisciplinary Studies in Brno organizes its own entrance examinations to the Bachelor's as well as follow-up Master's programmes.

In the first round of the admission procedure, the Faculty of Logistics and Crisis Management admitted applicants for all degree courses depending on their results in the National Comparative Exams administered by the Scio organization, namely on general knowledge – basic version. In the following rounds, the Faculty admitted applicants depending on their average results from secondary schools.

## 6.c Students in Follow-Up Master's and Doctoral Programmes Who Have Successfully Completed Previous Studies at Another Higher Education Institution

A total of 21.07 % of students enrolled on the 1st year of a follow-up Master's programme at TBU have graduated from a Bachelor's programme at a different higher education institution; among Doctoral students it was 25.30 %.

### Students in Follow-Up Master's and Doctoral Programmes Who Completed Their Previous Studies at Another Higher Education Institution

Table 6.2

% of the total number of students enrolled in the first year of study in 2011		
Tomas Bata University in Zlín	Follow-up Master's programmes	Doctoral programmes
<b>Faculty of Technology</b>	<b>10.70</b>	<b>37.83</b>
<b>Faculty of Applied Informatics</b>	<b>32.00</b>	<b>18.75</b>
<b>Faculty of Management and Economics</b>	<b>34.70</b>	<b>61.90</b>
<b>Faculty of Multimedia Communications</b>	<b>34.40</b>	<b>33.30</b>
<b>Faculty of Humanities</b>	<b>14.63</b>	<b>0.00</b>
<b>Faculty of Logistics and Crisis Management</b>	<b>0.00</b>	<b>0.00</b>
<b>AVERAGE for the whole higher education institution</b>	<b>21.07</b>	<b>25.30</b>

## 6.d Cooperation with Secondary Schools when Informing Applicants for Studies

The University pays great attention to attracting quality applicants for studies. For this reason, it actively communicates directly with prospective applicants for studies, mainly with those studying in their final year at secondary schools, as well as with education counsellors at secondary schools in the Czech Republic and in Slovakia.

In January 2011 an Open Day was organized by the University. TBU's participation in post-secondary education fairs is important for informing applicants for studies. TBU presented itself at the "Gaudeamus" European Education and Lifelong Learning Fair that was held in January 2011 in Prague and in November 2011 in Brno. TBU took part in the Fair held in Prague for the fourth time and in the Fair held in Brno for the tenth time. In October 2011 the University participated in the "Akadémia" higher education fair in Bratislava for the fifth time. TBU participated in fairs in other countries as well, see Chapter 12.a.

TBU communicates with secondary schools mainly through education counsellors, to whom information materials about the University as well as about study options are sent regularly. TBU promotes itself at secondary schools also by means of a travelling exhibition and by giving presentations.

# 7

## ACADEMIC STAFF

TBU ranks among major employers in the Zlín Region. As at 31 December 2011, six faculties and other constituent parts of the University had 930 academic and other employees.

### 7.a Numbers of Academic Staff

In 2011 there were no significant changes in the numbers of academic and R&D staff. Attention was above all paid to the improvement in the personnel structure with the aim of ensuring a sufficient number of Professors and Associate Professors. In 2011 employees holding the degree of Professor or Associate Professor represented a one-third part in the number of the academic staff and researchers.

**TBU Academic and R&D Staff (Converted Numbers\*\*)**

Table 7.1

Tomas Bata University in Zlín	Academic Staff								Researcher***	TOTAL
	TOTAL	Professors	Associate Professors	Senior Lecturers	Lecturers	Assistant Lecturers	R&D Staff - Academic Staff Members			
Faculty of Technology	128.278	12.195	34.075	57.548	8.484	4.000	11.976	9.088	137.366	
Faculty of Logistics and Crisis Management	87.111	8.710	20.305	37.623	16.488	2.872	1.113	1.171	88.282	
Faculty of Applied Informatics	55.952	5.876	13.863	20.765	13.497	1.951			55.952	
Faculty of Multimedia Communications	72.632	7.449	11.667	38.481	8.202	6.833		6.872	79.504	
Faculty of Management and Economics	67.210	5.519	6.736	21.883	16.041	16.313	0.718		67.210	
Faculty of Humanities	31.930	3.424	7.088	13.637	3.111	4.670			31.930	
<b>TOTAL</b>	<b>443.113</b>	<b>43.173</b>	<b>93.734</b>	<b>189.937</b>	<b>65.823</b>	<b>36.639</b>	<b>13.807</b>	<b>17.131</b>	<b>460.244</b>	

Note: \*\* = (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 full-time employee)

Note: \*\*\* = In this case, researchers are those employees who are not academic staff members (in accordance with § 70 of the Act 111/1998 Coll., on Higher Education Institutions)

Note.: Academic staff and researchers at the University Institute are listed under the Faculty of Technology.

### 7.b Age Structure of TBU Academic and R&D Staff

An overwhelming majority of Professors is aged over 60 years. The age structure in the category of Associate Professors is well-balanced, with a majority of them aged between 40-60 years.

The situation developed positively with regard to the age structure of researchers; 75% of them are under 40 years of age. All employees in this category have completed Doctoral studies in accordance with the Wage Regulations of TBU in Zlín. Those researchers who have not completed a Doctoral degree have been included in the category of salaried employees as project researchers; these are another 44 employees (headcount), with a converted number of 11.27.

In the personnel structure of the University men predominate significantly, the percentage of women is 37%. The category of Assistant Lecturers is the only one with more than a half of employees being female; almost a half of the employees in the categories of Lecturers and Assistant Lecturers are women.

**Age Structure of TBU Academic and R&D Staff (Headcount)**

Table 7.2

	Academic staff														Researcher***	TOTAL
	Professors		Associate Professors		Senior Lecturers		Lecturers		Assistant Lecturers		R&D Staff - Academic Staff Members					
	TOTAL	Women	TOTAL	Women	TOTAL	Women	TOTAL	Women	TOTAL	Women	TOTAL	Women	TOTAL	Women		
Under 29 years					5	3	14	7	4	4			1	1	24	
30 – 39 years			12	2	106	43	48	24	11	7	7		17	8	201	
40 – 49 years	4	2	25	11	33	19	1	0	13	9	1	1	3	1	80	
50 – 59 years	7	2	27	8	33	12			8	4	3	2	3		81	
60 – 69 years	20	1	30	3	25	4			3	1	3				81	
Over 70 years	15	0	9	1	1										25	
<b>TOTAL</b>	<b>46</b>	<b>5</b>	<b>103</b>	<b>25</b>	<b>203</b>	<b>81</b>	<b>63</b>	<b>31</b>	<b>39</b>	<b>25</b>	<b>14</b>	<b>3</b>	<b>24</b>	<b>10</b>	<b>492</b>	

Note: \*\*\* = In this case, researchers are those employees who are not academic staff members (in accordance with § 70 of the Act No. 111/1998 Coll., on Higher Education Institutions)



## 7.c Number of Academic Staff According to Workloads and to Highest Completed Education

In the year 2011, TBU in Zlín showed a slight increase in the academic staff numbers. Almost 90% of them are employed full-time. Only 7% of the total number of academic employees have a lower workload than 50 %. 72% of the academic staff hold a scientific degree.

The improvement of personnel structure through the support of further education remains the main priority in the sphere of human resource development. 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.

### Number of Academic Staff According to Workloads and to Highest Completed Education (Headcount)

Table 7.3

Tomas Bata University in Zlín					Academic staff	TOTAL
<b>Faculty of Technology</b>						
Workloads	Prof.	Assoc. Prof.	DrSc., CSc., Dr., Ph.D., Th.D., ArtD.	Others		
Up to 0.3		2	1	1	4	
Up to 0.5	2	2	1		5	
Up to 0.7	1				1	
Up to 1.0	10	41	59	16	126	
<b>Faculty of Logistics and Crisis Management</b>						
Workloads	Prof.	Assoc. Prof.	DrSc., CSc., Dr., Ph.D., Th.D.	Others		
Up to 0.3			1		1	
Up to 0.5	1		4	3	8	
Up to 0.7	2		2		4	
Up to 1.0	5	20	34	19	78	
<b>Faculty of Applied Informatics</b>						
Workloads	Prof.	Assoc. Prof.	DrSc., CSc., Dr., Ph.D., Th.D.	Others		
Up to 0.3				1	1	
Up to 0.5				2	2	
Up to 0.7				2	2	
Up to 1.0	7	15	13	22	57	
<b>Faculty of Multimedia Communications</b>						
Workloads	Prof.	Assoc. Prof.	DrSc., CSc., Dr., Ph.D., Th.D.	Others		

Up to 0.3	1	1			2
Up to 0.5		1			1
Up to 0.7		1	1		2
Up to 1.0	7	11	37	16	71
<b>Faculty of Management and Economics</b>					
Workloads	Prof.	Assoc. Prof.	DrSc., CSc., Dr., Ph.D., Th.D.	Others	
Up to 0.3			1	2	3
Up to 0.5		2	1	5	8
Up to 0.7	3				3
Up to 1.0	3	6	19	30	58
<b>Faculty of Humanities</b>					
Workloads	Prof.	Assoc. Prof.	DrSc., CSc., Dr., Ph.D., Th.D.	Others	
Up to 0.3					
Up to 0.5		2			2
Up to 0.7		1			1
Up to 1.0	4	5	9	11	29

Note: Academic staff of the University Institute is listed under the Faculty of Technology.

## 7.d Foreign Nationals in the Academic Staff

43 members of academic staff who have foreign nationality were employed at TBU.

### Foreign Nationals in the Academic Staff\*\* (Headcount)

Table 7.4

Tomas Bata University in Zlín	
<b>Faculty of Technology</b>	7
<b>Faculty of Logistics and Crisis Management</b>	7
<b>Faculty of Applied Informatics</b>	13
<b>Faculty of Multimedia Communications</b>	4
<b>Faculty of Management and Economics</b>	10
<b>Faculty of Humanities</b>	2
<b>TOTAL</b>	<b>43</b>

Note: \*\* = Persons who concluded an employment contract with the HEI

## 7.e Numbers of Professors and Associate Professors Appointed in 2011

In 2011 6 Associate Professors were newly appointed at TBU.

**Numbers of Newly Appointed Professors and Associate Professors** Table 7.5

Tomas Bata University in Zlín	Number	Average age of newly appointed Professors and Associate Professors
<b>Faculty of Technology</b>	<b>6</b>	
Professors appointed in 2011		
Associate Professors appointed in 2011	6	40.5
<b>TOTAL</b>	<b>6</b>	<b>40.5</b>

## 7.f Overview of Further Education Courses Offered to TBU Academic Staff

In the year 2011, further education was offered to the TBU staff through a development project submitted to the MEYS. The project aimed to continue to enhance communication skills of TBU employees with the emphasis on the acquisition of specific language skills necessary for teaching specialized course units in English and focused on 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 course units 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 course units offered in the English language at TBU considerably increased. At present the University offers a total of 189 course units to the international applicants, with the following participation of the Faculties: FMC – 59, FHS – 28, FaME – 37, FAI – 38, FT – 16, FLCM - 11. (The number of course units 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 course units 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 course units offered to international students.

In the category of other employees, the project particularly aimed at improving English communication skills. The aim of the project was to achieve a standard ensuring good English communication skills during the provision of services in all sections of the University.

Within a project implemented in the Operational Programme ‘Education for Competitiveness’ and entitled ‘Innovation in Key Course Units Taught in Bachelor’s and Master’s Programmes at FaME’ the following seminars were held at the Faculty of Management and Economics: The actual attendance seminar ‘Methodology for the Creation of Authorial Sources in E-Learning Courses’, the actual attendance instructional seminar ‘Creation of Authorial Sources in E-Learning Courses in the ‘ProAuthor’ system’, a distance learning course entitled ‘Methodology for Conducting E-Learning Courses within the University Tuition’. Within a project implemented in the Operational Programme ‘Education for Competitiveness’ and entitled ‘Constructivism Applied at Higher Education Institu-

tions’ the distance e-learning course entitled ‘Constructivism within the Moodle System in Brief’ took place. The traditional event entitled “FaME Mondays” featured lectures on the following subjects: Managerial Tacit Knowledge, Process Management in Business Practice, Data Processing in the Tools of the Microsoft Company, Breakfast with R&D, In Good Health and Condition throughout the Year and Table Manners. Furthermore, the following seminars were held: Statistics, seminar for the academic staff related to the start of the winter semester, seminar for the academic staff related to the start of the summer semester.

The Faculty of Multimedia Communications organized courses within a project implemented in the Operational Programme ‘Education for Competitiveness’ and entitled ‘Innovation in Key Course Units Taught in Bachelor’s and Master’s Degree Courses in Marketing Communications’. The Faculty also organized specialized education of academic staff, i.e. the course entitled ‘Ogilvyinstitute’ and a project management course. More courses were offered within ‘Te-era’, a project implemented within the Operational Programme ‘Education for Competitiveness’. These courses were focused on time management, leading of teams, effective management and motivation of colleagues, communication skills and English courses. For the academic community at FMC, an all-day lecture by the architect Adam Gebrian on the subject of ‘Art-Oriented Higher Education Institutions in the USA and in Germany’ was held.

The Faculty of Humanities organized courses and staff training focusing on pedagogical and creative activities and on enhancement of professional knowledge of employees, e.g. a Moodle course for advanced users, an OBD (Personal Bibliographic Database) training for the academic staff, a STAG training for the academic staff, methodological language seminars organized by the publisher ‘Oxford University Press’ and many others. Another course held was the First Aid Course for the FHS staff.

The Faculty of Logistics and Crisis Management organized a basic training course in the Witness program and an English course.

**Overview of Further Education Courses Offered to TBU Academic Staff\*** Table 7.6

Tomas Bata University in Zlín	Number of courses	Number of attendees
Courses focused on pedagogical skills	FaME 10, FHS 1, FLCM 1	FaME 243, FHS 15, FLCM 2
Courses focused on general skills	FaME 2, FMC 3, FHS 3	FaME 11, FMC 12, FHS 10
Professional courses – courses aimed at improvement of language proficiency of TBU employees	TBU 5, FaME 4, FMC 3, FHS 2, FLCM 1	TBU 58, FaME 82, FMC 8, FHS 3, FLCM 3
<b>TOTAL</b>	<b>35</b>	<b>447</b>

Note: \* = Included are all further education courses either offered by the higher education institution itself or such courses where the HEI pays a part of the attendance fee for its employees (courses run externally).

## 7.g Career Regulations for the Academic Staff

The Career Regulations for the academic staff are part of the Wage Regulations of TBU in Zlín. According to their specializations, the TBU Faculties use motivation tools depending on the evaluation of pedagogical and R&D and creative activities.



## SOCIAL MATTERS OF STUDENTS AND STAFF

### 8.a Scholarships Granted to Students – Numbers of Students

In the year 2011, 8,419 scholarships were granted to TBU students.

**Scholarships Granted to Students According to Scholarship Types (Numbers of Students)**

Table 8.1

Tomas Bata University in Zlín	
Type of scholarship	Numbers of students
Merit scholarships	282
For significant results of scientific, R&D, innovation, arts or other creative activities contributing to the improvement of knowledge	76
For R&D and innovation activities in accordance with the relevant specific legal regulation	242
Need-based scholarships	161
Study abroad scholarships	330
Other extraordinary scholarships	1,276
Doctoral scholarships	1,226
Accommodation scholarships	4,826
<b>TOTAL</b>	<b>8,419</b>

### 8.b Scholarships Granted to Students – Financial Amounts

In the year 2011, the total amount of money paid as scholarships to students was CZK 71,710,285.

**Scholarships Granted to Students According to Scholarship Types (Financial Amounts)**

Table 8.2

Tomas Bata University in Zlín	
Type of scholarship	Financial resources - thousand CZK
Merit scholarships	1,612
For significant results of scientific, R&D, innovation, arts or other creative activities contributing to the improvement of knowledge	305
For R&D and innovation activities in accordance with the relevant specific legal regulation	5,471
Need-based scholarships	1,562
Study abroad scholarships	11,169
Other extraordinary scholarships	6,909
Doctoral scholarships	18,597
Accommodation scholarships	26,085
<b>TOTAL</b>	<b>71,710</b>

### 8.c Characteristics of the TBU Scholarship Programmes

Students can be awarded scholarships in accordance with the Scholarship Regulations of TBU in Zlín, and that merit, Doctoral, extraordinary (single payment), research, accommodation and need-based scholarships. The extraordinary scholarship can be awarded to the student for outstanding sports results, particularly related to the TBU or to the Faculty representation, for an activity of extraordinary benefit to TBU, to the Faculty or to the academic community, as a study abroad scholarship to support study in a programme promoted by TBU or to support students studying at TBU.

International students admitted to study in long-term programmes - degree programmes taught in Czech at TBU in Zlín - are eligible for all types of scholarships except for the need-based scholarship. International students admitted to study in long-term programmes - degree programmes taught in English at TBU in Zlín - are eligible for all types of scholarships except for the need-based and accommodation scholarship. International students admitted to TBU in Zlín to study in short-term Erasmus programmes are eligible for the accommodation scholarship.

### 8.d Counselling Services Provided at TBU

One of the basic priorities of the TBU Strategic Plan is to ensure the development of counselling services at TBU with the aim to increase the number of applicants for study, provide high-quality counselling services to students during their studies and facilitate the placement of graduates in the labour market. In order to fulfil this aim, the University continued in the implementation of the project of development of counsel-

ling services – TBU Counselling Centre in 2011. The aims of activities done within the project can be summarized as follows:

- Increase the level of counselling services provided to students and teachers from the aspect of psychological, pedagogical – psychological and professional consultancy services
- Provide psychological counselling aimed at the development of the students' personalities, with emphasis laid in particular on improving the level of counselling services provided to students in any way handicapped
- Enable a faster adaptation of first-year students and disadvantaged groups of applicants – those having a physical, economic or social handicap – when starting university studies, and that through counselling interventions based on requirements of the students and of the TBU academic staff

In 2011 the demand from students and staff for dealing with urgent psychological and socio-psychological problems continued to increase. The TBU Counselling Centre also provided psycho-diagnostic services, therapeutic and relaxation sessions and career counselling according to requirements. During the opening hours of the Counselling Centre, which are unfortunately limited, a total of 48 individual consultations amounting to 224 hours were held; moreover, 20 problems of students and staff at TBU were discussed within counselling services provided via Internet and 22 therapeutic and relaxation sessions took place.

The psychologists provided individual psychological counselling services and psychological diagnostics amounting to 10 hours per week. During 2011 the CC organized seminars on the following topics: Conflict Workplace Relationships and Positive Psychology.

Within the standard services provided by the CC, therapies and autogenic training are offered to TBU academic and non-academic staff if required.

Legal counselling services were offered to those interested among TBU employees and students usually during 4 – 5 hours per week.

The services provided by the CC are available free of charge, are independent, confident and impartial, and are provided by qualified experts, who participate in the activities of the Association of University Guidance Counsellors of the Czech Republic.

## 8.e Special Needs Students

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Within the care for students, merit, extraordinary, accommodation and need-based scholarships are awarded to students at TBU. Students in an extremely serious financial situation may receive financial support as a single payment, also repeatedly.

All university buildings are adapted to wheelchair access and fulfil the required technical conditions for groups of applicants and students having a physical handicap. Individual approach is applied to special needs students. Conditions both during the admissions as well as during their studies at TBU are modified for those students. Specific problems of disabled students are dealt with individually – according to their needs and personal requirements – within services offered by the TBU Counselling Centre. The system of provision of counselling services offered by the TBU Counselling Centre for the fourth year in a row has been included in the care for physically disabled and socially handicapped students. The target group of disabled students was offered individual consultations; their curricula were accordingly modified in cooperation with Student Affairs Offices at TBU faculties and with the relevant teachers. These students stay in contact with the consultants from the TBU Counselling Centre also when dealing with aggravated personal conditions and problems arising from their handicap.

## 8.f Exceptionally Gifted Students

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The support for exceptionally talented students is carried out on several levels. Students showing outstanding academic performance are eligible for merit scholarships. Students' creative and expert activities (STOČ) and students' scientific and expert activities (SVOČ) 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 or traineeships in companies. Some of the STOČ and SVOČ competitions are organized by the University faculties themselves. Exceptionally talented students have an opportunity to study simultaneously in another degree programme and they are the first to be offered internships abroad and mobility. The project entitled “Talented Students” is successfully implemented at the Faculty of Management and Economics for the fourth time in a row; within the project, a supplementary programme is organized for a selected group of Master's 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 based on a contractual relation.

## 8.g Accommodation and Catering

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In 2011, TBU students were accommodated in the University's own facilities maintained by the Halls of Residence and Refectory (HRR) in Zlín. The University-owned accommodation facilities maintained by the HRR include the Halls of Residence in buildings U6, U7 and U12. By 31 December 2011, the HRR satisfied completely the students' demand for accommodation. The total number of satisfied applications for accommodation was 970; the total bed capacity is 858. Compared to the previous year, there was a decrease in the number of applications for accommodation submitted by students by 11.3 %. The reason for the number of satisfied applications being higher than the total bed capacity is the student turnover rate. When the waiting list is being drawn up, the applications for accommodation submitted by international students and by students who have the longest commuting time are the first to be considered. Students who had applied for accommodation cancelled their reservation in HRR facilities during the academic year and the same bed was assigned to another applicant for accommodation who had not been previously included in the waiting list. The total number of days on which the accommodated persons used the accommodation service provided by the Halls of Residence and Refectory was 213,349 as at 31 December 2011.

Catering services for students were provided in the HRR catering facilities. In the year 2011, the Refectory in the U4 building served 138,562 meals (an interannual decrease by 6.9 %), the Refectory in the U5 building 65,800 meals (an interannual decrease by 8 %), the Cafeteria in the U2 building served 8,442 meals (an interannual decrease by 9 %), the restaurant in the U13 building served 40,804 meals (an interannual decrease by 2.7 %). 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: 429 meals (an interannual decrease by 50 %) in Prostějov, 1,094 meals (an interannual decrease by 30 %) in Kroměříž, 10,067 meals (an interannual decrease by 21.3 %) in Uherské Hradiště and 438 meals (an interannual decrease by 42.3 %) in Bzenec. The high percentage of decrease in the number of meals served in the catering facility in Bzenec is due to the termination of the contract for the provision of catering services to students of TBU in Zlín as from 30 June 2011.

During 2011 a total of 31,163 cold meals were sold to students in the TBU catering facilities (an interannual increase by 17.4 %). Cold packet meals, baguettes and ¼ pizzas are included in the number of meals served. Cold

meals were offered to students also in external catering facilities in Kroměříž (144 meals) and in Uherské Hradiště (3 meals).

The total number of hot meals served in all catering facilities was 265,636, out of which 199,992 were served to students. In 2011 the number of student meals served decreased by 21,895 in comparison with 2010 (an interannual decrease by 9.9 %). The total decrease in the number of meals served in 2011 compared to the numbers from the year 2010 was 21,910 meals, which is an interannual decrease by 7.6 %.

In addition to hot and cold meals, the TBU catering facilities also serve soups, snack soups and salads. As regards the number of soups and snack soups served, in 2011 there was a decrease by 6.1 % to 84,010 soups. As regards the number of salads served, there was an increase by 16 % to 25,370 salads served.

#### Accommodation, Catering

Table 8.3

Tomas Bata University in Zlín	TBU
Total bed capacity of TBU Halls of Residence	858
Bed capacity in rented facilities	–
Number of applications for accommodation submitted by 31/12/2011	970
Number of satisfied applications for accommodation as of 31/12/2011	970
Number of days on which the accommodated persons used the accommodation service in 2011	213,349
Number of meals served in 2011 to students	187,964
Number of meals served in 2011 to employees of the HEI	60,447
Number of meals served in 2011 to other diners	5,197

## 8.h Care for Employees

The employees of TBU are supported by their employer, and that in various forms. In addition to the introduction of motivation systems, the above-mentioned Counselling Centre (services provided by psychologists and lawyers) participates in these activities to a great extent. Within the counselling services – apart from dealing with problems related to working, partner and family relationships – psychological examinations of children of TBU employees are also carried out. Counselling services are provided by personal contact as well as by e-mail and by phone. The implementation of the project of the TBU Nursery School (capacity of 24 children) and of the babysitting room entitled ‘Koala’ for children under 3 years of age contributes to the improvement of social services provided to employees. The project is implemented within the European Social Fund - the Operational Programme ‘Human Resources Development’. This facility for children was opened on 1 June 2011 and is run by the Faculty of Humanities. Thus, TBU helps its employees and students to coordinate their family and working life or studies.

# 9

## INFRASTRUCTURE

### 9.a Library Collections

In the year 2011, intensive work was carried out in order to improve the quality of the information infrastructure provided by the TBU Library (hereinafter referred to as the “Library”) to its users. To the systems already in operation, i.e.:

- Library information system (Aleph)
- SFX linking tool including the bX technology for recommendations of related literature
- Xerxes meta search engine
- Portal of electronic journals
- Repository for electronic documents (DSpace system - a special platform designed for long-term archiving and access provision to full texts of Bachelor’s, Master’s and Doctoral theses by TBU graduates)
- Bibliography of Tomas Bata
- IVA information training portal

another installation was added, the DSpace technology – portal of publication activities of TBU. This is an open repository which systematically collects articles from scientific journals, conference papers and patents filed by all employees of the University, thus significantly contributing to the popularization of the results of R&D carried out at TBU. Thanks to the incorporation of advanced technologies, which the Library has been using in the long term, it is definitely the best open repository in the Czech Republic as regards the technical concept. The following elements were actively incorporated into the system: e.g. SFX and bX technology and the obtaining of data in real time from the Web of Science and Scopus systems. Another aim of the Library is an inclusion of this system in international registers of open repositories, which will contribute to the promotion of scientific activities carried out at TBU and to the promotion of the University itself.

Great emphasis was laid on the improvement of the functionality and of the user comfort in the Aleph library system. One of the considerable improvements continuously worked on is the Single Sign-On system and the possibility of remote access to the most part of the electronic information resources through the progressive technology Shibboleth. For this reason, TBU also joined the Czech Academic Identity Federation EduID.cz. Moreover, the Library participated in the testing of a brand new service entitled Hot Articles in the field of electronic information resources. This is a system which, based on the analysis of activities of users, creates a list of the most used articles for the relevant scientific disciplines.

The Library ensures information resources and information services for all degree programmes carried out at TBU. Outside its premises in the U13 building, 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 – a fast Internet connection, WiFi network and self-service multifunctional devices that allow printing (including colour printing), copying and scanning of documents. Also available is the function of remote access to licensed information resources, thanks to which all databases and electronic journals are available for the users 24 hours

a day. TBU students and employees can draw information from 56 databases accessible through the University computer network (1 of these is available on CD). All databases have been included in the Xerxes search portal, which took the third place and received a prize for the most innovative library project within the European project NAKLIV (National Cluster of Information Literacy) in spring 2011. Apart from traditional printed books, the Library makes accessible about 50,000 electronic periodicals, especially thanks to the INFOZ consortia which have been established in order to share electronic information resources. The Library provides its users with access to electronic books, the collection of which comprises several thousands of titles. 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 2011, the Library staff organized for its users a series of educational events (a total of 179 hours). A number of them were specialized lectures by external experts. The Library also offers literature search services to its users; in 2011 a total of 75 literature searches were done. As regards interlibrary loan services, the total number of requests fulfilled by the Library in 2011 was 654. Almost three quarters of them were requests submitted by the Library's own users interested in borrowing documents from other libraries.

The expenses on the purchase of information resources were approximately CZK 7,700 thousand.

Other Library specifications are summarized in Table 9.1.

The Library is a member of the ALIP (Association of Library and Information Professionals), and also of the ALCU (Association of Libraries of Czech Universities), where PhDr. Ondřej Fabián, Director of the TBU Library, is a member of the Executive Committee. Other employees of the Library also play an active role in the Czech librarianship. For example Mgr. Olga Biernátová was an active member of the working group which worked on the interpretation of the new version of the Czech Standard CSN ISO 690 concerning bibliographic citations.

The Library continues to actively contribute to the Union Catalogue of the National Library of the CR. The co-operation refers to the area of bibliographic records and to building of the National Authority Files. 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

Table 9.1

Tomas Bata University in Zlín	Number
Book acquisitions in 2011	6,729
Library stock in total	105,741
Number of subscribed periodicals: - paper copies - electronic periodicals (estimate)*	Total number: 839, paper copies: 239, electronic periodicals: 600

Note: \* = 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

## 9.b Level of Information and Communication Services and Availability of the Information Infrastructure

Teaching complexes and University buildings U1 to U5, U10, U11, U13, the Halls of Residence U6, U7 and U12 as well as the Regional Educational Centre in Uherské Hradiště (hereinafter referred to as "REC UH"), and the building of the 1st pavilion of Tomas Bata Regional Hospital in Zlín are all interconnected through a fibre-optic backbone network with a connection speed of 1 Gbit/s. The independent unit in Prostějov is connected to the

CESNET2 network via a line with a connection speed of 100 Mbit/s; thus, the facility has been provided full connection to the university computer network via the CESNET2 network. All the mentioned premises and buildings have structured cabling installed.

The University computer network is connected to the national research and educational network CESNET2 by two fibre-optic lines with the speed of 10 Gbit/s (via Palacký University in Olomouc and Masaryk University in Brno).

In the year 2011, there were 2,761 computers connected to the University computer network in the educational facilities, out of which almost 1,280 were placed in computer laboratories, student computer rooms and studios. The University Wi-Fi network with 70 access points in selected spaces of ten mostly educational facilities of TBU enables students and employees to connect their mobile devices to the European Eduroam network. At the end of the year 2011, there were over 5,400 registered users of the WiFi network.

The University Halls of Residence have a capacity of 839 connection ports; students connected 787 of their own computers and notebooks to the network, and another 20 computers were available in the student computer rooms.

The following systems and applications were run at TBU in the field of information systems:

- Information system for financial management (SAP)
- Information system for studies administration (IS/STAG)
- University website
- System for keeping records of publication activities (OBD<sup>PRO</sup>)
- 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 (Beck-online)
- 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 can provide information and services supporting the processes of education, science, research, development, art and creative activities as well as of management.

### 9.b.1 Development of the Information Infrastructure

The development of the University information infrastructure was supported through decentralized development programmes: "Development of Information and Communication Technologies at TBU in Zlín" (CZK 9,609 thousand).

For the SAP information system, a new disc field was purchased and installed, at the same time a migration of data from the outdated and unsupported device was carried out. The operating system HP-UX was upgraded to the supported version 11.31, the operating systems for virtual machines were upgraded. As regards complementary applications of the system, the FAIN Standard Edition was upgraded to the 4.1 version (application for property records and registration using bar codes), the Grants and Projects module was upgraded to the 2.2 version; in the FI-AM module, the setting of the ZAMCAL functionality was completed for the implemented depreciation fields.

In relation to the ongoing and in particular to the planned construction of new buildings within the implementation of ERDF projects, which will require the provision of data and voice services with the inclusion of new technologies and options (the originally used data and voice network dates back to the year 2001), a concept of optimization of the data and, partially, of the voice network was prepared. An IP address plan and a VLAN design were recommended within the data network and data services; a concept of the upgrade of IOS active elements of the network was defined, and configuration templates for the active elements were prepared. A new VPN concentrator for remote access to the University network was purchased.

The Library information system Aleph, which is the cornerstone of the library services, was upgraded to the current

supported version 20. Furthermore, the licence for the X-server was purchased, which ensures API for communication with other library systems; the bX service for recommendations of scientific documents was launched. Within the project, the Building Management System of the University was also created including a power control centre, which enables control, monitoring, configuration and setting of backup for all integrated systems. A transition to a higher measuring control and regulation system was made; the largest systems (U11 and U13 buildings) were gradually implemented into the system and, through the communication interface, power measuring in other buildings was integrated into the system after the old automation units had been replaced. Other systems were integrated into the central control room - IP cameras, EPS, EZS, Access, automatic regulation control according to the extent of use of lecture rooms.

Four faculties used the resources provided by the project for modernization and construction of laboratories used to give classes to students at all levels of study. Laboratory premises for characterization of materials were built at the Faculty of Technology; the Faculty of Management and Economics carried out a complete renovation of two computer rooms. The Faculty of Multimedia Communications completed the installation of a TV studio; the Faculty of Logistics and Crisis Management built a brand new laboratory for dealing with the issues of logistic support of crisis management, population protection, protection of selected elements of critical infrastructure and environmental protection in case of emergency situations. Thus, the equipment of the mentioned laboratories and lecture rooms has achieved the usual standards set in modern teaching and in R&D and creative activities done at a higher education institution.

# 10

## LIFELONG LEARNING

Lifelong Learning (LL) 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. Lifelong Learning includes, in particular, the following programmes:

- LL programmes carried out within accredited degree programmes
- Accredited retraining programmes
- Independently accredited programmes
- Non-accredited retraining programmes
- Non-accredited programmes

The TBU Lifelong Learning Regulations include a detailed description of LL.

During 2011 TBU extended the range of programmes (courses) offered through Lifelong Learning (hereinafter referred to as "LL") at the respective faculties; the relevant information about the programmes currently offered is regularly updated on the faculty web pages in the section Prospective Students/Lifelong Learning. Complete information is posted on the University website in the same hierarchy in the section Prospective Students/Lifelong Learning/All Lifelong Learning Programmes at TBU. The programmes listed in this section comprise, as regards their specialization, a wide range of topics corresponding to the specializations of the six TBU faculties. The programmes are modifiable as regards their contents and specialization according to the requirements of the particular organizations.

The project entitled 'Enhancement of and Innovation in the Lifelong Courses Offered at TBU in Zlín' and implemented within the Operational Programme 'Education for Competitiveness' in the section 'Supporting Offer of Further Education' (7.3.2.) significantly contributed to the enhancement of the offer of LL; a total of 27 LL programmes will be prepared or innovated within the project until August 2012.

The type of education as defined above is open to applicants from different age groups, independently of their expertise and previous education. The LL programmes offered at TBU include vocational and hobby courses and are divided into LL programmes implemented within accredited degree programmes and LL programmes which are not accredited.

Studies in a LL programme were implemented in the Czech and in the English language, in the full-time and distance learning modes of study, and that in particular as specialized education, retraining, education aimed at extending the expertise, complementary education; furthermore, as education offered within accredited degree programmes, and education focusing on a particular topic, i.e. cycles, courses, specialized workshops, lectures, lecture series, seminars.

After successful completion of a LL programme offered at TBU, the graduates receive a Certificate on Completion of a Lifelong Learning Course, or, in selected programmes, a Confirmation of Attendance. The certificate template is in accordance with the specification required by the respective state administration authorities and/or by the relevant institutions.

The total increase in the number of LL attendees in comparison to 2010 is 5 % (1,764 attendees in 2010, 1,847 in 2011).

**Lifelong Learning Courses (LL) at TBU (Number of Courses)**

Table 10.1

Tomas Bata University in Zlín	CCBE	Vocational courses			Hobby courses			U3A	TOTAL
		Up to 15 lessons	Up to 100 lessons	More	Up to 15 lessons	Up to 100 lessons	More		
Groups of accredited degree programmes	CCBE								
Natural sciences	11-18						1	1	
Technical sciences	21-39	1					11	12	
Forestry, agriculture and veterinary sciences	41,43								
Health care, medical and pharmaceutical sciences	51-53						2	2	
Social sciences and services	61,67, 71-73	1	4		2		1	6	
Economics	62,65			9				9	
Law and public sector administration	68						4	4	
Pedagogy and social care	74,75		2				1	3	
Psychological sciences	77						1	1	
Art and cultural sciences	81,82				6		10	16	
<b>TOTAL</b>		<b>1</b>	<b>7</b>	<b>9</b>	<b>8</b>		<b>1</b>	<b>36</b>	

**Lifelong Learning Courses (LL) at TBU (Number of Attendees)**

Table 10.2

Tomas Bata University in Zlín	CCBE	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 Higher Education Act
		Up to 15 lessons	Up to 100 lessons	More	Up to 15 lessons	Up to 100 lessons	More			
Groups of accredited degree programmes	CCBE									
Natural sciences	11-18									
Technical sciences	21-39	1								
Forestry, agriculture and veterinary sciences	41,43									
Health care, medical and pharmaceutical sciences	51-53									
Social sciences and services	61,67, 71-73	1	4		2		1	6		
Economics	62,65			9				9		
Law and public sector administration	68						4	4		
Pedagogy and social care	74,75		2				1	3		
Psychological sciences	77						1	1		
Art and cultural sciences	81,82				6		10	16		
<b>TOTAL</b>		<b>1</b>	<b>7</b>	<b>9</b>	<b>8</b>		<b>1</b>	<b>36</b>		

Groups of accredited degree programmes	CCBE									
Natural sciences	11-18							42	42	
Technical sciences	21-39		75					555	630	
Forestry, agriculture and veterinary sciences	41,43									
Health care, medical and pharmaceutical sciences	51-53							59	59	
Social sciences and services	61,67, 71-73	24	88		167		16	178	558	42
Economics	62,65			40					40	40
Law and public sector administration	68							80	80	
Pedagogy and social care	74,75		73					30	103	73
Psychological sciences	77							20	20	
Art and cultural sciences	81,82				144			256	400	
<b>TOTAL</b>		<b>24</b>	<b>236</b>	<b>40</b>	<b>311</b>		<b>16</b>	<b>1,220</b>	<b>1,847</b>	<b>155</b>

Lifelong Learning at TBU also includes the University of the Third Age (U3A) programmes designed for seniors (usually at the retirement age), and also for other persons who receive various types of pension, e.g. disability pension, but also for persons aged 50 years and over.

The U3A educational programme takes the form of two-year series consisting of lectures, and/or practical training in various scientific disciplines. The offer includes computer lessons, lessons in digital photography, lectures on subjects from the social sciences, culture and arts, health care and law, as well as creative activities in art done in a visual arts studio. U3A is organized by the TBU Rectorate, classes are held in Zlín, in Uherské Hradiště and, in cooperation with partner organizations, also at the independent units in Vsetín and in Kroměříž. As at 31 May 2011, a total of 574 senior attendees were registered at the U3A, out of which 224 completed their studies and received the Certificate on the Completion of U3A during an official ceremony. As at 31 December 2011, a total of 646 attendees studied in the first and second year of the U3A lecture series at TBU. In the course of the year 2011, a total of 1,220 senior students attended the U3A lecture series, tutorials and seminars in 36 one-semester courses in 19 different specializations (the so-called U3A programme series).



# 11

## RESEARCH, DEVELOPMENT, ART AND OTHER CREATIVE ACTIVITIES

### 11.a Characteristics of R&D and Creative Activities Carried Out at TBU

Research, development, art and other creative activities are carried out in the individual departments and also research units (Polymer Centre and Centre for Applied Economic Research) at the relevant faculties and at the University Institute (UNI). In accordance with the Strategic Plan, the research units are systematically 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 polymer systems, physical ageing, properties of highly-filled polymer systems, percolation phenomena, molecular electronics, biodegradable polymers, interphase phenomena, and smart behaviour of polymer materials.

Emphasis is laid on the support of applied research conducted in cooperation with industrial companies, 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 (Powder injection moulding) technology for medical products.

The Centre for Applied Economic Research (CAER) was established on 1 March 2007 as a constituent part of the 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.

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:

- Measuring and management of performance of organizations and of their networks
- Knowledge management
- Healthcare management
- Innovations
- Social responsibility of organizations (related to innovations and performance)

At the Faculty of Multimedia Communications, the strategy of research, development and creative activities is implemented in two directions. In the theoretical field, emphasis is laid on research focusing on marketing, marketing communications as well as on fields of culture and on the development of national cultural identity. In the field of creative activities done within art specializations, FMC participates in intensive preparation and in pilot testing of a system of evaluation of creative outputs in the field of art, implemented on the national level. Many international awards received and success achieved by students at exhibitions, festivals and in competitions can be considered significant accomplishments of R&D and creative activities done at the Faculty.

In 2011 the implementation of projects submitted within the Operational Programme “R&D for Innovations” – Priority Axis 2 and funded through the MEYS was started, and that of the Centre of Polymer Systems and of the Centre for Security, Information and Advanced Technologies (CEBIA-Tech).

Research, development and other creative activities carried out at the Faculty of Humanities were developed in the following spheres in 2011:

- Research into selected philological issues
- Socio-pedagogical and pedagogical research
- Research in nursing and in selected clinical specializations
- Research in the field of continuity of health and social care

The directions of scientific activities were funded by grant projects, in particular through the implementation of projects of the GA of the CR, but also through the Internal Grant Agency (IGA) within specific university research. Students in follow-up Master’s programmes also participated in projects, and that within Students’ scientific and expert activities.

### 11.b,c Interconnection between R&D and Creative Activities and Educational Activities; Participation of Students in R&D and Creative Activities

The connection between educational and R&D and creative activities is strengthened by the involvement of students, and that particularly of students in Doctoral programmes, in the implementation of research projects. A crucial role is played by the IGA, the purpose of which is not only to support scientific activities of PhD students but also of talented students in Master’s programmes. For 2011, public funding support amounting to CZK 14,048 thousand was obtained for the implementation of activities connected with specific university research. The total number of projects implemented at TBU was 69 newly accepted and 18 continuing projects.

Research activities were supported by national and international providers of financial resources through projects.

### 11.d Public Funding Support Provided to R&D and Innovations

In 2011 TBU spent the amount of CZK 161.8 million using the resources obtained for R&D and innovations. Out of which the institutional support obtained from the MEYS amounted to CZK 44.6 million and public funding support provided to specific university research obtained from the MEYS amounted to CZK 19.3 million. Furthermore, TBU spent the amount of CZK 97.9 million for the purposes of R&D and innovations, which were in particular financial resources obtained from the Grant Agency of the CR, the Ministry of the Interior of the CR, Grant Agency of the Academy of Sciences of the CR, Ministry of Foreign Affairs of the CR, international programmes, grants provided by territorial administrative units and financial resources provided within the Operational Programme ‘R&D and Innovations’.

Project co-investigators were provided CZK 3.2 million for R&D and innovations. TBU received these financial resources from the Grant Agency of the CR and from the Ministry of Industry and Trade of the CR.

## 11.e Scientific Conferences Organized by TBU

In 2011 the Faculty of Technology was the organizer of 3 conferences, among them 2 with international participation. The Faculty of Management and Economics organized 3 conferences with international participation. At the Faculty of Applied Informatics, 5 conferences took place, out of which 1 with international participation. The Faculty of Humanities organized 9 conferences, among them 5 with international participation; the Faculty of Logistics and Crisis Management held 3 conferences with international participation.

Scientific Conferences (Co-)Organized by TBU (Numbers)

Table 11.1

Faculty	Total number	With the number of attendees higher than 60 (included in the total number)	With international participation (included in the total number)
Faculty of Technology	3	2	2
Faculty of Management and Economics	3	3	3
Faculty of Applied Informatics	5	4	1
Faculty of Humanities	9	5	6
Faculty of Logistics and Crisis Management	3	3	3
<b>TOTAL</b>	<b>23</b>	<b>17</b>	<b>15</b>

## 11.f Support of Students in Doctoral Programmes and of Postdoctoral Employees

Postdoctoral students received support within the development project “Jobs for PhD Students Close to Completion and for Postdoctoral Students”. The project was aimed at the individual development of PhD students and young academics who after completing their PhD studies continue their professional career at TBU in Zlín. Within the project, jobs were created for graduates from Doctoral programmes, and specialist seminars were held.

Full-time PhD students receive regular financial support – scholarships granted monthly.

In accordance with the mutual agreement between the Vice-Rector for Research and Creative Activities and the TBU faculties, a decree was issued according to which the amount of the scholarship granted should be calculated depending on the R&D and creative activities, pedagogical, study-related and other activities of the relevant students.

Full-time PhD students studying in programmes carried out in English may receive a higher amount of the scholarship allowance in the third and/or fourth year of study, provided that the student fulfils the requirements of the relevant Faculty regarding the increase in the scholarship allowance in question.

## 11.g Percentage of Expenses for Science, Research and Innovations Compared to Total Expenses of TBU

In 2011 the percentage of expenses for science, research and innovations was 16 % of the total expenses of TBU. The total expenses do not include transfers to funds and depreciation of assets; the expenses for science, research and innovations include only expenses directly registered in relation to science, research and innovations.

## 11.h Participation of the Application Sphere in Creation and Implementation of Degree Programmes

Students at the Faculty of Technology are offered excursions to companies (see Item 3.i) and student internships; specializations of degree courses, course units to be included in curricula and/or the contents of selected course units are discussed with representatives of the application sphere.

The structure of the Faculty of Management and Economics includes the Centre for Applied Economic Research (CAER) with the appointed Board of CAER; a significant number of experts from practice are members of the Board. The Board gives its opinion on the scientific plans of the Faculty, on cooperation with business and on proposed accreditations and reaccreditations of degree programmes/courses carried out at FaME. Thus, the Faculty is given incentives from practice regarding the specialization and contents of degree programmes and courses. Moreover, the Faculty cooperates with the Plastics Cluster; from the members of the Cluster (25 companies) the Faculty receives stimulating opinions concerning knowledge, skills and competences of graduates required in practice. Tuition offered at the Faculty of Multimedia Communications includes cooperation with business – interconnection between theory and practice and the customer sphere: In 2011, 98 firms and companies were registered as recipients of the relevant outputs produced.

In 2009, the FAI Industrial Board was established at the Faculty of Applied Informatics. Representatives of more than 30 firms and companies are members of the Board; the field of business of the relevant companies and the cooperation with them correspond to the profile of the Faculty. The meetings of the FAI Industrial Board are held at least once per year; the Board has its own website. The contents and composition of course units in the relevant degree courses are discussed with the members of the Industrial Board, and their opinions and the requirements of the application sphere are taken into account.

At the Faculty of Humanities, the cooperation with the application sphere is carried out during the preparation of the contents of the relevant specialized course units, and that according to practical requirements and experience. Furthermore, cooperation is implemented during the provision of specialized and specific practically oriented course units in accredited programmes, during the organization and supervision of compulsory student practical training at workplaces as well as through participation in the boards of examiners for final state examinations. Representatives of the application sphere are among the members of the Scientific Board and also work as lecturers in accredited degree programmes at the Faculty of Logistics and Crisis Management.

## 11.i Cooperation with the Application Sphere in Creation and Transfer of Innovations

The cooperation with the application sphere is carried out at two levels - on the one hand through contract research,

and through leasing of protected facilities owned by TBU. The other level includes cooperation in the implementation of projects of applied research supported e.g. by the Ministry of Industry and Trade of the CR, Technology Agency of the CR, etc.

In 2011 the Technology Transfer Centre of the University Institute submitted 44 applications for registration of industrial rights on behalf of external applicants.

## 11.j Contracts Concluded with Legal Entities from the Application Sphere for the Use of Results of R&D and Innovations

23 valid contracts have been concluded at TBU, out of which 22 were concluded in 2011.

## 11.k Numbers of Experts from the Application Sphere Working as Lecturers in Accredited Degree Programmes

12 experts from the application sphere lectured at the Faculty of Technology, 63 lecturers worked at the Faculty of Management and Economics, 18 lecturers at the Faculty of Multimedia Communications. Experts from cooperating institutions and companies outside the Faculty are regularly invited to hold lectures and presentations in the pedagogical process at the Faculty of Applied Informatics. Preferred are the representatives of the FAI Industrial Board. Lectures are held above all for students in follow-up Master's and Doctoral programmes. The total number of experts from the application sphere who worked as lecturers was 24. 56 experts from practice lectured at the Faculty of Humanities; 5 experts from the application sphere lectured at the Faculty of Logistics and Crisis Management.

**Experts from the Application Sphere Working as Lecturers in Accredited Degree Programmes\*\* (Numbers)**

Table 11.2

Faculty	Numbers of persons
Faculty of Technology	12
Faculty of Management and Economics	63
Faculty of Multimedia Communications	18
Faculty of Applied Informatics	24
Faculty of Humanities	56
Faculty of Logistics and Crisis Management	5
<b>TOTAL</b>	<b>178</b>

Note: \*\* = Persons who worked as lecturers in at least one course unit in the given year

## 11.l Numbers of Degree Courses That Include Compulsory Practical Training during at Least 1 Month

The curricula of 6 degree courses carried out at the Faculty of Management and Economics include compulsory practical training; this fact applies to 1 degree course carried out at the Faculty of Multimedia Communications and to 14 degree courses carried out at the Faculty of Humanities.

**Degree Courses That Include Compulsory Practical Training during at Least 1 Month (Numbers)**

Table 11.3

Faculty	Number of degree courses
Faculty of Management and Economics	6
Faculty of Multimedia Communications	1
Faculty of Humanities	14
<b>TOTAL</b>	<b>21</b>

## 11.m,n,o,p Amount of Income Generated from Licences, from Contracts for the Implementation of Contract Research and Development, for the Implementation of Paid Courses and as Payment for Activities Carried Out within Specialized Consultations and Counselling

In the year 2011, TBU earned CZK 833,300 for the sale of licences, CZK 5,903,603 through contracts for the implementation of research and development, CZK 432,577 for the implementation of paid courses and CZK 118,895 for specialized consultations and counselling (out of which CZK 118,195 from companies and CZK 700 from physical entities).

## 11.q Spin-off/Start-up Companies Supported by TBU

TBU supported 1 spin-off company.

**Spin-off/Start-up Companies Supported by TBU in 2011 (Number)**

Table 11.4

University Institute	Number of spin-off/start-up companies
<b>TOTAL</b>	<b>1</b>

## 11.r Strategy for Commercialization

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The strategy for commercialization is specified in the Rector's Directive 13/2011 "Application and Protection of Intellectual Property Rights Related to Research and Creative Activities of Employees and Students of TBU in Zlín" and in the Rector's Directive 14/2011 "Internal Funds for the Support of Innovation Activities".

## 11.s Activities of TBU in the Region

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TBU is aware of its responsibility and its importance for the socio-economic development of the region situated in the southeast of the Czech Republic. Therefore, in addition to focusing on the development of high-quality, attractive degree programmes intended for students from all parts of the Czech Republic and from abroad, TBU also develops degree programmes intended above for all students from the Zlín Region and the immediate surroundings. Taking into consideration the geographical position of the region near the eastern border of the Czech Republic, TBU gives special attention to the offer of attractive study opportunities for students from Slovakia. Many of them stay in our region and find a job here after successful completion of their studies. In this regard, TBU is also an active member of the association 'Region of the White Carpathians' and the 'Euroregion of the White Carpathians', which supports cross-border cooperation focusing not only on educational activities but also on economic and cultural cooperation. TBU participates in a number of projects which receive financial support from the EU funds particularly intended for the development of cross-border cooperation. TBU also closely cooperates with Slovakian universities in Bratislava, Trenčín, Trnava and Žilina. In the economic sphere, TBU focuses on the support of cross-border business activities, either through innovation transfer or through support of networking and of research or business cluster initiatives.

In relation to the Zlín Region, i.e. to the Nomenclature of Territorial Units for Statistics 2, TBU is an important partner for the regional authorities during the preparation and implementation of steps focusing on the economic and social development of the region and on an increase in its competitiveness. In this regard, TBU represents an important source of knowledge, innovations and their transfer and application in economic activities. This task is fulfilled in practice in various forms, e.g.:

- Projects supporting the establishment of spin-off companies to be established with the support of TBU and supporting the building of a new industrial infrastructure
- Preparation and implementation of projects aimed at the development of cross-border cooperation and support of the development of the region
- Development of activities carried out and services provided in the Technology Park, in the Centre for Applied Economic Research and in the Technology Transfer Centre at TBU in Zlín in the field of applied research in accordance with the requirements set by regional partners; ensuring an effective transfer of results of these activities into practice
- Active cooperation with regional administration authorities and other partners in order to further increase the competitiveness of the region through an improvement of the quality of human resources, through an increase in the quality of research and innovation activities and of effectiveness of its transfer into practice
- Active cooperation with regional administration authorities and other partners during the preparation of strategies and plans for the development of the region. TBU is a member of the Association for the Development of the Zlín Region, of the Council of the Zlín Region for Human Resources Development, participates in the preparation of the Development Strategy – Zlín 2020.
- Active cooperation with industrial partners, particularly in the Zlín Region, e.g. involvement of representatives of business and industry in the Scientific Boards at TBU and at its Faculties, involvement of experts with practical experience in classes offered at the relevant faculties, specialized practical training and train-

eeships offered to TBU students by the respective companies, assignment of topics, consultations on Bachelor's and Master's theses, examining of the theses in the individual companies, exchange of experience and knowledge through seminars, workshops and conferences

- Support and further deepening of cooperation with non-profit and social institutions in the region
- Support of volunteer activities done by TBU students, particularly in the social sphere in the region, but also outside the region and abroad

An important role in the activities of the University in the region is played by the University Institute, which is a constituent part of TBU, and whose activities are aimed at applied research and technology and innovation transfer. The Technology Transfer Centre at UNI provides comprehensive professional services in the sphere of intellectual property protection and its transfer. The services of the Centre may be used by TBU employees as well as by firms and entrepreneurs from the Zlín Region. Until 19 April 2011 the Strategic Development Centre was a component part of the University Institute.

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

# 12

## INTERNATIONALIZATION

### 12.a Strategies for the Development of International Relations and International Environment, Priorities

Internationalization in the sphere of study, R&D as well as creative activities is one of the main priorities of the 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.

The priority fields of internationalization in education, R&D and innovations at TBU in 2011 involved particularly the following:

- Increase in the number of outgoing students and teachers participating in study periods and traineeships abroad;
- Increase in the number of international students at all levels of study and an increase in the number of international academics;
- Participation in EU community programmes – Lifelong Learning Programme, and in joint degree programmes – joint/double/multiple degree;
- Development of the offer of degree programmes (in particular Master's and Doctoral) accredited and carried out in a foreign language and of joint degree programmes – joint/double/multiple degree;
- Preparation and implementation of projects focused on the development of international cooperation in R&D and innovations with the aim to increase the involvement of academic staff and researchers in international teams.

In order to support the internationalization at TBU, an increase in the number of international students is necessary, as they represent a significant specialist and scientific potential of the University. In spite of the downward demographic curve in the CR, there is a long-term increase in the number of international students at TBU. In the academic year 2011/12 international students from 42 countries studied at TBU (data as at 31 October 2011), which was 6.52 % out of the total number of students at TBU.

The University continued to support the growing trend in international mobility for students, academics and other staff of TBU participating in study periods and traineeships abroad within the programmes of cooperation between higher education institutions (Erasmus, CEEPUS, Leonardo da Vinci, etc.) including free-mover mobility and international R&D programmes. Within the support of an increase in mobility, TBU plans to organize the event entitled International Week to be held in 2012, which is also expected to contribute to attracting the interest of students and academics in mobility at TBU.

The University promoted the employment of international staff in order to internationalize the TBU personnel structure. Several dozens of international experts e.g. from India, Russian Federation, China and Japan were employed as academic staff and researchers at TBU. An increase in the ratio of R&D staff and PhD students from

abroad at the individual faculties and in the centres of applied research currently in development receives goal-directed support from the TBU Management.

In order to promote its activities abroad, in particular degree programmes accredited to be taught in English and intended for international students, the University developed partnership relations with international institutions and collaborators. In 2011 TBU registered 78 partnership contracts concluded with universities and other foreign institutions in 33 countries, in particular with the Russian Federation, Vietnam, Armenia and China. Cooperation continued as regards communication with Czech embassies abroad and embassies of foreign countries in the CR, e.g. Bosnia and Herzegovina, China, Serbia, Ukraine, Turkey, India, the Republic of South Africa, Brazil, etc. During 2011, brochures and leaflets aimed at promoting the degree programmes accredited in English at TBU were published in cooperation with the TBU Marketing and Communications department. These materials were intended for potential applicants from both partner and cooperating universities and embassies of the CR abroad, as well as for use at fairs of education held abroad, during promotional and other trips abroad, also in cooperation with international students and TBU graduates. At the same time, the Guide for International Students/Teachers was also prepared at TBU, which reduced the information barriers and lowered the administrative obstacles for international students/teachers after their arrival in the CR. In order to raise awareness about study opportunities abroad for TBU students, information banners and leaflets were also prepared. In 2011 the activities of TBU students as regards the organization of various social and sporting events, trips and other activities intended for international students greatly intensified, which enabled the international students to learn more about the language and the culture of the CR during their stay. In December 2011, the Buddy System at TBU became an associate member of the Erasmus Student Network Czech Republic.

Last but not least, the University continued to put great emphasis on the participation of TBU in international projects (Erasmus, Erasmus IP, Erasmus Mundus, Leonardo da Vinci, Grundtvig, CEEPUS, etc.). TBU enhanced its international prestige, developed and contributed to creating a multicultural environment at the University, improved the conditions for study of international students and extended the offer of specialized course units taught in the English language and intended for students in degree programmes accredited to be taught in Czech.

### 12.b TBU Participation in International Educational Programmes Including Mobility

The Erasmus programme, 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. Within the Erasmus programme, TBU registered a total of 6 different projects in 2011 (1x Erasmus, 4x Erasmus IP, 1x Erasmus Networks).

The Grundtvig programme is organized within the Lifelong Learning Programme and focusing on learning and educational needs of persons in all forms of adult education and on institutions and organizations offering or supporting this education. In 2011 a three-year project focusing on project management was started at TBU.

The Leonardo da Vinci programme supports participants in professional training and in other educational activities during the acquisition and use of knowledge, skills and qualifications supporting personal development, employability and participation in the European labour market. Furthermore, the programme supports an improvement of quality and innovations in systems, institutions and methods used in professional education and training, and increases the attractiveness of professional education. In 2011, TBU participated in three projects implemented within the Leonardo da Vinci programme.

Since 2008, TBU had been participating in the three-year European programme Erasmus Mundus – Action 4 “Enhancing Attractiveness”, which was a joint project of nine European universities. The programme aimed to increase the attractiveness of European higher education by using a web information platform launched in 2011. Among other projects registered in 2011, the summer school coordinated by Aarhus University, Denmark, is to be named, which was focusing on collaboration with business in the field of conceptual design and development of innovative products. The summer school received financial support from the OTICON FUNDS. In 2011 an international conference financially supported by the Visegrad Funds was also held at TBU.

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 intended for undergraduate students who have completed their second semester, postgraduate students and higher education teachers. Within the CEEPUS programme, 3 projects were registered at TBU in 2011.

AKTION Czech Republic – Austria is a programme aimed at supporting bilateral cooperation in education and science in the tertiary sector. In 2011, 1 project in the field of marketing was implemented at TBU in cooperation with Vienna University of Economics and Business.

In 2011, 39 students travelled abroad within a development project submitted to the MEYS and aimed at the support of student mobility. Within this project, which gives particular support to mobility in countries outside EU, TBU students travelled e.g. to Israel, Taiwan, South Korea or Indonesia. A development project focusing on the improvement of language skills of TBU staff provided financial support for the mobility of 4 academics abroad.

In 2011, within mobility of the so-called “free-movers” a total number of 51 international students arrived at TBU, namely from the Russian Federation, Kazakhstan, Taiwan and South Korea.

#### TBU Participation in International Educational Programmes

Table 12.1

Tomas Bata University in Zlín	EU Programmes for Education and Job Preparation												TOTAL
	Erasmus	Comenius	Grundtwig	Leonardo	Jean Monnet	Erasmus Mundus	Tempus	Others	Ceepus	Aktion	MEYS Development programmes	Others	
Number of projects	6		1	3		1		2	3	1	2		19
Number of outgoing students*	310							5	16		39		370 <sup>1)</sup>
Number of incoming students**	140								18			51	209 <sup>2)</sup>
Number of outgoing academics***	83			4					14	8	4		113 <sup>3)</sup>
Number of incoming academics****	21			8				26	24	7		1	87 <sup>4)</sup>

Number of other outgoing employees	10												10	
Number of other incoming employees	1												1	
Grants (thousand CZK)	14,116		114	582			290		155	928	94	2,200	0	18,479

Note: \* = Outgoing students – students who participated in international mobility programmes in 2011; included are also those students whose mobility programmes started in 2010. Only those students are included whose mobility programmes took more than 4 weeks (28 days). If the HEI has included mobility programmes of a different duration, it shall be mentioned in the footnote to the table.

Note: \*\* = Incoming students – students who arrived in 2011; included are also those students whose mobility programmes started in 2010. Only those students are included whose mobility programmes took more than 4 weeks (28 days). If the HEI has included mobility programmes of a different duration, it shall be mentioned in the footnote to the table.

Note: \*\*\* = Outgoing academic and research staff – employees who participated in international mobility programmes in 2011; included are also those employees whose mobility programmes started in 2010. Only those employees are included whose mobility programmes took more than 5 working days. If the HEI has included mobility programmes of a different duration, it shall be mentioned in the footnote to the table.

<sup>1)</sup> mobility programme of 24 students out of 370 was shorter than 28 days

<sup>2)</sup> mobility programme of 16 students out of 209 was shorter than 28 days

<sup>3)</sup> mobility programme of 31 academics out of 113 was shorter than 5 days

<sup>4)</sup> mobility programme of 33 academics out of 87 was shorter than 5 days

## 12.c TBU Participation in International R&D Programmes Including Mobility

TBU involvement in international projects and in networks of excellence in development are some of the significant priorities defined in the TBU Strategic Plan.

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” and supported by the 7th Framework Programme. 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.

In April 2011, the University Institute terminated the implementation of the project “Central European Research and Development Area” (CERADA); UNI was the project co-investigator, the project was implemented within the 7th EU Framework Programme.

In 2011, the Faculty of Technology implemented 3 projects within the programme “Kontakt”, the Faculty of Management and Economics 1 project and the Faculty of Applied Informatics 1 project as well.

In 2011, the implementation of the project Eureka-Eurostars – “Lipidiesel” focused on renewable sources of energy with the use of waste produced during the processing of natural polymers continued at the Faculty of Applied Informatics.

## TBU Participation in International R&D Programmes

Table 12.2

Tomas Bata University in Zlín	7th Framework Programme of the EC		TOTAL	
	TOTAL	Out of which Marie-Curie Actions		Others
Number of projects	2		6	8
Number of outgoing students*				
Number of incoming students**				
Number of outgoing academic and research staff***			5	5
Number of incoming academic and research staff****			3	3
Grants (thousand CZK)	152		1,027	1,179

Note: \* = Outgoing students – students who participated in international mobility programmes in 2011; included are also those students whose mobility programmes started in 2010. Only those students are included whose mobility programmes took more than 4 weeks (28 days). If the HEI has included mobility programmes of a different duration, it shall be mentioned in the footnote to the table.

Note: \*\* = Incoming students – students who arrived in 2011; included are also those students whose mobility programmes started in 2010. Only those students are included whose mobility programmes took more than 4 weeks (28 days). If the HEI has included mobility programmes of a different duration, it shall be mentioned in the footnote to the table.

Note: \*\*\* = Outgoing academic and research staff – employees who participated in international mobility programmes in 2011; included are also those employees whose mobility programmes started in 2010. Only those employees are included whose mobility programmes took more than 5 working days. If the HEI has included mobility programmes of a different duration, it shall be mentioned in the footnote to the table.

Note: \*\*\*\* = Incoming academic and research staff – employees who arrived in 2011; included are also those employees whose mobility programmes started in 2010. Only those employees are included whose mobility programmes took more than 5 working days. If the HEI has included mobility programmes of a different duration, it shall be mentioned in the footnote to the table.

## 12.d Mobility of Students and Academic Staff According to Countries

In the year 2011, it was Portugal, Slovakia and Italy that attracted greatest interest among outgoing students at TBU. The majority of students coming to TBU were from Portugal, Poland and Slovakia. Outgoing and incoming academics preferred mainly Slovakia and Poland.

## Student and Academic Staff Mobility According to Countries

Table 12.3

Tomas Bata University in Zlín				
Country	Number of outgoing students*	Number of incoming students**	Number of outgoing academics***	Number of incoming academics****
Belgium	12	11		
Bulgaria	2	5	8	3
China		9		
Denmark	15	1		
Estonia	5	4		
Finland	19	2	2	
France	14	19	1	1
Croatia	4	6	3	1
Indonesia	2	1		
Ireland	5			
Iceland				
Italy	25		5	1
Israel	6			
South Korea	1	3		
Kazakhstan		4		
Cyprus	2		3	
Liechtenstein				
Lithuania	2	9		
Latvia	2	9	1	
Luxembourg				
Hungary	2	4	4	4
Macedonia				1
Malta	4		3	
Germany	17	1	5	
Netherlands	8		3	1
Norway	12		2	
Poland	16	24	12	23
Portugal	48	25	7	2
Austria	13		13	9

Romania	2	4	3	3
Russia		12		
Greece		4	3	
Slovakia	47	20	20	29
Slovenia	18	2	3	
Spain	15	14	1	1
Serbia			2	4
Sweden	8			1
Switzerland	4			
Taiwan	3			
Turkey	18	16	7	5
USA				1
Great Britain	19		7	
<b>TOTAL</b>	<b>370</b>	<b>209</b>	<b>118</b>	<b>90</b>

Note: \* = Outgoing students – students who participated in international mobility programmes in 2011; included are also those students whose mobility programmes started in 2010. Only those students are included whose mobility programmes took more than 4 weeks (28 days). If the HEI has included mobility programmes of a different duration, it shall be mentioned in the footnote to the table.

Note: \*\* = Incoming students – students who arrived in 2011; included are also those students whose mobility programmes started in 2010. Only those students are included whose mobility programmes took more than 4 weeks (28 days). If the HEI has included mobility programmes of a different duration, it shall be mentioned in the footnote to the table.

Note: \*\*\* = Outgoing academic and research staff – employees who participated in international mobility programmes in 2011; included are also those employees whose mobility programmes started in 2010. Only those employees are included whose mobility programmes took more than 5 working days. If the HEI has included mobility programmes of a different duration, it shall be mentioned in the footnote to the table.

Note: \*\*\*\* = Incoming academic and research staff – employees who arrived in 2011; included are also those employees whose mobility programmes started in 2010. Only those employees are included whose mobility programmes took more than 5 working days. If the HEI has included mobility programmes of a different duration, it shall be mentioned in the footnote to the table.

# 13

## ENSURING QUALITY OF ACTIVITIES CARRIED OUT AT TBU AND THE EVALUATION THEREOF

### 13.a Internal Evaluation of the Quality of Education

#### 13.a.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 and creative activities of the academic staff, which is carried out on a yearly basis. Every six months, graduate employability in the labour market is monitored by the TBU Management, based on data obtained from the portal of the Ministry of Labour and Social Affairs, and other quantitative indicators of evaluative character are being monitored in the course of the year by the Rector's Advisory Council. At the end of the year 2011, a report entitled "Evaluation of Activities of Tomas Bata University Zlín in the Period from 2001 to 2010" was prepared; the structure thereof was based on the TBU Statute, Part Six, Articles 30 to 33. This report was submitted by the Rector of the University to the TBU Academic Senate and discussed and approved at its regular meeting held on 17 January 2012.

#### 13.a.2 Evaluation Process

Within the evaluation process focused on the academic staff, their pedagogical activities (e.g. the number of lectures and seminars held) and R&D and creative activities – in particular industrial rights authorship, publications in indexed journals, citations, cited references related to the published work, lectures at conferences, and implementation of research and development projects - are evaluated using points. All TBU faculties adopted the procedure of making the amount of personal performance components of salaries paid to academics dependant on the extent of the pedagogical and R&D and creative activities done and registered by the given employee. In the process of internal evaluation, efforts are made in order to make this system more interlinked with world-renowned databases in future, e.g. with the Web of Science and Scopus, and, moreover, with measurable indicators in R&D, international mobility and in the quality of degree programmes. At the same time, it is necessary to consider and monitor, within the internal evaluation, the indicators evaluated by the QS World Universities Rankings, as TBU applied for inclusion in this international database in 2011.

#### 13.a.3 Results of the Evaluation and Their Use

The process of internal evaluation contributes, among others, to maintaining the competitiveness of TBU and the possibility of selection of the best applicants; moreover, in case of evaluation carried out by students and graduates, the results of the surveys serve as a feedback for the improvement of pedagogical activities and to remedy the detected deficiencies. Thus, the evaluation becomes a motivation tool suitable for setting the aims of further



activities of TBU, and is aimed at creating such a system of internal evaluation of quality which would ensure the evaluation of main and partial processes including the management and observance of the aims set. Strengths and weaknesses of the University activities were identified on the basis of the results of the evaluations and analyses carried out, particularly in the field of academic activities. The low number of publication records, citations and cited references related to TBU pedagogical staff and included in world-renowned databases, a 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 of graduates from certain degree programmes in the labour market, all the mentioned values can still be considered as insufficient. A number of TBU research and development divisions still do not reach the European or world level. On the basis of the analyses carried out and of newly set aims, the Strategic Plan of TBU for 2011 – 2015 was formulated. One of its important priorities is to put the internal and external quality evaluation systems applied at TBU in accordance with international standards.

### 13.a.4 Quality of Teaching Evaluated by Students

In 2011, the evaluation of quality of pedagogical activities was also based on cooperation with students as defined in Article 31 Paragraph 2 of the TBU Statute. Students were enabled to express their opinion on the quality of the pedagogical performance of individual teachers in an anonymous survey which was usually evaluated twice per year by the Management of the relevant Faculties. This evaluation was carried out at the Faculties and the results thereof were submitted to the Management of the respective Faculty and also presented in the TBU information system. However, it is necessary to mention that such student evaluation of quality of teaching was not carried out at all TBU faculties. This process was organized and evaluated in a different manner at each Faculty. According to the survey conducted, students at most faculties expressed their opinion on the quality of teaching (including the assessment of individual teachers) at the end of each semester; an evaluation of the learning environment was also carried out at some faculties (once per year). The module of the STAG information system for studies administration was mostly used for this purpose, but some of the faculties chose the questionnaire (a documentary survey) method and the survey was carried out by the students themselves within a specialized project, or anonymously by teachers during the classes. After the assessment of responses received within this survey at the faculties, appropriate measures were adopted concerning the detected problems and weak points. The conclusions were submitted to the Heads of the relevant Departments (conclusions concerning the teaching) or to the Directors of the TBU Library and of HRR (conclusions concerning the learning environment), who are expected to deal with the issues.

### 13.a.5 Mechanism for Detection of Plagiarism in Theses and in Other Documents

TBU has concluded a contract with Masaryk University, which in accordance with the conditions specified in the centralized development project “National Registry of Theses and Plagiarism-Tracing System” runs the system Theses.cz and enables TBU to use its services for the following main purposes:

- Data processing and registration concerning the theses by students (National Registry of Theses)
- Processing and registration of full texts of theses by students (Plagiarism-Tracing System)

The system Theses.cz was created in 2008 in order to check similarities (plagiarism) in theses by students within the mentioned project. TBU, similarly as the other participating public higher education institutions, has created a methodology and provided technical equipment for uploading theses by students into the Theses.cz system and for detecting of plagiarism. TBU has ensured an automatic export of the data from the STAG information system for studies administration to the mentioned system and a re-import of the results.

## 13.b External Evaluation of Quality

Degree programmes at the entire TBU are subject to an external evaluation of the quality of education made by the Accreditation Commission (AK) in charge of the assessment of applications for accreditations and for the extension of the validity period of accreditations. The AK also decided about two extraordinary reviews to take place at TBU and to focus on the evaluation of the implementation of studies. The evaluation reports about both reviews carried out in 2011 were submitted to the TBU Management and posted in the AK information system.

The subject of the first review were the following branches (independent units) run by the TBU faculties:

- Faculty of Applied Informatics – branch in Prague
- Faculty of Multimedia Communications – branch in Uherské Hradiště
- Faculty of Logistics and Crisis Management – branch in Prostějov
- Faculty of Technology – branch in Kroměříž
- Faculty of Technology – branch in Vsetín

Based on the evaluation report prepared by the AK, the TBU Management adopted measures concerning particularly the independent units in Vsetín and in Prostějov. A decision was taken to reduce the activities at the independent unit of FLCM in Prostějov and to terminate the activity of the independent unit of FT in Vsetín as from 1 September 2011.

Another review carried out by the AK concerned the evaluation of Doctoral programmes carried out at the Faculty of Applied Informatics. In the evaluation report prepared by the AK, the strengths and weaknesses of these studies were evaluated. One of the conclusions was the consent given by the AK to the extension of the validity of the accreditation of Doctoral programmes carried out at FAI for a period of eight years.

TBU also participates in the European University Association activities related to the evaluation of universities. The University Management took the decision that TBU would apply for an inclusion in the QS World Universities Rankings. In 2011 the required materials were submitted by the evaluators.

## 13.c Data on Financial Audit

The department of Internal Audit, which forms, together with the management control, the cornerstone of the internal control system as defined in the Act No. 320/2001 Coll. on Financial Audit, has been operating at TBU for eight years. Six audits were carried out and duly completed by the department of Internal Audit in 2011. All final audit reports were submitted to the Rector of the University; five audits were carried out according to the schedule, and one audit was carried out in addition to the mentioned schedule. Several partial audit investigations were carried out at the direct request of the TBU Rector.

The audits carried out focused mainly on the following issues:

1. Projects funded by the Operational Programme “R&D for Innovations”
2. Contracts for Services and Subcontract Agreements
3. Evaluation system of pedagogical and R&D and creative activities of academic staff
4. Parameters of the internal control system
5. Use of lecture halls and rooms designed for scheduled lessons in the buildings of TBU in Zlín

In addition to the schedule of activities, an extraordinary audit was carried out in February concerning the duplicity of course units taught at TBU. The activity of the department of Internal Audit is done in accordance with medium-term and yearly schedules of activities. The department of Internal Audit prepares reports based on the audits carried out. Each audit report is, in accordance with good practice, submitted for comments to the audited persons in advance, who thus have an opportunity to give their opinion regarding the mentioned findings and recommendations. After incorporating the comments given by the audited departments into the report, the internal auditor

submits the report to the Rector and, if required, also to other concerned senior executives at TBU including recommendations as to the measures to be taken. The most important findings from the audits are submitted to the Rector of the University in an annual report.

### 13.d Certification of Processes

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At present TBU is in a transition period from the extensive to the intensive growth of the University, which is evidenced by the fact that in 2011 there was a decrease in the total number of students compared to the previous year. It is a period when new principles are being established in the field of funding of public higher education institutions, and therefore both the University Management and the MEYS lay a considerably greater emphasis on qualitative and performance indicators. Measurable indicators in science, international mobility and in the quality of degree programmes are being introduced. In connection with these facts, efforts have been made towards the certification of selected processes and towards the introduction of new evaluation elements for different spheres. Those are e.g. activities related to the application for the international certificate in the field of education ‘ECTS Label’ and efforts towards the inclusion of the University in the QS World Universities Rankings. Last year the company Deloitte Advisory, s. r. o. carried out a process analysis at TBU within the EFIN project aimed at the support and development of effective management principles, in particular of supportive economic and administrative processes.

### 13.e Comparison with Other Public Higher Education Institutions in the CR

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In accordance with Article 30, Paragraph 2 of the TBU Statute, the quality, level and effectiveness of TBU shall be assessed in comparison to other higher education institutions. Such comparison between TBU and other public higher education institutions in the Czech Republic was carried out in 2011 and included in the report “Evaluation of Activities of Tomas Bata University in Zlín in the Period from 2001 to 2010”. The preparation of the report was based in particular on the material of the MEYS – supporting data for the calculation of the K indicator (Principles and Rules for the Funding of Public HEIs in the Year 2012), which includes a number of quantitative indicators – e.g. numbers of students and graduates, measurable indicators in the field of R&D, international mobility and quality of degree programmes. The conclusions arising from the analysis carried out have led to increased effort aimed at achieving better results in next year’s evaluation.

### 13.f Evaluation of the Educational Activities Implemented outside the University Seat

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In 2011, TBU implemented educational activities in accredited degree programmes outside the University seat in the following locations: Brno, Bzenec, Kroměříž, Prague, Prostějov, Uherské Hradiště, Vsetín. A detailed overview of the relevant degree programmes and courses implemented outside Zlín is given in the Table 3.6 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 programmes. The quality evaluation system is identical to the system used at the entire University. Deans of the respective Faculties are responsible for the quality control of the educational activities implemented outside the University seat depending on the degree programmes in question.

# 14 NATIONAL AND INTERNATIONAL EXCELLENCE OF THE HIGHER EDUCATION INSTITUTION

## 14.a Membership of TBU and of its Academic Staff in International Associations, Organizations and Societies

### Faculty of Technology

- American Chemical Society
- American Institute of Physics
- Deutsche Landwirtschafts-Gesellschaft Frankfurt
- European Polymer Journal
- European University Association Council
- eXPRESS Polymer Letters
- International Brain Research Organization
- International Journal of ChemTech Research
- International Journal of Polymer Analysis and Characterization
- International Journal of Management in Education
- IUPAC Subcommittee „Structure and Properties of Commercial Polymers“
- Mechanics of Time-Dependent Materials
- Polish Academy of Sciences
- Polymer Processing Society
- Research Journal of Chemistry and Environment
- Slovak University of Agriculture in Nitra
- Slovak University of Technology in Bratislava
- Society of Plastics Engineers
- The Nordic Rheology Society
- The Polymer Processing Society
- The Society of Rheology

### Faculty of Management and Economics

- Central and Eastern European International Research Team
- Central European Journal of International and Security Studies
- Cranfield University Network for International Human Resource Management
- European Association for Security
- European Business Ethics Network
- European Network for Business Studies and Languages
- European Network of Academic Sport Services

- European Regional Science Association
- European Society for Paediatric Infectious Diseases
- International Association for Technology Management
- International Institute of Acoustics and Vibration
- International Network for Economy Research
- International Society of Paediatric Oncology
- Multinational Association of Supportive Care in Cancer
- New Initiatives and Challenges in Europe
- Organisation for Economic Co-operation and Development
- Society for Competitive Intelligence Professionals
- Society for Global Business and Economic Development
- Society of Plastic Engineers
- Strategic Management Society
- The Competitiveness Institute
- The European Society for History of Law

### Faculty of Multimedia Communications

- European Language Industry Association
- European Network of Cultural Administration Training Centres
- European Society for Opinion and Marketing Research
- POPAI CENTRAL EUROPE
- Society for Intercultural Education, Training and Research
- Tuesday Business Network

### Faculty of Applied Informatics

- American Leather Chemists Association
- American Chemists Society
- Association IULTTC International Union of Environmental Commission
- Editorial Board of the international Internet specialist journal Security Revue
- European Association for Security
- European Society of Physics, Working Group on Physics
- International Council on Materials Education
- Union of Slovak Mathematicians and Physicists
- Journal of Materials Education
- Club VIP International Police Association
- Technical Commission, IFAC Adaptive and Learning Systems
- Board of the Agency for R&D development
- Editorial Board of the international scientific journal International Journal of Safety Engineering

### Faculty of Humanities

- Breast Surgery International
- Central European Association for Canadian Studies
- Central European Teachers of English as a Foreign Language Forum
- Diabetes Education Study Group
- European Association for Gynaecological Oncology
- European Association for Phraseology
- European Association for Security
- European Association of American Studies
- Florence Network for Nursing and Midwifery
- Foundation of European Nurses in Diabetes

- Gesellschaft Collegium Bohemicum Prague/Munich
- International Society of Surgery
- International Study Association for Teachers and Teaching
- International Urogynecological Association
- Moravian and Silesian Association of Teachers of English
- Organization of American Historians
- Polymer Processing Society
- Editorial Board of the international scientific journal Discourse and Interaction
- Editorial Board of the international scientific journal Lodz Papers in Pragmatics
- Editorial Board of the international scientific journal Slowakische Zeitschrift für Germanistik
- Editorial Board of the international scientific journal The Journal of Linguistic and Intercultural Education
- Seminole Wars Foundation
- Sigma Theta Tau
- Slovak Linguistics Society of the Slovak Academy of Sciences, Bratislava
- Slovak Association of Disabled Persons
- Society of Plastics Engineers
- The Poetics and Linguistic Association
- WAA Apheresis Registry
- Wiener Linguistengesellschaft

#### **Faculty of Logistics and Crisis Management**

- Editorial Board Geographical Research
- International Association Technology Management – Wood
- International Union for Quaternary Research
- Section of Hazardous Goods Forwarding of the Association of Logistics and Forwarding of the Slovak Republic
- The Nordic Logistics Research Network

## **14.b Membership of TBU and of its Academic Staff in Professional Associations, Organizations and Societies**

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#### **Faculty of Technology**

- Czech Biotechnology Society
- Czech Physiological Society
- Czech Medical Society of Jan Evangelista Purkyně
- Czech Chemical Society
- Czech Society for Biochemistry and Molecular Biology
- Czechoslovak Society for Microbiology
- Czech Accreditation Institute for the systems HACCP, FSMS, FSSC 22000, QMS specialization EA3
- Institute of Physics, AS CR, Prague
- Commission for Plant Product Quality, Czech Academy of Agricultural Sciences
- Masaryk University, Brno
- Mensa CR
- Milcom a.s. Prague, Dairy Research Institute Prague
- Czech Platform for Food “Food for Life”
- National Reference Laboratory for Cosmetics, Dermatotoxicology and Immunotoxicology, National Insti-

- tute of Public Health, Prague
- Subject-Area Board for advanced Master’s state examinations in the degree course in General Biology, specialization in Microbiology, Faculty of Science, Masaryk University in Brno
- Subject-Area Board for Microbiology, Doctoral programme in Biology, Faculty of Science, Masaryk University in Brno
- Subject-Area Board for Environmental Protection, Faculty of Chemical Technology, University of Pardubice
- Editorial Board of the journal Plastics and Rubber
- Editorial Board of the journal Waste Forum
- Czech Neuroscience Society
- Society of Psychosomatic Integration
- Czech Accreditation Institute, member of technical committee for sensory analysis
- Institute of Macromolecular Chemistry, AS CR, Prague
- Institute of Hydrodynamics, AS CR, Prague
- Institute of Scientific Instruments, AS CR, Brno
- Scientific Board of the Faculty of Textile, Technical University of Liberec
- Scientific Board of the Technical University of Liberec
- Scientific Board of Palacký University, Olomouc
- Scientific Board of the University of Pardubice
- Scientific Board of VŠB – Technical University of Ostrava
- Scientific Board of Brno University of Technology
- Agricultural Research Institute, accredited laboratory
- Agricultural Research Institute Kroměříž, s.r.o.
- Zlín Region – organizer of the Chemical Olympiad 2011, Biological Olympiad 2011

#### **Faculty of Management and Economics**

- Academy Assembly of the Academy of Sciences of the CR
- Accreditation Commission of the MEYS for Law
- Association of Clinical Psychologists of the CR
- Association of Area Studies and Public Sector Administration
- Association of Management Trainers and Consultants
- Association of Public Economics
- Czech Bar Association
- Czech Association of Distance Teaching Universities
- Czech Association for Financial Management
- Czech Association of Work and Organizational Psychologists
- Czech Association of University Sport
- Czech Demographic Society
- Czech Geographical Society
- Czech Gymnastics Federation
- Czech Medical Society of Jan Evangelista Purkyně
- Czech Marketing Association
- Czech Paediatric Society CMS J.E.P.
- Czech Society for Quality
- Czech Society for Environmental Law
- Czech Society for Systems Integration
- Czech Statistical Society
- Czechoslovak TeX Users Group
- Czech Athletics Federation
- Czech Orienteering Association

- Czech Tennis Association
- Czech Volleyball Association
- Higher Education Development Fund
- Golf Club Kostelec Spa
- Grant Agency of the CR
- South Moravian Tennis Association
- Club of Personnel Officers of the Czech Republic
- Regional Volleyball Association (Czech Sports Association)
- Masaryk Czech Sociological Society
- National Cluster Association
- Civic Association “Ethics of Enterprise and Public Sector Administration”
- Organization for the Disabled (Hvězda and Horizont)
- Swimming Club Zlín
- Editorial Board of the E+M Economics and Management journal
- Editorial Board of the Management of Enterprise and Public Sector journal
- Editorial Board of the Notitiae ex Academia Bratislavensi Iusprudentiae journal
- Editorial Board of the Journal of Jurisprudence and Legal Practice
- Editorial Board of the Practical Psychology journal
- Editorial Board of the Regional Direct journal
- Editorial Board of the Regional Studies journal
- Editorial Board of the Transaction of The Universities of Košice journal
- Editorial Board of the Trends in Management and Economics 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
- Czech Ski Association
- The Federation of Accountants
- Association of Processing Industry
- Tennis Club SK
- Tex Users Group
- Zlín Astronomical Society

#### **Faculty of Multimedia Communications**

- Association of Czech Cinematographers
- Market Psychologists Association
- Czech Marketing Society
- Masaryk Czech Sociological Association
- Czech-Moravian Psychological Society
- Strategic Planning Committee of the Municipal Authorities of the town of Zlín
- Syndicate of Journalists of the Czech Republic
- Union of Visual Artists of the Czech Republic
- Scientific Board of the Academy of Performing Arts Bratislava

#### **Faculty of Applied Informatics**

- Academic Board, College of Logistics, Přerov
- Association of Universities of the Third Age of the CR

- Association of Private Security Services of the CR
- Gremium Alarm Association
- Safety Technology Cluster Ostrava
- IT Cluster of VŠB TU Ostrava
- Attestation Commission of the Institute of Information Theory and Automation of the AS CR
- Czech Society of Chemical Engineering CSCHE – CR
- Czech Commission for Cybernetics and Automation in Prague
- Czech Committee for Automation
- Member of the Subject-Area Board for a Doctoral programme at the Faculty of Mechanical Engineering and the Faculty of Electrical Engineering and Computer Science of VŠB-TU Ostrava
- Subject-Area Board for a Doctoral programme at the Faculty of Mechanical Engineering and the Faculty of Electrical Engineering and Computer Science of VŠB-TU Ostrava
- National Committee of the Donau-Adria Association for Automation, Manufacturing and Metrology
- Specialist Commission A for selection procedures for HEDF projects – CR
- Subject-Area Board for a Doctoral programme of VŠB TU Ostrava, Faculty of Metallurgy and Materials Engineering – CR
- Subject-Area Board for the Doctoral programme in “Electrical Engineering and Informatics” at the Faculty of Electrical Engineering and Informatics of the University of Pardubice
- Subject-Area Board for a Doctoral programme at the Faculty of Mechanical Engineering of VŠB – TU Ostrava
- Professional groups for diagnostics and reliability of electronic circuits in the CR and SR
- R&D Council of the Ministry of Industry and Trade of the CR
- Scientific Board of the Faculty of Electrical Engineering and Informatics of the University of Pardubice
- Scientific Board of the Faculty of Mechanical Engineering, VŠB-TU Ostrava

#### **Faculty of Humanities**

- Accreditation Commission, specialization in social sciences
- School Psychology Association
- Association of University Guidance Counsellors of the CR
- Czech Association for the Study of English
- Czech and Slovak Association for American Studies
- Czech and Slovak Association of Language Centre Teachers at Universities
- Czech Anthropological Society
- Czech Association of Pedagogical Research
- Czech Nurses Association
- Czech Diabetes Society CMS J.E.P.
- Czech Gastroenterological Society CMS J.E.P.
- Czech Gynecological and Obstetrical Society
- Czech Society of Haematology
- Czech Surgery Society
- Czech Confederation of Midwives
- Czech Society for Oncology CMS J.E.P.
- Czech Pedagogical Society
- Czech Anthropological Society
- Czech Wound Management Society
- Czechoslovak TeX Users Group
- Ethics Forum of the CR – Civic association
- Movement of Cooperating Schools
- Committee for Ethnolinguistics, International Committee of Slavists
- Chamber of Court Appointed Interpreters and Translators of the Czech Republic

- Circle of Modern Philologists
- Medical Society of Jan Evangelista Purkyně
- Masaryk Czech Sociological Society
- International Association of Professors of Slavic Languages
- Mitteleuropäischer germanistischer Verband
- Moravian and Silesian Association of Teachers of English
- Association of Hospital Gynaecologists and Obstetricians
- Screening Committee at the Ministry of Health of the CR
- Czech Medical Association of J.E. Purkyně
- Society for Transfusion Medicine
- Association of German Scholars and Teachers, Prague
- Medical Association Zlín – Uherské Hradiště – Kroměříž – Vsetín
- Association of German Scholars / Germanistischer Verband of the CR, Prague
- The Czech Myeloma Group
- UPIGO (International Professional Union of Gynaecologists and Obstetricians; advisory body of the EU)
- Urogynaecological Association
- Scientific Board JoLIE - Journal of Linguistic and Intercultural Education

#### Faculty of Logistics and Crisis Management

- Czech Flood Protection Association

# 15

## DEVELOPMENT OF THE UNIVERSITY

### 15.a TBU Participation in Operational Programmes Funded from the EU Structural Funds

In 2011 TBU participated in projects within the Operational Programme ‘Education for Competitiveness’ (20 projects), Operational Programme ‘Human Resources and Employment’ (2 projects), Operational Programme ‘R&D for Innovations’ (3 projects) and in the Operational Programme ‘Enterprise and Innovations’ (1 project).

**TBU Participation in Operational Programmes Funded from the EU Structural Funds**

Table 15.1

Tomas Bata University in Zlín					
Project (Project Number)	Operational programme	Implementation period (from-to)	Total financial amount provided	Financial amount provided in 2011	Area supported (briefly summarized)
CZ.1.07/2.2.00/15.0366 Teaching of Entrepreneurship at TBU in Zlín	OP Education for Competitiveness Priority Axis: 7.2 Tertiary Education, Research and Development Area of support: 7.2.2 Higher education	22.09.2010-31.07.2013	4,569,790.72	566,950.22	Innovation and improvement in the teaching of the course unit "Entrepreneurship" taught at FaME and application of results in the required extent at other TBU faculties
CZ.1.07/2.2.00/07.0050 Education in Accounting and Taxes	OP Education for Competitiveness Priority Axis: 7.2 Tertiary Education, Research and Development Area of support: 7.2.2 Higher education	01.06.2009-29.2.2012	6,750,954.45	1,959,947	Enhancement of course units focusing on accounting and taxes at FaME of TBU

CZ.1.07/2.2.00/07.0043 Innovation of Teaching in Marketing Communications	OP Education for Competitiveness Priority Axis: 7.2 Tertiary Education, Research and Development Area of support: 7.2.2 Higher education	12.12.2009-30.11.2011	9,560,725.98	1,927,310.49	Interconnection between the theory of higher education and practical experience of experts in marketing, creativity, marketing communications and other related fields
CZ.1.07/2.2.00/07.0143 Innovation in Selected Course Units Taught in the Department of Physics and Materials Engineering	OP Education for Competitiveness Priority Axis: 7.2 Tertiary Education, Research and Development Area of support: 7.2.2 Higher education	12.05.2009-29.07.2011	11,286,327.58	2,456,423.48	Innovation in selected course units taught at the Faculty of Technology, i.e. lectured by academics from the Department of Physics and Materials Engineering
CZ.1.07/2.2.00/07.0358 Innovation in Course Units Focusing on Financial Management of an Enterprise and Emphasizing the Application of Practical Methods, Knowledge and Tools	OP Education for Competitiveness Priority Axis: 7.2 Tertiary Education, Research and Development Area of support: 7.2.2 Higher education	01.09.2009-31.08.2012	13,444,968.80	4,656,555	Creation of a modern and innovative educational model in the field of financial management according to the requirements of knowledge economics and the needs of the market, aimed to increase the quality of graduates from TBU and the Brno University of Technology and thus their career options
CZ.1.07/2.2.00/15.0036 Improvement in Teaching – Innovation in and Modernization of Teaching at the Newly Established FLCM	OP Education for Competitiveness Priority Axis: 7.2 Tertiary Education, Research and Development Area of support: 7.2.2 Higher education	01.10.2010-30.04.2013	6,260,387.76	229,206.37	Increase in the quality, modernization and innovation in teaching at FLCM aimed to involve changes in technologies and the development of the environment, time-varying requirements regarding the graduates and focusing on an increase in the graduates' creativity and competitiveness in the labour market

CZ.1.07/2.2.00/07.0361 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	OP Education for Competitiveness Priority Axis: 7.2 Tertiary Education, Research and Development Area of support: 7.2.2 Higher education	01.09.2009-30.06.2012	8,598,959.00	2,383,418	Innovation in currently offered follow-up Master's programmes at FaME of TBU aimed to reflect the needs of practice and make the graduates competitive in the labour market and prepared for the knowledge society
CZ.1.07/2.2.00/07.0155 Innovation in English Classes in the Degree Programme in Visual Arts	OP Education for Competitiveness Priority Axis: 7.2 Tertiary Education, Research and Development Area of support: 7.2.2 Higher education	12.05.2009-31.08.2011	1,763,492.75	129,692.76	Creation of an educational module entitled "English for Art, Design and Multimedia" for teaching of specialized English at FMC of TBU and testing of pilot teaching of this course unit within a two-semester course in the academic year 2010/2011
CZ.1.07/2.2.00/15.0363 Innovation in Education in Polymer Technologies and Applications	OP Education for Competitiveness Priority Axis: 7.2 Tertiary Education, Research and Development Area of support: 7.2.2 Higher education	01.10.2010-31.08.2013	1,620,827.86	6,964,196.43	Innovation in degree courses and programmes through information technologies, integration of progressive didactic methods and technologies, greater emphasis laid on the independent work of students
CZ.1.07/2.2.00/15.0452 Further Development of E-Learning Classes Offered in the Degree Programme in Food Chemistry and Technology and Enhancement of the Current Distance Learning Texts by Adding an Audiovisual Section	OP Education for Competitiveness Priority Axis: 7.2 Tertiary Education, Research and Development Area of support: 7.2.2 Higher education	20.09.2010-30.09.2012	6,297,353.18	1,244,621.61	Preparation of practical demonstrations of modern technologies of food production aimed to enhance distance learning texts prepared earlier

CZ.1.07/2.2.00/15.0104 Innovation in Key Course Units Taught in Bachelor's and Master's Programmes at FaME of TBU in Zlín (KLIN)	OP Education for Competitiveness Priority Axis: 7.2 Tertiary Education, Research and Development Area of support: 7.2.2 Higher education	01.10.2010-31.03.2013	6,446,276.52	2,420,668.91	Innovation in teaching of key course units taught in Bachelor's (Economics and Management, Economic Policy and Administration, System Engineering) and Master's (Economics and Management taught in Czech, Economics and Management taught in English, Economic Policy and Administration) degree programmes offered at FaME
CZ.1.07/2.2.00/07.0166 SYNAPSE – System Tool For Internships and Traineeships	OP Education for Competitiveness Priority Axis: 7.2 Tertiary Education, Research and Development Area of support: 7.2.2 Higher education	01.06.2009-31.05.2012	6,782,503.33	1,147,111.85	Support of internships and traineeships organized by future employers for TBU students; creation of a university system for ensuring the quality of internships and traineeships; creation of a university system for monitoring of the needs of the labour market
CZ.1.07/2.2.00/15.0451 Modernization of Teaching in the Newly Established Glass Design Studio	OP Education for Competitiveness Priority Axis: 7.2 Tertiary Education, Research and Development Area of support: 7.2.2 Higher education	"01.11.2010-30.10.2012"	7,779,787.48	1,710,400.91	Creation of an innovative educational support tool with multimedia elements, focusing on new methods and knowledge in the field of glass design and its applications

CZ.1.07/2.3.00/09.0009 From Knowledge Development to Innovations	OP Education for Competitiveness Priority Axis: 7.2 Tertiary Education, Research and Development Area of support: 7.2.3 Human Resources in Research and Development	01.09.2009-31.08.2012	14,289,942.97	4,474,643.50	Creation of a stimulating environment for R&D and innovation activities at TBU and concurrent implementation of events leading to an improvement in the personnel structure of R&D staff
CZ.1.07/2.3.00/20.0104 Advanced Theoretical and Experimental Studies on Polymer Systems	OP Education for Competitiveness Priority Axis: 7.2 Tertiary Education, Research and Development Area of support: 7.2.3 Human Resources in Research and Development	01.08.2011-31.07.2014	35,053,111.54	12,268,589.00	Support of establishment of high-quality R&D teams, education provided to R&D staff, support of intersectoral mobility
CZ.1.07/2.4.00/12.0069 Logistics Centre	OP Education for Competitiveness Priority Axis: 7.2 Tertiary Education, Research and Development Area of support: 7.2.4 Partnership and Networks	01.01.2010-31.12.2012	6,549,612.60	1,929,187.63	Cooperation between academic staff and students at a higher education institution with private entrepreneurs
CZ.1.07/2.4.00/12.0080 Partnership for the Development of Cooperation in the Zlín Region (PERSPEKTIVA)	OP Education for Competitiveness Priority Axis: 7.2 Tertiary Education, Research and Development Area of support: 7.2.4 Partnership and Networks	09.11.2009-29.06.2012	17,012,236.80	2,684,124.95	Support of development of cooperation between the academic and the business sphere in the Zlín Region with the aim of achieving of mutual interests and strategic aims



CZ.1.07/2.4.00/17.0016 Partnership for Comprehensive Development of Competences and Education in the Field of Healthcare Management	OP Education for Competitiveness Priority Axis: 7.2 Tertiary Education, Research and Development Area of support: 7.3.2 Supporting Offer of Further Education	01.09.2011-31.08.2014	9,049,151.55	0	Activities aimed at the interconnection between teaching, science and research at TBU, FaME and practice through partnership, communications and creation of permanent links with representatives of standard medical facilities
CZ.1.07/3.2.03/01.0020 Lifelong Learning in Management of Social Services and Healthcare Institutions	OP Education for Competitiveness Priority Axis: 7.3 Further Education Area of support: 7.3.2 Supporting Offer of Further Education	02.08.2010-31.05.2012	2,320,278.37	1,561,812.31	Enhancement of the offer of Lifelong Learning at higher education institutions intended for middle and top management in the field of provision of social services and healthcare in the Zlín Region
CZ.1.07/3.2.03/02.0025 Enhancement of and Innovations in the Lifelong Learning Courses Offered at TBU in Zlín	OP Education for Competitiveness Priority Axis: 7.3 Further Education Area of support: 7.3.2 Supporting Offer of Further Education	01.02.2011-31.01.2012	2,412,978.46	603,343.13	Creation of educational modules and study supports for brand new Lifelong Learning courses and/or a major innovation in educational modules and study supports in Lifelong Learning courses already offered at TBU
CZ.1.04/5.1.01/51.00034 Cooperation between Higher Education, Public Sector Administration, Business and Non-Profit Sector for the Socio-Economic Development in the Region	OP Human Resources and Employment Priority Axis: 5 Transnational Cooperation Area of support: 5.1 Transnational Cooperation	01.11.2010-31.10.2013	6,891,836.08	0	Development of international cooperation and exchange of experience in the field of human resource development and employability

CZ.1.04/3.4.04/54.00250 TBU Nursery School and Babysitting Room	OP Human Resources and Employment Priority Axis: 3 Social Integration and Equal Opportunities Area of support: 3.4 Equal Opportunities for Women and Men in the Labour Market and Reconciliation of Family and Working Life	01.11.2010 - 31.10.2013	5,987,086	1,197,417.20	Running of the TBU Nursery School for children aged 3 to 6 years and of the Babysitting Room for children up to 3 years of age at TBU
CZ.1.05/2.1.00/03.0111 Centre of Polymer Systems	OP R&D for Innovations Priority Axis 2 - Regional R&D Centres	01.01.2011-31.08.2014	754,042,805	124,779,556	Enhancement of the current research infrastructure at TBU, establishment of the Centre of Polymer Systems
CZ.1.05/2.1.00/03.0089 Centre for Security, Information and Advanced Technologies CEBIA-Tech	OP R&D for Innovations Priority Axis 2 - Regional R&D Centres	01.02.2011-30.09.2014	174,474,015	62,286,656	Development of R&D in the Zlín Region in the field of applied informatics, security technologies and alternative sources of energy
CZ.1.05/4.1.00/04.0139 Laboratory Centre of the Faculty of Technology	OP R&D for Innovations Priority Axis 4 - Infrastructure for University Education Related to Research	01.06.2011-31.10.2013	527,419,674	79,508,095	Creation of infrastructure for teaching related to R&D in follow-up Master's and Ph.D. programmes at the Faculty of Technology
5.1 PP02/004 ICT Technology Park	OP Enterprise and Innovations Prosperity II.	5.10.2008-30.9.2012	187,432,000	51,829,000	Creation of infrastructure (Enterprise Incubator, TP, TTC) to support the establishment of new innovation companies and to support the activities of innovation companies already established, including technology transfer in the field of ICT
<b>TOTAL</b>			<b>1,849,197,084</b>	<b>370,918,927.80</b>	

## 15.b TBU Participation in MEYS Development Projects

The Development Programmes fulfil the main priorities of the Strategic Plan of TBU and of its Update. In the year 2011, 10 projects worth CZK 23,009 thousand were implemented. A large part of the resources (approx. 42%) was spent on projects aimed at the development of instrumental equipment and modern technologies. Another significant priority was the Programme to Support International Cooperation in the Sphere of Higher Education (approx. 30%).

The remaining financial resources were used for the programme aimed to improve the quality of activities of TBU and to support the human resource development at the University.

**TBU Participation in the Development Programmes of the MEYS in the Year 2011 (Only for Public Higher Education Institutions)**

Table 15.2

Tomas Bata University in Zlín	Number of projects accepted	Financial resources provided (thousand CZK)	
		Capital	Current
<b>Decentralized development projects</b>			
Programme to Support an Increase in the Quality of Activities of Higher Education Institutions	4	450	4,800
Programme to Develop Instrumental Equipment and Modern Technologies	1	8,270	1,339
Programme to Support the Openness at Higher Education Institutions			
Programme to Support International Cooperation in the Sphere of Higher Education	3		6,800
Programme to Develop the Support of Inclusive Education			
Programme to Support the Preparation of Projects to Be Submitted to Operational Programmes			
Programme to Support Human Resource Development at Higher Education Institutions	1		1,350
<b>Centralized development projects</b>			
Programme to Support Mutual Cooperation between Higher Education Institutions in the Areas			
Programme to Support International Cooperation between Czech and Foreign Higher Education Institutions			
Programme to Support the Development of Short-Term Student Mobility			
Programme to Support Education in Dentistry and in Technical and Natural Sciences (e.g. Focused on Chemistry in Relation to the Year of Chemistry) and Specializations Aimed at Professional Preparation of Teachers (in Particular of Non-Qualified Teachers)			

Programme to Support Handicapped People during the Admission/during Their Studies at a Higher Education Institution			
Programme to Support Other Activities Carried out at Higher Education Institutions			
Programme to Support Other Activities Carried out at Higher Education Institutions on the Territory of Prague and Focused on Priorities not Supported by the Operational Programme "Adaptability" but Included as Priorities in the Operational Programme "Education for Competitiveness"			
<b>TOTAL</b>	<b>9</b>	<b>8,720</b>	<b>14,289</b>

## 15.c TBU Participation in the Higher Education Development Fund

In 2011 TBU traditionally participated in projects implemented within the Higher Education Development Fund programmes. It succeeded in a total of 6 projects.

The focus was on projects included in the thematic group A: "Innovation and Development of Laboratories, Studios and Other Workplaces for Practical Teaching and Development of Information Technologies in Tertiary Education". The project "Equipment of Laboratories for Training of Practical Skills in Course Units Taught in Nursing and in Midwifery" implemented at the Faculty of Humanities, and the projects "Modernization of Equipment and Devices for Teaching of Analytical Instrumental Methods" and "Innovation in Joint Rheological-Spectroscopic Characterization Laboratory for Teaching of Technological Courses and Specializations" implemented at the Faculty of Technology significantly contributed to the development of the material and technical background of TBU. Other implemented projects were the following: "Preparation of a New Course Unit - Advanced Grammar - for the Degree Course in English for Business Administration" (Thematic group F5b) at the Faculty of Humanities, "Text Analysis of an Animated Audio-Visual Project in the Teaching of Animation" (Thematic group F2b) at the Faculty of Multimedia Communications, and a project implemented at the Rectorate "Implementation of Additional Tools for Electronic Resources with the Use of the X-Server" (Thematic group Eb).

**TBU Participation in the Higher Education Development Fund in the Year 2011 (Only for Public Higher Education Institutions)**

Table 15.3

Tomas Bata University in Zlín	Number of accepted projects	Financial resources provided (thousand CZK)		
		Capital	Current	TOTAL
A	3	4,914		4,914
B				
C				
E	1		119	119
F	2		193	193
G				
<b>TOTAL</b>	<b>6</b>	<b>4,914</b>	<b>312</b>	<b>5,226</b>

# 16 CONCLUSION

Activities at TBU in the year 2011 were carried out in agreement with the Update of the Strategic Plan for 2011. In 2011 the University extended the range of degree programmes and courses offered. A total number of 204 degree courses within 96 degree programmes were accredited at TBU in the full-time and part-time mode of study. 12,462 students studied at the University as at 31 December 2011. The percentage of international students increased – TBU registered 842 international students from 42 countries, which is 6.52 % out of the total number of TBU students.

The number of courses offered within the Lifelong Learning (LL) increased as well, a number of short-term courses were offered for companies and experts among the public. During 2011 a total number of 1,847 students attended the LL courses, out of which there were 1,220 students of the University of the Third Age.

In the sphere of human resources, emphasis was put on increasing the qualification level of academic staff, particularly on the numbers of Professors and Associate Professors. Supporting further education of academic staff with the aim to enhance their career development remains the main priority in the sphere of human resource care at TBU in Zlín.

TBU participated in projects implemented within the Higher Education Development Fund, in Development Programmes for Public Higher Education Institutions and in projects financed by the EU operational funds. In 2011 TBU was successful with the CEBIA Tech project (Operational Programme “R&D for Innovations”) and with the project of the Laboratory Centre of the Faculty of Technology (Operational Programme “R&D for Innovations”). In April 2011 the construction of the Technology Park focused on information and communication technologies (Operational Programme “Enterprise and Innovations”) was started; in the course of the year, preparations were made for the start of the construction of the Centre of Polymer Systems (Operational Programme “R&D for Innovations”). TBU also participated in a number of projects in the Operational Programme “Education for Competitiveness” and in projects within the Operational Programme “Human Resources and Employment”.

In 2011, TBU employees submitted 51 applications for industrial rights. Compared to 2010, with 35 submitted applications, there is an increase by more than 45%.

Since June 2011 the TBU Nursery School intended for children of employees and students of the University has been opened at TBU. The services provided by the Nursery School, which involves the babysitting room ‘Koala’, significantly contribute to reconciling family and working life of employees and students at the University.

The tasks set for the year 2011 were fulfilled. The following tasks arise for the year 2012 from the achieved results:

- To focus on further improvement of the quality of the educational and R&D process
- To increase the number of accredited degree programmes taught in the English language
- To increase the percentage of PhD students in comparison to the number of other students
- 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 to support research activities of the University staff

- To complete the construction of the Technology Park focused on information and communication technologies
- To start the construction of the Centre of Polymer Systems and of the Laboratory Centre of the Faculty of Technology
- To ensure financial resources for the construction of the TBU Educational Complex in Štefánikova Street
- To carry out preparatory analytical and project work on selected projects within the Operational Programme “R&D for Innovations” in accordance with the document entitled Potential of TBU in Zlín in the Operational Programme “R&D for Innovations”
- To launch the operation of the TBU Job Centre
- To professionalize the relations between TBU and its graduates; to study and analyse the graduate employability

## SIGNIFICANT EVENTS AT TBU IN 2011

- January: ▪ Representatives of the University took over the decision on grant provision within the Operational Programme “R&D for Innovations” for the project of the Centre of Polymer Systems from the Ministry of Education. Thus, the University received the highest grant from the European funds so far.
- February: ▪ The University received a grant within the Operational Programme “R&D for Innovations” for the project of the Regional Research Centre CEBIA – Tech.
- March: ▪ The TBU Library took the third place in the national competition for the most innovative library project portal of information resources - Xerxes.  
▪ Doc. Ing. Anežka Lengálová, Ph.D. was elected the Dean of the Faculty of Humanities.  
▪ Prof. Ing. Josef Polášek, Ph.D. was elected the Dean of the Faculty of Logistics and Crisis Management.  
▪ Exceptional students of TBU who contribute to spreading the good name of the University were rewarded during the traditional TBU Gala Night.  
▪ The final night of the 15th edition of the national beauty contest ‘Miss Academia’ organized by TBU students took place in Zlín.
- April: ▪ TBU organized an exhibition of insignia and academic gowns of the University and of all its faculties on the occasion of the tenth anniversary of the establishment of the University.  
▪ The University started the construction of the Technology Park focused on information and communication technologies, which enables to interconnect R&D activities carried out at the Faculty of Applied Informatics and activities of private companies, and to increase the motivation of high-quality graduates for staying in the region.  
▪ The TBU ice hockey team won gold medals at the Academic Championship of the CR.
- May: ▪ The Faculty of Applied Informatics held a festive gathering of the academic community to mark the fifth anniversary of its foundation and the twenty fifth anniversary of the establishment of the first university unit focusing on technical cybernetics in Zlín.  
▪ Prof. Eva Jiříčňá, a world-renowned architect, was awarded the Honorary Degree by TBU.  
▪ Trilobit, a multi-purpose aid intended for use by physically disabled people and developed at TBU found an investor, who will start its industrial production.  
▪ The University was a co-organizer of the International Festival of Children and Youth in Zlín.
- June: ▪ The TBU Nursery School including a babysitting room intended for children of employees and students at the University was opened.  
▪ The University received a grant within the Operational Programme ‘R&D for Innovations’ for the funding of the project ‘Laboratory Centre of the Faculty of Technology’.  
▪ Ms. Kateřina Huňová and Ms. Kateřina Kundrátová, TBU students, took the first place in the Young Lions Competition intended for younger generation interested in creativity in communications and organized within the biggest international festival of creativity.
- August: ▪ A presentation for the public and a chat with Mr. Andrew Feustel, a U.S. astronaut, took place in the TBU Assembly Hall.

- September: ▪ Doc. Ing. Roman Čermák, Ph.D. was elected the Dean of the Faculty of Technology.  
▪ The University participated in the event “Researchers’ Night”, which was held all over Europe.
- November: ▪ Prof. Dr. Ing. Drahomíra Pavelková was again elected the Dean of the Faculty of Management and Economics.  
▪ The brochure ‘TBU Profile’ won the Gold Medal in the international QS Apple Creative Awards 2011 competition in the category ‘Best International Student Recruitment Brochure’.
- December: ▪ The TBU ice hockey team, the current Czech academic champions, organized an international match in which they beat the team of the University of Vienna 5:0.

## LIST OF TABLES

3.1.	Numbers of Accredited Degree Programmes .....	18
3.2.	Numbers of Degree Programmes Accredited in a Foreign Language .....	21
3.3.	Joint/Double/Multiple Degree Programmes .....	25
3.5.	Accredited Degree Programmes Implemented Jointly by TBU and Tertiary Technical Schools.....	28
3.6.	Accredited Degree Programmes or Parts Thereof Implemented outside Zlín, Practical Training Not Included .....	32
4.1.	Numbers of Students in Accredited Degree Programmes .....	40
4.4.	Self-Paying Students (Numbers) .....	43
4.5.	Students Aged over 30 Years .....	46
4.6.	Numbers of Unsuccessful Students in Accredited Degree Programmes .....	49
5.1.	Numbers of Graduates from Accredited Degree Programmes .....	51
6.1.	Interest in Studying at TBU .....	54
6.2.	Students in Follow-Up Master's and Doctoral Programmes Who Completed Their Previous Studies at Another Higher Education Institution.....	59
7.1.	TBU Academic and R&D Staff (Converted Numbers) .....	60
7.2.	Age Structure of TBU Academic and R&D Staff (Headcount) .....	61
7.3.	Number of Academic Staff According to Workloads and to Highest Completed Education (Headcount) ...	62
7.4.	Foreign Nationals in the Academic Staff (Headcount).....	63
7.5.	Numbers of Newly Appointed Professors and Associate Professors .....	64
7.6.	Overview of Further Education Courses Offered to TBU Academic Staff.....	65
8.1.	Scholarships Granted to Students According to Scholarship Types (Numbers of Students) .....	66
8.2.	Scholarships Granted to Students According to Scholarship Types (Financial Amounts).....	67
8.3.	Accommodation, Catering.....	70
9.1.	University Libraries.....	72
10.1.	Lifelong Learning Courses (LL) at TBU (Number of Courses).....	76
10.2.	Lifelong Learning Courses (LL) at TBU (Number of Attendees).....	76
11.1.	Scientific Conferences (Co-)Organized by TBU (Numbers) .....	80
11.2.	Experts from the Application Sphere Working as Lecturers in Accredited Degree Programmes (Numbers).....	82
11.3.	Degree Courses That Include Compulsory Practical Training during at Least 1 Month (Numbers) .....	83
11.4.	Spin-off/Start-up Companies Supported by TBU in 2011 (Number).....	83
12.1.	TBU Participation in International Educational Programmes .....	88
12.2.	TBU Participation in International R&D Programmes .....	90
12.3.	Student and Academic Staff Mobility According to Countries .....	91
15.1.	TBU Participation in Operational Programmes Funded from the EU Structural Funds .....	105
15.2.	TBU Participation in the Development Programmes of the MEYS in the Year 2011 (Only for Public Higher Education Institutions).....	112
15.3.	TBU Participation in the Higher Education Development Fund in the Year 2011 (Only for Public Higher Education Institutions).....	113

## LIST OF THE MAIN ACRONYMS USED

AC	Academia Centre
AK	Accreditation Commission
CC	Counselling Centre
AS	Academic Senate
BP	Bachelor's programme
CAER	Centre for Applied Economic Research
TTC	Technology Transfer Centre
CV	curriculum vitae
LL	Lifelong Learning
DP	Doctoral programme
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
HUBS	Huddersfield University Business School
IS	information system
HRR	Halls of Residence and Refectory
SS	summer semester
MF	Ministry of Finance
MIT	Ministry of Industry and Trade
MEYS	Ministry of Education, Youth and Sports
FUMP	follow-up Master's programme
OP	Operational Programme
REC	Regional Educational Centre
DP	degree programme
SS	secondary school
STOČ	Students' creative and expert activities
SVOČ	Students' scientific and expert activities
SNS	Secondary Nursing School
TIC	Technology Innovation Centre
UH	Uherské Hradiště
NS	TBU Nursery School
UNI	University Institute
TBU	Tomas Bata University
U1 – U13	University buildings
U3A	University of the Third Age
TTS	tertiary technical school
HEI	higher education institution
TP	Technology Park
PHEI	public higher education institution
WS	winter semester

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