

# Annual Activity Report 2013

 Tomas Bata University in Zlín





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# 1. INTRODUCTION

This Annual Report portrays the activities of Tomas Bata University in Zlín (hereinafter referred to as "TBU") in 2013.

TBU entered the thirteenth year of its existence as a holder of the ECTS Label Certificate obtained towards the end of 2013. In the course of the year, a number of significant events took place at the University. In April, the construction of the research facility "Centre of Polymer Systems" was started. The Technology Park focusing on information and communication technologies received two awards in 2013 – first, the "Construction of the Year of the Zlín Region" and, subsequently, the title of the "Business Project of the Year" in a contest organized by the Czechinvest agency in cooperation with the Ministry of Industry and Trade of the Czech Republic. At the turn of May, TBU became a co-organizer of the International Film Festival for Children and Youth. In September TBU traditionally participated in the all-European event entitled "Researchers' Night", which aims to promote science among the general public. In December, the construction of the new building of the Laboratory Centre of the Faculty of Technology was completed, inspected and passed as fit for occupancy.

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



**11,324**  
**STUDENTS**

**3,587**  
**GRADUATES**



# 2. BASIC INFORMATION ON TBU

## 2.A NAMES AND ADDRESSES OF THE UNIVERSITY, OF THE FACULTIES AND OF 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 FACULTIES AND INSTITUTE OF TBU

- 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: nám. T. G. Masaryka 275, Zlín

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

U3 – UNI: Růmy 4046, Zlín

U4 – FMC, Refectory: Štefánikova 2431, Zlín

U5 – FAI, FT, Technology Park – Information and Communication Technologies, Department of Physical Training, Refectory: Nad Stráněmi 4511, Zlín

U6 – Hall of Residence Antonínova: Antonínova 4379, Zlín

U7 – Hall of Residence Štefánikova: Štefánikova 150, Zlín

U10 – FHS: 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

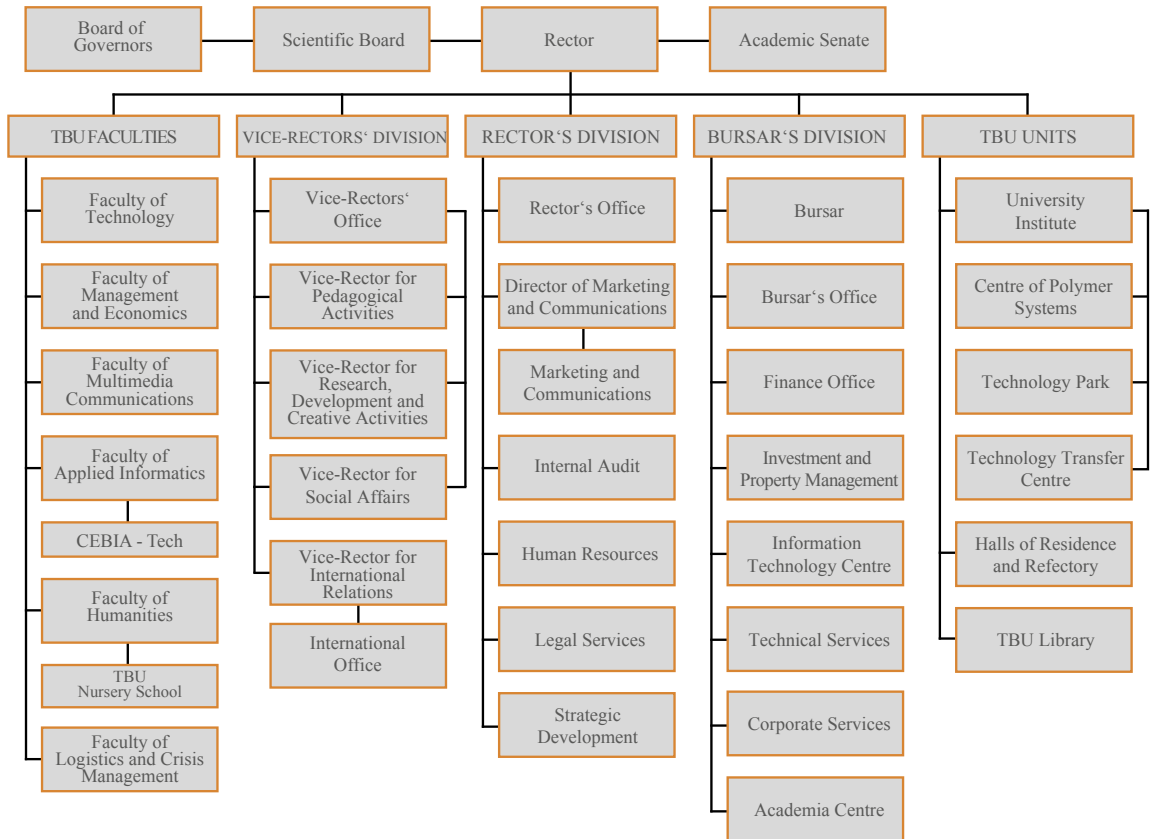
U13 – University Centre – Library, Rectorate: nám. T. G. Masaryka 5555, Zlín

U15 – Laboratory Centre of the FT: Vavrečkova 5669, Zlín

U16 – FMC: tř. T. Bati 4342, Zlín

## 2.B TBU ORGANIZATIONAL CHART

### 2.B.1 STRUCTURE OF THE UNIVERSITY AND OF ITS CONSTITUENT PARTS IN 2013



TBU is also a 100 % owner of the Secondary School of Business and Technology Zlín and a 50 % owner of the Technology Innovation Centre.

## 2.C STRUCTURE OF TBU BODIES

### 2.C.1 SELF-GOVERNING ACADEMIC BODIES OF TBU

#### Rector

Prof. Ing. Petr SÁHA, CSc.

#### Academic Senate

(Composition until 7 March 2013)

#### Chairperson

Ing. Alena MACHÁČKOVÁ, CSc.

### **Deputy Chairpersons**

doc. Dr. Ing. Vladimír PAVLÍNEK  
Ing. Kamil KYAS

Deputy Chairperson; Chairperson of the Academic Staff Chamber  
Deputy Chairperson; Chairperson of the Student Chamber

### **Academic Staff**

PhDr. Milan BRÁZDA  
doc. Ing. Zuzana DOHNALOVÁ, Ph.D.  
MgA. Jana DOSOUDILOVÁ  
Ing. Robert GÁL, Ph.D.  
Mgr. Jakub HLADÍK, Ph.D.  
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.  
doc. Ing. et Ing. Ivo KUŘITKA, Ph.D. et Ph.D.  
Ing. Miroslav MATÝSEK, Ph.D.  
JUDr. Pavel MAUER  
Mgr. Zdeněk MELICHÁREK, Ph.D.  
Ing. Martin MIKESKA, Ph.D.  
Ing. Karel PERŮTKA, Ph.D.  
Ondřej PODZIMEK, M.F.A.  
doc. Ing. Martin SYSEL, Ph.D.  
Ing. Eva ŠVIRÁKOVÁ, Ph.D.  
Mgr. Marek TOMAŠTÍK, Ph.D.  
Mgr. Eliška SUCHÁNKOVÁ, Ph.D.  
Mgr. Magda ZÁLEŠÁKOVÁ

### **Students**

Jiří DOKULIL  
Radek FUKSA  
Bc. Lucie HALÁSOVÁ  
Bc. Josef HAMŠÍK  
MgA. Michal KUPILÍK  
Bc. Peter LEMEŠŠANYI  
Ing. Jiří MAŇAS  
Ing. Pavel PLEVA  
Ing. Kateřina SULOVSÁ  
Bc. Zdeněk TRNČÁK  
Bc. Romana TRÚCHLA

### **Academic Senate**

(Composition from 8 March 2013)

#### **Chairperson**

Ing. Alena MACHÁČKOVÁ, CSc.

#### **Deputy Chairpersons**

Ing. et Ing. Jiří KONEČNÝ, Ph.D.  
Ing. Eva HNÁTKOVÁ

Deputy Chairperson; Chairperson of the Academic Staff Chamber  
Deputy Chairperson; Chairperson of the Student Chamber

## Academic Staff

Ing. Lubomír BENÍČEK, Ph.D.  
Ing. Kamil DOBEŠ, Ph.D.  
MgA. Jana DOSOUDILOVÁ  
Ing. Robert GÁL, Ph.D.  
Ing. Bc. Bronislav CHRAMCOV, Ph.D.  
Dr. Rostislav ILLÍK, M.F.A.  
Mgr. Jan KALENDA, Ph.D.  
doc. Ing. Vratislav KOZÁK, Ph.D.  
Mgr. Věra KOZÁKOVÁ, Ph.D.  
Ing. Miroslav MATÝSEK, Ph.D.  
JUDr. Pavel MAUER  
Mgr. Zdeněk MELICHÁREK, Ph.D.  
Mgr. Dagmar MORAVČÍKOVÁ  
Ing. Eliška PASTUSZKOVÁ, Ph.D.  
Ing. Libor PEKAŘ, Ph.D.  
Ondřej PODZIMEK, M.F.A.  
Ing. Michal SEDLAČÍK, Ph.D.  
Ing. Jan STROHMANDL  
doc. Ing. Martin SYSEL, Ph.D.  
Mgr. Tomáš ŠULA  
Mgr. Marek TOMAŠTÍK, Ph.D.  
Mgr. Petr VINKLÁREK

## Students

Bc. Lucie HALÁSOVÁ  
Bc. et Bc. Josef HAMŠÍK  
Henrich HORVÁTH  
Bc. Vladan KRÁSNÝ  
Bc. Jakub Jan KUČERA  
Ing. Martin PAPEŽ  
Bc. Iva STAŇKOVÁ  
Bc. Jakub ŠEVČÍK  
Jan TOMEŠEK  
Jan TRUBAČÍK  
Ing. Jiří VINCENEC

## Scientific Board

### Chairperson

Prof. Ing. Petr SÁHA, CSc.

Rector, TBU

### External Members

Prof. Ing. Jiří BÍLA, DrSc.

Vice-Rector, Faculty of Mechanical Engineering, Czech Technical University in Prague

Prof. Dr. Ing. Aleš DUDÁČEK, DrSc.

Vice-Dean, Faculty of Safety Engineering, VŠB-Technical University of Ostrava

Prof. Ing. Vratislav DUCHÁČEK, DrSc.

Professor, Institute of Chemical Technology, Prague

doc. Ing. Jaromír HAVLICA, CSc.

Dean, Faculty of Chemistry, Brno University of Technology

doc. Mgr. Michal KOLEČEK, Ph.D.

Dean, Faculty of Art and Design, Jan Evangelista Purkyně University in Ústí nad Labem

Prof. Dr. Ing. Zdeněk KŮS

Rector, Technical University of Liberec

Ing. Radomír LAPČÍK, LL.M	Director, Moravian Finance House
Ing. Libor LÁZNIČKA, Ph.D.	General Manager, Executive, Barum Continental, Otrokovice
Prof. Ing. Miroslav LUDWIG, CSc.	Rector, University of Pardubice
doc. PhDr. Jiří NĚMEC, Ph.D.	Vice-Rector, Masaryk University in Brno
doc. Ing. Václav PETŘÍČEK, CSc.	General Manager, Chamber for Economic Relations with CIS
Prof. Ing. Josef POLÁŠEK, CSc.	Dean Emeritus of the Faculty of Logistics and Crisis Management, TBU in Zlín
Prof. Ing. Karel RAIS, CSc., MBA	Rector, Brno University of Technology, Brno
Ing. Jiří ROSENFELD, CSc.	General Manager, Moravian-Slovak Engineering Works, Uherský Brod
doc. Mgr. Anton SZOMOLÁNYI, ArtD.	Dean, Film and Television Faculty, Academy of Performing Arts in Bratislava
Prof. PhDr. Vlastimil ŠVEC, CSc.	Head of Department, Faculty of Education, Masaryk University in Brno
Prof. PhDr. Valérie TÓTHOVÁ, Ph.D., R.N.	Vice-Dean, Faculty of Health and Social Studies, University of South Bohemia in České Budějovice
Prof. Ing. Karel ULBRICH, DrSc.	Head of Department of Biomedical Polymers, Institute of Macromolecular Chemistry, Academy of Sciences of the CR, Prague
doc. PhDr. Ludmila VESELOVSKÁ, M.A. Dr.	Department of English and American Studies, Philosophical Faculty, Palacký University in Olomouc

### Internal Members

Prof. PhDr. Ivo BARTEČEK, CSc.	Dean, FLCM
doc. Ing. Roman ČERMÁK, Ph.D.	Dean, FT
doc. PhDr. Ing. Aleš GREGAR, CSc.	Vice-Rector for International Relations
Prof. Ing. Berenika HAUSNEROVÁ, Ph.D.	Professor, FT
doc. Ing. Petr HLAVÁČEK, CSc.	Vice-Dean, FT
doc. MgA. Jana JANÍKOVÁ, ArtD.	Dean, FMC
doc. Ing. Anežka LENGÁLOVÁ, Ph.D.	Dean, FHS
Ing. Alena MACHÁČKOVÁ, CSc.	Chairperson, TBU Academic Senate
doc. PhDr. Vnislav NOVÁČEK, CSc.	Associate Professor, FaME
Prof. Dr. Ing. Drahomíra PAVELKOVÁ	Dean, FaME
doc. Dr. Ing. Vladimír PAVLÍNEK	Associate Professor, FT
doc. Mgr. Jaroslav PROKOP	Associate Professor, FMC
Prof. Ing. Roman PROKOP, CSc.	Vice-Dean, FAI
doc. Ing. Vladimír SEDLAŘÍK, Ph.D.	Vice-Rector for Research, Development and Creative Activities
doc. Ing. David TUČEK, Ph.D.	Vice-Rector for Social Affairs
Prof. Ing. Vladimír VAŠEK, CSc.	Dean, FAI

## 2.C.2 OTHER TBU BODIES

### Bursar

RNDr. Alexander ČERNÝ

### Board of Governors

#### Chairperson

Ing. Michaela ŠOJDROVÁ

Representative of the Czech School Inspectorate and of the Ministry of Education, Youth and Sports (MEYS) in the Centre for Educational Research and Innovation of the Organisation for Economic Co-operation and Development

### **Deputy Chairpersons**

Libor LUKÁŠ

Advisor to the Prime Minister on Transport (until 10 June 2013),  
Chairman of the Association for the Development of Transport  
Infrastructure in Moravia

PhDr. Irena ONDROVÁ

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

### **Members**

Ing. Eva BARTOŇOVÁ

Deputy Minister, State Secretary, Ministry of Education, Youth  
and Sports of the Czech Republic

Sonja BATA

Chairperson, Bata Shoe Foundation

PaedDr. Alena GAJDŮŠKOVÁ

1st Deputy Chairperson of the Senate, Parliament of the CR

Ing. Josef KUBÍČEK

Bursar, Charles University, Prague

Ing. Libor LÁZNIČKA, Ph.D.

General Manager, Barum Continental, Otrokovice

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 International Relations

Vice-Rector authorized to fully act as the Statutory Deputy to the  
Rector

doc. Ing. David TUČEK, Ph.D.

Vice-Rector for Social Affairs

doc. Ing. Zdenka PROKOPOVÁ, CSc.

Vice-Rector for Pedagogical Activities

doc. Ing. Vladimír SEDLAŘÍK, Ph.D.

Vice-Rector for Research, Development and Creative Activities

#### **Bursar**

RNDr. Alexander ČERNÝ

### **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 International Relations

Vice-Rector authorized to fully act as the Statutory Deputy to the  
Rector

doc. Ing. David TUČEK, Ph.D.

Vice-Rector for Social Affairs

doc. Ing. Zdenka PROKOPOVÁ, CSc.

Vice-Rector for Pedagogical Activities

doc. Ing. Vladimír SEDLAŘÍK, Ph.D.

Vice-Rector for Research, Development and Creative Activities

**Bursar**

RNDr. Alexander ČERNÝ

**Chairperson of the Academic Senate**

Ing. Alena MACHÁČKOVÁ, CSc.

**Deans of Faculties**

doc. Ing. Roman ČERMÁK, Ph.D.	FT
Prof. Dr. Ing. Drahomíra PAVELKOVÁ	FaME
doc. MgA. Jana JANÍKOVÁ, ArtD.	FMC
Prof. Ing. Vladimír VAŠEK, CSc.	FAI
doc. Ing. Anežka LENGÁLOVÁ, Ph.D.	FHS
Prof. PhDr. Ivo BARTEČEK, CSc.	FLCM

**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 until 07/03/2013

Ing. Eva HNÁTKOVÁ from 08/03/2013

**Library Director**

PhDr. Ondřej FABIÁN

**Director of the Halls of Residence and Refectory (HRR)**

Ing. Miroslav PROCHÁZKA

**Secretary to the Faculty of Technology**

Bc. Silvie VODINSKÁ

**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**

Mgr. Eva NAVRÁTILOVÁ

**Secretary to the Faculty of Humanities**

Ing. Jitka JAŠKOVÁ

**Secretary to the Faculty of Logistics and Crisis Management**

Mgr. Stanislav ZELINKA

**Chief Financial Manager at the University Institute**

Ing. Lenka KAPUSTOVÁ

## 2.D TBU REPRESENTATION IN ORGANIZATIONS ASSOCIATING CZECH HIGHER EDUCATION INSTITUTIONS

Organization	Country	Status
Czech Rectors' Conference (CRC)	CR	Prof. Ing. Petr Sába, 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 comparable results in R&D and innovations and offering tuition at the level of international standards of higher education.

TBU had set the following aims and objectives based on the Strategic Plan and the Update thereof for 2013:

- Increase the TBU responsibility for the employability of graduates and their success in the labour market
- Develop the internal and external systems of quality evaluation
- Diversify the forms of study and the educational methods
- 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

## 2.F CHANGES REGARDING INTERNAL REGULATIONS

In 2013 the following alterations were made in the TBU internal regulations:

### DISCIPLINARY CODE FOR STUDENTS AT TBU (EFFECTIVE FROM 24 JANUARY 2013)

Alterations were made in the definition of a disciplinary offence including a list of examples of selected specific disciplinary offences. Small alterations were made in the provisions concerning the sanctions, with the types of sanctions remaining unchanged. Provisions concerning the appointment of substitute members of the Disciplinary Committee were added to the text, and the deadline for submission of the file to the Dean or to the Rector was shortened. The modifications were also related to the announcement of decisions taken by the Disciplinary Committee in the event that it is not possible to deliver a decision to a student as “to be delivered to the addressee only”. Similarly, the specification of delivery of decisions on reviews of a decision taken by the Disciplinary Committee, with the reviews to be done by the Rector, was amended.



## **TBU STATUTE (EFFECTIVE FROM 7 MARCH 2013)**

Small alterations were made in the section regarding admission to studies, tuition fees and documents on studies. In most cases, the changes were related to the modification of formulations in the text, amendments, etc.

## **STUDY AND EXAMINATION REGULATIONS OF TBU (EFFECTIVE FROM 22 NOVEMBER 2013)**

Alterations were made in the Study and Examination Regulations of TBU in reaction to the Amendment to the Act No. 111/1998 Coll., (Higher Education Act), which introduced the term of "recognized period of parenthood" into the legal system. Following this alteration, the relevant provisions of the Study and Examination Regulations of TBU were modified in particularly as regards the suspension of studies and the extension of deadlines for fulfilling of academic requirements due to child care.

## **2.G PROVISION OF INFORMATION IN COMPLIANCE WITH § 18 OF ACT NO. 106/1999 COLL., ON FREE ACCESS TO INFORMATION**

When providing information to the public, TBU acts in compliance with the Act No. 106/1999 Coll., on Free Access to Information, as subsequently amended, and in compliance with the Decree issued by the Minister of Education, Youth and Sports in order to secure uniform implementation of the Act No. 106/1999 Coll., on Free Access to Information at TBU.

a) Number of submitted requests for information:	13
b) Number of issued decisions on the denial of a request:	0
c) Number of submitted appeals against decision:	123
d) Copy of the essential parts of each judicial decision in the matter of revision of legitimacy of the decision of the obligor on the denial of a request for information and the summary of all expenses incurred by the obligor in connection with legal proceeding on rights and obligations in compliance with this Act, and that including employee costs and legal representation costs:	0
e) List of exclusive licences granted, including the substantiation of the necessity to grant an exclusive licence:	0
f) Number of appeals filed in compliance with § 16a, reasons for their submission and a brief description of the manner how they were processed:	0

No settlement of expenses related to the provision of information was provided by TBU in 2013.



**171 DEGREE  
COURSES**

**102 DEGREE  
PROGRAMMES**

# 3. DEGREE PROGRAMMES, ORGANIZATION OF STUDIES AND EDUCATIONAL ACTIVITIES

## 3.A ACCREDITED DEGREE PROGRAMMES

In the year 2013, 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 2013, a total of 171 degree courses within 102 degree programmes were accredited at TBU in the full-time as well as part-time mode of study. The numbers of accredited Bachelor's (BP), follow-up Master's (FUMP) and doctoral (DP) programmes were 38, 32 and 32 respectively.

**TABLE 3.1: NUMBERS OF ACCREDITED DEGREE PROGRAMMES**

Tomas Bata University in Zlín		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	3	3			4	3	12	25
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>									
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	4			5	5	8	26
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		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	6	13
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	3						6
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	2	6
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>22</b>	<b>16</b>			<b>18</b>	<b>14</b>	<b>32</b>	<b>102</b>

F = full-time, P/D = part-time / distance learning

### 3.B DEGREE PROGRAMMES OFFERED IN A FOREIGN LANGUAGE

In the year 2013, 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 2013, a total of 37 degree courses within 28 degree programmes were accredited at TBU in the full-time as well as part-time mode of study. The numbers of accredited BP, FUMP and DP were 4, 8 and 16 respectively. As at 31 December 2013, 16 degree courses were carried out within 13 degree programmes (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 follow-up study for a Bachelor's, follow-up Master's, or a doctoral degree.

**TABLE 3.2: NUMBERS OF DEGREE PROGRAMMES ACCREDITED IN A FOREIGN LANGUAGE**

Tomas Bata University in Zlín		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					1		4	5
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>									
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					2		4	6
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>									
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								

Law and public sector administration	68								
Pedagogy and social care	74,75								
Psychological sciences	77								
Art and cultural sciences	81,82							1	1
<b>Faculty of Applied Informatics</b>									
Groups of accredited degree programmes	CBBE								
Natural sciences	11-18								
Technical sciences	21-39					1		2	3
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								
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>			1			4		11	16

F = full-time, P/D = part-time / distance learning

### 3.B.1 DEGREE PROGRAMMES ACCREDITED IN A FOREIGN LANGUAGE AS AT 31 DECEMBER 2013

#### Bachelor's Programmes

##### Accredited:

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

FAl: Degree programme in Engineering Informatics, degree course in Information and Control Technologies (full-time mode of study only)

FHS: Degree programme in Philology, degree course in English for Business Administration (full-time mode of study only)

##### Carried out:

FHS: Degree programme in Philology, degree course in English for Business Administration (full-time mode of study only)

#### Follow-Up Master's Programmes

##### Accredited:

FT: Degree programme in Chemistry and Materials Technology, degree courses in Polymer Engineering, in Environmental Protection Engineering, in Footwear Health and Engineering and in Material Engineering (full-time mode of study only)

FaME: Degree programme in Economics and Management, degree courses in Management and Marketing and in Business Administration (full-time mode of study only)

- FMC: Degree programme in Media and Communication Studies, degree course in Marketing Communications
- FAI: Degree programme in Engineering Informatics, degree course in Integrated Systems in Buildings (full-time mode of study only)

**Carried out:**

- FT: Degree programme in Chemistry and Materials Technology, degree course in Polymer Engineering
- FaME: Degree programme in Economics and Management, degree courses in Management and Marketing and in Business Administration (full-time mode of study only)
- FAI: Degree programme in Engineering Informatics, degree course in Integrated Systems in Buildings (full-time mode of study only)

**Doctoral Programmes**

**Accredited:**

- FT: 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
- FaME: Degree programme in Economics and Management, degree course in Management and Economics  
Degree programme in Economic Policy and Administration, degree course in Finance
- FMC: Degree programme in Visual Arts, degree course in Multimedia and Design
- FAI: 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

**Carried out:**

- FT: Degree programme in Chemistry and Materials Technology, degree courses in Technology of Macromolecular Compounds (full-time and part-time mode of study) and in Chemistry and Materials Technology (full-time mode of study only)  
Degree programme in Chemistry and Food Technology, degree course in Food Technology (full-time mode of study only)
- FaME: Degree programme in Economics and Management, degree course in Management and Economics  
Degree programme in Economic Policy and Administration, degree course in Finance
- FMC: Degree programme in Visual Arts, degree course in Multimedia and Design (full-time mode of study only)
- FAI: Degree programme in Engineering Informatics, degree courses in Engineering Informatics and in Automatic Control and Informatics (full-time mode of study only)

**3.C JOINT/DOUBLE/MULTIPLE DEGREE PROGRAMMES**

TBU actively participates in the preparation and implementation of joint/double/multiple degree programmes. This is a major priority for TBU in the sphere of internationalization. The creation of joint degree programmes is one of growing forms of education and a path to the development of modern methods and of creativity. At the same time, this activity contributes to establishing further cooperation links with institutions abroad. The implementation of joint degree programmes produces an improvement of the quality of educational activities and innovations in degree programmes taking into consideration the future needs of the society and graduate employability.

In 2013 the following degree programmes were carried out:

FT: Joint double degree doctoral programme together with Blaise Pascal University in France, degree course in Technology of Macromolecular Compounds

FaME: 1. Joint Bachelor's double degree programme, degree course in Management and Economics, carried out in cooperation with the University of Huddersfield in Great Britain

2. Joint follow-up Master's double degree programme, degree course in Management and Economics, carried out in cooperation with the University of Huddersfield in Great Britain

**TABLE 3.3: JOINT/DOUBLE/MULTIPLE DEGREE PROGRAMMES**

<b>Tomas Bata University in Zlín</b>	
<b>Degree programme 1</b>	1) Economics and Management 2) European Business
<b>Partner institutions</b>	1)Tomas Bata University in Zlín 2) University of Huddersfield
<b>Affiliated institutions</b>	
<b>Implementation start date</b>	19/07/2004
<b>Programme type (Joint/Double/Multiple Degree)</b>	Double Degree
<b>Length of studies (semesters)</b>	3 academic years (6 semesters)
<b>Degree programme (Bachelor's, follow-up Master's, Master's, doctoral)</b>	Bachelor's
<b>Organization of studies (description), including student admission and completion of studies</b>	Economics and Management - the first and second year of study in Czech at TBU, the third year of study in English at the University of Huddersfield. Admissions are conditional on a very good knowledge of English, the applicants must participate in a selection procedure held at the relevant faculty.
<b>Issue of Diploma and Diploma Supplement</b>	After completion of studies, graduates receive the degree awarded by the University of Huddersfield - BA (Hons) European Business. Graduates receive the Bachelor's degree (Bc.) at TBU once the course units studied abroad in the third year are recognized and after the students pass the Bachelor's examination.
<b>Organization of student mobility</b>	Student mobility is organized within the MEYS Development Project (Support of Student Mobility at TBU in Zlín).
<b>Degree programme 2</b>	
<b>Partner institutions</b>	1)Tomas Bata University in Zlín 2) University of Huddersfield
<b>Affiliated institutions</b>	
<b>Implementation start date</b>	01/09/2012
<b>Programme type (Joint/Double/Multiple Degree)</b>	Double Degree
<b>Length of studies (semesters)</b>	2 academic years (4 semesters)
<b>Degree programme (Bachelor's, follow-up Master's, Master's, doctoral)</b>	Follow-up Master's
<b>Organization of studies (description), including student admission and completion of studies</b>	The first year of study in English at the University of Huddersfield, the second year of study in Czech at TBU. Admissions are conditional on a very good knowledge of English, the applicants must participate in a selection procedure held at the relevant faculty.
<b>Issue of Diploma and Diploma Supplement</b>	After completion of studies, graduates receive the degree awarded by the University of Huddersfield - M.Sc. Graduates receive the Master's degree (Ing.) at TBU once the course units studied abroad in the first year are recognized and after the students pass the Master's examination.
<b>Organization of student mobility</b>	Student mobility is organized within the Institutional Development Plan of TBU in Zlín.
<b>Degree programme 3</b>	
<b>Partner institutions</b>	1) Tomas Bata University in Zlín 2) Blaise Pascal University
<b>Affiliated institutions</b>	
<b>Implementation start date</b>	05/06/2006
<b>Programme type (Joint/Double/Multiple Degree)</b>	Double Degree
<b>Length of studies (semesters)</b>	3-4 academic years (6-8 semesters)
<b>Degree programme (Bachelor's, follow-up Master's, Master's, doctoral)</b>	Doctoral
<b>Organization of studies (description), including student admission and completion of studies</b>	Students spend 6 months of study alternately at each partner institution. Defence of doctoral theses is held at Blaise Pascal University, representatives of both universities have to be present during the defence.
<b>Issue of Diploma and Diploma Supplement</b>	After completion of studies, graduates receive the degree of Ph.D. (TBU) and Ph.D. (Blaise Pascal University).
<b>Organization of student mobility</b>	The programme is intended for a particular student based on the individual agreement concluded. Financial support: French government scholarship.



At the beginning of 2013, the project entitled "Support of Creation of Joint Double Degree Programmes at TBU" was accepted for funding. The project was implemented in the period from 1 January 2013 to 31 December 2013 within centralized development projects of the MEYS, namely within the Programme to Support Cooperation between Czech and Foreign Higher Education Institutions. The main aim of the project was the support of creation of three joint degree programmes to be carried out in cooperation between TBU and institutions abroad:

- FT: Joint double degree programme at the doctoral level to be implemented in cooperation with the Slovak University of Technology in Bratislava, Slovakia, degree course in Technology of Macromolecular Compounds
- FAI: Joint double degree programme at the follow-up Master's level to be implemented in cooperation with the State University of New York, USA, degree course in Security Technologies, Systems and Management. During 2013 a third institution joined the preparations of the joint degree programme, and that the University of Security Management in Košice, Slovakia. The activities currently carried out were enhanced with the aim to prepare a triple degree programme (instead of the double degree programme as previously planned).
- FHS: Joint double degree programme at the follow-up Master's level to be implemented in cooperation with Kazimierz Wielki University in Bydgoszcz, Poland, degree course in Teacher Training for First Stage of Primary Schools.

The implementation itself is expected in the academic year 2014/2015.

### **3.D ACCREDITED DEGREE PROGRAMMES IMPLEMENTED JOINTLY BY TBU AND BY ANOTHER HIGHER EDUCATION INSTITUTION WITH ITS REGISTERED OFFICE IN THE CZECH REPUBLIC**

TBU did 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 2013 TBU collaborated with a total of 2 tertiary technical schools, and that with Tomas Bata Business Academy and the Tertiary Technical School of Business in Zlín, and with the Tertiary Technical School of Food Technology and the Secondary Technical School of Dairy Industry, Kroměříž.

For applicants for study in selected specializations in economics, the joint Bachelor's programme in Economics and Management involving degree courses in Marketing and in Financial Management of Enterprises in the full-time and part-time mode of study was implemented jointly by TBU, Tomas Bata Business Academy and the Tertiary Technical School of Business in Zlín.

In Kroměříž, the Bachelor's programme in Chemistry and Food Technologies, degree course in Chemistry and Food Technologies in the part-time mode of study, was implemented jointly by TBU, the Tertiary Technical School of Food Technology and the Secondary Technical School of Dairy Industry.

**TABLE 3.5: ACCREDITED DEGREE PROGRAMMES IMPLEMENTED JOINTLY BY TBU AND TERTIARY TECHNICAL SCHOOLS**

Tomas Bata University in Zlín	
Degree programme 1	Chemistry and Food Technologies (B2901)
CBBE group	Technical sciences (21 - 39)
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 in the part-time mode of study are held partially at the independent unit in Kroměříž and partially at the home faculty in Zlín. All classes in the full-time mode of study were held at the home faculty in Zlín. Admissions are held at the FT in Zlín.
Degree programme 2	Economics and Management (B6208)
CBBE group	Economics (62, 65)
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 partner institution 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 relevant follow-up Master's programme at the FaME or to study in a similar degree programme carried out at another faculty of economics in the Czech Republic.
Degree programme 3	Economics and Management (B6208)
CBBE group	Economics (62, 65)
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 partner institution 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 relevant follow-up Master's programme at the FaME or to study in a similar degree programme carried out at another faculty of economics in the Czech Republic.

### 3.F ACCREDITED DEGREE PROGRAMMES OR PARTS THEREOF IMPLEMENTED BY TBU OUTSIDE ZLÍN

The Bachelor's and the follow-up Master's courses in Social Pedagogy were 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. The students were registered as students at the FHS.

In Kroměříž, the Bachelor's programme in Chemistry and Food Technologies, degree course in Chemistry and Food Technologies in the part-time mode of study was implemented jointly by TBU and the Tertiary Technical School of Food Technology and the Secondary Technical School of Dairy Industry.

The FLCM carries out all its degree programmes and courses in Uherské Hradiště.

The Bachelor's programme in Engineering Informatics, degree course in Security Technologies, Systems and Management was carried out by the FAI in the part-time mode of study in Prague as well, and that on the premises of the Faculty of Mechanical Engineering of the Czech Technical University in Prague.

**TABLE 3.6: ACCREDITED DEGREE PROGRAMMES OR PARTS THEREOF IMPLEMENTED BY TBU OUTSIDE THE UNIVERSITY SEAT**

Tomas Bata University in Zlín	
Degree programme 1	Engineering Informatics (B3902)
<b>CBBE group</b>	<b>Technical sciences (21 - 39)</b>
Name and seat of the TBU independent unit offering tuition in accredited degree programmes or parts thereof	Faculty of Mechanical Engineering of the Czech Technical University in Prague Technická 4, 167 47 Prague 6
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	0
Degree programme 2	Specialization in Pedagogy (B 7507)
<b>CBBE group</b>	<b>Pedagogy and social care (74, 75)</b>
Name and seat of the TBU independent unit offering tuition in accredited degree programmes or parts thereof	Institute of Interdisciplinary Studies Brno Londýnské náměstí 4 (BB park, D building, 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
Degree programme 3	Specialization in Pedagogy (N 7507)
<b>CBBE group</b>	<b>Pedagogy and social care (74, 75)</b>
Name and seat of the TBU independent unit offering tuition in accredited degree programmes or parts thereof	Institute of Interdisciplinary Studies Brno Londýnské náměstí 4 (BB park, D building, 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
Degree programme 4	Process Engineering (B 3909)
<b>CBBE group</b>	<b>Technical sciences (21 - 39)</b>
Name and seat of the TBU independent unit offering tuition in accredited degree programmes or parts thereof	Faculty of Logistics and Crisis Management Studentské náměstí 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	35

Degree programme 5	Economics and Management (B 6208)
<b>CBBE group</b>	<b>Economics (62, 65)</b>
Name and seat of the TBU independent unit offering tuition in accredited degree programmes or parts thereof	Faculty of Logistics and Crisis Management Studentské náměstí 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	35
Degree programme 6	Population Protection
<b>CBBE group</b>	<b>Technical sciences (21 - 39)</b>
Name and seat of the TBU independent unit offering tuition in accredited degree programmes or parts thereof	Faculty of Logistics and Crisis Management 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	35
Degree programme 7	Society Security
<b>CBBE group</b>	<b>Technical sciences (21 - 39)</b>
Name and seat of the TBU independent unit offering tuition in accredited degree programmes or parts thereof	Faculty of Logistics and Crisis Management 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)	NOT in 2013
Defences of diploma theses held at the independent unit (YES/NO)	NOT in 2013
Number of permanent staff at the independent unit	35

### 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

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

All degree programmes carried out 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.
- 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 could 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 2012 TBU was awarded the "ECTS Label" certificate.

In 2006 and, subsequently, in 2009 and in 2013, Tomas Bata University in Zlín was awarded the Diploma Supplement Label by the European Commission. The Certificate is valid until 2017.

### 3.1 OTHER EDUCATIONAL ACTIVITIES CARRIED OUT IN ADDITION TO ACCREDITED DEGREE PROGRAMMES

**FT:** The Faculty organized 13 excursions and 1 one-week internship in industrial companies including accommodation, and a summer internship in the laboratories of the Faculty for its current students. Moreover, 18 lectures, 2 workshops and 8 seminars were held. Two thematically oriented exhibitions also took place. Furthermore, the Faculty organized regional rounds of the Olympiad in Chemistry for secondary school students in the A and C categories and regional rounds of the Olympiad in Biology in the A and B categories. Sample experiments performed during the Day of the Zlín Region were intended for the public. The Faculty also organized two afternoons held in the laboratories for children from nursery schools.

**FaME:** 30 lessons in mathematics and foreign language (English, German) preparation courses were organized for applicants interested in Bachelor's programmes in the part-time mode of study.

44 to 60 lesson preparation courses were offered to applicants interested in follow-up Master's programmes in the full-time and part-time mode of study with specializations depending on the degree course chosen. In addition to accredited degree courses, the Faculty offered 11 educational courses and summer schools and 12 lectures given by external experts in 2013.

**FMC:** The Faculty organized tens of workshops focused on the relevant specializations and attended by Czech and international lecturers, and partnered an international summer school, where the Faculty organized the stay and the activities for partners from Norway, Lithuania and Scotland in the Czech Republic. The Faculty organized preparatory courses focused on the relevant specializations for applicants for study. Within projects implemented in cooperation with international partners, a whole series of exhibitions and other presentations of artistic outputs by students and teachers took place in many European countries. 23 courses were organized within the Lifelong Learning Programmes. Internships for students, practical training and specialized excursions are held regularly.

**FAI:** A revision course and a preparatory course in mathematics were held at the Faculty. CISCO Academy courses (with the first course included in the curricula) and a specialist course in Mobile Technologies took place. Workshops on Computer Architecture and Diagnostics and on Operating Instructions for the Vector Analyzer VNA67 were held. It is a long-term practice at the Faculty to invite external lecturers from industry to deliver regular lectures for students; in 2013 21 lectures of this type took place, out of which the Faculty considers 12 lectures for PhD students as particularly important. Moreover, 6 specialized excursions for students to industrial companies and a specialist seminar on Terahertz spectroscopy were held. A summer school in applied informatics had been prepared, which, however, did not take place due to a low number of attendees.

**FHS:** In 2013 the Faculty organized the following events: Workshops for English teachers at secondary schools, language methodology seminars, a seminar on preparation of volunteers for reading to children in

hospitals, seminar on intuitive pedagogy, course on instructions for work with the Statistica Base 10 program, family social work course, first aid course, examination methods in practice. Within the Job Fair, the Faculty also organized a Practical Training Day, during which it promoted compulsory student practical training and the relevant workplaces intended for practical training, along with opportunities for options for cooperation and future career prospects of FHS students at the relevant workplaces. The Faculty organized the first edition of the Junior University held within a summer school for preschool children and schoolchildren of TBU employees and of parents from outside the University. In 2013 the Faculty continued the tradition of student projects funded by the Zlín Region. Students participated in volunteering activities. The Faculty also organized lectures by experts from practice for students at the Faculty (managerial and business etiquette, position and activities of an ombudsman in the Czech Republic). The Faculty organized a competition entitled 'Student Scientific and Expert Activities' in order to support scientific and expert activities of students.

**FLCM:** A number of educational activities took place at the Faculty: an engineer battalion and an independent rescue team presented their activities, a fire brigade presented its activities. The integrated crisis centre of the Moravian-Silesian Region presented the scope of its activities. Educational trips, workshops funded by projects as well as single lectures by experts from practice were held. Activities of the Faculty were also presented during the Faculty's Day (held in the summer semester) and the Faculty's Academic Day (held in the winter semester).

**UNI:** In 2013 the University Institute organized a number of educational events intended for students and staff of TBU in Zlín. These events took place thanks to projects implemented within the Operational Programme 'Research and Development for Innovations' (OP R&DfI) – Development of the TTC of TBU in Zlín (a total of 5 networking events, 6 seminars and 20 coffee breaks) and within the Operational Programme 'Education for Competitiveness' (OPEC) – Advanced Theoretical and Experimental Studies of Polymer Systems (a total of 11 lectures, 5 workshops and 7 seminars).

# 4. STUDENTS

## 4.A STUDENTS IN ACCREDITED DEGREE PROGRAMMES

As at 31 December 2013, a total of 11,324 students were studying in full-time and part-time degree programmes at six faculties of TBU (active studies regardless of the mode of funding); the headcount was 11,320. The number included also students participating in short-term study periods. The numbers of students studying in Bachelor's, follow-up Master's and doctoral programmes were 7,831, 3,083 and 410 respectively. The numbers were based on an output from the "Union Information from Students' Registers" system (SIMS).

**TABLE 4.1: NUMBERS OF STUDENTS IN ACCREDITED DEGREE PROGRAMMES**

Tomas Bata University in Zlín		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	743	382			348	259	154	1,886
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>									
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	1,218	382			462	445	101	2,608
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>									
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	166	156			99	88		509

Economics	62,65							
Law and public sector administration	68							
Pedagogy and social care	74,75							
Psychological sciences	77							
Art and cultural sciences	81,82	410	30		165	26	39	670
<b>Faculty of Applied Informatics</b>								
Groups of accredited degree programmes	CBBE							
Natural sciences	11-18							
Technical sciences	21-39	699	245		275	250	116	1,585
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	280	135					415
Social sciences and services	61,67, 71-73	432						432
Economics	62,65							
Law and public sector administration	68							
Pedagogy and social care	74,75	303	1,376		63	603		2,345
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	564	305					869
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	3	2					5
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>4,818</b>	<b>3,013</b>		<b>1,412</b>	<b>1,671</b>	<b>410</b>	<b>11,324</b>

F = full-time, P/D = part-time / distance learning

## 4.B SELF-PAYING STUDENTS

As at 31 December 2013, a total of 41 students who paid the full amount of the tuition fee for studies in a foreign language from their own resources were studying at TBU in Zlín. The numbers of self-paying students studying in Bachelor's, follow-up Master's and doctoral programmes were 4, 14 and 23 respectively. The numbers were based on an output from the SIMS.



**TABLE 4.2: NUMBERS OF SELF-PAYING STUDENTS**

Tomas Bata University in Zlín		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		10	12
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>									
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					10		10	20
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>									
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								
Law and public sector administration	68								
Pedagogy and social care	74,75								
Psychological sciences	77								
Art and cultural sciences	81,82							2	2
<b>Faculty of Applied Informatics</b>									
Groups of accredited degree programmes	CBBE								
Natural sciences	11-18								
Technical sciences	21-39					2		1	3
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							
Social sciences and services	61,67, 71-73	4						4
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>4</b>				<b>14</b>	<b>23</b>	<b>41</b>

F = full-time, P/D = part-time / distance learning

#### 4.C STUDENTS AGED OVER 30 YEARS

As at 31 December 2013, a total of 2,656 students older than 30 years were studying in full-time and part-time degree programmes at six faculties of TBU. 41 students over 30 years of age studied in the full-time mode of study and 2,615 students over 30 years of age studied in the part-time mode of study. A total of 1,667 students studied in Bachelor's programmes, 845 students studied in follow-up Master's programmes and 144 students over 30 years of age studied in doctoral programmes. The numbers were based on an output from the SIMS.

**TABLE 4.3: NUMBERS OF STUDENTS AGED OVER 30 YEARS**

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		126			1	82	47	256
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		116			1	150	42	309
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>									
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		104				63		167
Economics	62,65								
Law and public sector administration	68								
Pedagogy and social care	74,75								
Psychological sciences	77								
Art and cultural sciences	81,82	2	23			4	19	18	66
<b>Faculty of Applied Informatics</b>									
Groups of accredited degree programmes	CBBE								
Natural sciences	11-18								
Technical sciences	21-39	1	103			1	94	37	236
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	7	81						88
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	935				430		1,366
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		164						164
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>14</b>	<b>1,653</b>			<b>7</b>	<b>838</b>	<b>144</b>	<b>2,656</b>

F = full-time, P/D = part-time / distance learning

## 4.D UNSUCCESSFUL STUDENTS IN ACCREDITED DEGREE PROGRAMMES

In 2013 the numbers of unsuccessful students at TBU amounted to 1,705 in BP, to 449 in FUMP and to 63 in DP. The numbers were based on an output from the SIMS.

**TABLE 4.4: NUMBERS OF UNSUCCESSFUL STUDENTS IN ACCREDITED DEGREE PROGRAMMES**

Tomas Bata University in Zlín		Bachelor		Master		Follow-up Master		Doctoral	TOTAL
		F	P/D	F	P/D	F	P/D		
Groups of accredited degree programmes	CBBE								
Natural sciences	11-18								
Technical sciences	21-39	696	314			68	119	25	1,222
Forestry, agriculture and veterinary sciences	41,43								
Health care, medical and pharmaceutical sciences	51-53	37	15						52
Social sciences and services	61,67,71-73	80	11			1	4		96
Economics	62,65	261	108			43	124	34	570
Law and public sector administration	68								
Pedagogy and social care	74,75	27	127			5	67		226
Psychological sciences	77								
Art and cultural sciences	81,82	23	6			17	1	4	51
<b>TOTAL</b>		<b>1,124</b>	<b>581</b>			<b>134</b>	<b>315</b>	<b>63</b>	<b>2,217</b>

F = full-time, P/D = part-time / distance learning

## 4.E MEASURES TO REDUCE DROP-OUT RATES

The University Management paid increased attention to the numbers of unsuccessful students. Similarly to the previous years, remedial classes were organized in selected course units with high drop-out rates (e.g. mathematics or chemistry), within which weaker students could broaden their knowledge. Other measures leading to reducing the drop-out rates included student evaluation of the teaching quality, communication with students and a wide range of study supports and materials available on the faculties' websites. In 2013 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 had difficulties with their studies could use the services provided by the TBU Counselling Centre (CC), which provided professional psychological and pedagogical counselling free of charge.

Measures leading to reducing the drop-out rates were also aimed at specifying information on the target graduate profile in the 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 3,587 students graduated from TBU in 2013 (students are included regardless of the mode of funding). The number of graduates also included international students participating in short-term study periods. The numbers of graduates from Bachelor's, follow-up Master's and doctoral programmes were 1,995, 1,538 and 54 respectively. The numbers were based on an output from the SIMS.

**TABLE 5.1: NUMBERS OF GRADUATES FROM ACCREDITED DEGREE PROGRAMMES**

Tomas Bata University in Zlín		Bachelor		Master		Follow-up Master		Doctoral	TOTAL
		F	P/D	F	P/D	F	P/D		
Groups of accredited degree programmes	CBBE								
Natural sciences	11-18								
Technical sciences	21-39	343	131			278	229	32	1,013
Forestry, agriculture and veterinary sciences	41,43								
Health care, medical and pharmaceutical sciences	51-53	83	30						113
Social sciences and services	61,67, 71-73	152	38			57	47		294
Economics	62,65	313	136			292	177	21	939
Law and public sector administration	68								
Pedagogy and social care	74,75	95	512			49	343		999
Psychological sciences	77								
Art and cultural sciences	81,82	153	9			56	10	1	229
<b>TOTAL</b>		<b>1,139</b>	<b>856</b>			<b>732</b>	<b>806</b>	<b>54</b>	<b>3,587</b>

F = full-time, P/D = part-time / distance learning

## 5.B COOPERATION BETWEEN TBU AND GRADUATES

The TBU "Career" portal<sup>1</sup> has been run at TBU since 2011. In 2013 the portal was one of the communication tools used 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 could gain a high added value with very low costs in the required spheres through direct communication with partners. These interest groups could communicate both across all groups and within specific groups. The portal uses principles of the social networks; nevertheless, Facebook as well as Twitter were used directly for these activities.

Among other key services that TBU provided to participating interest groups, the educational system supports in the LMS Moodle e-learning environment intended for all forms of education including enterprise and lifelong learning could be named.

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

<sup>1</sup> <http://kariera.utb.cz>

Graduates were contacted by the University and asked for cooperation, and that namely in the following activities:

- Practical training and internship mediators within their institution/company;
- Persons cooperating on projects;
- Supervisors and external examiners of Bachelor's and Master's theses;
- Members of the final state examination boards.

Selected graduates continued their cooperation with TBU as consultants during the process of reaccreditation of degree programmes including selected degree courses.

## **5.C, D ENSURING JOB OPPORTUNITIES AND GOOD EMPLOYMENT PROSPECTS FOR GRADUATES AND COOPERATION WITH EMPLOYERS**

The analysis of the employment rate of graduates is based on documents obtained from the Ministry of Labour and Social Affairs (MoLSA). Similarly to the MoLSA and the MEYS, TBU has been using a new indicator of registered unemployed people in the Czech Republic, the so-called "unemployment rate", since 1 January 2013, which expresses the ratio of available applicants for employment (registered by the Employment Office) aged 15 – 64 among the whole population of the same age. The University runs its own Job Centre which offers activities aimed at the improvement of the graduates' career prospects in the labour market, in particular to graduates within two years after completion of their studies, who represent the most vulnerable group of all in the labour market (See Chapter 8).

A number of measures were carried out in 2013 with the aim to improve the employability of graduates:

- 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.
- Bachelor's and Master's theses, practical trainings and internships were entered systemically by the academic staff as well as by companies – with the use of the web portal<sup>1</sup>. Establishing contacts between students and companies during studies was an important step in the graduates' future career direction.
- Development of students' skills aiming at supporting entrepreneurship and encouraging students to start their own business was carried out within several projects, e.g. at the FaME (project 'Talented Students'), in the Technology Innovation Centre (student competition for the best business plan), at the FMC and others.
- Some of the faculties include Master's work placement as a compulsory or a compulsorily-optional course unit (e.g. the FaME, FAI). Students tend to select an optional course unit (category C) entitled Master's Work Placement Procedure, which is worth three credits.
- TBU co-organizes a Job Fair through contractual relations, in cooperation with companies and institutions located in the Zlín Region as well as outside the Region and in cooperation with the IAESTE. In 2013 two fairs were held on the premises of TBU: in April and November. Besides presentations given by companies, students were offered an opportunity to practise job interviews at the fair, etc.
- Data regarding the graduate employability in the labour market specified according to the individual faculties or degree programmes are taken into consideration when setting the admission quota, i.e. the allowable number of students admitted to study in the relevant degree programmes and courses.
- Career and psychological counselling (See Chapter 8) is an activity carried out separately.
- During 2013 the implementation of the project entitled "Creating a Modular System for Granting Credits to the Bachelor's Study to Motivate Students through Professional Profiling in Line with Trends in the Labour Market" within the Operational Programme "Education for Competitiveness" continued at the Department of Economics of the FaME.

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<sup>1</sup> <http://kariera.utb.cz>

# 6. INTEREST IN STUDIES

## 6.A INTEREST IN STUDIES AT THE HIGHER EDUCATION INSTITUTION

In 2013 TBU received a total of 13,005 applications for studies, out of which 9,243 applications for Bachelor's programmes, 3,592 applications for follow-up Master's programmes and 170 applications for doctoral programmes. A total of 5,041 applicants were enrolled for studies at TBU, out of which 3,362 in Bachelor's programmes, 1,570 in follow-up Master's programmes and 109 in doctoral programmes. The number of newly enrolled students corresponds to the quota set by the MEYS.

In comparison to the previous year TBU received a lower number of applications for studies (2012 – 14,025 applications). The number of enrolled students was lower as well (2012 – 5,341 enrolled students).

**TABLE 6.1: INTEREST IN STUDIES AT TBU**

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>													
Groups of accredited degree programmes	CBBE												
Natural sciences	11-18												
Technical sciences	21-39	1,067	883	678				534	381	361	58	43	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>													
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	1,961	824	633				1,631	643	458	51	38	31
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>													
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	651	111	111				248	90	90			
Economics	62,65												
Law and public sector administration	68												
Pedagogy and social care	74,75												
Psychological sciences	77												
Art and cultural sciences	81,82	615	138	136				193	100	100	20	13	13
Faculty of Applied Informatics													
Groups of accredited degree programmes	CBBE												
Natural sciences	11-18												
Technical sciences	21-39	1,025	611	525				365	307	252	41	34	33
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	552	224	179									
Social sciences and services	61,67, 71-73	578	285	222									
Economics	62,65												
Law and public sector administration	68												
Pedagogy and social care	74,75	1,828	543	462				621	335	309			
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	966	739	416									
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												
TOTAL		9,243	4,358	3,362				3,592	1,856	1,570	170	128	109

## 6.B ENTRANCE EXAMINATIONS

At the FT, applicants were exempt from the entrance examination. Applicants were admitted in accordance with the ranking drawn up according to their average grade results from the secondary school.

At the FaME, applicants are admitted to full-time BP carried out in Czech depending on the results of the National Comparative Exams administered by the Scio organization – Test of General Academic Prerequisites (Czech version) or of the National Comparative Exams administered by the Scio organization – Test of General Academic Prerequisites (Slovak version) – basic version. Students who gained 90 percentile or higher at the entrance



examination or won in the Olympiad in Economics and Management and achieved a grade point average lower than 1.5 during their studies, are entitled to receive an extraordinary scholarship of CZK 10,000 per semester. The scholarship payment is conditional upon the standard length of study. The entrance examination for part-time Bachelor's programmes was organized by the Faculty. It comprised tests in mathematics and in a foreign language (English, German) prepared by the Faculty. In order to be admitted to full-time and part-time FUMP in the Czech language, applicants were required to pass a written test in fields of study differentiated according to the orientation of degree courses. The admission procedure to full-time BP and FUMP in the English language comprised a written entrance examination in the form of an essay in the English language of 2,500 – 3,000 words on a chosen topic corresponding to the relevant degree course. Admission to DP carried out in Czech took the form of an entrance examination before the admissions committee attesting the applicant's prerequisites for research and a minimum B2 level of proficiency in English. Admission to doctoral programmes carried out in English was conditional on passing an entrance examination in writing. The applicant was required to write an 8 to 10 page essay in English on a topic selected and approved by the relevant prospective supervisor.

At the FMC, the entrance examinations to all degree programmes were organized by their own staff. Applicants for Bachelor's programmes had to take an aptitude test in the first round – the applicants' creative competences were assessed based on their presented projects prepared at home. Attention was paid to the creative aspect of their talent, to their original thinking ability and knowledge of the means of expression typical for the chosen specialization/studio. The second round involved a written test, creative examinations and an interview. Applicants for Master's programmes had to take an aptitude test during which they presented their portfolios and their creative potential was assessed. Admission to doctoral programmes was conditional on completed tertiary education, i.e. on completion of a Master's programme at a university-type higher education institution, and that in visual arts and in a similar specialization related to and connected with visual arts and multimedia. The applicants were required to have obtained the Master's degree abbreviated as Mgr. or MgA. Eligible for study were those applicants who fulfilled the requirements set within admission procedure and demonstrated the required specialist knowledge, creative skills and the required degree of talent in the entrance examination. The entrance examinations were organized in form of a discussion on the topic of the applicant's doctoral thesis. In case of the degree programme in Media and Communication Studies, the language and general knowledge and creative skills were tested in writing.

Entrance examinations to Bachelor's programmes at the FAI took the form of tests identical for applicants for both modes of study (full-time, part-time). In case of degree courses in Information and Control Technologies and in Security Technologies, Systems and Management it was a test in mathematics. In case of the degree course in Information Technologies in Administration it was the Test of General Academic Prerequisites and a test in the basics of informatics. The tests were elaborated by the FAI academic staff; an evaluation of the tests was carried out automatically on a PC with the use of the software developed at the Faculty. No external test suppliers or evaluation processors were used within the admission procedures at the FAI. Applicants for selected degree courses could be exempt from the entrance examination depending on a good grade point average achieved at a secondary school. Applicants who successfully passed the examination in mathematics in the National Comparative Exams organized by the Scio organization could also be exempt from the entrance examination in mathematics.

Entrance examinations held to the FUMP were aimed at assessing the knowledge in the relevant specialization corresponding to the FUMP. 60 per cent of the admission quota (i.e. the maximum number of applicants that could be admitted to study) was formed by Bachelor's graduates from the FAI depending on their academic performance in the previously completed Bachelor's programme. Other applicants coming from the FAI and from other higher education institutions in the Czech Republic had to sit entrance examinations. Depending on the results of the entrance examinations, the applicants were included in a ranking and admitted in the number according to the admission quota. Admissions to doctoral programmes included a test in English and a discussion on the topic of the applicant's doctoral thesis, or on the topic of research previously conducted by the applicant. Applicants were admitted to study upon recommendation of the admission committee that took decisions according to the results of the test and of the discussion.

The FHS organized no entrance examinations to Bachelor's courses. Graduates from Master's courses in chemical technology, engineering technology, economics, informatics and computer technology and non-medical health care or from courses with similar specializations were admitted to study in the Bachelor's course in Secondary School Teacher Training in Specialized Subjects without having to pass entrance examinations. Applicants for other Bachelor's courses were admitted depending on their results achieved in the National Comparative Exams organized

by the Scio organization. For the degree course in English/German for Business Administration, it was allowed to replace the entrance examination, and that by a state secondary school leaving certificate in the relevant language or by a certificate at a minimum level of B2 (English) or B1 (German) not older than five years. The Faculty organized its own entrance examinations to follow-up Master's courses. The Institute of Interdisciplinary Studies in Brno, with which the FHS carries out a joint accredited degree programme, organized its own entrance examinations to the Bachelor's as well as follow-up Master's programmes.

The FLCM admitted applicants for all degree courses depending on their average results achieved at secondary schools. The Faculty organized the admissions in accordance with its own regulations.

## 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 351 students enrolled on the 1st year of a follow-up Master's programme at TBU had previously graduated from a Bachelor's programme at another higher education institution; the number of doctoral students who had graduated from a Master's programme at another higher education institution was 25.

**TABLE 6.2: STUDENTS IN FOLLOW-UP MASTER'S AND DOCTORAL PROGRAMMES WHO COMPLETED THEIR PREVIOUS STUDIES AT ANOTHER HIGHER EDUCATION INSTITUTION**

Number of students enrolled in the first year of study in follow-up Master's and doctoral programmes who completed their previous studies at another higher education institution		
Tomas Bata University in Zlín	Follow-up Master's programmes	Doctoral programmes
Faculty of Technology	116	6
Faculty of Management and Economics	119	11
Faculty of Multimedia Communications	26	5
Faculty of Applied Informatics	53	3
Faculty of Humanities	37	
<b>TOTAL (summarized for the whole HEI)</b>	<b>351</b>	<b>25</b>

## 6.D COOPERATION WITH SECONDARY SCHOOLS WHEN INFORMING APPLICANTS FOR STUDIES

The University paid great attention to attracting high-quality applicants for studies. For this reason, it actively communicated 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 and November 2013 Open Days were organized by the University. TBU's participation in post-secondary education fairs was important for informing applicants for studies. TBU presented itself at the "Gaudeamus" European Education and Lifelong Learning Fair that was held in January 2013 in Prague, in late October and early November 2013 in Brno and in November 2013 in Nitra. TBU took part in the Fair held in Prague for the sixth time and in the Fair held in Brno for the twelfth time. TBU participated in the event held in Nitra for the first time, as it was the first edition of this education fair. In October 2013 the University participated in the "Akadémia" higher education fair in Bratislava for the seventh time.

TBU communicated with secondary schools mainly through education counsellors, to whom information materials about the University as well as about study options were sent regularly. TBU promoted itself at secondary schools also by means of a travelling exhibition and by giving presentations of all TBU faculties. Presentations given by students at their home secondary schools also proved successful.

# 7. ACADEMIC STAFF

TBU ranks among major employers in the Zlín Region. As at 31 December 2013, six faculties and other constituent parts of the University had 927 academic and other employees.

## 7.A NUMBERS OF ACADEMIC STAFF

The personnel structure at TBU is stabilized. In 2013 there were no significant changes in the personnel structure of the academic and R&D staff. Attention was above all paid to the improvement in the quality of the personnel structure with the aim of ensuring a sufficient number of Professors and Associate Professors. In 2013 employees holding the degree of Professor or Associate Professor represented 30% of the number of the academic and R&D staff.

**TABLE 7.1: ACADEMIC AND R&D STAFF (CONVERTED NUMBERS)**

Tomas Bata University in Zlín	Academic Staff							Researchers	TOTAL
	TOTAL	Professors	Associate Professors	Senior Lecturers	Lecturers	Assistant Lecturers	R&D and innovation staff participating in pedagogical activities		
Faculty of Technology	133.234	11.369	32.787	60.904	6.137	2.29	19.747	11.944	145.178
Faculty of Management and Economics	79.398	5.405	20.078	34.447	14.866	3.602	1	2.924	82.322
Faculty of Multimedia Communications	56.78	5.604	14.297	22.953	12.926	1			56.78
Faculty of Applied Informatics	73.948	7.611	13.201	41.304	6.398	4.834	0.6	7.138	81.086
Faculty of Humanities	73.222	6.233	9.5	24.536	15.2	17.753			73.222
Faculty of Logistics and Crisis Management	26.375	4.333	4.765	11.911	1.591	3.775			26.375
<b>TOTAL</b>	<b>442.957</b>	<b>40.555</b>	<b>94.628</b>	<b>196.055</b>	<b>57.118</b>	<b>33.254</b>	<b>21.347</b>	<b>22.006</b>	<b>464.963</b>

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

## 7.B AGE STRUCTURE OF ACADEMIC AND R&D STAFF

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

The situation developed positively with regard to the age structure of R&D staff participating in pedagogical activities; almost 70% 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 had not obtained a doctoral degree were included in the category of salaried employees working as project researchers; these are another 47 employees, with an average converted number of 22.073.

In the personnel structure of TBU, men predominated significantly; the percentage of women was 37%. Only the categories of Assistant Lecturers and Lecturers comprised more than a half of employees being female.

**TABLE 7.2: AGE STRUCTURE OF ACADEMIC AND R&D STAFF (HEADCOUNT)**

Tomas Bata University in Zlín	Academic staff												Researchers		TOTAL
	Professors		Associate Professors		Senior Lecturers		Lecturers		Assistant Lecturers		R&D and innovation staff participating in pedagogical activities				
	Total	Women	Total	Women	Total	Women	Total	Women	Total	Women	Total	Women	Total	Women	
Under 29 years					3		17	14	1	1	2		5	2	28
30 – 39 years			14	3	110	44	39	21	14	10	11	3	23	9	211
40 – 49 years	4	2	25	8	40	24	2	1	10	6	5	2	7	3	93
50 – 59 years	8	3	26	9	29	13			10	5	1	1	1		75
60 – 69 years	18	1	29	4	24	2			1		1	1	1		74
Over 70 years	17		8	1	3	1			1		3		1		33
<b>TOTAL</b>	<b>47</b>	<b>6</b>	<b>102</b>	<b>25</b>	<b>209</b>	<b>84</b>	<b>58</b>	<b>36</b>	<b>37</b>	<b>22</b>	<b>23</b>	<b>7</b>	<b>38</b>	<b>14</b>	<b>514</b>

## 7.C NUMBER OF ACADEMIC STAFF ACCORDING TO WORKLOADS AND TO HIGHEST COMPLETED EDUCATION

Almost 90% of the total number of the academic staff were employed full-time. Only 1% of the total number of academic employees had a lower workload than 50 %. 77% of the academic staff held a scientific degree.

An absolute majority of the academic staff not holding a scientific degree was extending their qualification via part-time mode of study in accredited doctoral programmes carried out either directly at TBU in Zlín, or at other Czech or foreign universities. The improvement in the quality of the personnel structure through the support of further education remains the main priority in the sphere of human resource development.

**TABLE 7.3: NUMBERS OF ACADEMIC STAFF ACCORDING TO WORKLOADS AND TO HIGHEST COMPLETED EDUCATION (HEADCOUNT)**

Tomas Bata University in Zlín	Academic staff				TOTAL	
<b>Faculty of Technology</b>						
Workloads	Prof.	doc.	DrSc., CSc., Dr., Ph.D., Th.D.		Others	
Up to 0.3		1	2		1	4
Up to 0.5	2	1	3			6
Up to 0.7	1					1
Up to 1.0	11	39	70		10	130
<b>Faculty of Management and Economics</b>						
Workloads	Prof.	doc.	DrSc., CSc., Dr., Ph.D., Th.D.		Others	
Up to 0.3			3		1	4
Up to 0.5	1	3	3		1	8
Up to 0.7	2		1		1	4
Up to 1.0	3	19	31		16	69
<b>Faculty of Multimedia Communications</b>						
Workloads	Prof.	doc.	DrSc., CSc., Dr., Ph.D., Th.D.		Others	
Up to 0.3						
Up to 0.5		1			2	3
Up to 0.7			1		1	2
Up to 1.0	7	14	15		21	57

Faculty of Applied Informatics					
Workloads	Prof.	doc.	DrSc., CSc., Dr., Ph.D., Th.D.	Others	
Up to 0.3	1				1
Up to 0.5		1	1		2
Up to 0.7		1			1
Up to 1.0	8	12	39	13	72
Faculty of Humanities					
Workloads	Prof.	doc.	DrSc., CSc., Dr., Ph.D., Th.D.	Others	
Up to 0.3			2		2
Up to 0.5	1	3	2	5	11
Up to 0.7	2		1		3
Up to 1.0	4	8	25	32	69
Faculty of Logistics and Crisis Management					
Workloads	Prof.	doc.	DrSc., CSc., Dr., Ph.D., Th.D.	Others	
Up to 0.3					
Up to 0.5		2			2
Up to 0.7		1		1	2
Up to 1.0	4	3	9	7	23
<b>TOTAL</b>	<b>47</b>	<b>109</b>	<b>208</b>	<b>112</b>	<b>476</b>

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

## 7.D FOREIGN NATIONALS IN THE ACADEMIC STAFF

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

**TABLE 7.4: FOREIGN NATIONALS IN THE ACADEMIC STAFF (HEADCOUNT)**

Tomas Bata University in Zlín	
Faculty of Technology	12
Faculty of Management and Economics	6
Faculty of Multimedia Communications	12
Faculty of Applied Informatics	5
Faculty of Humanities	17
Faculty of Logistics and Crisis Mangement	1
<b>TOTAL</b>	<b>53</b>

## 7.E NUMBERS OF PROFESSORS AND ASSOCIATE PROFESSORS APPOINTED IN 2013

3 Professors and 6 Associate Professors were appointed in 2013. 2 Associate Professors received the degree at TBU, one at the University of South Bohemia in České Budějovice, one at Mendel University in Brno, one at the Czech University of Life Sciences in Prague and one at the Brno University of Technology.

**TABLE 7.5: NUMBERS OF NEWLY APPOINTED PROFESSORS AND ASSOCIATE PROFESSORS**

Tomas Bata University in Zlín	Number	Average age of newly appointed Professors and Associate Professors
Faculty of Technology		
Professors appointed in 2013	1	46
Associate Professors appointed in 2013	3	38
Faculty of Management and Economics		
Professors appointed in 2013		
Associate Professors appointed in 2013	2	34
Faculty of Multimedia Communications		
Professors appointed in 2013	1	54
Associate Professors appointed in 2013		
Faculty of Applied Informatics		
Professors appointed in 2013	1	50
Associate Professors appointed in 2013	1	33
TOTAL - Professors	3	
TOTAL - Associate Professors	6	

## 7.F OVERVIEW OF FURTHER EDUCATION COURSES OFFERED TO ACADEMIC STAFF

In 2013, 58 courses were carried out at the FaME attended by 484 academics. The traditional event entitled “FaME Mondays” featured 5 lectures. With funding provided by TBU development projects and other projects undertaken, English language courses offered in 3 levels for approx. 60 employees were organized in cooperation with the FHS. Workshops, lectures and seminars held within projects funded by Operational Programmes organized by the European Union were also aimed at improving professional skills of the academic staff as well as of PhD students at the Faculty. Internships and excursions to companies formed an important part of further education of the academic staff and PhD students.

The FMC organized a total number of 13 courses, which were attended by 35 members of the academic staff.

5 courses were held at the FAI, attended by 58 employees.

The FHS organized workshops, seminars, staff trainings and lectures for the academic staff focusing on tuition and on enhancement of professional knowledge of the academic staff. Similar events were also aimed at research, development and creative activities.

The Faculty offered English language courses for the TBU academic staff funded from development projects organized by the University and aimed at enhancing the communication skills of the academic staff so that they were able to give lectures in English intended for Czech and international students, communicate in English on specialist topics during their stays abroad and present the results of their scientific and research activities at international conferences. The academic staff of the Faculty were teaching Russian in courses organized by the International Office for the TBU students and staff for a second year in a row.

The FLCM organized 7 courses attended by 29 employees.

**TABLE 7.6: OVERVIEW OF FURTHER EDUCATION COURSES OFFERED TO ACADEMIC STAFF**

Tomas Bata University in Zlín	Number of courses	Number of attendees
<b>Faculty of Management and Economics</b>		
Courses focused on pedagogical skills	2	137
Courses focused on general skills	3	60
Professional courses	53	297
<b>TOTAL</b>	<b>58</b>	<b>484</b>
<b>Faculty of Multimedia Communications</b>		
Courses focused on pedagogical skills	4	15
Courses focused on general skills	9	20
Professional courses		
<b>TOTAL</b>	<b>13</b>	<b>35</b>
<b>Faculty of Applied Informatics</b>		
Courses focused on pedagogical skills		
Courses focused on general skills	3	7
Professional courses	2	51
<b>TOTAL</b>	<b>5</b>	<b>58</b>
<b>Faculty of Humanities</b>		
Courses focused on pedagogical skills	1	2
Courses focused on general skills	1	5
Professional courses	2	39
<b>TOTAL</b>	<b>4</b>	<b>46</b>
<b>Faculty of Logistics and Crisis Management</b>		
Courses focused on pedagogical skills		
Courses focused on general skills	1	10
Professional courses	6	19
<b>TOTAL</b>	<b>7</b>	<b>29</b>
<b>Rectorate</b>		
Courses focused on pedagogical skills		
Courses focused on general skills		
Professional courses	8	82
<b>TOTAL</b>	<b>8</b>	<b>82</b>
<b>TOTAL NUMBER OF COURSES OFFERED AT TBU</b>	<b>187</b>	<b>1,485</b>

## 7.G CAREER REGULATIONS FOR ACADEMIC STAFF

TBU has issued no career regulations for the academic staff. According to their specializations, the TBU faculties used motivation tools depending on the evaluation of pedagogical and R&D and creative activities.

**927 MEMBERS  
OF ACADEMIC  
STAFF AND OTHER  
EMPLOYEES**





# 8. SOCIAL MATTERS OF STUDENTS AND STAFF

## 8.A SCHOLARSHIPS GRANTED TO STUDENTS ACCORDING TO NUMBERS OF STUDENTS WHO RECEIVED A SINGLE PAYMENT SCHOLARSHIP OR WERE REGULARLY GRANTED A SCHOLARSHIP IN THE GIVEN YEAR

In the year 2013, 6,564 scholarships were granted to TBU students. The numbers of students are listed in the Table 8.1 according to the type of scholarship granted. This does not refer to monitoring of the number of scholarships granted. Scholarships are listed according to the purpose of scholarship, regardless of the source of funding. The table includes funding resources from the MEYS, the HEI Scholarship Fund, other resources (Development Programmes, internal funds, own resources, incomes, donations, agreements).

**TABLE 8.1: SCHOLARSHIPS GRANTED TO STUDENTS ACCORDING TO SCHOLARSHIP TYPES (NUMBERS OF STUDENTS)**

Tomas Bata University in Zlín	
Type of scholarship	Numbers of students
For outstanding academic performance in compliance with § 91 Paragraph 2 Letter a)	324
For significant results of scientific, R&D, innovation, arts or other creative activities in compliance with § 91 Paragraph 2 Letter b)	93
For R&D and innovation activities in accordance with the relevant specific legal regulation, § 91 Paragraph 2 Letter c)	231
As financial assistance in an extremely serious financial situation in compliance with § 91 Paragraph 2 Letter d)	19
As financial assistance in an extremely serious financial situation in compliance with § 91 Paragraph 3	137
In cases deserving special consideration in compliance with § 91 Paragraph 2 Letter e)	5,158
Out of which accommodation scholarships	4,677
As a study abroad scholarship in compliance with § 91 Paragraph 4 Letter a)	290
Scholarship aimed to support students studying in the Czech Republic in compliance with § 91 Paragraph 4 Letter b)	60
Doctoral scholarships in compliance with § 91 Paragraph 4 Letter c)	252
Other scholarships	
<b>TOTAL</b>	<b>6,564</b>

## 8.B CHARACTERISTICS OF TBU SCHOLARSHIP PROGRAMMES

Students were 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 could 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 - were 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 - were 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 were eligible for the accommodation scholarship.

## 8.C 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 used resources provided by the Institutional Development Plan for 2013 – Development of Career Counselling to Support Career and Psychological Counselling. This is inseparably related to comprehensive care for students at higher education institutions in the sphere of pedagogy and education.

The aims of activities carried out within the Institutional Development Plan 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 students and of the academic staff of TBU.

The TBU Counselling Centre also provided psycho-diagnostic services, therapeutic and relaxation sessions and career counselling according to requirements of students and staff, usually during 4 – 5 hours per week.

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

In 2012 TBU launched its own Job Centre intended for TBU students and graduates. Its activities are aimed mainly at finding and providing of suitable job vacancies including consultation and advice on creating a CV or a cover letter. Moreover, the Job Centre offers TBU students and graduates the following services:

- Counselling in the sphere of career orientation
- Counselling in the sphere of human resources
- It arranges counselling with experts from the Employment Office in Zlín.
- It helps students and graduates to select an appropriate job.
- Listing of resources with job offers
- Personal help with seeking suitable employers
- Service for companies incl. specific requirements regarding graduates
- Help with contacting potential employers and headhunting companies – preparation for an introductory interview
- It offers its clients the opportunity to make their Curriculum Vitae available to the companies cooperating with the Centre.
- The Job Centre specialist can also recommend diagnostic tests in adequate cases, which shall be carried out within the Counselling Centre.

In 2013 the Job Centre got actively involved in the University life by participating in workshops and at job fairs, by organizing excursions to cooperating companies, or arranging visits of company representatives to classes with the principal aim to help to reconcile studies and practice.

In the winter semester, students in their final year of studies at the FT, FaME, FMC, FHS and FLCM were acquainted via presentations offered directly in the classes with information on how to succeed in the labour market or advised on how to write a CV, a cover letter, etc.

The Job Centre also started cooperation with companies from the Zlín Region and from the entire Czech Republic. Employers reported job vacancies, practical trainings, internships and placements intended precisely for TBU students and graduates to the Job Centre or via the portal [www.kariera.utb.cz](http://www.kariera.utb.cz).

During the year 2013, out of almost 240 graduates registered by the Job Centre, 108 clients succeeded in finding employment.

## 8.D SPECIAL NEEDS STUDENTS

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 the University 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 in 2013; their curricula were modified accordingly 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.E EXCEPTIONALLY GIFTED STUDENTS

The support for exceptionally talented students was carried out on several levels. Students showing outstanding academic performance were eligible for merit scholarships. Students' creative and expert activities (STOČ) and students' scientific and expert activities (SVOČ) were supported – selected students participated in national and international competitions. Some of the STOČ and SVOČ competitions were organized directly by the University faculties. Exceptionally talented students had an opportunity to study simultaneously in another degree programme and they were the first to be offered traineeships abroad and mobility.

The project entitled "Talented Students" was successfully implemented at the Faculty of Management and Economics for the fifth year in a row; within the project, a supplementary programme was 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 were 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 participated in the preparation and implementation of this selective programme based on a contractual relation.

## 8.F ACCOMMODATION AND CATERING

In 2013, TBU students were accommodated in the HRR's own facilities situated 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 2013, the HRR satisfied completely the students' demand for accommodation. The total number of satisfied applications for accommodation was 881; 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 9.18 %. The reason for the number of satisfied applications being higher than the total bed capacity is the student turnover rate. 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 371,455 as at 31 December 2013.

Catering services for students were provided in the HRR catering facilities. In the year 2013 the Refectory in the U4 building served 133,400 meals (an interannual increase by 2.44 %), the Refectory in the U5 building served 73,196 meals (an interannual increase by 10.07 %), the Cafeteria in the U2 building served 8,745 meals (an interannual decrease by 4.48 %), the restaurant in the U13 building served 46,742 meals (an interannual increase by 3.75 %). 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 the external catering facility established upon consent of the MEYS in Uherské Hradiště: 11,721 meals (an interannual increase by 10.10 %).

During 2013 a total of 25,561 cold meals were sold to students in the TBU catering facilities (an interannual decrease by 4.06 %). Cold packet meals, baguettes, ¼ pizzas and breakfast meals are included in the number of meals served. Cold meals were offered to students also in the external catering facility in Uherské Hradiště (7 meals).

The total number of hot meals served in all catering facilities was 273,811, out of which 193,781 were served to students. In 2013 the number of student meals served increased by 2,676 in comparison with 2012 (an interannual increase by 1.40 %). The total increase in the number of meals served in 2013 compared to the numbers from the year 2012 was 11,815 meals, which is an interannual increase by 4.51%.

In addition to hot and cold meals, the TBU catering facilities also served soups, snack soups and salads. As regards the number of soups and snack soups served, in 2013 there was an increase by 6.52 % to 94,741 soups sold. As regards the number of salads served, there was an increase by 23.27% to 32,973 salads served.

In 2013 no catering services were provided in the external catering facilities in Kroměříž and Prostějov.

**TABLE 8.2: ACCOMMODATION, CATERING**

Tomas Bata University in Zlín	
Total bed capacity of TBU Halls of Residence	858
Bed capacity in rented facilities	0
Number of applications for accommodation submitted by 31/12/2013	881
Number of satisfied applications for accommodation as of 31/12/2013	881
Number of days on which the accommodated persons used the accommodation service in 2013	371,455
Number of meals served in 2013 to students	182,060
Number of meals served in 2013 to employees of the HEI	67,447
Number of meals served in 2013 to other diners	12,576

## 8.G CARE FOR EMPLOYEES

The employees of TBU were 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 were also carried out. Counselling services were provided by personal contact as well as by e-mail and by phone.

The implementation of the project of the TBU Nursery School 'Qočna' and of the babysitting room entitled 'Koala' contributed to the improvement of social services provided to employees. The project was funded by the European Social Fund - the Operational Programme 'Human Resources and Employment'. This facility for children had been run by the Faculty of Humanities since 2011. In October 2013, due to the termination of the implementation of a two-year project funded by the EU, the Nursery School was converted into an independent legal entity established and run by TBU. The total capacity of the Nursery School (24 children aged 3 to 6 years until 31 August 2013, 48 children of the same age from 1 September 2013) was fully used during the whole year. The capacity of the Babysitting Room was 10 children under 3 years of age, the average number of children attending the Babysitting Room per day was 7. By establishing the facility, TBU helps its employees and students to coordinate their family and working life or studies.

The mountain cottage Portáš in the Javorníky mountains served as a training and recreation centre for TBU staff and students.

During 2013, 63 events attended by 730 persons took place in the cottage. The total number of days on which the accommodated persons used the accommodation service amounted to 1,914.

# 9. INFRASTRUCTURE

## 9.A LIBRARY COLLECTIONS

In 2013 the TBU Library (hereinafter referred to as the “Library”) underwent significant qualitative changes, and that particularly thanks to several projects in implementation.

The first of them was a project funded by the OP Research and Development for Innovations and entitled STMFull: Full-Text Databases for Research and Development, which ensured access to the multidisciplinary scientific database ProQuest STM Package for institutions from the whole CR (except for Prague), and enabled the Library itself to purchase the Summon discovery system, which is the latest mega-search engine focusing on search for specialized information. In order to ensure the continuity of services and user comfort, Summon was incorporated in the well-established Xerxes search interface employed by the Library users for several years already.

Another key activity was the development project implemented by the Information Technology Centre; financial resources provided by the project were used to purchase virtualized computer workstations for computer rooms of the Library. The replacement of equipment took place during the holiday period and, after several weeks of running in the test mode, the maximum functionality was achieved in autumn to the satisfaction of the Library users. Moreover, the purchase of a special book scanner was financed from this development project, which helped to improve user comfort in the Library.

The Library was also the investigator of the development project entitled “Development of Information Infrastructure of TBU Library and Accessibility of Top-Class Information Resources”, which was intended for the purchase of top-class electronic as well as printed information resources and for the development of activities of the Bata Information Centre. Precisely during the implementation of this project, intensive activities were started, aiming at the creation of an article bibliography of Tomas Bata, but also other activities were pursued, e.g. the creation of Bata’s mottos on Wikipedia, consulting activity in connection with Bata-related issues, etc.

The following basic systems were available in the Library:

- Library information system Aleph (20 version)
- SFX linking tool including the bX technology for recommendations of related literature and HotArticles services to help the users to select the most relevant papers for the related scientific disciplines
- Xerxes meta search engine based on the Summon central index and Xerxes 2.0 interface
- DSpace system designed for long-term archiving and access provision to full texts of Bachelor’s, Master’s and doctoral theses
- Portal of publication activities of TBU (institutional repository; also based on the DSpace technology)
- Portal of electronic journals
- Bibliography of Tomas Bata<sup>2</sup>
- IVA information training portal

Activities aimed at supporting research and development continued to be carried out by the Library, with the Library’s role consisting above all in the inclusion of the University records in the OBD system as well as in the administration and checking of the university records in the Web of Science and Scopus databases, in the administration and updates of selected accounts in the ResearcherID system, etc. The emphasis put on the support of research and development activities got reflected in the topics of the presentations and staff trainings held in the Library, for which representatives of scientific publishing houses, but also researchers with wide experience in the sphere of scientific publishing were invited as guest speakers. The repository of the University publications then became part of several multinational registers (BASE, ROAR, OpenDOAR),

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<sup>2</sup> [www.tomasbata.com](http://www.tomasbata.com)

and the results of the R&D activities carried out at the University are thus easily visible and searchable in the international environment.

The Library is traditionally focusing on the availability of top-level electronic research information resources. In 2013 a dynamic development took place also in this sphere. Besides projects implemented within the Call 4.3 of the OP RaDfI, which ensure access to technology-related electronic resources for universities residing outside Prague, a new grant programme "Information – Research Base (LR Code)" was announced to take place. This programme is expected to ensure accessibility of all electronic information resources for Prague and socio-scientific databases for the entire Czech Republic. One of the projects implemented within this programme was the project of the National Library of Technology, which is of extraordinary importance as it is aimed at access provision to the Scopus database, but also to the electronic journals run by prestigious publishing houses, namely Elsevier, Wiley and Springer. The Library joined six projects in implementation as a partner, thus ensuring long-term accessibility of the required information resources. The project financed by the CESNET development fund also continued. Not only did it bring simple remote access to electronic resources, but at the same time it initiated an integration of the Library systems into the Single Sign On System and enabled the University to join the eduID.cz federation.

Significant novelties in the Library catalogue were brought about in 2013. Two technical novelties were developed and presented in this sphere, which significantly enhanced the quality of services provided by the catalogue. First of them was the so-called collection map, i.e. the technology entitled "StackMap", which can display the localization of a book on the shelf after finding it in the catalogue. Another significant initiative was the launch of the TBU mKatalog service, i.e. an application that facilitates the use of the Library catalogue in smart phones. The Library also initiated efforts to generally improve the library and information services for the citizens of the town of Zlín. In cooperation with other partners it developed the Union Catalogue of Libraries in Zlín<sup>3</sup>. The catalogue is based on the freely accessible VuFind technology and at present it includes records of documents of six participating libraries.

As at 31 December 2013 the Library had a total of 12,812 registered users, out of which 632 were external readers. The high number of users in the Library was ensured also by adaptation of its relevant spaces. The readers may use the quiet zone (the so-called "living room"); a children's playroom was built on the 2nd floor.

Statistics of services provided:

- 97,249 loans carried out (64,218 first loans, 33,031 renewals)
- 64 opening hours per week
- 187 hours of educational events for the users
- Literature search service provided 80 times
- 893 requests were complied with within the interlibrary loan service.

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 of the latter. Other employees of the Library also play an active role in the Czech librarianship. Besides the BIX project, which focuses on library benchmarking, the Library participated in the mystery shopping project implemented in libraries in 2013, and that with a positive result.

The Library continues to actively contribute to the Union Catalogue of the National Library of the CR. The cooperation 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 is also running with the Virtual Polytechnic Library, the National Medical Library and with other institutions.

Other Library specifications are summarized in Table 9.1.

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<sup>3</sup> <http://knihovnyzlin.cz>

**TABLE 9.1: UNIVERSITY LIBRARIES**

Tomas Bata University in Zlín	Number
Book acquisitions in 2013	5,690
Library stock in total	116,038
Number of subscribed periodicals: - paper copies - electronic periodicals (estimate)	Paper copies: 223 Electronic periodicals: 889

## 9.B LEVEL OF INFORMATION AND COMMUNICATION SERVICES AND AVAILABILITY OF THE INFORMATION INFRASTRUCTURE

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).

Educational facilities and University buildings U1 to U5, U10, U11, U13, U16, 9A, 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 new building of the Technology Park for Information and Communication Technologies (U56) is connected to the TBU backbone network with a connection speed of 10 Gbit/s. The new building U15 was connected to the TBU backbone network with a connection speed of 1 Gbit/s at the end of 2013. All the mentioned premises and buildings have structured cabling installed.

In the year 2013, there were 2,810 computers connected to the University computer network in the educational facilities, out of which almost 1,290 were placed in computer laboratories, student computer rooms and studios. The University Wi-Fi network with 80 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 2013, there were over 8,000 registered users of the WiFi network.

The University Halls of Residence have a capacity of 839 connection ports; students connected 739 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, or were provided access to:

- Information system for financial management (SAP)
- Information system for studies administration (IS/STAG)
- University website
- System for keeping records of publication activities, grants and projects, projects funded by the Internal Grant Agency (OBD<sup>PRO</sup>, GaP, IGA – Verso platform)
- 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)
- Electronic Records Management System (Spisovka3)

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, arts and creative activities as well as of management.

## 9.B.1 DEVELOPMENT OF THE INFORMATION INFRASTRUCTURE

The development of the information infrastructure was supported through a project implemented within the Institutional Development Plan and entitled "Development of Information and Communication Technologies at TBU in Zlín" (CZK 11,660,000, out of which investment resources amounting to CZK 8,310,000) and through a joint project carried out by public higher education institutions within centralized development programmes and entitled "Shared Housing of Information Systems for Support of Management of Financial, H&R and Salary Administration Systems and Development of These Information Systems" (CZK 500,000).

Within the Institutional Development Plan, a total of 4 subsections were implemented:

### **Completion of Virtualization Process in Libraries**

Project resources were used to purchase virtualized terminal workstations for computer rooms in the Library. Moreover, a special book scanner, which greatly helped to improve user comfort in the Library, was also purchased using resources of this development project.

### **Modernization of Data Network in the U2 Building**

Within the project of the overall redevelopment and modernization of the U2 building, a modernization and renewal of the computer network in this building was completed. The old structured cabling, which was of insufficient capacity, was replaced by a new modern cabling supporting the transfer speed of up to 10 Gbit/s. The total capacity of connection points (ports) was extended to 1,150 ports. In the entire network, new modern active elements have been installed, which support higher transfer speed (10/100/1,000 Mbit/s) and the latest security functions.

### **Innovation in the HW Infrastructure for University-Wide Applications**

A new efficient server infrastructure was purchased including a virtualized data repository intended for running of key university-wide applications – IS/STAG, portal, LDAP, document system, Active Directory, network file system, Kredit, reprographic services. At present, the above-mentioned applications are run as virtual machines. Some other applications and services run using the outdated HW infrastructure will gradually be migrated as virtual machines to these servers.

### **Implementation of Active Directory**

Throughout the entire year 2013 the project of the implementation of the Microsoft Active Directory system was carried out including the network file system service. At present this system is run in production mode and is used by virtualized workstations in the computer rooms of the Library. All TBU computers will be gradually migrated to the Active Directory, which will later replace the outdated Novell Netware system currently in use.

Financial resources provided by the relevant centralized development project were invested in an enhancement of hardware infrastructure to the secondary centre in Olomouc and in the adaptation of the modules of the SAP Information system for financial management. All the systems run at TBU (productive, testing and development systems) prepared for migration in 2012 underwent a test migration first; the full migration process took place in late July 2013.

Since 29 July 2013 the SAP Information system for financial management has been run remotely using the hardware infrastructure located in the building of Palacký University in Olomouc. This absolutely unique system running method marked a successful culmination of an almost two-year joint project implemented by six public higher education institutions. During the implementation, the e-infrastructure of the association CESNET, an interest group of legal entities, is being fully used, including a data repository located in Pilsen and intended for the system backup.



# 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 2013 TBU extended the range of programmes (courses) offered through LL at the respective faculties; the relevant information about the programmes currently offered is regularly updated on the TBU website. 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 relevant organizations. The implementation of 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 at TBU; project resources were used to prepare or innovate a total of 26 LL programmes. The implementation of the project was successfully completed in 2013.

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 comprise LL programmes implemented within accredited degree programmes and LL programmes which are not accredited.

Studies in a LL programme were carried out 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 as 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 number of LL attendees in 2013 was 1,956.

**TABLE 10.1: LIFELONG LEARNING COURSES OFFERED AT TBU (NUMBERS OF COURSES)**

Tomas Bata University in Zlín		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	CBBE								
Natural sciences	11-18								0
Technical sciences	21-39		3					12	15
Forestry, agriculture and veterinary sciences	41,43								0
Health care, medical and pharmaceutical sciences	51-53				1				1
Social sciences and services	61,67, 71-73			5	5	8		11	29

Economics	62,65			11	2				13
Law and public sector administration	68								0
Pedagogy and social care	74,75	1	2		1	1	3	2	10
Psychological sciences	77							10	10
Art and cultural sciences	81,82				26			6	32
<b>TOTAL</b>		1	5	16	35	9	3	41	110

**TABLE 10.2: LIFELONG LEARNING COURSES OFFERED AT TBU (NUMBERS OF ATTENDEES)**

Tomas Bata University in Zlín		Vocational courses			Hobby courses			U3A	TOTAL	Out of which the number of attendees admitted to study in accredited degree programmes in compliance 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	CBBE									
Natural sciences	11-18							0		
Technical sciences	21-39		28				592	620		
Forestry, agriculture and veterinary sciences	41,43							0		
Health care, medical and pharmaceutical sciences	51-53				17			17		
Social sciences and services	61,67, 71-73			81	117	59	392	649		
Economics	62,65			45	85			130	17	
Law and public sector administration	68							0		
Pedagogy and social care	74,75	22	80		7	45		154		
Psychological sciences	77						114	114		
Art and cultural sciences	81,82				64		208	272		
<b>TOTAL</b>		22	108	126	290	104	0	1,306	1,956	17

Lifelong Learning at TBU also includes the University of the Third Age (U3A) programmes designed for persons aged 50 years and over (usually at the retirement age), and also for other persons who receive various types of pension, e.g. disability pension. This type of education is intended for hobby purposes only, it does not include vocational courses.

The U3A educational programme takes the form of two-year series consisting of lectures, and/or practical training in various scientific disciplines. The offer in 2013 included computer lessons, lessons in digital photography, lectures on subjects from social sciences, culture and arts, health care, technology, as well as creative activities in arts done in a visual arts studio. The 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 2013, a total of 649 senior attendees were registered at the U3A, out of which 265 completed their studies and received the Certificate on the Completion of U3A during an official ceremony. As at 31 December 2013, a total of 657 attendees studied in the first and second year of the U3A lecture series at TBU. In the course of the year 2013, a total of 1,306 senior students attended the U3A lecture series, tutorials and seminars in 35 one-semester courses in 19 different specializations (the so-called U3A programme series).

# 11. RESEARCH, DEVELOPMENT, ARTS AND OTHER CREATIVE ACTIVITIES

## 11.A CHARACTERISTICS OF R&D AND CREATIVE ACTIVITIES CARRIED OUT AT TBU

Research, development, arts and other creative activities are carried out at the relevant faculties and at the UNI, i.e. in the individual departments and research units - Polymer Centre (CPM), Centre for Applied Economic Research (CAER), Research Centre (RC) of the FHS – and in centres established during the implementation of projects carried out within the Operational Programme “R&D for Innovations” – Priority Axis 2 and funded by the structural funds of the European Union and by the state budget of the Czech Republic. This refers to the Centre of Polymer Systems (CPS) and the Centre for Security, Information and Advanced Technologies (CEBIA-Tech). In accordance with the Strategic Plan, the research units and centres are reinforced as regards their material equipment and personnel in order to continuously improve their competitiveness in the field of research and development on the international level.

A significant research unit focusing on basic research is the Polymer Centre at the FT. Its main area of interest is research into engineering aspects of technologies and materials based on polymer composite structures. The researchers 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 the following areas:

- Medical tubes
- Antibacterial, antibiotic and antiseptic materials
- Packaging for medical applications, pharmacy and food processing
- Bioactive polymer systems
- Biodegradable polymer systems, collagen preparations
- Plastics for veterinary application
- PIM technology for medical products

The CAER was established on 1 March 2007 as a constituent part of the FaME. The CAER is one of the units focusing on the development and implementation of R&D strategy at the 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 the FaME in the sphere of R&D activity and practical application of results
- Increase the prestige, internationalization and research and project cooperation between the FaME and other universities, research institutions, companies and the public sector

The CAER aims at supporting the competitiveness of the FaME in new conditions regarding the evaluation (and funding) of universities. The 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 the CAER focus in general, in accordance with the specialization of the Faculty, on managerial and economic reasons and aspects of performance and competitiveness and of 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 innovation activities. CAER focuses on the following research topics:

- Measuring and management of performance of enterprises, public sector administration institutions, clusters and regions
- Knowledge management and quality control
- Social responsibility of companies
- Healthcare management

At the FMC, 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, the 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 contests can be considered significant accomplishments of creative activities done at the Faculty.

The RC of the FHS was established as an independent unit of the FHS on 1 April 2012. The activities done by the RC of the FHS are based on issues dealt with within research projects and on the specialization of the research team of the RC of the FHS. The Research Centre of the FHS specializes above all in research into school education in a wider pedagogical and socio-pedagogical context, research in the sphere of philology, in nursing and in selected clinical disciplines on an interdisciplinary basis.

In 2013 the implementation of projects funded by the Operational Programme “R&D for Innovations” – Priority Axis 2 (CPS and CEBIA-Tech) took place. Within these activities, a considerable improvement in the quality of the technological equipment of laboratories of both Centres took place by purchasing unique laboratory equipment for use in basic research but also for cooperation with the application sphere.

The directions of scientific activities were funded by grant projects, in particular through the implementation of projects funded by the Czech Science Foundation, Technology Agency of the CR, by the competent providers (Ministry of Education, Ministry of Industry and Trade, Ministry of Agriculture) but also by the Internal Grant Agency (IGA) within specific university research. Bachelor’s and Master’s students also participated in projects, and that within students’ scientific and expert activities.

At TBU, the transfer of the knowledge obtained in the sphere of basic research into practice is ensured by the Technology Transfer Centre (TTC), that was established in 2008. The TTC provides professional services to researchers employed by the University and to cooperating companies; its services focus in particular on the protection of industrial rights over R&D results and are aimed to ensure a fast and effective transfer of these results into practice, which includes counselling, analyses of relations related to industrial law, professional services provided by patent officers, direct representation during negotiations with the relevant authorities and other services related to technology transfer.

Apart from educational and research activities, TBU actively participates in activities and events organized in the Zlín Region. This refers to joint decision-making on development strategies to be adopted by the Municipal Authority in Zlín and by the Zlín Region. TBU also co-organizes important social and cultural events such as Miss Academia (beauty and intelligence contest for female students at higher education institutions and tertiary technical schools in the CR), Salvator Award (award for extraordinary acts of bravery related to the protection of life, health, property and population safety) and the Rag Day.

## 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 research activities of PhD students but also of talented students in Master's programmes. For 2013, public funding support amounting to CZK 22,386 thousand was obtained for the implementation of activities connected with specific university research. The total number of projects implemented at TBU was 107 newly accepted and 8 continuing projects.

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

In order to support the interest of students and an active participation by Bachelor's and Master's students in research activities, student scientific conferences were held, where the results of students' work were presented.

## 11.D PUBLIC FUNDING SUPPORT PROVIDED TO R&D AND INNOVATIONS

In 2013 TBU spent the amount of CZK 627.3 million using the resources obtained for R&D and innovations. Out of which the institutional support obtained from the MEYS amounted to CZK 62.2 million and the public funding support provided to specific university research obtained from the MEYS amounted to CZK 22.7 million. Furthermore, TBU spent the amount of CZK 542.4 million for the purposes of R&D and innovations, which were in particular financial resources provided within the Operational Programme 'R&D and Innovations' and obtained from the Technology Agency of the CR, Czech Science Foundation, Ministry of the Interior of the CR, Ministry of Health and Ministry of Agriculture of the CR.

Project co-investigators were provided CZK 13.5 million for R&D and innovations. TBU received these financial resources from the Technology Agency of the CR and from the Czech Science Foundation.

## 11.E SCIENTIFIC CONFERENCES ORGANIZED BY TBU

In 2013 the FT was the organizer of 1 conference with international participation. The FaME organized 6 conferences with international participation (out of which 1 student conference). At the FMC 1 conference with international participation took place; at the FAI, 7 conferences took place, out of which 6 with international participation. The FHS organized 6 conferences, out of which 5 conferences with international participation; the FLCM held 3 conferences with international participation.

**TABLE 11.1: SCIENTIFIC CONFERENCES (CO-)ORGANIZED BY TBU**

Tomas Bata University in Zlín	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	1	1	1
Faculty of Management and Economics	6	5	6
Faculty of Multimedia Communications	1	1	1
Faculty of Applied Informatics	7	5	6
Faculty of Humanities	6	6	5
Faculty of Logistics and Crisis Management	3	3	3
<b>TOTAL</b>	<b>24</b>	<b>21</b>	<b>22</b>

## 11.F SUPPORT OF STUDENTS IN DOCTORAL PROGRAMMES AND OF POSTDOCTORAL EMPLOYEES

Postdoctoral employees received support within the development project "Jobs for PhD Students in Their Final Year of Study and for Postdoctoral Employees". 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.

Within the CPS and CEBIA-Tech projects, new jobs for PhD graduates were created and, predominantly, taken by talented TBU graduates.

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

The amount of the scholarship granted was calculated depending on the R&D and creative activities, pedagogical, study-related and other activities of the relevant students.

The amount of scholarships provided to full-time PhD students studying in programmes carried out in English was specified in the Rector's Directive No. 2/2012.

## **11.G PARTICIPATION OF THE APPLICATION SPHERE IN CREATION AND IMPLEMENTATION OF DEGREE PROGRAMMES**

Students at the FT are offered excursions to companies and student internships.

At the FaME, the degree programmes in preparation are discussed with representatives of partner institutions. The partners also actively collaborate during the implementation of degree programmes, e.g. the Moravian-Slovak Engineering Works in Uherský Brod provide their laboratory equipment for use in the course unit "Quality and Metrology" taught in the Bachelor's programme in Production and Quality Management. Partner institutions also cooperate during the organization of internships and practical training in the course units "Enterprise Management I and II" (within the Talented Students project) as well as in the course units "Bachelor's Thesis Preparation and Work Placement" and "Master's Thesis Preparation and Work Placement". Reaccreditations of degree programmes are discussed with experts from practice who are members of the CAER Board and of the Scientific Board at the FaME.

The FMC has organized a contest "Marketing Communications Talent", with 30 participating companies in 2013, which show a continuously growing interest (e.g. Barum Continental, Impromat, Equinox, Vitasana Club, Aukro, and others). The contest annually generates approx. 20 internships and long-term traineeships for students, and produced 3 job offers in 2013. The same model was used for visual arts during the contest POPAI CR, which involves cooperation with a professional association focusing on search for and recruitment of talented students - artists. Standard collaboration with companies takes place across the whole Faculty and depends on the type and specialization of the cooperating units. Cooperation with business also takes place through Innovation Vouchers of the Zlín Region.

In the last 5 years, during the preparation of the relevant curricula, the proposals regarding the accreditation of individual degree courses carried out at the FAI are submitted both to the Scientific Board of the FAI, which has 4 representatives of industry among its members, and to the Industrial Board, whose members include 28 representatives of companies corresponding to the specialization of the Faculty. The curricula are discussed with the representatives of the commercial sphere and their comments are frequently taken into consideration during the preparation of accreditation applications. The most of the participating commercial entities offer and provide direct assistance by providing external teachers to give classes at the Faculty.

At the FHS, cooperation with the application sphere is carried out during the preparation of the contents of the relevant specialist course units; the contents of the individual degree programmes are discussed according to requirements and experience of practice. Furthermore, cooperation is implemented during the teaching of specialist and practically oriented course units in accredited programmes, during the organization and supervision of compulsory student practical training at specialized workplaces as well as with experts from the application sphere who act as supervisors or external examiners for Bachelor's and Master's theses or are members of the boards of examiners for final state examinations.

Representatives of the application sphere are among the members of the Scientific Board (namely a representative of the company Hamé s. r. o.) and also work as lecturers in accredited degree programmes at the FLCM. Single lectures by experts from practice also take place. Agreements on mutual cooperation have been concluded with legal entities from the application sphere.

Numbers of experts from the application sphere working as lecturers in accredited degree programmes are listed in the Table 11.2.

## 11.H COOPERATION WITH THE APPLICATION SPHERE IN CREATION AND TRANSFER OF INNOVATIONS

In particular through its research centres – CPS and CEBlA-Tech - TBU offers a wide range of collaboration opportunities to the application sphere - contract research, implementation of joint projects of applied research, development and innovations (supported by the Ministry of Industry and Trade of the CR, Technology Agency of the CR), dealing with technical and technological issues related to practice both through contract research and through use or hire of facilities owned by TBU. Furthermore, TBU offers and carries out analyses and research studies, optimization of technological processes, etc. for its industrial partners.

A specialized department at TBU, the Technology Transfer Centre (TTC) is in charge of the provision of protection of industrial rights over results of research and development and carries out the necessary steps leading to the commercialization of such results. Moreover, the TTC represents an important link between TBU and the industrial practice thanks to patent services provided by the TTC not only as an internal service for TBU but also for industrial companies - external applicants.

### 11.I CONTRACTS CONCLUDED WITH LEGAL ENTITIES FROM THE APPLICATION SPHERE FOR THE USE OF RESULTS OF R&D AND INNOVATIONS

31 valid contracts have been concluded at TBU, out of which 1 was concluded in 2013.

### 11.J NUMBERS OF EXPERTS FROM THE APPLICATION SPHERE WORKING AS LECTURERS IN ACCREDITED DEGREE PROGRAMMES

In 2013, 91 and 15 experts from the application sphere lectured at the FaME and at the FMC, respectively. At the FAI 63 experts from the application sphere participated in the classes held within accredited degree programmes. 77 experts from the application sphere lectured at the FHS; 2 experts from the application sphere lectured at the FLCM.

**TABLE 11.2: NUMBERS OF EXPERTS FROM THE APPLICATION SPHERE WORKING AS LECTURERS IN ACCREDITED DEGREE PROGRAMMES**

Tomas Bata University in Zlín	Numbers of persons
Faculty of Management and Economics	91
Faculty of Multimedia Communications	15
Faculty of Applied Informatics	63
Faculty of Humanities	77
Faculty of Logistics and Crisis Management	2
<b>TOTAL</b>	<b>248</b>

### 11.K NUMBERS OF DEGREE COURSES THAT INCLUDE COMPULSORY PRACTICAL TRAINING HELD DURING AT LEAST ONE MONTH

At the FaME full-time and part-time students in all Bachelor's and Master's programmes were required to complete the course units "Bachelor's Thesis Preparation and Work Placement" (BP) and "Master's Thesis Preparation and Work Placement" (FUMP) in the amount of no less than 80 hours spent in an institution/company. The Department of Regional Development, Public Sector Administration and Law arranged internships for students in departments and sections of the Municipality of the City of Zlín and in regional inspectorates of the Czech School Inspectorate. 1 degree course carried out at the FMC included this type of compulsory practical training. From the academic year 2013/2014 the FAI introduced compulsory attendance at specialized practical training for 4 courses, however,

only practical training of 3 weeks. At the FHS, students in all 12 degree courses carried out at the Faculty had to participate in practical training.

**TABLE 11.3: NUMBERS OF DEGREE COURSES THAT INCLUDE COMPULSORY PRACTICAL TRAINING HELD DURING AT LEAST 1 MONTH**

Tomas Bata University in Zlín	Numbers of degree courses
Faculty of Management and Economics	11
Faculty of Multimedia Communications	2
Faculty of Humanities	12
<b>TOTAL</b>	<b>25</b>

### **11.L, M, N, O 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 2013, TBU earned CZK 12,964 thousand for assigned contracts for the implementation of R&D, CZK 275 thousand for the implementation of paid courses and CZK 40 thousand for specialized consultations and counselling.

### **11.P SPIN-OFF/START-UP COMPANIES SUPPORTED BY TBU**

TBU supported 1 spin-off company – Chiromed group s. r. o.

**TABLE 11.4: NUMBER OF SPIN-OFF/START-UP COMPANIES SUPPORTED BY TBU IN 2013**

Tomas Bata University in Zlín	Number of spin-off/start-up companies
<b>TOTAL</b>	<b>1</b>

### **11.Q STRATEGY FOR COMMERCIALIZATION**

The strategy for commercialization is specified in the Rector’s Directive 1/2013 “Application and Protection of Intellectual Property Rights Related to Research, Development 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.R ACTIVITIES OF TBU IN THE REGION**

TBU is aware of its importance for the socio-economic development of the region situated in the southeast of the Czech Republic. In addition to the offer of high-quality, attractive degree programmes intended for students from all parts of the Czech Republic and from abroad, TBU also offers degree programmes intended above all for students from the Zlín Region and the immediate surroundings. Taking into consideration the geographical location of the region near the eastern border of the Czech Republic, TBU gives special attention to the presentation of its offer of attractive study opportunities for students from Slovakia. The experience with these students is very good; students from Slovakia are well-prepared for their studies, and, thanks to their high motivation, are successful in their studies. 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 support 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 Slovak 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, namely to the region of Central Moravia (Zlín and Olomouc Region), TBU is an important partner for 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 of their transfer and application in economic activities. This task is fulfilled in practice in various forms, e.g.:

- Projects supporting the creation of spin-off companies to be established with the support of TBU; 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 CAER and in the TTC 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 increase the competitiveness of the region through an improvement in the quality of human resources, through an increase in the quality of research and innovation activities and of their effective 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 a significant manner in the preparation of the Development Strategy of the Town – Zlín 2020.
- Active cooperation with industrial partners, particularly from the Zlín Region, e.g. involvement of experts from practice in Scientific Boards at TBU and at its faculties, involvement of experts from practice in classes offered at the relevant faculties, specialized practical training and traineeships 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 at seminars, workshops and conferences
- Support and further deepening of cooperation between TBU and non-profit and social institutions in the region
- Support of volunteer activities done by TBU students, particularly in social services in the region, but also outside the region and abroad

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

An important role in the activities of the University in the region is played by the UNI. Its activities are aimed at applied research and technology and innovation transfer. The TTC at the UNI provides comprehensive professional services in the sphere of intellectual property protection and its transfer. The services provided by the UNI may be used by TBU employees as well as by companies and entrepreneurs from the Zlín Region.

**863**

**INTERNATIONAL  
STUDENTS**



# 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 the main priority of the TBU Strategic Plan. In the sphere of internationalization, TBU strives to achieve the maximum level; internationalization 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 2013 involved particularly the following:

- Increase in the number of talented international students at all levels of study at TBU;
- Increase in the number of outgoing students participating in study periods and traineeships abroad and of incoming students from abroad coming to TBU to participate in short-term study periods or traineeships;
- Increase in the number of international academic and R&D staff employed at TBU;
- Increase in the number of TBU staff participating in international mobility as a part of their qualification development;
- Support of the quality of mobility of TBU students and staff abroad;
- Development of existing joint degree programmes – joint/double/multiple degree – and preparation of new programmes of this type;
- Development of international cooperation and increase in the level of internationalization at TBU through participation in international educational projects (Erasmus, Erasmus Mundus, Tempus, Leonardo da Vinci, Grundtvig, CEEPUS, Aktion, Visegrad Fund, etc.);
- Development of the offer of degree programmes (in particular follow-up Master's and doctoral) accredited and carried out in foreign languages, and enhancement of the offer of selected specialist course units taught in English and intended for students in degree programmes accredited to be taught in Czech;
- 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.

One of the options for the support of the development of internationalization at TBU is an increase in the number of international students, as they represent a significant specialist and scientific potential of the University. In the academic year 2013/2014 863 international students from 44 countries studied at TBU (data as at 31 October 2013), which was 7.2 % out of the total number of students at TBU.

TBU continued to support the growing trend in international mobility of 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. TBU put emphasis on the quality of the mobility abroad of both TBU students and staff. Within the support of mobility, the University organized several events in 2013, which contributed to attracting the interest of students and academics in mobility at TBU (International Week, International Info Day, Fulbright Info Meeting, etc.).

TBU promoted the employment of international staff in order to internationalize the TBU personnel structure. Several dozens of international experts e.g. from Armenia, Australia, China, Columbia, Great Britain, Germany, India, Italy, Japan, Mexico, Poland, the Russian Federation, Slovenia, Spain, Sweden, Turkey and the USA 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. The implementation of the project entitled EURAXESS (2012 - 2015) continued in 2013. The project is aimed at supporting and providing assistance to incoming and outgoing

researchers. All the above-mentioned activities contributed to an increase in the number of international academic staff employed at TBU.

During 2013 TBU participated in a project organized by the European Personnel Selection Office (EPSO) entitled 'EU Careers Ambassadors'. The project is aimed at informing TBU students and graduates about career prospects in selected bodies and institutions of the European Union. TBU managed to obtain its own ambassador within this project in 2013.

As regards joint degree programmes, 3 double degree programmes were carried out at TBU in cooperation with international partner institutions in 2013, and that Bachelor's, Master's and doctoral programmes. At the beginning of 2013 the project entitled "Support of Creation of Joint Degree Programmes at TBU" was accepted for funding and implemented before the end of the year. The project received funding from centralized development projects funded by the MEYS, from the programme aimed to support collaboration between Czech and international higher education institutions. Its main objective was the support of creation of three joint degree programmes in cooperation between TBU and international institutions.

TBU continued to develop international cooperation and increased the level of internationalization by participating in international educational (Erasmus, Erasmus Mundus, Tempus, Leonardo da Vinci, Grundtvig, CEEPUS, Aktion, Visegrad Fund, etc.) and international R&D (7th Framework Programme, KONTAKT, etc.) projects. International projects enhance the prestige of the University abroad and develop mutual relations between institutions in various spheres (starting from student and staff mobility, knowledge and experience exchange between partners up to the support of quality or the inclusion of the institution in world rankings).

The participation of TBU in the European programme Tempus IV entitled IMPRESS (Improving the Efficiency of Student Services) can be considered a confirmation of quality. The aim of this programme to be implemented until 2015 is to establish modern student advisory centres at 4 classic Ukrainian universities in Kiev, Lvov, Donetsk and Kharkov, which will offer services corresponding to standards common in the EU countries.

In 2013 TBU hosted one of key negotiations between participating partners and, during a fortnight's visit, the project team dealt with miscellaneous topics related to internationalization. In 2013 TBU implemented the development project entitled "HEI Consortium: Analysis and Implementation of Collaboration and Sharing of Capacities". Palacký University in Olomouc was the project coordinator and, apart from TBU, 5 more universities from Brno participated in the project (Janáček Academy of Music and Performing Arts, Masaryk University, Mendel University, University of Veterinary and Pharmaceutical Sciences, Brno University of Technology). One of the key activities was a joint presentation of the participating partner universities at education fairs held abroad. TBU actively participated in fairs held in Hong Kong and in Brazil.

TBU continued to develop partnership relations with international institutions and collaborators. In 2013 TBU registered 98 partnership contracts concluded with universities and other foreign institutions in 40 countries, with partner institutions newly joining in 2013 from Romania, Hungary, the Ukraine as well as from Brazil, Colombia 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, Brazil, Hong Kong, the Ukraine, Turkey, India, Mongolia, etc.

During 2013 several dozens of delegations and visitors from abroad visited TBU, both from partner and collaborating institutions from all over the world and from embassies and consulates (China, Vietnam, Brazil, etc.).

During 2013 emphasis was in particular laid not only on establishing new partnerships with universities abroad but also on increasing the number of partner institutions in the Czech Republic. Collaboration agreements were concluded with the institutions IAESTE TBU Zlín and AEISEC Zlín, which aim to support the organization of traineeships abroad for TBU students and traineeships of international students at TBU.

Within the continuing close cooperation with the Embassy of the People's Republic of China in the Czech Republic and with Confucius Institute, TBU opened Chinese courses for its students and staff in 2013, which attracted great interest immediately after their launch in 2012. The aim of the courses was to acquaint the attendees not only with basics of the Chinese grammar and orthography but also with interesting issues from China's culture and history. Due to a long-lasting demand, classes in Russian launched in 2013 were added to the currently held courses for students and employees.

During 2013, brochures and leaflets aimed at promoting degree programmes accredited in English at TBU were published in cooperation with the TBU Marketing and Communications department. These materials were intended

for prospective 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. The TBU Guide for International Students/Teachers was also updated, 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 periods and traineeships abroad for TBU students, information banners and leaflets were also produced and informative lectures by the staff of the International Office were held for students. In cooperation with the TBU ice hockey team, a video clip was made, intended for promotional purposes related to short-term mobility abroad and shown during international ice hockey matches played in 2013.

In 2013 TBU students successfully participated in a number of scientific, research and designer contests. A FMC student was victorious in the category of Industrial Design in the Swedish Innovation Prize 2013 organized by the Swedish government for student projects, to name but one example. The winner spent a five-day stay in the IKEA company with all expenses covered by the Swedish government.

In 2013 collaboration between TBU and the student organization "Buddy System Zlín" was extended. The Buddy System together with the TBU International Office takes care of international students at TBU. The Buddy System Zlín joined the Erasmus Student Network Czech Republic (ESN) in 2012, which was followed by very intensive cooperation within the ESN in 2013. Thus, the Buddy System Zlín is a member of an association currently uniting almost 440 higher education institutions from 36 countries of the world. In cooperation with the TBU International Office, the Buddy System organizes trips, excursions and other cultural, entertaining and social activities for international students aimed to make the stay and studies of international students in Zlín a pleasant experience (e.g. walking of dogs from the animal shelter in Zlín, International Dinner, etc.).

As a major accomplishment achieved by this student organization in 2013, a visit by representatives of Cardiff Metropolitan University in Great Britain can undoubtedly be named, who came for a business visit in order to draw inspiration from good practice and from the efficient operation of this student organization. Another innovation occurring in 2013 was the introduction of the Pick Up Service system, i.e. international students are personally picked up at the station immediately after their arrival, which enables a better start and orientation in an environment unfamiliar to international students who come to study at TBU. Last but not least, the Buddy System Zlín organized an activity entitled "Erasmus to Schools", with international students actively participating in classes at secondary schools in Zlín, thus supporting a reduction of language barriers between prospective students at the University.

The above-mentioned activities carried out in the sphere of internationalization contributed to an enhancement of the international prestige of TBU, to the creation and development of a multicultural environment at the University, to an improvement in the conditions for study of international students and to an enhancement of the offer of specialist 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 7 different projects in 2013 (1x Erasmus, 3x Erasmus IP, 1x Erasmus Networks, 2x Erasmus Mundus).

The participation of the FaME in 2 Erasmus Mundus projects implemented within a Call by the European Commission, with the implementation to be completed in 2015, can be considered a major accomplishment in 2013. The first of the projects, EFFORT (Education Force: Driving Mobility for EU - East Europe Cooperation), is aimed to support mobility in Armenia, Azerbaijan, Belarus, Georgia, Moldova and the Ukraine. The second of the projects, an Erasmus Mundus project entitled EACEA II (Euro-Asian Cooperation for Excellence and

Advancement II), is aimed to support mobility in Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan. TBU is a partner institution in both projects.

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 2013, TBU participated in four projects implemented within the Leonardo da Vinci programme.

In 2013, cooperation on a three-year project continued, which was started in 2012. The project is carried out within the European programme Tempus IV; thanks to the project, higher education institutions from the EU countries support the implementation of higher education reforms in Western Balkan countries, in countries of the former Soviet Union and in Mediterranean countries.

Among other projects registered in 2013, 3 projects funded by the Visegrad Funds, 1 project funded by Progress and 2 projects funded by the European Structural Funds can be named.

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, for postgraduate students and higher education teachers. Within the CEEPUS programme, 5 projects were registered at TBU in 2013.

4 projects were implemented at the FT and one was implemented at the FMC.

AKTION Czech Republic – Austria is a programme aimed at supporting bilateral cooperation in education and science in the tertiary sector. In 2013, 1 project aimed at the development of an effective technology for the production of biodegradable polymer nanocomposite films was implemented at TBU.

In 2013, 32 students travelled abroad with the support provided within the TBU Institutional Development Plan and its relevant section aimed to support student mobility. Within this project, which gives particular support to mobility in countries outside EU, TBU students travelled e.g. to South Korea, Thailand, the Russian Federation, Taiwan and the USA. Within the section focusing on the improvement of language skills of TBU staff, financial support was provided for the mobility of 6 academics abroad.

In 2013, a total number of 31 international students arrived at TBU within mobility of the so-called “free-movers”, namely from the Russian Federation, Taiwan, Indonesia and South Korea.

**TABLE 12.1: TBU PARTICIPATION IN INTERNATIONAL EDUCATIONAL PROGRAMMES**

Tomas Bata University in Zlín	EU Education and Training Programmes								Ceepus	Aktion	MEYS Development programmes	Others	TOTAL
	Erasmus	Comenius	Grundtvig	Leonardo	Jean Monnet	Erasmus Mundus	Tempus	Others					
Number of projects	7			4		2	1	4	5	1	2	2	28
Number of outgoing students	259						1	3	3	1	32	11	310
Number of incoming students	183								19	2		38	242
Number of outgoing academics	68			9		5	5	12	5	2	6	26	138
Number of incoming academics	60			28				24	25	2		11	150
Number of other outgoing employees	4												4
Number of other incoming employees	5												5
Grants (thousand CZK)	11,446			642		40	163	479	907	88	1,224	433	15,422

\* mobility programme of 31 students was shorter than 28 days

\*\* mobility programme of 19 students was shorter than 28 days

\*\*\* mobility programme of 16 academics was shorter than 5 days

\*\*\*\* mobility programme of 18 academics was shorter than 5 days

## 12.C TBU PARTICIPATION IN INTERNATIONAL R&D PROGRAMMES INCLUDING MOBILITY

TBU involvement in the implementation of international projects and in networks of excellence in development is one 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 funded 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 meets with a good response from the inhabitants of Zlín, whose interest in participation grows every year.

Furthermore, 2 projects were implemented at the FT, and that within MOBILITY projects (7A – 6th Framework Programme) in the field of polymers, both of them in cooperation with a partner institution from the Slovak Republic. The former was focused on the influence of conductivity on dielectric and magnetic properties of hybrid polymer composites, the latter on preparation and characterization of composites and polymer matrices – elastomer, reactoplast.

Within the EUREKA PREDICTUS programme, the FT implemented a project focusing on research and development of software for prediction of children’s feet growth in cooperation with partners from Russia and Finland, with the aim to eliminate risk of damage caused by inappropriate footwear.

In 2013 the FaME participated in the implementation of the project V4LEAD “A Comparative Study of Leadership Excellence and Ethics in Central and Eastern Europe” funded as a Standard Grant Project from the International Visegrad Fund (project 21220297). The project provided a detailed explanation about leadership and the ethic behaviour of managers in four Visegrad countries based on a questionnaire survey conducted among 868 managers (including approximately 220 managers coming from the Czech Republic) and on a data evaluation using methods of the factor and correlation analysis.

**TABLE 12.2: TBU PARTICIPATION IN INTERNATIONAL R&D PROGRAMMES**

Tomas Bata University in Zlín	7th Framework Programme of the EC		Others	TOTAL
	TOTAL	Out of which Marie-Curie Actions		
Number of projects	6		1	7
Number of outgoing students				0
Number of incoming students				0
Number of outgoing academic and research staff	18		4	22
Number of incoming academic and research staff	17			17
Grants (thousand CZK)	455		549	1,004

## 12.D MOBILITY OF STUDENTS AND ACADEMIC STAFF ACCORDING TO COUNTRIES

In the year 2013, it was Portugal, Germany, France and Slovakia that attracted greatest interest among outgoing students at TBU. The majority of students coming to TBU were from France, Slovakia and Turkey. Outgoing and incoming academics preferred mainly Slovakia, Austria and Poland.

**TABLE 12.3: STUDENT AND ACADEMIC STAFF MOBILITY ACCORDING TO COUNTRIES**

Tomas Bata University in Zlín				
Country	Number of outgoing students	Number of incoming students	Number of outgoing academics	Number of incoming academics
Argentina			1	
Austria	12	2	11	5
Belgium	6	4	8	3
Bulgaria	1	2	1	1
China		1	2	
Colombia	1	2		
Croatia	2	3		5
Cyprus	5	2	3	
Denmark	11			
Estonia	8	13	1	
Finland	12	3	2	1
France	20	20	9	1
Germany	26	2	8	3
Greece		4	16	
Hungary	7	5	6	9
India		1		
Indonesia		4		
Ireland	10		2	2
Israel	1			
Italy	4		1	2
Japan			1	
Latvia	2	1		1
Lithuania	5	6	2	3
Moldova		1		
Netherlands	12	1		
Norway	11	11	2	8
Poland	9	27	12	48
Portugal	45	14	10	1
Republic of Korea	5	2		
Romania		4	1	10
Russia	2	17	1	
Serbia				2
Slovakia	19	32	15	33
Slovenia	5	2	3	4
Spain	9	21	7	2
Sweden	1			
Switzerland	3		1	
Taiwan	1	4		
Thailand	4			
Turkey	20	19	7	11
Ukraine	1		5	
United Kingdom	19	12	7	1
United States of America	11		15	11
<b>TOTAL</b>	<b>310</b>	<b>242</b>	<b>160</b>	<b>167</b>



# 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. A whole series of indicators is continuously monitored by the TBU Management. Graduate employability in the labour market is a closely watched indicator evaluated twice a year, and that in particular based on the data concerning graduates registered at the Employment Office. These data are obtained from the portal of the Ministry of Labour and Social Affairs.

Other quantitative indicators were monitored in the course of 2013 by the Rector's Advisory Council – i.e. indicators concerning the scientific performance of the higher education institution, the level of qualification acquired by teachers, level of doctoral programmes and internationalization of the University incl. international mobility. A team composed of TBU employees prepared the "Report on Internal Evaluation of Quality at TBU in Zlín" within a project implemented within National Individual Projects and entitled "Quality Assurance and Evaluation in the Tertiary Education System", which was submitted to external evaluators, who, following their assessment activities carried out at TBU, prepared a summarized report aimed to inform the Rector and other invited members of the University Management about their conclusions and the improvement opportunities identified. The mentioned project, coordinated by the MEYS, was aimed at pilot testing of the methodology for a comprehensive evaluation of quality based on the manner how the institution adopts the principles of excellence of institutions and also based on a modified methodology of the EFQM Excellence Model.

### 13.A.2 EVALUATION PROCESS

Within the evaluation process focused on the academic staff, their pedagogical activities (the number of lectures, seminars and practical laboratory training held, etc.) and e.g. such R&D activities as industrial rights authorship, publications in indexed journals are evaluated using points. All TBU faculties adopted the procedure of making the amount of personal performance components of salaries paid to academics, which are valid for one year, dependent on the extent of the pedagogical and R&D and creative activities done and registered by the given academic employee. In the process of internal evaluation, efforts were and are made in order to make this system of evaluation of academic staff more interlinked with results assessed by world-renowned databases, e.g. with the Web of Science and Scopus, and with other measurable indicators in R&D, international mobility and in the quality of degree programmes. At the same time the indicators monitored by the QS World Universities Rankings and U-Multirank are considered and assessed within the internal evaluation, as TBU submitted data for inclusion in these international university databases.

### **13.A.3 RESULTS OF THE EVALUATION AND THEIR USE**

The process of internal evaluation leads to a strengthening in the competitiveness of TBU and to an improvement in the level of education provided, which is obviously a very important aspect at present, and that particularly with regard to the fact that applicants born in 1990s, i.e. years with low birth rates, are admitted to Bachelor's programmes. At the same time, in case of evaluation carried out by students and graduates, the results of such surveys serve as a feedback leading to an improvement in pedagogical activities and to remedy the detected deficiencies.

However, the studies and analyses conducted show that such surveys are carried out in a different manner at the individual faculties and component parts, and, similarly, the individual senior executives of the faculties and component parts put a different emphasis both on the evaluation itself and on the subsequent analyses and measures to be adopted. The evaluation of quality in various spheres of life at the faculties should become a motivation tool suitable for setting the aims. Evaluations carried out without feedback or those receiving a minimum response fail to produce a notable improvement. The aim in the sphere of academic activities is to create such a system of internal evaluation applied at all faculties which would be interconnected with the external evaluation. Strengths and weaknesses of the individual University activities are identified on the basis of the internal and external evaluations carried out. At present, a number of TBU research and development divisions still do not reach the European or world level; therefore, the University Management decided that the relevant faculties are not expected to achieve excellent results in all fields of science, research or other creative activities, but only in the selected fields. On the basis of the analyses carried out and of the aims set, the Strategic Plan of TBU for 2011 – 2015 was formulated. The aims thereof are specified in annual Updates of the Strategic Plan. The Strategic Plan, among other items, specified the aim 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 2013, 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. This student evaluation of the quality of classes was carried out at TBU faculties usually twice per year. The results of the survey were submitted to the Management of the respective Faculty and also presented in the TBU information system. However, it is necessary to mention that the representation by students who participated in this evaluation was different at each Faculty. It was also found out that this process was organized and evaluated in a different manner at each Faculty. The conclusions thus drawn have different informative value. According to the survey conducted, students at some of the faculties expressed their opinion on the quality of the learning environment. 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 classes. After the assessment of responses received within this survey, appropriate measures were adopted by the relevant senior executives concerning the detected problems and reported 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 activities of the relevant constituent parts), 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 particularly for the following main purposes:

- Data processing and registration concerning 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, 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 (AC) that is in charge of the assessment of applications for accreditations and for the extension of the validity period of accreditations. In 2012 and 2013 the AC also decided about several reviews to take place at TBU, with some of them focusing on the evaluation of the implementation of doctoral programmes. The evaluation reports on all reviews were submitted to the TBU Management and are posted in the AC information system.

The review carried out by the AC in the last quarter of 2012 concerned the evaluation of doctoral programmes taught at the FT. In the evaluation report prepared by the AC in February 2013, the strengths and weaknesses of the implementation of these studies were evaluated. One of the conclusions was the consent given by the AC to the extension of the validity of the accreditation of doctoral programmes taught at the FT.

The subject of the evaluation carried out at the FMC at the beginning of 2013 included in particular doctoral programmes taught at the Faculty. During the session, the working group appointed for this particular purpose within the AC recommended admitting particularly those applicants for study who not only possess the talent for original artistic activities but are also able to give a theoretical reflection thereof on their own. The AC stated that the University creates the conditions necessary to meet in order to ensure successful implementation of these courses.

In 2013 an evaluation was carried out by the AC, focusing on degree programmes taught at the FHS in cooperation with the Institute of Interdisciplinary Studies in Brno. The evaluation report included a list of conclusions regarding the joint accreditation of the Bachelor's and Master's programmes in Specialization in Pedagogy.

As already mentioned above in the chapter 13.a.1, external evaluators prepared the "Report on Internal Evaluation of Quality at TBU in Zlín" based on the report drawn up by a project team composed of TBU employees and also based on their previous evaluation carried out in January 2013, in accordance with the EFQM 2010 Excellence Model. Conclusions and recommendations made by external evaluators were subsequently submitted to the Rector and to other invited members of the University Management. This assessment was undertaken within a project implemented within National Individual Projects "Quality Assurance and Evaluation in the Tertiary Education System" coordinated by the MEYS.

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, which is regarded as one of the three highest rated international university rankings, and U-Multirank, considered by the European Commission to be an important tool for the development of higher education systems in member and non-member countries. The required materials are continuously submitted to the relevant systems.

### 13.C DATA ON FINANCIAL AUDIT

The department of Internal Audit (the former Internal Audit Office), 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 ten years. Five audits were carried out and duly completed by the department of Internal Audit at TBU in 2013. All final audit reports were submitted to the Rector of the University and to other relevant senior executives.

The planned audits carried out focused mainly on the following issues:

1. Fire protection and safety, occupational safety and health protection
2. Evaluation system of pedagogical activities of academic staff taking into consideration the extent of the academics' R&D and creative activities
3. Projects funded by the Operational Programme "R&D for Innovations"

4. Use of grants intended for funding of research, experimental development and innovations
5. Use of lecture halls and rooms designed for scheduled lessons in the buildings of TBU in Zlín

The activity of the department of Internal Audit is done in accordance with annual audit schedules. The department of Internal Audit prepares reports based on all 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 summary of the most important findings and recommendations arising from the audits is submitted to the Rector of the University in an annual report at the end of the relevant year.

### **13.D CERTIFICATION OF PROCESSES**

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 during recent years there was a decrease in the total number of students when compared to the previous year. Thus, it is a period when 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.

TBU was awarded the Diploma Supplement Label and succeeded with its application for the 'ECTS Label' at the end of 2012. Thus, TBU fulfilled the conditions for its inclusion in the group of universities which offer degree programmes in the European educational area.

### **13.E COMPARISON WITH OTHER PUBLIC HIGHER EDUCATION INSTITUTIONS IN THE CR**

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 at TBU during recent years, e.g. in several presentations given by the Rector, and was also included in the report "Evaluation of Activities of Tomas Bata University in Zlín in the Period from 2001 to 2010" prepared following a request by the Academic Senate. The preparation of the report was based in particular on the material issued by the MEYS, which included 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.

### **13.F EVALUATION OF EDUCATIONAL ACTIVITIES IMPLEMENTED OUTSIDE THE UNIVERSITY SEAT**

In 2013, TBU implemented educational activities in accredited degree programmes outside the University seat in the following locations: Brno, Kroměříž, Prague and Uherské Hradiště. A detailed overview of the relevant accredited degree programmes and courses implemented by TBU outside Zlín is given in the Table 3.6 of this Annual 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 TBU. Deans of the respective Faculties are responsible for the quality control of 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 STAFF IN INTERNATIONAL ASSOCIATIONS, ORGANIZATIONS AND SOCIETIES

### FT:

- 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 (IJMIE)
- IUPAC Subcommittee "Structure and Properties of Commercial Polymers"
- Mechanics of Time-Dependent Materials (MTDM)
- Polish Academy of Sciences, Olsztyn, Prof. R. Amarowicz
- 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

### FaME:

- 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

**FMC:**

- European Society for Opinion and Marketing Research
- POPAI CENTRAL EUROPE
- The European League of Institutes of the Arts
- The International Association of Film and Television Schools

**FAI:**

- 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*
- International Physics and Control Society

**FHS:**

- 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

**FLCM:**

- Asociación Venezolano-Checa/Czech-Venezuelan Association (Caracas, Venezuela)
- Czechoslovak Foreign Institute Prague
- Society of Arts and Sciences (New York, USA)

## **14.B MEMBERSHIP OF TBU AND OF ITS STAFF IN PROFESSIONAL ASSOCIATIONS, ORGANIZATIONS AND SOCIETIES**

**FT:**

- 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 Institute of Public Health, Prague
- Doctoral Programme Board for advanced Master's state examinations in the degree course in General Biology, specialization in Microbiology, Faculty of Science, Masaryk University in Brno
- Doctoral Programme Board for Microbiology, doctoral programme in Biology, Faculty of Science, Masaryk University in Brno
- Doctoral Programme 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

#### **FaME:**

- 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
- Czech Athletics Federation
- Czech Orienteering Association
- Czech Tennis Association
- Czech Volleyball Association
- Expert Activities – Council of Europe
- Expert Team for Financial Audit in Public Sector Administration
- Higher Education Development Fund
- Golf Club Kostelec Spa
- Czech Science Foundation
- Czech Pro-Life Movement in the field of medical law
- South Moravian Tennis Association
- Club of Personnel Officers of the Czech Republic
- Strategic Planning Committee of the Municipality of the Town of Zlín
- Regional Volleyball Association (Czech Sports Association)
- Martin Stríž publishing house
- National Cluster Association
- Civic Association “Ethics of Enterprise and Public Sector Administration”
- Quality Council of the Czech Republic, specialized section “Quality in Education”
- Quality Council of the Czech Republic, specialized section “Corporate Social Responsibility”
- Organization for the Disabled (Hvězda and Horizont)
- Swimming Club Zlín
- R&D Council of the Theatre Institute of the Arts Institute



- Council of Zlín Region, Sports Commission
- 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 *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
- Man in Motion Association
- 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
- Sports Club "Sokol"
- Scientific Board of the *Human Resources Management and Economics* journal
- Scientific Board of the *Manažment priemyselných podnikov* journal
- Appellate Committee of the Ministry of Agriculture of the CR
- Zlín Astronomical Society

#### **FMC:**

- Moravian Designers' Association
- Breakfast for Business Zlín
- Czech Marketing Society
- Advisory Board to the General Commissioner of the EXPO exposition
- Union of Visual Artists of the Czech Republic
- Scientific Board of the Academy of Performing Arts Bratislava

#### **FAI:**

- 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
- Attestation Commission of the Institute of Information Theory and Automation of the AS CR
- Safety Technology Cluster Ostrava
- Czech Association of Security Managers
- Czech Society of Chemical Engineering CSCHE – CR
- Czech Commission for Cybernetics and Automation in Prague
- Czech Committee for Automation
- Member of the Doctoral Programme Board at the Faculty of Mechanical Engineering and the Faculty of Electrical Engineering and Computer Science of VŠB-TU Ostrava
- Experts Group for Assessment and Reviews of Proposed Security Research Projects of the Ministry of Interior of the Czech Republic
- IT Cluster of VŠB TU Ostrava
- National Committee of the Donau-Adria Association for Automation, Manufacturing and Metrology
- Special Committee A for selection procedures for HEDF projects – CR
- Doctoral Programme Board for the doctoral programme in "Electrical Engineering and Informatics" at the Faculty of Electrical Engineering and Informatics of the University of Pardubice

- Doctoral Programme Board for a doctoral programme at the Faculty of Mechanical Engineering and the Faculty of Electrical Engineering and Computer Science of VŠB-TU Ostrava
- Doctoral Programme Board for a doctoral programme at VŠB TU Ostrava, Faculty of Metallurgy and Materials Engineering – CR
- Doctoral Programme Board for a doctoral programme at the Faculty of Mechanical Engineering of VŠB – TU Ostrava
- Expert 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 Safety Engineering of VŠB-TU Ostrava
- Scientific Board of the Faculty of Electrical Engineering and Informatics of the University of Pardubice

#### **FHS:**

- Accreditation Commission, working team for the 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 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 Medical Chamber
- Czech Perinatal Association
- Czech Society of Haematology
- Czech Surgery Society, mammology section
- Czech Confederation of Midwives
- Czech Society for Oncology CMS J.E.P.
- Czech Pedagogical Society
- Czech Anthropological Society
- Czech Society of Palliative Medicine
- 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
- Slovak Chamber of Nurses and Midwives
- Slovak Medical Association (Section of nurses employed in social services facilities and section of nurses employed in anaesthesia and intensive care units)
- Slovak Wound Care Association
- 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 to the EU)
- Urogynaecological Association
- Scientific Board JoLIE - Journal of Linguistic and Intercultural Education

#### **FLCM:**

- Association of Adult Education Institutions in the Czech Republic
- Czech Association of Distance Teaching Universities
- Czech Flood Protection Association
- EXPO 2015 Milano
- Doctoral Programme Board for the doctoral programme in Economics and Management at the Faculty of Economics and Management of the University of Defence in Brno
- Doctoral Programme Board for the doctoral programme in Military Toxicology at the Faculty of Military Health Sciences of the University of Defence in Brno
- Doctoral Programme Board for the doctoral programme in Army and Population Protection of the University of Defence in Brno
- Doctoral Programme Board for the doctoral programme in Ibero-American Studies at the Faculty of Arts of Charles University in Prague
- Doctoral Programme Board for the doctoral programme in History – General History at the Faculty of Arts of Charles University in Prague
- Doctoral Programme Board for the doctoral programme in German Literature at the Philosophical Faculty of Palacký University in Olomouc
- Doctoral Programme Board for the doctoral programme in General History at the Philosophical Faculty of Palacký University in Olomouc
- Doctoral Programme Board for the doctoral programme in General Nursing at the Faculty of Health Sciences of Palacký University in Olomouc
- Doctoral Programme Board for the doctoral programme in Political and Cultural Geography at the Faculty of Science of the University of Ostrava in Ostrava
- Editorial Board of the *Andragogika* journal
- Editorial Board of the *Matice moravská* journal
- Editorial Board of the *DOKTRÍNY* journal
- Editorial Board of the *EWITA* journal
- Editorial Board of the *Folia Historica Bohemica* journal
- Editorial Board of the *Historical Horizon* journal
- Editorial Board of the *Ibero-Americana Pragensia* journal
- Editorial Board of the *Prague Papers on History of International Relations* journal
- Editorial Board of the *Studia Trebicencia* journal
- Editorial Board of the *The Science for Population Protection* journal
- Scientific Board of the NBC Defence Institute of the University of Defence in Brno
- Scientific Board of the General Directorate of Fire Rescue Service of the Czech Republic
- Scientific Board of Palacký University in Olomouc

## **14.C NATIONAL AND INTERNATIONAL AWARDS RECEIVED BY TBU**

#### **FaME:**

- The Faculty took the second place in the public voting “Social Responsibility Survey” held in the Czech Republic and Slovak Republic for 2012. The voting took place in 2013, with a total of 353 participating institutions in 8 categories.

- The Faculty obtained the accreditation as a training and testing unit of the European Computer Driving Licence on the Advanced Level.

#### **FMC:**

- Martin Zdražil, Michal Šichtanc, Veronika Holíková – 1st place in the New Yorker Brand New Challenge
- Pavel Coufalík – 1st place in the category of Graphic Design in the competition DESIGN TALENT 2012; Czech National Award for Student Design 2013
- Jan Šlégr, Ján Bača – 1st place in the Young Creative Chevrolet contest - "PHENOMENON OF FOOTBALL"
- Jan Kolář – 1st place in the Prague 48 Hours Film Project 2013 contest
- Vladimíra Macurová - 2013, Czech Republic – 1st place for her animated film at the 2013 Dobromysl film festival, nomination for student Czech Lion 2012 Award, Czech Republic
- Lucia Kubišová – 1st place in the POPAI Student Award 2013
- Jiří Pasecký – 1st place in the POPAI Student Award 2013
- Alice Endrychová – 1st place in the Swedish Innovation Prize 2013
- Miroslav Mihalik – 1st place - Jan Pivečka Award, Brno Exhibition Centre
- Tereza Anderlová – 1st place - Junior Glass Match Sanssouci 2013 in Carlsbad; Runner-up in The International Exhibition of Glass in Kanazawa, Japan
- Adéla Lakomá – 1st place - Ludwig Moser Award in Carlsbad
- Pavla Valachovičová – 1st place in the international designer competition organized by the OMS company and the Designcentre of the Slovak Republic, Interior Lighting Unit Design Using the LED Technology
- Lukáš Krčil, Jan Valušík - Louskáček Award 2013, Young Creative category
- Tomáš Kompaník – "The Most Beautiful Czech Book 2012" in the category of students' projects, Typo DesignClub special award
- Pavel Juřík – Czech Press Photo 2013, Canon Junior Awards
- Lucia Sekerková – Czech Press Photo 2013, Canon Junior Awards
- Vendula Knopová – OFF Festival Bratislava, Main Award
- Martin Pecina – 2nd place in the prestigious international competition entitled "EUROPEAN DESIGN AWARDS 2013"
- Michal Kupilík – 2nd place in the contest "Jameson Done in 60 Seconds"
- Šimon Schneider – 2nd place - Grand Prix Mobitex 2013
- Jan Bártek – 2nd place – video clip of the year – Critics' Choice at Anděl 2013
- Veronika Reková – 3rd place - Stanislav Libenský Award in Prague
- Milan Bureš - Czech Press Photo 2013, Everyday Life category, 3rd place
- Veronika Göttlichová – Honourable mention - Ostrava Picture, 2013, Czech Republic; honourable mention in the category "Waves", Uncanny Valley Animation Festival, 2013, Great Britain; selected for inclusion in the shortlist, Jury Award Freshly Squeezed, International Student Short Film Festival, 2013, Ireland
- Eliška Chytková - Honourable mention in the category "Uwaga SKENA UP International Students Film and Theatre Festival", 2013, Kosovo; nomination for the Czech Lion 2012 Student Award, Czech Republic, nomination for the Cinefondacion Award, Cannes 2013, France

#### **FAI:**

- Prof. Ing. Karel Kolomazník, DrSc. and his team - Werner von Siemens Excellence Award in the category of the Most Significant Result in R&D and Innovations

### **14.D EVALUATION OF TBU OR OF ITS CONSTITUENT PARTS CARRIED OUT BY A TEAM OF INTERNATIONAL EXPERTS**

No evaluation of this type was carried out in 2013.

# 15. DEVELOPMENT OF TBU

## 15.A TBU PARTICIPATION IN CENTRALIZED DEVELOPMENT PROJECTS OF THE MEYS

The development programmes fulfil the main priorities of the Strategic Plan of TBU and of its Update. In the year 2013, TBU coordinated one project implemented within centralized development programmes and participated in the implementation of two more projects.

The project coordinated by the University and entitled "Support of Creation of Joint Degree Programmes at TBU" significantly contributed to the support of collaboration between TBU and higher education institutions abroad. Two projects where TBU was the co-investigator were included in a programme supporting the sharing of capacities and creation of networks of higher education institutions in the Czech Republic.

**TABLE 15.1: TBU PARTICIPATION IN CENTRALIZED DEVELOPMENT PROJECTS FUNDED BY THE MEYS IN 2013**

Tomas Bata University in Zlín	Number of projects accepted	Financial resources provided (thousand CZK)	
		Capital	Current
Programme to Support Mutual Cooperation between Higher Education Institutions	2	500	1,570
Programme to Support International Cooperation between Czech and Foreign Higher Education Institutions	1		800
Programme to Support the Openness at Higher Education Institutions Residing on the Territory of the Capital City of Prague			
<b>TOTAL</b>	<b>3</b>	<b>500</b>	<b>2,370</b>

## 15.B INSTITUTIONAL DEVELOPMENT PLAN OF TBU, ASSESSMENT THEREOF, FULFILMENT OF THE SET AIMS IN COMPLIANCE WITH THE CALL FOR DEVELOPMENT PROGRAMMES FOR PUBLIC HIGHER EDUCATION INSTITUTIONS IN 2013

The Institutional Development Plan of Tomas Bata University in Zlín for 2013 had been outlined in compliance with the priorities explicitly determined by the Strategic Plan and by its Update for 2013.

Within the Institutional Development Plan of TBU for 2013 the following seven aims were formulated and supported within the given plan:

- 1) Development of internationalization and support of student mobility
- 2) Improvement of language skills of employees
- 3) Programme for the support of PhD students in their final year of study and of postdoctoral employees
- 4) Development of information and communication technologies
- 5) Programme for the support of marketing activities
- 6) Development of career counselling
- 7) Enhancement and improvement in the quality of information resources offered in the TBU Library

A total grant of CZK 23,841,000 was provided for the aforementioned activities by the MEYS. The allocated non-investment resources were spent in compliance with the Institutional Development Plan.

**TABLE 15.2: TBU INSTITUTIONAL DEVELOPMENT PLAN IN 2013**

Tomas Bata University in Zlín	Financial resources provided (thousand CZK)		Fulfilment of the aims/indicators set	
	Capital	Current	Initial situation	Result
Development of internationalization at TBU	0	5,700	31/10/2012	31/10/2013
1. Number of international students		1,000	800	863 (7.2 % out of the total number of students)
2. Number of international students - self-paying students		363	50 (6.25% out of the number of international students)	40 (4.63 % out of the number of international students)
3. Number of international students eligible for project grants		2,418	75	69
4. Number of outgoing TBU students		27	380	310
5. Number of outgoing TBU students eligible for project grants		1,097	38	32
6. Support of activities leading to an increase in the level of internationalization at TBU - qualitative indicator		795	In order to meet this criterion, the following activities received funding: - Courses of Czech as a foreign language including teaching materials for international students at TBU - Russian and Chinese courses for TBU students - Purchase of books published abroad and of e-books in English - Promotion of degree programmes taught at TBU at education fairs held abroad - Production and distribution of information materials on degree programmes taught in English at TBU (brochures, leaflets, posters, etc.) - Promotion of degree programmes taught at TBU on study portals abroad - Costs related to visits at TBU - visits by partners from abroad and support of international students	
Improvement in language skills of employees	0	1,300		
7. Increase in the number of specialized topics which reflect the current state of knowledge on an excellent level and are lectured in English - qualitative indicator		98	Individual counselling was provided during the whole year 2013.	
8. Improvement of the language level in lectures and seminars currently taught in English - qualitative indicator		552	Implementation of all-year group courses in academic English on various levels	
9. Improvement of communication skills of qualified staff - qualitative indicator		650	The continuous process of enhancement of communication skills of TBU staff on various levels of language knowledge was supported.	
Programme aimed to support Ph.D. students in their final year of study and postdoctoral employees	0	1,081		
10. Number of Ph.D. students in their final year of study and of Ph.D. graduates who received support (from Development Programmes)		1,081	5	5
Development of information and communication technologies at TBU	8,310	3,350		
11. Completion of virtualization of computer rooms in the Library, complete replacement of terminal stations Indicators: a) Number of innovated user seats b) Electrical power consumption c) Time consumption for the administrator	649	2,891	Contract was concluded with the supplier selected in a public tender, the first stage of virtualization was completed.	a) 100% b) Decrease by 5% c) Decrease by 10%

12. Installed and fully working new structured cabling in the U2 building, the passive part was completed Indicators: a) Reliability of the local network b) Increased speed of the local network c) Advanced level of technology of the local network	4,518	307	A supply of the active part was delivered in accordance with the contract concluded with the winning bidder according to the results of the relevant public tender.	a) Increase by 10% b) Increase by 30% c) Increase by 50%
13. Innovated hardware infrastructure for the main university-wide information systems and applications Indicators: a) Reliability of services provided b) Advanced level of technology of the infrastructure c) Performance of the infrastructure d) Electrical power consumption	2,778	73	Hardware infrastructure was purchased in 2008, termination of extended support in October 2013.	a) Increase by 10% b) Increase by 30% c) Increase by 30% d) Decrease by 15%
14. Implemented new network and file operating system Indicators: a) Level of services provided b) Advanced level of technology and connectivity with other systems run c) Time consumption for the administrators	365	79	Completed "Proof of Concept"	a) Increase by 20% b) Increase by 25% c) Decrease by 10%
Programme aimed to support marketing activities		770		
15. Organization of a road show - meeting of TBU students and secondary-school students		111	The road show was successfully held at approx. 50 secondary schools in Moravia and Slovakia.	Held at 32 secondary schools in Moravia and Slovakia.
16. Promotional clip shown in multiplex cinemas		219	The promotional clip was produced in 2012 already – professional estimate of the hit rate: 80–90 thousand spectators.	Shown in 4 multiplex cinemas – hit rate: 70,000 spectators.
17. The Central European Higher Education and Lifelong Learning Fair Gaudeamus held in Nitra		72		The fair was attended by 3,368 students.
18. Publication of a brochure on TBU in Czech and in English		235	Organized in 2012 already, 25 thousand brochures were distributed.	30 thousand prospective applicants for study at TBU received the brochure.
19. Sending of information packages to secondary schools		133	Held in 2012 already – information packages were sent to approx. 800 secondary schools.	Packages were sent to 825 secondary schools.
Development of career counselling		0	1,281	
20. Absolute frequency of unemployed graduates from the relevant higher education institution. It is the number of graduates registered by Employment Offices. Data provided by the Ministry of Labour and Social Affairs (MoLSA) are statistical data annually provided as at 30 April and 30 September of the given year..		1,281	Not specifiable; no official data concerning the employability of the public HEI graduates are available for 2012 - see the MoLSA integrated portal: <a href="http://portal.mpsv.cz/sz/stat/abs/polo">http://portal.mpsv.cz/sz/stat/abs/polo</a>	During 2013 almost 240 graduates from TBU were registered by the Employment Office; 108 of them found a job with the assistance of the TBU Job Centre. In 2013, there was a decrease by more than 100 graduates from TBU who could be registered by the Employment Office.
Enhancement of and quality improvement in information resources offered in the TBU Library		0	2,049	
21. Increase in the number of loans (printed books)		401	63,000	64,218
22. Increase in the number of e-books offered		1,164	650	1,828
23. Increase in the number of printed books offered		484	110,000	116,038
TOTAL		8,310	15,531	

## 15.C TBU PARTICIPATION IN THE HIGHER EDUCATION DEVELOPMENT FUND

In 2013 TBU participated in projects implemented within the Higher Education Development Fund programmes. It succeeded in a total of 12 projects.

The focus was on projects included in the thematic group A: "Establishment, Development or Innovation of Laboratories, Studios and Other Units for Practical Teaching and Experimental Activities of Students with Focus on Purchasing of Machines, Appliances and Other Devices or Sets Thereof".

The project "Innovation of Practical Laboratory Classes in Food Technology and Biotechnology" and "Innovation of Shared Testing Room of Mechanical Properties for Teaching of Course Units Focusing on Materials and Technology" implemented at the FT significantly contributed to the development of the material and technical facilities of TBU.

**TABLE 15.3: TBU PARTICIPATION IN THE HIGHER EDUCATION DEVELOPMENT FUND IN 2013**

Tomas Bata University in Zlín	Number of accepted projects	Financial resources provided (thousand CZK)		
		Capital	Current	TOTAL
A	2	3,409		3,409
B	8		763	763
C				
E				
F				
G	2		298	298
<b>TOTAL</b>	<b>12</b>	<b>3,409</b>	<b>1,061</b>	<b>4,470</b>



# 16. CONCLUSION

Activities of TBU in the year 2013 were carried out in accordance with the Update of the Strategic Plan for 2013.

In 2013 the University extended the range of degree programmes and courses offered. A total number of 171 degree courses within 102 degree programmes were accredited at TBU in the full-time and part-time mode of study. 11,320 students studied at the University as at 31 December 2013. The percentage of international students increased – TBU registered 863 international students from more than 40 countries, which represents 7.2 % 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 2013 a total number of 1,956 students attended the LL courses, out of which there were 1,306 students of the University of the Third Age.

In the sphere of human resources, emphasis was put on increasing the qualification level of the academic and R&D staff, particularly on an increase in 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 and in Development Programmes for Public Higher Education Institutions. In 2013 the implementation of the project of the Laboratory Centre of the Faculty of Technology (Operational Programme “R&D for Innovations”) continued; the building thereof was inspected and passed as fit for occupancy in December. In April the construction of the Centre of Polymer Systems (Operational Programme “R&D for Innovations”) was started. TBU also participated in a number of projects funded by the Operational Programme “Education for Competitiveness”.

In 2013 the TBU Nursery School and the babysitting room ‘Koala’, both of them intended for children of employees and students of the University, continued to carry out their activities. The existence of these facilities significantly contributes to reconciling family and working life of employees and students at the University.

The tasks of the University set for the year 2013 were fulfilled. The following tasks arise for the year 2014 from the achieved results:

- Focus on further improvement in the quality of the educational and R&D process
- Increase the number of accredited degree programmes taught in the English language
- Increase the percentage of PhD students in comparison to the number of other students
- 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
- Further develop the activities of the Technology Transfer Centre and to support research activities of the University staff
- Launch the activities of the Laboratory Centre of the Faculty of Technology
- Complete the construction of the Centre of Polymer Systems
- Ensure financial resources for the construction of the TBU Educational Complex in Štefánikova Street and to start the aforementioned construction
- Carry out preparatory analytical and project work on selected projects to be submitted to 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”
- Professionalize the relations between TBU and its graduates; to study and analyse the graduate employability

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# LIST OF THE MAIN ACRONYMS USED

AC	Accreditation Commission
BP	Bachelor's programme
CAER	Centre for Applied Economic Research
CBBE	Classification of Basic Branches of Education
CC	Counselling Centre
CEBIA-Tech	Centre for Security, Information and Advanced Technologies
CPM	Polymer Centre
CPS	Centre of Polymer Systems
CSF	Czech Science Foundation
DP	degree programme
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
FUMP	follow-up Master's programme
HEDF	Higher Education Development Fund
HEI	higher education institution
HRR	Halls of Residence and Refectory
HUBS	Huddersfield University Business School
IGA	Internal Grant Agency
IS	information system
LL	Lifelong Learning
MEYS	Ministry of Education, Youth and Sports
MF	Ministry of Finance
MIT	Ministry of Industry and Trade
NS	TBU Nursery School
OP EC	Operational Programme "Education for Competitiveness"
OP RdfI	Operational Programme "Research and Development for Innovations"
PHEI	public higher education institution
RC	Research Centre
REC	Regional Educational Centre
SNS	Secondary Nursing School
SS	secondary school
SS	summer semester
STOČ	Students' creative and expert activities
SVOČ	Students' scientific and expert activities
TBU	Tomas Bata University in Zlín
TP	Technology Park
TTC	Technology Transfer Centre
TTS	tertiary technical school
U1 – U16	University buildings
U3A	University of the Third Age
UNI	University Institute
WS	winter semester

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