

2014

ANNUAL ACTIVITY
REPORT



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 2014.

In the course of the year, a number of significant events took place at the University. On 13 February, TBU conferred the honorary degree of doctor honoris causa upon Miroslav Zikmund. The famous traveller became – after José Manuel Barroso, Eva Jiřičná and Sonja Bata – the fourth holder of the TBU honorary degree. On 28 March, doc. Milan Adámek assumed the office of the Dean of the Faculty of Applied Informatics. In April, the official opening of the new building of the Laboratory Centre of the Faculty of Technology was held. At the turn of May, TBU became a co-organizer of the International Film Festival for Children and Youth once again. On 17 September, TBU organized a gala concert to commemorate what would have been Thomas J. Bata’s 100th birthday; Thomas J. Bata supported the idea of establishing the University in Zlín from the very beginning and, subsequently, held the office of the Chairman of the TBU Board of Governors until his death in 2008. In September TBU traditionally participated in the all-European event entitled “Researchers’ Night”, which aims to promote science among the general public. In November, the new building of the Centre of Polymer Systems was inspected and passed as fit for occupancy. Also in November, Prof. Karel Kolomazník from the Faculty of Applied Informatics received the Czech Brain Award, the most prestigious award conferred in the Czech Republic in the sphere of science and research.

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



Prof. Ing. Karel Kolomazník, DrSc. from the Faculty of Applied Informatics received the prestigious Czech Brain Award, the highest award conferred in the Czech Republic in the sphere of science and research, on 27 November 2014.

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

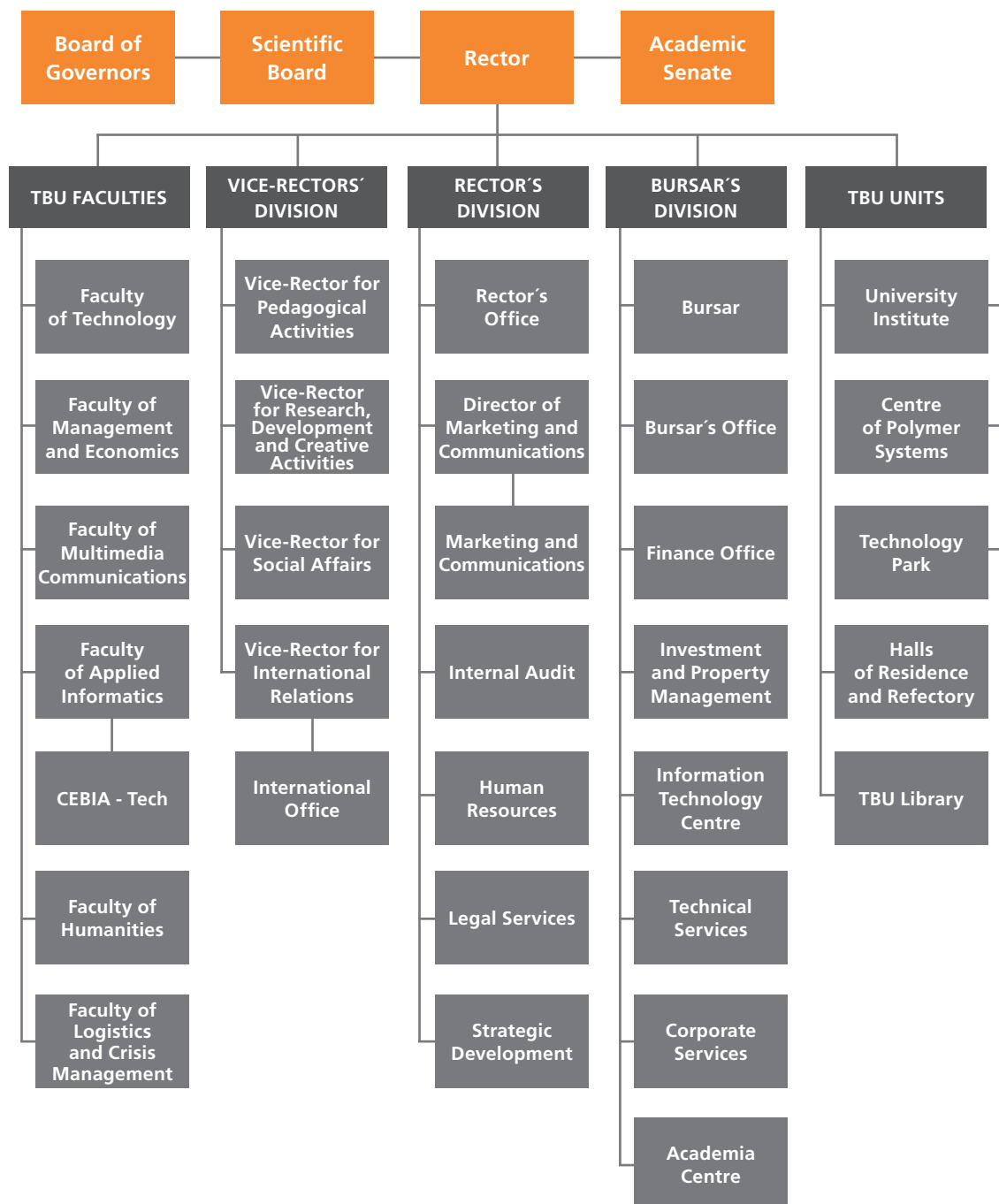
- Faculty of Technology (FT): náměstí T. G. Masaryka 275, 762 72 Zlín, Czech Republic
- Faculty of Management and Economics (FaME): Mostní 5139, 760 01 Zlín, Czech Republic
- Faculty of Multimedia Communications (FMC): Štefánikova 2431, 760 01 Zlín, Czech Republic
- Faculty of Applied Informatics (FAI): 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
- Library: nám. T. G. Masaryka 5555, 760 01 Zlín, Czech Republic
- Halls of Residence and Refectory (HRR): Štefánikova 150, 760 01 Zlín, Czech Republic

2.a.2 TBU BUILDINGS

- U1 – FT: nám. T. G. Masaryka 275, Zlín
- U2 – FaME, FHS, Academia Centre: Mostní 5139, Zlín
- U3 – FT: 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
- U17 – Centre of Polymer Systems (CPS): tř. T. Bati 5678, Zlín

2.b TBU ORGANIZATIONAL CHART

2.b.1 STRUCTURE OF THE UNIVERSITY IN 2014



TBU is also the founder of the TBU Nursery School, 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

Chairperson

Ing. Alena MACHÁČKOVÁ, CSc.

Deputy Chairpersons

Ing. et Ing. Jiří KONEČNÝ, Ph.D.

Deputy Chairperson; Chairperson of the Academic Staff Chamber

Ing. Eva HNÁTKOVÁ

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.

until 09/04/2014

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. Miroslav MUSIL, Ph.D.

from 02/12/2014

Ing. Petr NOVÁK, Ph.D.

from 02/12/2014

Ing. Eliška PASTUSZKOVÁ, Ph.D.

until 27/11/2014

Ing. Libor PEKAŘ, Ph.D.

Ondřej PODZIMEK, M.F.A.

Ing. Pavel POKORNÝ, Ph.D.

from 06/05/2014

Ing. Michal SEDLAČÍK, Ph.D.

Ing. Jan STROHMANDL

doc. Ing. Martin SYSEL, Ph.D.

Mgr. Tomáš ŠULA

Mgr. Marek TOMAŠTÍK, Ph.D.

until 13/11/2014

Mgr. Petr VINKLÁREK

Students

Patrik BAZALA	<i>from 07/10/2014</i>
Bc. Lucie HALÁSOVÁ	<i>until 09/06/2014</i>
Ing. Bc. Josef HAMŠÍK	<i>until 02/12/2014</i>
Bc. Henrich HORVÁTH	
Petra JÍLKOVÁ, DiS.	<i>from 23/09/2014</i>
Bc. Vladan KRÁSNÝ	
Bc. Jakub Jan KUČERA	
Ing. Martin PAPEŽ	
Bc. Iva STAŇKOVÁ	
Bc. Jakub ŠEVČÍK	
Jan TOMEŠEK	
Jan TRUBAČÍK	<i>until 09/06/2014</i>
Ing. Jiří VINCENEK	

Scientific Board

Chairperson

Prof. Ing. Petr SÁHA, CSc.	<i>Rector, TBU</i>
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External Members

Prof. Ing. Jiří BÍLA, DrSc.	<i>Professor (Vice-Rector until 31/01/2014), Faculty of Mechanical Engineering, Czech Technical University in Prague</i>
Prof. Dr. Ing. Aleš DUDÁČEK, DrSc.	<i>Vice-Dean, Faculty of Safety Engineering, VŠB-Technical University of Ostrava</i>
Prof. Ing. Vratislav DUCHÁČEK, DrSc.	<i>Professor, Institute of Chemical Technology, Prague</i>
Prof. Ing. Jaromír HAVLICA, CSc.	<i>Dean, Faculty of Chemistry, Brno University of Technology</i>
doc. Mgr. Michal KOLEČEK, Ph.D.	<i>Dean, Faculty of Art and Design, Jan Evangelista Purkyně University in Ústí nad Labem</i>
Prof. Dr. Ing. Zdeněk KŮS	<i>Rector, Technical University of Liberec</i>
Ing. Radomír LAPČÍK, LL.M.	<i>Director, Moravian Finance House</i>
Ing. Libor LÁZNIČKA, Ph.D.	<i>General Manager, Executive, Continental Barum, Otrokovice</i>
Prof. Ing. Miroslav LUDWIG, CSc.	<i>Rector, University of Pardubice</i>
doc. PhDr. Jiří NĚMEC, Ph.D.	<i>Vice-Rector, Masaryk University in Brno</i>
doc. Ing. Václav PETŘÍČEK, CSc.	<i>General Manager, Chamber for Economic Relations with CIS</i>
Prof. Ing. Josef POLÁŠEK, CSc.	<i>Dean Emeritus of the Faculty of Logistics and Crisis Management, TBU in Zlín</i>
Prof. Ing. Karel RAIS, CSc., MBA	<i>Professor (Rector until 31/01/2014), Brno University of Technology, Brno</i>
Ing. Jiří ROSENFELD, CSc.	<i>General Manager, Moravian-Slovak Engineering Works, Uherský Brod</i>
doc. Mgr. Anton SZOMOLÁNYI, ArtD.	<i>Dean, Film and Television Faculty, Academy of Performing Arts in Bratislava</i>
Prof. PhDr. Vlastimil ŠVEC, CSc.	<i>Head of Department, Faculty of Education, Masaryk University in Brno</i>
Prof. PhDr. Valérie TÓTHOVÁ, Ph.D., R.N.	<i>Dean, Faculty of Health and Social Studies, University of South Bohemia in České Budějovice</i>
Prof. Ing. Karel ULBRICH, DrSc.	<i>Head of Department of Biomedical Polymers, Institute of Macromolecular Chemistry, Academy of Sciences of the CR, Prague</i>
doc. PhDr. Ludmila VESELOVSKÁ, M.A. Dr.	<i>Department of English and American Studies, Philosophical Faculty, Palacký University in Olomouc</i>

Internal Members

Prof. PhDr. Ivo BARTEČEK, CSc.

doc. Ing. Roman ČERMÁK, Ph.D.

doc. PhDr. Ing. Aleš GREGAR, CSc.

Prof. Ing. Berenika HAUSNEROVÁ, Ph.D.

doc. Ing. Petr HLAVÁČEK, CSc.

doc. MgA. Jana JANÍKOVÁ, ArtD.

doc. Ing. Anežka LENGÁLOVÁ, Ph.D.

Ing. Alena MACHÁČKOVÁ, CSc.

doc. PhDr. Vnislav NOVÁČEK, CSc.

Prof. Dr. Ing. Drahomíra PAVELKOVÁ

doc. Dr. Ing. Vladimír PAVLÍNEK

doc. Mgr. Jaroslav PROKOP

Prof. Ing. Roman PROKOP, CSc.

doc. Ing. Vladimír SEDLAŘÍK, Ph.D.

doc. Ing. David TUČEK, Ph.D.

Prof. Ing. Vladimír VAŠEK, CSc.

Professor, (Dean until 31/08/2014), FLCM

Dean, FT

Vice-Rector for International Relations

Professor, FT

Vice-Dean, FT (member until 10/01/2014)

Dean, FMC

Dean, FHS

Chairperson, TBU Academic Senate

Associate Professor, FaME

Dean, FaME

Director of the CPS

Associate Professor, FMC

Vice-Dean, FAI

Vice-Rector for Research, Development and Creative Activities

Vice-Rector for Social Affairs

Director of the CEBlA-Tech (Dean until 27/03/2014), FAI

2.c.2 OTHER TBU BODIES

Bursar

RNDr. Alexander ČERNÝ

Board of Governors

Chairperson

Until 26/04/2014

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 (until 30/06/2014), Member of the European Parliament (from 25/05/2014)

From 27/04/2014

Ing. Libor LÁZNIČKA, Ph.D.

General Manager, Continental Barum

Deputy Chairpersons

Libor LUKÁŠ

Chairman of the Association for the Development of Transport Infrastructure in Moravia

Until 26/04/2014

PhDr. Irena ONDROVÁ

Deputy Chairperson of the Council for Radio and Television Broadcasting of the Czech Republic, Member of the Executive Committee for UNICEF Czech Republic

From 27/04/2014

PaedDr. Alena GAJDŮŠKOVÁ

Deputy Chairperson of the Senate, Parliament of the CR (until 18/10/2014), 1st Vice-President of the Czech Association of Patients

Members

Ing. Eva BARTOŇOVÁ

Sonja BATA, dr. h. c.

PaedDr. Alena GAJDŮŠKOVÁ

Vice-President of the Czech Statistical Office

Chairperson, Bata Shoe Foundation

Deputy Chairperson of the Senate, Parliament of the CR (until 18/10/2014), 1st Vice-President of the Czech Association of Patients (member of the Board of Governors until 26/04/2014) Bursar, Charles University, Prague (member of the Board of Governors until 31/07/2014)

Ing. Josef KUBÍČEK

General Manager, Continental Barum (member of the Board of Governors until 26/04/2014)

Ing. Libor LÁZNIČKA, Ph.D.

Deputy Chairperson of the Council for Radio and Television Broadcasting of the Czech Republic, Member of the Executive Committee for UNICEF Czech Republic (member of the Board of Governors from 27/04/2014)

PhDr. Irena ONDROVÁ

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 (until 30/06/2014), Member of the European Parliament (from 25/05/2014) (member of the Board of Governors from 27/04/2014)

Ing. Michaela ŠOJDROVÁ

Prof. Ing. Jaromír VEBER, CSc.

Deputy Minister, Ministry of Education, Youth and Sports, Research and Higher Education section (member of the Board of Governors from 01/08/2014)

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. Zdenka PROKOPOVÁ, CSc.

Vice-Rector for Pedagogical Activities

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

Bursar

RNDr. Alexander ČERNÝ

Director of Marketing and Communications

Ing. Andrea KADLČÍKOVÁ

Chairperson of the Academic Senate

Ing. Alena MACHÁČKOVÁ, CSc.

Head of Human Resources

Ing. Renata BARTOŠOVÁ

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. Zdenka PROKOPOVÁ, CSc.

Vice-Rector for Pedagogical Activities

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

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 (until 27/03/2014)

doc. Mgr. Milan ADÁMEK, Ph.D.

FAI (from 28/03/2014)

doc. Ing. Anežka LENGÁLOVÁ, Ph.D.

FHS

Prof. PhDr. Ivo BARTEČEK, CSc.

FLCM (until 31/08/2014)

Prof. Ing. Dušan VIČAR, CSc.

FLCM (from 01/09 to 03/11/2014), authorized to head the faculty

doc. RNDr. Jiří DOSTÁL, CSc.

FLCM (from 04/11/2014)

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. Eva HNÁTKOVÁ

Library Director

PhDr. Ondřej FABIÁN

Director of the Halls of Residence and Refectory

Ing. Miroslav PROCHÁZKA

Director of the CPS

doc. Dr. Ing. Vladimír PAVLÍNEK

Director of the CEBIA-Tech

Prof. Ing. Vladimír VAŠEK, CSc.

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

Bc. Eva NAVRÁTILOVÁ

Secretary to the Faculty of Humanities

Ing. Jitka JAŠKOVÁ

Secretary to the Faculty of Logistics and Crisis ManagementMgr. Stanislav ZELINKA *(until 10/11/2014)*Ing. Alena PROCHÁZKOVÁ *(from 18/11/2014)***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.

TBU had set the following aims and objectives based on the Strategic Plan and the Update thereof for 2014:

- By 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.

- Support talented students and increase the TBU responsibility for the employability of graduates and their success in the labour market
- Accredite degree programmes
- Develop the internal and external systems of quality evaluation
- Improve the efficiency of educational activities
- Increase the level of R&D and creative activities
- Create a competitive personnel structure
- Increase the competitiveness of TBU in the international environment
- Improve the quality of cooperation with business and industry
- Develop the system of Lifelong Learning
- Develop services for TBU students and employees
- Strengthen the good reputation of TBU
- Increase the efficiency of activities carried out at TBU
- Complete the construction of the educational and R&D infrastructure at TBU

2.f CHANGES REGARDING INTERNAL REGULATIONS

In 2014 an alteration was made in the TBU Scholarship Regulations with effect from 30/09/2014. An alteration was made in the TBU Statute with effect from 15/04/2014. In both cases, the changes were related to a specification of selected terms. No other alterations in internal regulations were made in 2014.

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:	44
b)	Number of issued decisions on the denial of a request:	0
c)	Number of submitted appeals against decision:	141
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 2014.



On 13 February 2014, TBU conferred the honorary degree of doctor honoris causa upon Miroslav Zikmund, a legendary traveller.

3. DEGREE PROGRAMMES, ORGANIZATION OF STUDIES AND EDUCATIONAL ACTIVITIES

3.a ACCREDITED DEGREE PROGRAMMES

In the year 2014, 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 2014, a total of 176 degree courses within 101 degree programme 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, 33 and 30 respectively.

Table 3.1: Numbers of Accredited Degree Programmes

Tomas Bata University in Zlín		Bachelor's		Master's		Follow-up Master's		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	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								

Tomas Bata University in Zlín		Bachelor's		Master's		Follow-up Master's		Doctoral	TOTAL
		F	P/D	F	P/D	F	P/D		
Economics	62, 65								
Law and public sector administration	68								
Pedagogy and social care	74, 75								
Psychological sciences	77								
Art and cultural sciences	81, 82								
Faculty of Management and Economics									
Groups of accredited degree programmes	CBBE								
Natural sciences	11–18								
Technical sciences	21–39								
Forestry, agriculture and veterinary sciences	41, 43								
Health care, medical and pharmaceutical sciences	51–53								
Social sciences and services	61, 67, 71–73								
Economics	62, 65	4	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								

Tomas Bata University in Zlín		Bachelor's		Master's		Follow-up Master's		Doctoral	TOTAL
		F	P/D	F	P/D	F	P/D		
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	4	11
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			2	1	2	7

Tomas Bata University in Zlín		Bachelor's		Master's		Follow-up Master's		Doctoral	TOTAL
		F	P/D	F	P/D	F	P/D		
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								
TOTAL		22	16			19	14	30	101

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

3.b DEGREE PROGRAMMES IMPLEMENTED IN A FOREIGN LANGUAGE

In the year 2014, 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 2014, a total of 36 degree courses within 26 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 14 respectively. As at 31 December 2014, 17 degree courses were carried out within 14 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's		Master's		Follow-up Master's		Doctoral	TOTAL
		F	P/D	F	P/D	F	P/D		
Faculty of Technology									
Groups of accredited degree programmes	CBBE								
Natural sciences	11–18								
Technical sciences	21–39							4	4
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					2		4	6
Law and public sector administration	68								
Pedagogy and social care	74, 75								
Psychological sciences	77								
Art and cultural sciences	81, 82								

Tomas Bata University in Zlín		Bachelor's	Master's	Follow-up Master's	Doctoral	TOTAL
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					
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
Faculty of Applied Informatics						
Groups of accredited degree programmes	CBBE					
Natural sciences	11–18					
Technical sciences	21–39			1	1	2
Forestry, agriculture and veterinary sciences	41, 43					
Health care, medical and pharmaceutical sciences	51–53					
Social sciences and services	61, 67, 71–73					
Economics	62, 65					
Law and public sector administration	68					
Pedagogy and social care	74, 75					
Psychological sciences	77					
Art and cultural sciences	81, 82					

Tomas Bata University in Zlín		Bachelor's	Master's	Follow-up Master's	Doctoral	TOTAL
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	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					
TOTAL		1		3	10	14

F = full-time, PID = part-time/distance learning

3.b.1 DEGREE PROGRAMMES ACCREDITED IN A FOREIGN LANGUAGE AS AT 31 DECEMBER 2014

Bachelor's Programmes

Accredited:

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

FAI: 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; degree programme in Economic Policy and Administration, degree course in Finance

- 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 and in Advanced Security Technologies (full-time mode of study only)

Carried out:

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

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)
Degree programme in Process Engineering, degree course in Tools and Processes (part-time mode of study)
- 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

Every year, TBU actively participates in the preparation and implementation of joint/double/multiple degree programmes. This is a major priority for TBU in the development of internationalization. The creation of joint/double/multiple degree programmes is one of growing forms of education and a path to the development of modern methods in the area of internationalization. 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 2014 the following degree programmes were carried out:

- FT: Joint double degree doctoral programme, degree course in Technology of Macromolecular Compounds, carried out in cooperation with Blaise Pascal University in France
- FaME: 1. Joint double degree Bachelor's programme, degree course in Management and Economics, carried out in cooperation with the University of Huddersfield in Great Britain
2. Joint double degree follow-up Master's 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

Tomas Bata University in Zlín	
Degree programme 1	1) Economics and Management 2) European Business
Partner institutions	1) Tomas Bata University in Zlín 2) University of Huddersfield
Affiliated institutions	
Implementation start date	19/07/2004
Programme type (Joint/Double/Multiple Degree)	Double Degree
Length of studies (semesters)	3 academic years (6 semesters)
Degree programme (Bachelor's, follow-up Master's, Master's, doctoral)	Bachelor's
Organization of studies (description), including student admission and completion of studies	Economics and Management – the first and second year of study in Czech at TBU, the third year 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.
Issue of degree certificate and Diploma Supplement	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 degree examination.
Organization of student mobility	Funding for student mobility is provided from a MEYS Development Project (Support of Student Mobility at TBU in Zlín).

Tomas Bata University in Zlín	
Degree programme 2	1) Economics and Management 2) International Business Management
Partner institutions	1) Tomas Bata University in Zlín 2) University of Huddersfield
Affiliated institutions	
Implementation start date	01/09/2012
Programme type (Joint/Double/Multiple Degree)	Double Degree
Length of studies (semesters)	2 academic years (4 semesters)
Degree programme (Bachelor's, follow-up Master's, Master's, doctoral)	Follow-up Master's
Organization of studies (description), including student admission and completion of studies	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.
Issue of degree certificate and Diploma Supplement	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 degree examination.
Organization of student mobility	Funding for student mobility is provided from the Institutional Plan of TBU in Zlín.
Degree programme 3	1) Chemistry and Materials Technology 2) Chemistry
Partner institutions	1) Tomas Bata University in Zlín 2) Blaise Pascal University
Affiliated institutions	
Implementation start date	05/06/2006
Programme type (Joint/Double/Multiple Degree)	Double Degree
Length of studies (semesters)	3–4 academic years (6–8 semesters)
Degree programme (Bachelor's, follow-up Master's, Master's, doctoral)	Doctoral
Organization of studies (description), including student admission and completion of studies	Students spend 6 months of study alternately at each partner institution. Defence of doctoral theses is held at Blaise Pascal University, representatives of both universities have to be present during the defence.
Issue of degree certificate and Diploma Supplement	After completion of studies, graduates receive the degree of Ph.D. (TBU) and Ph.D. (Blaise Pascal University).
Organization of student mobility	The programme is intended for a particular student based on the individual agreement concluded. Financial support: French government scholarship.

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

In 2014 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 2014 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. All classes in the full-time mode of study were provided at the FT in Zlín.

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

Tomas Bata University in Zlín Faculty of Technology	
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.

Tomas Bata University in Zlín Faculty of Management and Economics	
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 Tertiary Technical School of Business organizes the admissions, including entrance examinations. The three-year Bachelor's programme is aimed to provide graduates with knowledge necessary for holding positions in lower and middle management and in financial management. After completion of basic theoretical and preparatory course units focusing on general issues, course units focusing on practical knowledge and fulfilment of requirements of economic and managerial practice are emphasized. After passing the final state examination in the Bachelor's programme, graduates have the opportunity to continue their studies in the 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. Classes are carried out in two degree courses – Marketing and Financial Management of Enterprises in the full-time and part-time mode of study.

3.f ACCREDITED DEGREE PROGRAMMES OR PARTS THEREOF IMPLEMENTED BY TBU OUTSIDE 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 and the Tertiary Technical School of Food Technology and the Secondary Technical School of Dairy Industry.

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.

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

Table 3.6: Accredited Degree Programmes or Parts Thereof Implemented by TBU outside the University Seat

Tomas Bata University in Zlín Faculty of Technology	
Degree programme 1	Chemistry and Food Technologies (B2901)
CBBE group	Technical sciences (21–39)
Name and seat of the TBU independent unit offering tuition in accredited degree programmes or parts thereof	Tertiary Technical School of Food Industry and Secondary Technical School of Dairy Industry Štěchovice 1358 767 54 Kroměříž
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 – FT staff is present during the examinations
Defences of diploma theses held at the independent unit (YES/NO)	YES – FT staff is present during the defences
Number of permanent staff at the independent unit	0
Tomas Bata University in Zlín Faculty of Applied Informatics	
Degree programme 2	Engineering Informatics (B3902)
CBBE group	Technical sciences (21–39)
Name and seat of the TBU independent unit offering tuition in accredited degree programmes or parts thereof	Consultation Centre in Prague – 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

Tomas Bata University in Zlín
Faculty of Humanities

Degree programme 3	Specialization in Pedagogy (B 7507)
CBBE group	Pedagogy and social care (74, 75)
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, 4 th 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 4	Specialization in Pedagogy (N 7507)
CBBE group	Pedagogy and social care (74, 75)
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, 4 th 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

Tomas Bata University in Zlín
Faculty of Logistics and Crisis Management

Degree programme 5	Process Engineering (B 3909)
CBBE group	Technical sciences (21–39)
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	42
Degree programme 6	Economics and Management (B 6208)
CBBE group	Economics (62, 65)
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	42
Degree programme 7	Population Protection
CBBE group	Technical sciences (21–39)
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	42

Degree programme 8	Society Security
CBBE group	Technical sciences (21–39)
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 2014, YES from 2015
Defences of diploma theses held at the independent unit (YES/NO)	NOT in 2014, YES from 2015
Number of permanent staff at the independent unit	42

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. TBU was included in the group of universities that offer programmes and courses to students in the European educational area. 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.i OTHER EDUCATIONAL ACTIVITIES CARRIED OUT IN ADDITION TO ACCREDITED DEGREE PROGRAMMES

- FT: The faculty organized lectures by its own staff and by experts from outside TBU including experts from abroad, and also workshops and seminars for students. Furthermore, the faculty organized regional rounds of the Olympiad in Chemistry and in Biology. In the course of the year, a thematically oriented exhibition was held; in May a harvest of honey produced by bee colonies took place which the faculty owns for study purposes. The FT also actively participated in the organization of the *Pearl of the Zlín Region* event rewarding the best regional food products. The faculty organized 2 entertaining mornings and afternoons in chemical laboratories for pre-school and school children; a one-day entertaining event in a chemical laboratory was held for participants in the University-organized camp for inner-city children entitled "Junior University". Two similar events were organized by the faculty for visitors to the Zlín Film Festival.
- FaME: Preparation courses in mathematics and foreign languages (English, German) were organized for applicants interested in Bachelor's programmes in the part-time mode of study. 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 programmes, the faculty organized a summer school, 2 cycles of the Bata School of Management, other educational courses and lectures held with funding provided from OPEC projects, and lectures given by external experts in 2014.
- FMC: The faculty organized tens of workshops focused on the relevant specializations and attended by Czech and international speakers. The faculty organized preparatory courses focused on the relevant specializations for applicants for study. A whole series of exhibitions and presentations of artistic outputs by students and teachers took place in many European countries. Students received plenty of awards at the mentioned exhibitions (more information in the Chapter 14.c). Internships for students, practical training and specialized excursions are held regularly.
- FAI: It is a long-term practice at the faculty to invite external lecturers from industry to deliver regular lectures for students. In 2014 specialized excursions for students to industrial companies, specialist courses and training for PhD and Master's students, workshops and lectures were organized.
- FHS: In 2014 the faculty organized conferences, courses and workshops for students and staff at the faculty and for the public. The faculty accepted candidates to hold 11 newly established student research positions and organized the competition entitled 'Student Scientific and Expert Activities' (SVOČ). In cooperation with the Euroclinicum group, an exhibition of mammographic images was organized featuring stories and additional information on the importance of prevention of this malignant disease – results from a student project entitled "Do You Think It Does Not Concern You?". The faculty organized competitions for secondary school students (University Olympiad in English and German) and for students at all TBU faculties (Show-off/Zeig dich – presentations in English and in German).
- FLCM: A number of educational activities took place at the faculty – the integrated crisis centre of the Moravian-Silesian Region with its seat in Ostrava 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 GIS Day held in the winter semester.
- UNI: In 2014 the University Institute organized a number of educational events intended for students and staff of TBU in Zlín – seminars, lectures, workshops, coffee breaks, etc. These events took place thanks to a project implemented within the Operational Programme 'Research and Development for Innovations' (OP R&DfI) and entitled "Development of the TTC of TBU in Zlín", with funding provided also from the sustainability resources of this project and of the project funded from the Operational Programme 'Education for Competitiveness' (OPEC) and entitled "From Knowledge Development to Innovations".



On 25 April 2014, the official opening of the new building of the Laboratory Centre of the Faculty of Technology was organized by the University, with the Centre to be used by more than 2,000 students at the faculty.

4. STUDENTS

4.a STUDENTS IN ACCREDITED DEGREE PROGRAMMES

As at 31 December 2014, a total of 10,319 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 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 7,114, 2,787 and 418 respectively. The numbers were based on the relevant 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's		Master's		Follow-up Master's		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	702	409			293	217	149	1,770
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								

Tomas Bata University in Zlín		Bachelor's		Master's		Follow-up Master's		Doctoral	TOTAL
		F	P/D	F	P/D	F	P/D		
Social sciences and services	61, 67, 71–73								
Economics	62, 65	1,001	370			479	404	94	2,348
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	157	130			96	88		471
Economics	62, 65								
Law and public sector administration	68								
Pedagogy and social care	74, 75								
Psychological sciences	77								
Art and cultural sciences	81, 82	400	15			165	11	38	629
Faculty of Applied Informatics									
Groups of accredited degree programmes	CBBE								
Natural sciences	11–18								
Technical sciences	21–39	691	277			244	241	134	1,587
Forestry, agriculture and veterinary sciences	41, 43								
Health care, medical and pharmaceutical sciences	51–53								
Social sciences and services	61, 67, 1–73								
Economics	62, 65								
Law and public sector administration	68								

Tomas Bata University in Zlín		Bachelor's		Master's		Follow-up Master's		Doctoral	TOTAL
		F	P/D	F	P/D	F	P/D		
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	309	152						461
Social sciences and services	61, 67, 71–73	433							433
Economics	62, 65								
Law and public sector administration	68								
Pedagogy and social care	74, 75	273	977			74	475	3	1,802
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	524	294						818
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		4,490	2,624			1,351	1,436	418	10,319

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

4.b SELF-PAYING STUDENTS

As at 31 December 2014, a total of 61 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 2, 19 and 40 respectively. The numbers were based on the relevant output from the SIMS.

Table 4.2: Numbers of Self-Paying Students

Tomas Bata University in Zlín		Bachelor's		Master's		Follow-up Master's		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							13	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 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					17		24	41
Law and public sector administration	68								

Tomas Bata University in Zlín		Bachelor's		Master's		Follow-up Master's		Doctoral	TOTAL
		F	P/D	F	P/D	F	P/D		
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								
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
Faculty of Applied Informatics									
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								

Tomas Bata University in Zlín		Bachelor's		Master's		Follow-up Master's		Doctoral	TOTAL
		F	P/D	F	P/D	F	P/D		
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	2							2
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		2				19		40	61

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

4.c STUDENTS AGED OVER 30 YEARS

As at 31 December 2014, a total of 2,161 students older than 30 years were studying in full-time and part-time degree programmes at six faculties of TBU. 43 students over 30 years of age studied in the full-time mode of study and 2,118 students over 30 years of age studied in the part-time mode of study. The numbers of students over 30 years of age studying in Bachelor's, follow-up Master's and doctoral programmes were 1,304, 693 and 164 respectively. The numbers were based on the relevant output from the SIMS.

Table 4.3: Numbers of Students Aged over 30 Years

Tomas Bata University in Zlín		Bachelor's		Master's		Follow-up Master's		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		127				58	51	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								
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		92			3	143	44	282
Law and public sector administration	68								
Pedagogy and social care	74, 75								
Psychological sciences	77								
Art and cultural sciences	81, 82								

Tomas Bata University in Zlín		Bachelor's		Master's		Follow-up Master's		Doctoral	TOTAL
		F	P/D	F	P/D	F	P/D		
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		94				57		151
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	10			6	8	18	44
Faculty of Applied Informatics									
Groups of accredited degree programmes	CBBE								
Natural sciences	11–18								
Technical sciences	21–39		102			1	83	50	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								

Tomas Bata University in Zlín		Bachelor's		Master's		Follow-up Master's		Doctoral	TOTAL
		F	P/D	F	P/D	F	P/D		
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	5	78						83
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	2	644				334	1	981
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		144						144
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		13	1,291			10	683	164	2,161

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

4.d UNSUCCESSFUL STUDENTS IN ACCREDITED DEGREE PROGRAMMES

In 2014 the numbers of unsuccessful students amounted to 2,054 in BP, to 553 in FUMP and to 62 in DP. The numbers were based on the relevant output from the SIMS.

Table 4.4: Numbers of Unsuccessful Students in Accredited Degree Programmes

Tomas Bata University in Zlín		Bachelor's		Master's		Follow-up Master's		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	842	414			105	173	25	1,559
Forestry, agriculture and veterinary sciences	41, 43								
Health care, medical and pharmaceutical sciences	51–53	33	20						53
Social sciences and services	61, 67, 71–73	145	11			7	3		166
Economics	62, 65	279	139			65	123	31	637
Law and public sector administration	68								
Pedagogy and social care	74, 75	33	107			8	48	1	197
Psychological sciences	77								
Art and cultural sciences	81, 82	29	2			19	2	5	57
TOTAL		1,361	693			204	349	62	2,669

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, the analysis of evaluation results and adopting of necessary measures by competent persons, and communication with students. Furthermore, a wide range of study supports and materials both in printed form and, in particular, in electronic form, was available on the faculties' websites. In 2014 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 3,267 students graduated from TBU in 2014 (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 1,909, 1,134 and 44 respectively. The numbers were based on the relevant output from the SIMS.

Table 5.1: Numbers of Graduates from Accredited Degree Programmes

Tomas Bata University in Zlín		Bachelor's		Master's		Follow-up Master's		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	329	181			260	165	25	960
Forestry, agriculture and veterinary sciences	41, 43								
Health care, medical and pharmaceutical sciences	51–53	58	45						103
Social sciences and services	61, 67, 71–73	155	46			47	38		286
Economics	62, 65	297	71			275	142	18	803
Law and public sector administration	68								
Pedagogy and social care	74, 75	95	489			27	288		899
Psychological sciences	77								
Art and cultural sciences	81, 82	131	12			60	12	1	216
TOTAL		1,065	844			669	645	44	3,267

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

5.b COOPERATION BETWEEN TBU AND GRADUATES

Communication with graduates is carried out on various levels (university, faculty, departmental as well as by the individual academics and researchers). Events organized at TBU faculties are of major importance, with the following activities carried out by the graduates:

- Cooperation during the preparation and implementation of educational and research projects
- Practical training and internship mediators within their institution/company
- Lecturers and speakers at specialist seminars
- Supervisors and external examiners of Bachelor's and Master's theses
- Members of the final state examination boards
- Participants in surveys, thus providing feedback on the quality of education offered and on conditions for study
- Attendees at educational workshops, seminars/conferences, etc.

Selected graduates (depending on their specialization and practical experience) continued their cooperation with TBU faculties as consultants during the process of reaccreditation of degree programmes including selected degree courses.

Communication with graduates and other interest groups includes both personal meetings and tools of the portal "TBU Career" accessible directly from the TBU website: <http://kariera.utb.cz>. The portal is one of the communication tools used not only among graduates, but also among other groups, besides graduates and students formed also by educational institutions, research institutions, representatives of companies and of the public sector. Participating interest groups can gain a high added value with very low costs in the required spheres through direct communication with partners. In 2014, an innovated version featuring new functionalities was launched, enabling e.g. an easier access for cooperating H&R officers to final-year students, etc.

However, portal tools are not the only way of contact between TBU and its graduates, since alumni reunions take place regularly, that are organized by the relevant faculties, where graduates in similar degree programmes carried out at the relevant faculty can meet who studied together at the same faculty, thus continuing to develop cooperation between each other or with the academic/R&D staff at TBU.

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). For the purposes of statistical monitoring, the definition of a graduate is used as provided by MoLSA, i.e. a graduate is a job applicant registered at the Employment Office according to his/her permanent place of residence as at a particular date (job applicants registered at the Employment Office by 30 April and by 30 September), with the time after his/her successful completion of studies not exceeding 2 years.

The unemployment rate, which after using the coefficient reflecting the demands of the labour market is free from being influenced by unemployment rates of the regional labour markets, is used for comparing the employability of graduates from the individual higher education institutions and faculties throughout the entire CR.

In 2014, numbers of unemployed graduates as at 30 April and 30 September decreased in comparison to the previous year by approx. 2 % (it is an average value for the whole TBU, without listing of the individual degree courses and not influenced by the coefficient reflecting the demands of the regional labour market).

Selected measures were carried out in 2014 with the aim to improve the employability of graduates:

1. Students completing their final year of BP as well as FUMP were instructed within lectures entitled 'How to Start a Career' on how to write a high-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, in particular, a job.
2. Students were offered a number of topics for Bachelor's and Master's theses, specialized practical trainings and internships specified by companies, using also the portal www.kariera.utb.cz, and taking advantage of many contacts between the TBU faculties and industry as an important basis for the graduates' future career direction.
3. The 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 (course unit "Business Basics", existence of the Business Centre), in the Technology Innovation Centre (student competition for the best business plan), and within a number of specific projects implemented at the FMC.
4. Some of the faculties included Master's work placement as a compulsory or a compulsorily-optional course unit. Students could select an optional course unit (category C) entitled Master's Work Placement Procedure, which was worth three credits.
5. The TBU Job Centre organized an autumn job fair – Business Days 2014 including the supporting programme, through contractual relations, i.e. in cooperation with companies and institutions located in the Zlín Region.
6. Data regarding the graduate employability in the labour market specified according to the individual faculties or degree programmes were taken into consideration when setting the admission quota, i.e. the allowable number of students admitted to study in the relevant degree programmes/courses.
7. Career and psychological counselling (See Chapter 8) was an activity carried out separately.



The "Researchers' Night" held at TBU on 26 September 2014 met with an extraordinary response from the general public.

6. INTEREST IN STUDIES

6.a INTEREST IN STUDIES AT TBU

In 2014 TBU received a total of 11,914 applications for studies, out of which 8,274 applications for Bachelor's programmes, 3,452 applications for follow-up Master's programmes and 188 applications for doctoral programmes.

A total of 4,772 applicants were enrolled for studies at TBU, out of which 3,193 in Bachelor's programmes, 1,450 in follow-up Master's programmes and 129 in doctoral programmes. The number of newly enrolled students corresponds to the quota set by the MEYS.

Table 6.1: Interest in Studies at TBU

Tomas Bata University in Zlín		Bachelor's			Master's			Follow-up Master's			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
Faculty of Technology													
Groups of accredited degree programmes	CBBE												
Natural sciences	11–18												
Technical sciences	21–39	1,092	945	767				434	340	302	55	41	38
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												

Tomas Bata University in Zlín		Bachelor's			Master's			Follow-up Master's			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
Faculty of Management and Economics													
Groups of accredited degree programmes	CBBE												
Natural sciences	11–18												
Technical sciences	21–39												
Forestry, agriculture and veterinary sciences	41, 43												
Health care, medical and pharmaceutical sciences	51–53												
Social sciences and services	61, 67, 71–73												
Economics	62, 65	1,635	677	545				1,749	701	486	71	41	41
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												

Tomas Bata University in Zlín		Bachelor's			Master's			Follow-up Master's			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
Health care, medical and pharmaceutical sciences	51–53												
Social sciences and services	61, 67, 71–73	738	84	82				269	87	87			
Economics	62, 65												
Law and public sector administration	68												
Pedagogy and social care	74, 75												
Psychological sciences	77												
Art and cultural sciences	81, 82	647	114	114				163	66	66	17	10	10
Faculty of Applied Informatics													
Groups of accredited degree programmes	CBBE												
Natural sciences	11–18												
Technical sciences	21–39	1,058	678	547				383	295	254	40	35	36
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												

Tomas Bata University in Zlín		Bachelor's			Master's			Follow-up Master's			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
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	517	214	206									
Social sciences and services	61, 67, 71–73	576	275	216									
Economics	62, 65												
Law and public sector administration	68												
Pedagogy and social care	74, 75	1,262	316	304				454	301	255	5	4	4
Psychological sciences	77												
Art and cultural sciences	81, 82												
Faculty of Logistics and Crisis Management													
Groups of accredited degree programmes	CBBE												
Natural sciences	11–18												
Technical sciences	21–39	749	645	412									
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												

Tomas Bata University in Zlín		Bachelor's			Master's			Follow-up Master's			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
Pedagogy and social care	74, 75												
Psychological sciences	77												
Art and cultural sciences	81, 82												
TOTAL		8,274	3,948	3,193				3,452	1,790	1,450	188	131	129

F = full-time, PID = part-time/distance learning

6.b ENTRANCE EXAMINATIONS

Four faculties organized the admissions in accordance with their own regulations. Decisions on admission to the FT were taken by the Dean and based on the ranking drawn up and on the recommendation of the admission committee. The ranking was drawn up according to the applicants' average grade results achieved at secondary schools. At the FMC, 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 examination 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 demonstrating 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.

At the FAI, applicants for Bachelor's courses took entrance examinations in mathematics; applicants for Master's programmes did entrance examinations in main subjects of the relevant degree course. The FLCM admitted applicants for degree courses in Risk Management and in Population Protection depending on their average grade results achieved at secondary schools. Applicants for study in the degree course in Environmental Risk Management were admitted depending on their results in the entrance examination in English.

At the FaME, applicants were 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). Students who gained 90 percentile or higher at the entrance examination or won in the Olympiad in Economics and Management and achieve 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. In case of entrance examinations for part-time Bachelor's programmes, applicants have the option to choose between

National Comparative Exams in the Czech version/Slovak version and written 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 may take a test in Economics administered by the Scio organization or take an entrance examination organized by the FaME. The entrance examination includes a written test in fields of study differentiated according to the orientation of degree courses. The admission procedure to full-time BP and FUMP carried out in the English language comprised a written entrance examination in the form of an essay in English 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 admission 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.

Applicants for study at the FHS were admitted depending on their results achieved in the National Comparative Exams organized by the Scio organization in all Bachelor's courses except for the Bachelor's course in Secondary School Teacher Training in Specialized Subjects, where admission to study was conditional on due completion of a Master's programme in chemical technology, engineering technology, economics, informatics and computer technology and in non-medical health care or similar specializations carried out at a HEI. 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 and to the newly accredited doctoral course. The Institute of Interdisciplinary Studies in Brno, with which the FHS carries out a joint accredited degree programme, organized no more entrance examinations, i.e. no students were admitted at any level of study.

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 420 students enrolled on the first 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 45.

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	93	9
Faculty of Management and Economics	195	23
Faculty of Multimedia Communications	23	2
Faculty of Applied Informatics	69	8
Faculty of Humanities	34	1
TOTAL	414	43

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, November and December 2014 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 2014 in Prague and in late October/early November 2014 in Brno. TBU took part in the Fair held in Prague for the seventh time and in the Fair held in Brno for the thirteenth time. In October 2014 the University participated in the "Akadémia" higher education fair in Bratislava for the eighth time.

TBU communicated with secondary schools mainly through education counsellors, to whom information materials about the University as well as about degree programmes/courses were sent regularly. TBU promoted itself at secondary schools also by giving presentations of all TBU faculties. Presentations given by students at their home secondary schools also proved successful.



The University commemorated the 100th anniversary of birth of Thomas J. Bata, a long-serving Chairman of the TBU Board of Governors, by arranging a unique exhibition running from 17 September 2014 and featuring large format photographs borrowed from Mrs. Sonja Bata's archive.

7. ACADEMIC STAFF

TBU ranks among major employers in the Zlín Region. As at 31 December 2014, six faculties and other constituent parts of the University had 908 academics, R&D staff members and other employees.

7.a NUMBERS OF ACADEMIC STAFF

The personnel structure at TBU is stabilized. In 2014 there were no significant changes in the personnel structure of the academic and R&D staff. In spite of a slight decrease in the headcount in this staff category, the average converted number of the academic and R&D staff slightly increased due to a higher ratio of their workloads in comparison to 2013, and that particularly in the category "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 2014 employees holding the degree of Professor or Associate Professor represented 34% 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								TOTAL
	TOTAL	Professors	Associate Professors	Senior Lecturers	Lecturers	Assistant Lecturers	Researchers and R&D staff participating in pedagogical activities	Researchers	
Faculty of Technology	101.188	8.72	23.694	56.557	4.109	2	6.108	0.562	101.75
Faculty of Management and Economics	74.894	4.232	21.011	31.682	11.879	5.09	1	3.742	78.636
Faculty of Multimedia Communications	57.026	5.991	13.865	23.879	12.291	1			57.026
Faculty of Applied Informatics	73.504	7.301	14.31	41.956	6.007	3.329	0.601	8.866	82.37
Faculty of Humanities	77.539	7.897	10.968	26.698	13.358	18.618		0.05	77.589
Faculty of Logistics and Crisis Management	24.777	3.799	4.707	10.108	2.162	4.001			24.777
University Institute	28.796	2.823	6.699	5.038	0.8		13.436	18.408	47.204
TOTAL	437.724	40.763	95.254	195.918	50.606	34.038	21.145	31.628	469.352

Note: Converted numbers have been calculated depending on the allocation of workloads.

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 40–70 years.

The situation developed positively with regard to the age structure of researchers and R&D staff participating in pedagogical activities; more than 60% 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 41 employees, with an average converted number of 21.386.

In the personnel structure of TBU, men predominated significantly; the percentage of women was 38%. 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												TOTAL		
	Professors		Associate Professors		Senior Lecturers		Lecturers		Assistant Lecturers		Researchers and R&D staff participating in pedagogical activities			Researchers	
	Total	Women	Total	Women	Total	Women	Total	Women	Total	Women	Total	Women		Total	Women
Under 29 years					1		10	9			1		2	1	14
30–39 years			13	5	108	49	40	21	11	8	11	2	27	9	210
40–49 years	3	2	31	13	41	19	3	2	10	6	4	1	8	3	100
50–59 years	10	3	26	9	31	13			8	4	1	1	1		77
60–69 years	12	2	27	4	23	4			2		2	1	1		67
Over 70 years	19		9	1	3	1			1		3		1		36
TOTAL	44	7	106	32	207	86	53	32	32	18	22	5	40	13	504

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 less than 1% of the total number of academic employees had a lower workload than 50 %. Almost 80% 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
Faculty of Technology						
Workloads	Prof.	Assoc. Prof.	DrSc., CSc., Dr., Ph.D., Th.D.	Others		
Up to 0.3		1	1		2	
Up to 0.5	1	1	4		6	
Up to 0.7	1		1		2	
Up to 1.0	9	37	59	10	115	
Faculty of Management and Economics						
Workloads	Prof.	Assoc. Prof.	DrSc., CSc., Dr., Ph.D., Th.D.	Others		
Up to 0.3			1		1	
Up to 0.5		2	1	1	4	
Up to 0.7	2	1	2	2	7	
Up to 1.0	3	20	34	12	69	
Faculty of Multimedia Communications						
Workloads	Prof.	Assoc. Prof.	DrSc., CSc., Dr., Ph.D., Th.D.	Others		
Up to 0.3						
Up to 0.5		1		1	2	
Up to 0.7				1	1	
Up to 1.0	7	15	16	20	58	
Faculty of Applied Informatics						
Workloads	Prof.	Assoc. Prof.	DrSc., CSc., Dr., Ph.D., Th.D.	Others		
Up to 0.3	1				1	
Up to 0.5		2	1		3	
Up to 0.7		1			1	
Up to 1.0	8	12	39	12	71	
Faculty of Humanities						
Workloads	Prof.	Assoc. Prof.	DrSc., CSc., Dr., Ph.D., Th.D.	Others		
Up to 0.3			2		2	
Up to 0.5	1	4	2	2	9	
Up to 0.7	2				2	
Up to 1.0	5	10	26	30	71	
Faculty of Logistics and Crisis Management						
Workloads	Prof.	Assoc. Prof.	DrSc., CSc., Dr., Ph.D., Th.D.	Others		
Up to 0.3	1				1	
Up to 0.5		2			2	
Up to 0.7						
Up to 1.0	3	5	9	9	26	
University Institute						
Workloads	Prof.	Assoc. Prof.	DrSc., CSc., Dr., Ph.D., Th.D.	Others		
Up to 0.3						
Up to 0.5			1		1	
Up to 0.7						
Up to 1.0		1	6		7	
TOTAL	44	115	205	100	464	

7.d FOREIGN NATIONALS IN THE ACADEMIC STAFF

52 members of the academic staff who have foreign nationality were employed at TBU. The total number of employees from abroad working at the University was 78.

Table 7.4: Foreign Nationals in the Academic Staff (Headcount)

Tomas Bata University in Zlín	
Faculty of Technology	7
Faculty of Management and Economics	5
Faculty of Multimedia Communications	14
Faculty of Applied Informatics	5
Faculty of Humanities	17
Faculty of Logistics and Crisis Management	1
University Institute	3
TOTAL	52

7.e NUMBERS OF PROFESSORS AND ASSOCIATE PROFESSORS APPOINTED IN 2014

2 Professors and 9 Associate Professors were appointed in 2014, out of which 4 Associate Professors received the degree at TBU, and the others at the Slovak University of Agriculture in Nitra, University of Prešov in Prešov, Academy of Performing Arts in Prague, VŠB – Technical University of Ostrava and University of Ostrava in Ostrava.

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 2014		
Associate Professors appointed in 2014	3	38.5
Faculty of Management and Economics		
Professors appointed in 2014		
Associate Professors appointed in 2014	2	39.5
Faculty of Multimedia Communications		
Professors appointed in 2014	1	57
Associate Professors appointed in 2014	1	36
Faculty of Applied Informatics		
Professors appointed in 2014		
Associate Professors appointed in 2014	1	33
Faculty of Humanities		
Professors appointed in 2014	1	43
Associate Professors appointed in 2014	2	43.5
TOTAL – Professors	2	50
TOTAL – Associate Professors	9	39

7.f OVERVIEW OF FURTHER EDUCATION COURSES OFFERED TO ACADEMIC STAFF

At the FT, 2 courses took place, with 4 employees attending them.

In 2014, 71 courses were carried out at the FaME and attended by 955 persons. These courses included lectures, seminars, courses, staff training, workshops, a summer school, internships and excursions to companies.

The FMC organized a total number of 10 courses attended by 44 members of the academic staff.

6 courses were held at the FAI, attended by 16 employees.

The FHS organized workshops, seminars, staff trainings and lectures for the academic staff focusing on tuition, on enhancement of professional knowledge of the academic staff and on R&D and creative activities (OBD-Personal Bibliographic Database staff training, work with databases, methodological seminars focusing on R&D and creative activities). During the entire year, English language courses aimed at enhancing the specialist communication skills of the academic staff and funded from the Institutional Plan were held, with the FHS staff working as teachers for all TBU faculties as well as attending the courses. The total number of courses attended by 140 employees was 44.

The FLCM organized a total number of 5 courses attended by 41 employees.

Table 7.6: Overview of Further Education Courses Offered to Academic Staff

Tomas Bata University in Zlín	Number of courses	Number of attendees
Faculty of Technology		
Courses focused on pedagogical skills	1	2
Courses focused on general skills	1	2
Professional courses		
TOTAL	2	4
Faculty of Management and Economics		
Courses focused on pedagogical skills	3	149
Courses focused on general skills	4	106
Professional courses	64	700
TOTAL	71	955
Faculty of Multimedia Communications		
Courses focused on pedagogical skills	6	35
Courses focused on general skills	2	6
Professional courses	2	3
TOTAL	10	44
Faculty of Applied Informatics		
Courses focused on pedagogical skills		
Courses focused on general skills		
Professional courses	6	16
TOTAL	6	16
Faculty of Humanities		
Courses focused on pedagogical skills	6	28
Courses focused on general skills	10	50
Professional courses	28	62
TOTAL	44	140
Faculty of Logistics and Crisis Management		
Courses focused on pedagogical skills		
Courses focused on general skills		
Professional courses	5	41
TOTAL	5	41
TOTAL NUMBER OF COURSES OFFERED AT TBU	138	1,200

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.



The University's microsite entitled "Future of TBU" was first introduced at the Gaudeamus higher education fair held in Brno in November 2014, and has earned many international awards since then. Students of the Faculty of Multimedia Communications prepared an attractive supporting programme.

8. SOCIAL MATTERS OF STUDENTS AND STAFF

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

In the year 2014, 7,385 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, from the HEI Scholarship Fund, and other resources (Institutional Plan, internal funds, own resources, income, 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)	330
For significant results of scientific, R&D, arts or other creative activities in compliance with § 91 Paragraph 2 Letter b)	60
For R&D and innovation activities in accordance with the relevant specific legal regulation, § 91 Paragraph 2 Letter c)	295
As financial assistance in an extremely serious financial situation in compliance with § 91 Paragraph 2 Letter d)	14
As financial assistance in an extremely serious financial situation in compliance with § 91 Paragraph 3	113
In cases deserving special consideration in compliance with § 91 Paragraph 2 Letter e)	5,887
Out of which accomodation scholarships	4,374
As a study abroad scholarship in compliance with § 91 Paragraph 4 Letter a)	318
Scholarship aimed to support students studying in the Czech Republic in compliance with § 91 Paragraph 4 Letter b)	122
Doctoral scholarships in compliance with § 91 Paragraph 4 Letter c)	246
Other scholarships	
TOTAL	7,385

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 Plan for 2014 – Development of Career Counselling to Support Career and Psychological Counselling. This is an inseparable part of the comprehensive care for students at higher education institutions in the sphere of pedagogy and education.

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 how to properly write CVs and cover letters. During 2014, the Job Centre continued to offer the following services to its clients:

- Counselling in the sphere of career orientation
- Counselling in the sphere of human resources
- Arrangement of counselling provided by experts from the Employment Office
- Help with the selection of 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/headhunting companies – preparation for an introductory interview
- Possibility of access provision to the clients' Curriculum Vitae for companies cooperating with the Centre
- Recommendation of diagnostic tests (in adequate cases), to be carried out in the Counselling Centre
- Provision of courses aimed at the development of soft skills
- Workshops organized in cooperation with various companies

In 2014 the Job Centre got actively involved in the University life by organizing excursions to cooperating companies and by arranging visits by company representatives to classes with the principal aim to help to interconnect studies with business and industry.

In the winter semester, students in their final year of studies at all faculties 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 for TBU students and graduates to the Job Centre or via the portal www.kariera.utb.cz.

During the year 2014, out of almost 352 graduates registered by the Job Centre, 136 clients succeeded in finding employment.

Activities carried out by the Counselling Centre and funded from the Institutional Plan 2014 can be summarized as follows:

- Provision of counselling services to students and teachers from the aspect of psychological, pedagogical – psychological and professional consultancy services
- Provision of 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
- Assistance aimed at 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

In 2014, the demand among students and staff for dealing with acute psychological and socio-psychological problems was stable. The TBU Counselling Centre also provided psycho-diagnostic services, therapeutic and relaxation sessions according to requirements of students and staff.

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

8.d SPECIAL NEEDS STUDENTS

Almost all university buildings are adapted to wheelchair access and fulfil the required technical conditions for groups of applicants and students having a physical handicap. New buildings are designed in a manner enabling wheelchair access. 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 at the relevant faculties. The target group of disabled students was offered individual consultations in 2014; their curricula were modified accordingly in cooperation with Student Affairs Offices at TBU faculties and with the relevant teachers.

8.e EXCEPTIONALLY GIFTED STUDENTS

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

The project entitled "Talented Students" has been implemented at the Faculty of Management and Economics since 2008; 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 2014, 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 2014, the HRR satisfied completely the students' demand for accommodation.

The total number of satisfied applications for accommodation was 861; 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 2.27 %. 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 (paid for) the accommodation services provided by the Halls of Residence and Refectory was 374,800 as at 31 December 2014.

Catering services for students were provided in the HRR catering facilities. In the year 2014, the Refectory in the U4 building served 140,465 meals, the Refectory in the U5 building served 67,794 meals, the Cafeteria in the U2 building served 9,138 meals, the restaurant in the U13 building served 46,297 meals. Snack soups, ready-to-serve meals, meals made to order and pizzas are included in the number of meals served.

The following numbers of meals were served to students in the external catering facility established upon consent of the MEYS in Uherské Hradiště: 11,440 meals.

During 2014 a total of 21,796 cold meals were sold to students in the TBU catering facilities. 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 (6 meals).

The total number of hot meals served in all catering facilities was 263,796, out of which 180,190 were served to students. The total decrease in the number of meals served in 2014 compared to the numbers from the year 2013 was 10,110 meals, which is an interannual decrease by 3.69%.

In addition to hot and cold meals, the TBU catering facilities also served soups, snack soups and salads.

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 31/12/2014	861
Number of satisfied applications for accommodation as at 31/12/2014	861
Number of days on which the accommodated persons used the accommodation service in 2014	374,800
Number of meals served in 2014 to students	180,190
Number of meals served in 2014 to employees	68,724
Number of meals served in 2014 to other diners	14,780

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 online and by phone.

The TBU Nursery School 'Qočna' contributes to the improvement of social services provided to employees. In 2014, the capacity of the Nursery School was – due to a high interest in the services provided – extended to 60 children. By running this 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.

9. INFRASTRUCTURE

9.a LIBRARY COLLECTIONS

In 2014 the Library significantly extended its collections, by purchasing both printed and electronic books. Expenses related to the purchase of information resources reached its all-time peak, and that in particular thanks to funding provided from the project supported by the OP Research and Development for Innovations and entitled “STMFull: Full-Text Databases for Research and Development”, which entered its final stage in 2014.

Using funding provided by the above-mentioned project as well as by other projects where the Library was a partner institution, the Library succeeded in considerably enhancing both the information collections and the technological equipment of the Library. In addition to selected high-quality databases, the RefWorks Reference Manager licence was purchased, which greatly facilitates generating of citations of technical literature for researchers. Moreover, at the end of the year the Library managed to purchase the modern PlumX service, which can in a highly sophisticated manner express the impact of published academic papers in figures. The implementation of the above-mentioned project ended as at 31 December 2014; the project entered the first year of its sustainability period in 2015.

The Library was also active within the Development Project organized by the Information Technology Centre and aimed at developing the information infrastructure. Two high-quality self-service book return machines were purchased using these resources. The machines are state-of-the-art products communicating directly with the Library system. By purchasing this equipment, the Library extended the hours when the users can return books and, at the same time, saved manpower at the lending services desk, because an essential part of the lending services was transferred to the mentioned self-service machines.

The Library was also an investigator of the development project “Support of Information Resources and Development of Activities Carried Out by the Bata Information Centre”. It was precisely the Centre that continued to collect documents focusing on topics related to the Bata period, to intensively carry out counselling and reference activities and enhance the information content of the website www.tomasbata.com. At the same time, the Centre succeeded in providing access to one very essential novelty, i.e. digitalized titles of Bata-period newspapers accessible through the modern Kramerius 4 system within the TBU internal network. The second section of the project was focused on the purchase of top-level information resources (both electronic and printed). Thanks to the resources obtained, it was in particular the collection of electronic books which was enhanced and improved in terms of quality, and has been recently provided access to through an independent portal.

The following basic systems were available in the Library:

- Library information system Aleph (20 version)
- StackMap technology for the localization of a book on the shelf after finding it in the catalogue
- mKatalog application for displaying the Library catalogue on smart phones
- Union Catalogue of the Library in Zlín
- SFX linking tool including the bX technology for recommendations of related literature and the HotArticles service 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
- EZProxy technology for remote access to electronic information resources
- RefWorks Citation Manager
- DSpace system designed for long-term archiving and access provision to full texts of academic qualification theses

- Portal of publication activities of TBU (institutional repository; also based on the DSpace technology)
- Portal of electronic journals
- Portal of electronic books
- Bibliography of Tomas Bata
- Digitalized Bata-period newspapers in the Kramerius system
- IVA information training portal

Activities aimed at supporting scientific and research work 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, in the administration of the repository of publication activities and as well as in corrections of TBU records in the Web of Science and Scopus databases and in the administration of unique identifiers of researchers. Activities carried out by the Library were extended in this area, including both the ResearcherID identifiers and the new ORCID system.

Late in the year, the Library also prepared a pilot project consisting in lending Czech electronic books to the Library users. More explicitly, it was the FlexiBooks service offered by the Fraus publishing house. During the test operation of two months, this service attracted a number of supporters and should be, after slight modifications, provided in the upcoming period of time as well.

Statistics of services provided:

- 12,559 users (among them 702 external users)
- 97,562 loans carried out (49,598 first loans, 42,964 renewals)
- 64 opening hours per week
- 204 hours of educational events for the users
- Literature search service provided 120 times
- 814 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). Employees of the Library actively participate in a number of library projects carried out on the national level (e.g. the Central Portal of Czech Libraries). 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, particularly with František Bartoš Regional Library in Zlín.

Other Library specifications are summarized in Table 9.1.

Table 9.1: University Libraries

Tomas Bata University in Zlín	Number
Book acquisitions in 2014	7,157
Library stock in total	121,818
Number of subscribed periodicals:	
– paper copies	234
– electronic periodicals (estimate)	800

9.b LEVEL OF INFORMATION AND COMMUNICATION SERVICES AND AVAILABILITY OF THE INFORMATION INFRASTRUCTURE

The University computer network is connected to the e-infrastructure of 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, U3, U4, U10, U11, U13, U15, U16, 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 buildings U2, U5, the Technology Park for Information and Communication Technologies (U56) and the CPS (U17) are connected to the TBU backbone network with a connection speed of 10 Gbit/s. All the mentioned premises and buildings have structured cabling installed.

In the year 2014, there were 2,850 computers connected to the University computer network in the educational facilities, out of which almost 1,300 were placed in computer laboratories, student computer rooms and studios. The University Wi-Fi network with 131 access points in selected spaces of twelve 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 2014, there were over 8,000 registered users of the WiFi network.

The University Halls of Residence have a capacity of 839 connection ports of the wire network; students connected 741 of their own computers and notebooks to the network, and another 20 computers were available in the student computer rooms. At mid-year, WiFi network access points were installed in the Antonínova Hall (U6); thus, all students accommodated in this Hall can connect their mobile devices to the European Eduroam WiFi network as well.

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^{PRO}, 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 Plan and entitled "Development of Information and Communication Technologies at TBU in Zlín" (CZK 11,830,000, out of which investment resources amounting to CZK 11,050,000) and through a joint project carried out by public higher education institutions within

centralized development programmes and entitled "Development of Information Systems Aimed to Support Process Management of Administrative and Administration Systems" (investment resources amounting to CZK 500,000).

Within the Institutional Plan, a total of 4 subsections were implemented, and that after an enhancement:

Continuation of the Virtualization Process in Study and Computer Rooms, Enhancement of the Hardware Infrastructure and Support

50 new terminal workstations intended for virtualization purposes were purchased and installed. A replacement of 250 PCs in the Library computer rooms was completed and 26 terminal stations were put into operation in the computer room in Uherské Hradiště.

A public tender was organized to purchase servers aimed to enhance the hardware virtualization infrastructure. The public tender was successfully closed in January 2015; during the spring months, the equipment will be supplied and implemented.

Self Service Book Return Machines

Two self-service book return machines were purchased and installed in the U13 building. The first one was a book return sorting machine situated in the common areas and enabling the Library users to return books outside the opening hours of the Library. The second facility is the self-service machine situated directly in the Library. The latter enables the users to return and borrow books. Moreover, it is also equipped with a payment terminal which can be used for paying overdue fines. Both machines enhance the services offered to users, accelerate the operation of the Library collections and are labour-saving for the Library staff at the lending services desk for further improvement in the quality of services.

Innovation of Active Elements of the Computer Network at the U5 Campus

Before the start of the academic year 2014/2015, new active elements in the FAI data network (U5 campus) were purchased and installed. At present, the new high-performance active elements enable the connection of all terminal stations with the speed of 1 Gbit/s and the implementation of the latest security functions. The interconnection between the individual secondary data centres within the U5 campus and the connection of the entire campus to the TBU backbone network was upgraded to the speed of 10 Gbit/s.

Upgrade of the Backbone Router of the Network

In the autumn 2014, an upgrade of the backbone modular router of the TBU network, Cisco Catalyst 6500, was carried out. A new, bigger 13-slot chassis C6513E was purchased; outdated key components were replaced by high-performance components (a supervisor with the transmission ratio of 2 Tbit/s, a firewall module with the transmission ratio of 20 Gbit/s), and the number of 10 Gbit/s ports was increased. The existing modules with 1 Gbit/s ports and the Wireless Controller module were used and installed in the new chassis.

Financial resources provided by the relevant centralized development project were invested in the completion of a shared hardware infrastructure in the secondary centre in Olomouc. Late in the year, the operation of the full infrastructure (in the primary and secondary centre) was launched in a full and effective operation for 5 HEIs.

Another part of the financial resources provided was used to modify the FI and HR modules of the SAP Information system for financial management. In the FI module, modifications were carried out for the purposes of an automatic preparation of the VAT declaration, a summarized report and extract from the register for tax purposes. In the HR module, modifications were carried out for the purposes of the electronic distribution of payslips, which continuously replaced the previously used printed payslips and a complicated distribution thereof to the employees.

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

During 2014 TBU updated the range of programmes (courses) offered through LL at the respective faculties; the relevant information about the programmes currently offered was posted on the TBU website. The programmes listed in this section comprised, as regards their specialization, a wide range of topics corresponding to the specializations of the six TBU faculties. The programmes were modifiable as regards their contents and specialization according to the requirements of the relevant organizations.

In particular educational projects prepared for companies within public tenders usually present a big challenge in this sphere. The type of education as defined above was 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 LL programmes 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 total number of LL attendees in 2014 was 1,691.

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				14		17
Forestry, agriculture and veterinary sciences	41, 43								0
Health care, medical and pharmaceutical sciences	51–53				2			1	3
Social sciences and services	61, 67, 71–73	3	1	1	2	2		12	21
Economics	62, 65			11					11
Law and public sector administration	68							1	1
Pedagogy and social care	74, 75		2	1					3
Psychological sciences	77							2	2
Art and cultural sciences	81, 82	8						10	18
TOTAL		11	6	13	4	2	0	40	76

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		32					496	528	
Forestry, agriculture and veterinary sciences	41, 43								0	
Health care, medical and pharmaceutical sciences	51–53				45			18	63	
Social sciences and services	61, 67, 71–73	94	13	22	71	80		236	516	
Economics	62, 65			54					54	15
Law and public sector administration	68							30	30	
Pedagogy and social care	74, 75		56	34					90	
Psychological sciences	77							74	74	
Art and cultural sciences	81, 82	55						281	336	
TOTAL		149	101	110	116	80	0	1,135	1,691	15

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, and other persons interested). 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 includes computer lessons – from basics up to 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. English courses adapted for the senior age category usually attract a high number of attendees. 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 U3A independent units in Vsetín and in Kroměříž. As at 31 May 2014, a total of 631 senior attendees were registered at the U3A, out of which 226 completed their studies and received the Certificate on the Completion of U3A during an official ceremony. In the course of the year 2014, a total of 1,135 senior students attended the U3A lecture series, tutorials and seminars in 40 one-semester courses.

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. During the implementation of projects funded by the Operational Programme “R&D for Innovations” – Priority Axis 2 through the Structural Funds of the European Union and by the state budget of the Czech Republic, the following research units were established: Centre of Polymer Systems (CPS), included in the organizational structure of the UNI, and the Centre for Security, Information and Advanced Technologies (CEBIA-Tech), included in the organizational structure of the FAI. The following research units had been established at the TBU faculties: Polymer Centre (CPM) at the FT, Centre for Applied Economic Research (CAER) at the FaME, and the Research Centre (RC) at the FHS. 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.

The Polymer Centre, which is a component part of the FT, is a significant research unit focusing on basic research into polymer materials and processes. During the implementation of the relevant project funded from the OP R&DfI – Priority Axis 2, the research section of the CPM was transformed into the CPS. Coordination activities between the FT and the CPS have become the new main task of the CPM.

The CAER was established on 1 March 2007 as a constituent part of the FaME. The CAER is one of 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:

- Achieve the competitiveness of the FaME in the sphere of R&D activity and practical application of results in the area of knowledge economy
- 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 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 economy and innovation activities. CAER focuses on the following research topics:

- Measuring and management of performance of enterprises/institutions and networks thereof
- Knowledge management
- Healthcare management
- Innovations
- Social responsibility of companies (in relation to innovations and performance).

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. In 2014, intensive preparations were made in order to establish the TBU Creative Centre, which will be simultaneously focused both on audiovisual arts and on design.

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 2014 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. In September 2014, the CEBIA-Tech project proceeded to the sustainability stage; the relevant funding was obtained from the National Programme for Sustainability. In 2014, the CPS was in the process of implementation with the end date of the start-up grant as at 30 April 2015.

Areas 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) 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. In addition, the TTC offers direct representation of authors from TBU as well as from external entities in cases of industrial rights before the following authorities: Industrial Property Office, European Patent Office, Office for Harmonization for the EU Internal Market, World Intellectual Property Organization. Until 30 June 2014, the project received funding from the OP R&DfI; subsequently, it proceeded to the sustainability stage.

The following projects received funding from the OP R&DfI: Laboratory Centre of the FT until 31 March 2014 and STMFull: Full-Text Databases for Research and Development until 31 December 2014.

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 Regional Office of 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. In 2014, public funding support amounting to CZK 22,333 thousand was obtained for the implementation of activities connected with specific university research. The total number of projects implemented at TBU was 102 newly accepted and 19 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.

In 2014, programmes aimed at involving Master's students in R&D activities by organizing summer internships were supported at the FT. In the research centres, students, above all PhD students, actively participate in projects which were allocated public funding support from various providers.

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

From the resources obtained for R&D and innovations, TBU spent the total amount of CZK 713,660 thousand in 2014. Out of which the institutional support obtained from the MEYS amounted to CZK 82,900 thousand and the public funding support provided to specific university research obtained from the MEYS amounted to CZK 24,100 thousand. Furthermore, TBU spent the amount of CZK 606,660 thousand for the purposes of R&D and innovations, which are in particular financial resources provided by the Operational Programme 'R&D for Innovations' and obtained from the Technology Agency of the CR, Czech Science Foundation, Ministry of the Interior of the CR and Ministry of Agriculture of the CR.

Project co-investigators were provided CZK 21,600 thousand for R&D and innovations. TBU received these financial resources from the Technology Agency of the CR, from the Czech Science Foundation and from abroad.

11.e SCIENTIFIC CONFERENCES ORGANIZED BY TBU

The FaME organized 5 conferences (among them 4 conferences with international participation). At the FMC, 3 conferences with international participation took place; at the FAI, 7 conferences took place, among them 4 with international participation. The FHS organized 10 conferences, out of which 8 conferences with international participation; the FLCM held 1 conference with international participation. The UNI organized 1 scientific conference with international participation.

Table 11.1: Numbers of 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 Management and Economics	5	5	4
Faculty of Multimedia Communications	3	3	3
Faculty of Applied Informatics	7	5	4
Faculty of Humanities	10	7	8
Faculty of Logistics and Crisis Management	1	1	1
University Institute	1	1	1
TOTAL	27	22	21

11.f SUPPORT OF STUDENTS IN DOCTORAL PROGRAMMES AND OF POSTDOCTORAL EMPLOYEES

Postdoctoral employees received support within the Institutional Plan section entitled "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. Within the project, jobs were created for graduates from doctoral programmes, and specialist seminars were held.

Within the FaME CAER, FHS RC, 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, pedagogical, study-related and other activities of the relevant students. The requirements regarding the minimum degree of implementation of these activities are set by the relevant faculties. 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. 13/2014.

11.g PARTICIPATION OF THE APPLICATION SPHERE IN CREATION AND IMPLEMENTATION OF DEGREE PROGRAMMES

At the FT, cooperation with business takes the form of excursions to companies and student internships. In 2014 summer internships were organized, during which students worked on the topics selected.

At the FaME, the degree programmes in preparation were 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. With funding provided from OPEC projects, students participated in excursions to a number of companies. A new activity of the faculty is represented by the Centre for Support of Entrepreneurship, aimed at promoting and supporting entrepreneurial activities as a basic element of a prosperous region. The Centre focuses on the promotion of business ideas, in particular in relation to TBU students and graduates considering starting their own business. Another sphere of its activity is general support provided to already existing small and medium-sized enterprises by provision of counselling services, particularly in the area of accounting, taxes and cost calculation.

The FMC organizes a contest entitled "Marketing Communications Talent". The contest annually generates approx. 20 internships and long-term traineeships for students, and produced 4 job offers in 2014. The degree programme in Theory and Practice of Audiovisual Arts cooperates on internships with the Czech Television. Last year, this collaboration produced 1 permanent job offer. The same model was used for visual arts during the POPAI CR contest, which involves cooperation with a professional association focusing on search for and recruitment of talented students – artists. It is a standard practice in each degree course to collaborate with industry during the implementation of various projects. The faculty staff participates in Calls organized within Innovation Vouchers. Experts from industry are usually members of boards of examiners for final state examinations and participate in classes.

At the FAI, experts from the application sphere take part in the implementation of degree programmes by giving single and regular lectures. Bachelor's and Master's students work on their academic qualification theses in cooperation with companies. At all levels of study, specialized excursions to industrial companies and firms which cooperate with the faculty are organized for students and staff. At the same time, selected companies participate in the development of research laboratories including material equipment. Specialized contests are organized for students in cooperation with companies.

In consultation with representatives of industry, contents of the following new course units were defined and incorporated in the tuition, and that:

- Electromagnetic fields and materials in telecommunications
- Forensic sciences
- Electromagnetic compatibility

At the FHS, cooperation with the application sphere is carried out during the preparation of accreditation/re-accreditation documents (graduate profile, skills acquired by graduates, content of specialist course units), so that the graduates can find employment in the labour market. Furthermore, cooperation is implemented during the teaching of specialist and practically oriented course units, during the organization and supervision of compulsory student practical training at specialized workplaces. Experts from the application sphere act as supervisors or external examiners for Bachelor's and Master's theses and 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

As mentioned above, the transfer of the knowledge obtained in the sphere of basic research into practice is ensured by the Technology Transfer Centre (TTC) at TBU. This constituent part 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. Thanks to the fact that the TTC offers direct representation to authors from TBU and from external entities in cases of industrial rights before authorities such as the Industrial Property Office, European Patent Office, Office for Harmonization for the EU Internal Market, World Intellectual Property Organization not only as an internal service for TBU but also for external applicants, the TTC represents an important link between TBU and the industrial practice.

In particular through its research centres – CPS and CEBIA-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 Technology Agency of the CR and by the relevant Ministries), 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.

In 2014 TBU participated in the implementation of the so-called Innovation Vouchers in the Zlín and Olomouc Region. The Innovation Vouchers serve as an incentive for cooperation between academic institutions and the private sector and are supported by the Regional Operational Programme “Central Moravia”.

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

The strategy for the application and protection of intellectual property rights generated in relation to R&D activities of students and staff of TBU in Zlín is specified in the Rector's Directive SR/1/2013. The methodology of reporting of the respective results of R&D activities carried out in applied research and experimental development is specified in the Rector's Decree RR/2/2014. The Decree comprises instructions for an active search for potential users of results of R&D activities as well as for the conclusion of licence agreements. Both activities had been carried out in a decentralized manner before the above-mentioned regulations were issued; afterwards, the department in charge of these activities was the TTC.

At present, 12 licence agreements are registered with the TTC, out of which 6 were concluded in 2014.

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

In 2014, 61 and 14 experts from the application sphere lectured at the FaME and at the FMC, respectively. At the FAI 13 experts from the application sphere participated in classes held in accredited degree programmes. 76 experts from the application sphere lectured at the FHS; 2 experts from the application sphere lectured at the FLCM. At the FT, experts from the application sphere are invited to hold single lectures at the individual departments; therefore, they are not listed in the table.

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	61
Faculty of Multimedia Communications	14
Faculty of Applied Informatics	13
Faculty of Humanities	76
Faculty of Logistics and Crisis Management	2
TOTAL	166

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 (DRPL) 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. 2 degree courses carried out at the FMC and 5 degree courses carried out at the FAI included this type of compulsory practical training. At the FHS, students in all degree courses carried out at the faculty have compulsory practical training with a minimum duration of 4 weeks included in the curriculum.

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	12
Faculty of Multimedia Communications	2
Faculty of Applied Informatics	5
Faculty of Humanities	7*
TOTAL	19

* The minimum duration of the practical training is 4 weeks.

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 2014, TBU earned the following revenues: CZK 119 thousand from licence agreements, CZK 16,313 thousand from assigned contracts for the implementation of R&D results, CZK 220 thousand for the implementation of paid courses for employees in the application sphere and CZK 96 thousand for specialized consultations and counselling.

11.p SPIN-OFF/START-UP COMPANIES SUPPORTED BY TBU

TBU supported 1 spin-off company – Chiomed group s. r. o., which has its registered office in the Technology Park in the U11 building.

Table 11.4: Number of Spin-Off/Start-Up Companies Supported by TBU in 2014

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

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". In 2014 the implementation of the project entitled "Development of TTC at TBU in Zlín" (OP R&DfI – Priority Axis 3) was started. One of the outputs of this project involves elaborated methodologies for the commercialization of outputs of R&D activities generated at TBU in Zlín.

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/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 administration 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 in areas of IT and of creative industry
- Preparation and implementation of projects aimed at the development of cross-border cooperation and support of the economic and social development of the region
- Development of activities carried out and services provided in both Technology Parks, in the Centre of Applied Economic Research, in the Technology Transfer Centre of TBU in Zlín and in research centres established with funding provided by the OP R&DfI 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 economic and social 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
- Involvement of TBU faculties in the organization of the Day of the Zlín Region

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 Regional Office 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 carried out 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.



Late in the year, the construction of a top-level scientific and research unit - the Centre of Polymer Systems - was completed.

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. 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.

The priority fields of internationalization in education, R&D and innovations at TBU in 2014 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;
- Increase in the number of international students – self-paying students;
- Implementation of a scholarship programme for international students (mainly for students in Master's and doctoral programmes carried out in English);
- Support of the quality of mobility of TBU students and staff abroad;
- Constant increase in the number of international students at TBU in spite of the decreasing demographic curve in the CR;
- 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.

In the year 2014 the University joined the new Erasmus+ programme, which is a new educational programme of the European Union for the 2014–2020 period. It is focused on the support of cooperation and mobility in all spheres of education, practical training and in the sphere of sports and youth. It is a successor to the Lifelong Learning Programme, Youth in Action programme and other programmes.

Activities, such as educational mobility of individuals (individual mobility projects) and cooperation projects, are allocated funding from the first two key sections of the programme. Individual mobility is intended mainly for students (study periods, internships), academic staff and employees of higher education institutions (teaching and staff training). The aim is to support the professional development of persons working in the sphere of education and to encourage students in their efforts to acquire skills that will contribute to their personal development and will enhance their employability.

The request of TBU as an educational institution to join the Erasmus+ programme was granted and TBU became the holder of the so-called Erasmus Charter for Higher Education (ECHE) in 2014. TBU has been awarded the ECHE for the entire duration of the Erasmus+ programme, namely for 2014–2020.

Countries which take part in the Erasmus+ programme:

- EU member states: Belgium, Bulgaria, Denmark, Estonia, Finland, France, Croatia, Ireland, Italy, Cyprus, Lithuania, Latvia, Luxembourg, Hungary, Malta, Germany, the Netherlands, Poland, Portugal, Austria, Romania, Greece, Slovakia, Slovenia, Spain, Sweden, Great Britain
- EEA countries – Iceland, Liechtenstein, Norway
- Turkey and Macedonia

One of the options for 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 2014/2015 963 international students from 55 countries studied at TBU (data as at 31 October 2014), which was 8.8 % 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 funded from 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 2014, which contributed to attracting the interest of students and academics in mobility at TBU (International Week, International Info Day, Fulbright Info Meeting, etc.).

In April 2014 the third edition of the International Week organized on behalf of the whole University took place. 40 international members of academic staff from e.g. Norway, Hungary, Denmark, Lithuania, Poland, France and Slovakia delivered their lectures at the University.

TBU promoted the employment of international staff in order to internationalize the TBU personnel structure. Several dozens of international experts e.g. from Armenia, China, Philippines, Ghana, India, Indonesia, Japan, Germany, Norway, Pakistan, Russia, Sweden, Turkey, Great Britain and Vietnam 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 2014. The project is aimed at providing support and assistance to incoming and outgoing researchers. In 2014, funding provided by the project was used to start preparations for the University to join the pan-European Euraxess network. In 2015, the TBU membership is expected to be approved by the European Commission. All the above-mentioned activities contribute to an increase in the number of international academic staff employed at TBU.

During 2014 TBU participated in a project organized by the European Personnel Selection Office (EPSO) and 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 has its own ambassador within this project.

As regards joint degree programmes, 3 double degree programmes were carried out at TBU in cooperation with international partner institutions in 2014, and that Bachelor's, Master's and doctoral programmes. All joint degree programmes are listed in Chapter 3.c.

TBU continued to develop international cooperation and increased the level of internationalization by participating in international educational (Erasmus+, Erasmus Mundus, Tempus, 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. The project was implemented in the form of student mobility taken by international students at TBU in 2014.

TBU continued to develop partnership relations with international institutions and collaborators. In 2014 TBU registered 114 partnership contracts concluded with universities and other foreign institutions in 43 countries worldwide, with partner institutions newly joining in 2014 from e.g. Azerbaijan, Philippines, Georgia, Italy, Korea, Mexico, Pakistan, Turkey, as well as from Vietnam and Russia. Active cooperation continued as regards communication with Czech embassies abroad and embassies of foreign countries in the CR, e.g. the Ukraine, Russia, Bosnia and Herzegovina, Pakistan, Kazakhstan, Bangladesh, India, Vietnam, etc.

During 2014 several dozens of delegations and visitors from abroad visited TBU and its faculties, both from partner and collaborating institutions and from embassies and consulates (China, France, Indonesia, Taiwan, Vietnam, etc.). Emphasis was laid not only on strengthening the partnership with universities abroad but also on an increase in the number of Czech partner institutions. Collaboration agreements 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, were extended.

Specialist course units obligatorily taught in English at some faculties also contribute to the internationalization of 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 2014, which attracted great interest during the previous two years. Chinese, as the most widely spoken language in the world, since every sixth person on Earth speaks Chinese, and one of the six official languages of the UN, has enormous potential. Many employers in the Czech Republic as well give preference to applicants with knowledge of Chinese, because of the increasing numbers of business relations with China. 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.

Following the increasing interest in the Russian language not only in the business sphere, TBU continued in offering Russian courses in the year 2014 as well. Russian is the fourth most widely spoken language in the world and one of the official languages of the UN. Russian-speaking countries have great business potential and the number of business partnerships between Czech companies and Russian-speaking markets is expected to grow even more. A native speaker began to teach the Russian course during the winter semester 2014/2015. Russian and Chinese language courses were provided to students and employees free of charge.

During 2014 new printed materials aimed at promoting degree programmes accredited in English at TBU were published in cooperation with the TBU Marketing and Communications department. These materials are 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. In the year 2014, printed materials providing information on degree programmes taught in the English language were updated, i.e. 2 booklets and a total of 9 prospectuses aimed to promote long-term studies, short-term exchange study periods including faculty information on the degree programmes and courses offered in the English language were newly created (new texts and new graphics).

Informative meetings between the staff of the International Office and students were organized to promote study periods and traineeships abroad.

In 2014 TBU students successfully participated in a number of scientific, research and designer contests. An exhibition of projects by 8 students of FMC studios specializing in arts which was on display during the international design show "Milan Design Week 2014" in the prestigious student section Ventura Lambrate may serve as an example. Their exhibition "ABOUT LAYABOUTS" attracted great interest among the attendees to the Milan Design Week, thus enhancing the reputation of the FMC as a higher education institution offering education in the sphere of arts.

In 2014, collaboration between TBU and the student organization "Buddy System Zlín" received active support. The Buddy System together with the TBU International Office takes care of international students at TBU. In cooperation with the TBU International Office, the Buddy System organizes trips, excursions and other cultural, entertaining and social activities intended for international students and 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.). In 2014 the Buddy System cooperated intensively within the ESN

CR (Erasmus Student Network Czech Republic), which it joined in 2012. The ESN association currently unites more than 430 higher education institutions from 36 countries all over the world.

As a major accomplishment achieved by this student organization in 2014, the successful presentation of the Buddy System and of TBU at the annual meeting held in Milan, Italy can undoubtedly be named, where they received an award for the best promotional video. In 2014 the Buddy System introduced opening hours in their office. Students can come to the office in the opening hours to have personal consultation on problems of everyday life of international students at TBU. In 2014 greater emphasis was put on the participation of international students in the Social Erasmus programme. During the Welcome Week for international students, the Buddy System cooperated with the Zlín branch of the Naděje association (sale of dishes) and with the animal shelter in Zlín Vršava (walking of dogs). Members of the Buddy System also took part in the promotion of student mobility during the following events held at TBU: International Festival, Business Days, Youth in Action project, as well as International Evenings organized at the FaME.

In 2014 TBU succeeded with its projects aimed at funding the admission of governmental scholarship holders to degree programmes accredited in English. Funding for projects supporting the admission of governmental scholarship holders was granted to 3 degree programmes carried out in English at the FaME and to 1 degree programme taught in English at the FAI. Therefore, a total of 6 governmental scholarship holders studied at TBU in 2014; 4 among them studied in the mentioned degree programmes taught in English.

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 studies 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

In the year 2014 the University joined the new Erasmus+ programme, which is a new educational programme of the European Union for the 2014–2020 period. It is focused on the support of cooperation and mobility in all spheres of education, practical training and in the sphere of sports and youth. It is a successor to the Lifelong Learning Programme, Youth in Action programme and other programmes.

Activities, such as educational mobility of individuals (individual mobility projects) and cooperation projects, are allocated funding from the first two key sections of the programme. Individual mobility is intended mainly for students (study periods, internships), academic staff and employees of higher education institutions (teaching and staff training). The aim is to support professional development of persons working in the sphere of education and to encourage students in their efforts to acquire skills that will contribute to their personal development and will enhance their employability.

The request of TBU as an educational institution to join the Erasmus+ programme was granted and TBU became the holder of the so-called Erasmus Charter for Higher Education (ECHE) in 2014. TBU has been awarded the ECHE for the entire duration of the Erasmus+ programme, namely for 2014–2020.

The following countries take part in the Erasmus+ programme:

- EU member states: Belgium, Bulgaria, Denmark, Estonia, Finland, France, Croatia, Ireland, Italy, Cyprus, Lithuania, Latvia, Luxembourg, Hungary, Malta, Germany, the Netherlands, Poland, Portugal, Austria, Romania, Greece, Slovakia, Slovenia, Spain, Sweden, Great Britain
- EEA countries – Iceland, Liechtenstein, Norway
- Turkey and Macedonia

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.

Within the Erasmus+ programme, TBU registered a total of 6 different projects in 2014 (1× Erasmus+ KA, 1× Erasmus+ KA2, 2× Erasmus Mundus, 1× Erasmus IP, 1× Erasmus Networks).

In 2014, two important FaME projects continued to be carried out within projects funded by the Erasmus Mundus European Commission, whose implementation will take place until 2016 and 2017. 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.

In 2014, cooperation continued on a three-year project implemented since 2012 and funded from 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. In 2014 the project entitled "IMPRESS" (Improving the Efficiency of Student Services) was implemented in the form of international student mobility carried out at TBU.

TBU continued to actively carry out activities within the CEEPUS programme (Central European Exchange Programme for University Studies) in 2014. The CEEPUS programme 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. In 2014 TBU joined 6 projects of the CEEPUS programme, 4 projects were implemented at the FT and one was implemented at the FMC; the FaME also succeeded with its project in 2014.

Another programme implemented last year was the AKTION Czech Republic – Austria, a programme aimed at supporting bilateral cooperation in education and science in the tertiary sector. In 2014, 1 project aimed at the development of an effective technology for the production of biodegradable polymer nanocomposite films was implemented at the FT of TBU.

In 2014, 52 students travelled abroad with funding provided by the TBU Institutional 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 Brazil, China, Israel, South Korea, Malaysia, Taiwan, Thailand, the USA and the Republic of Trinidad and Tobago. Within the section focusing on the improvement of language skills of TBU staff, funding was provided for the mobility of 4 academics abroad.

In 2014, a total number of 74 international students arrived at TBU within mobility of the so-called "free-movers", namely from Brazil, China, Indonesia, South Korea, Colombia, the Russian Federation, Taiwan and the Ukraine.

Among other projects implemented in 2014 and funded from international educational programmes including mobility, the below-mentioned projects funded from the OP EC (2007–2015) can be named:

FaME

CZ.1.07/2.3.00/20.0147 Development of Manpower in the Research Field of Performance Measurement and Operation, Companies, Clusters and Regions
Implementation period: 2012–2015

CZ.1.07/2.4.00/31.0096 Building Partnerships and Strengthening Cooperation in the Field of Lean Production and Services, Innovation and Industrial Engineering with an Emphasis on Strengthening Competitiveness in the Czech Republic
Implementation period: 2012–2014

FMC

CZ.1.07/2.2.00/28.0282 Innovation of Degree Programmes at the Faculty of Multimedia Communications
Implementation period: 2012–2014

FAI

CZ.1.07/2.3.30.0035 – Development of Human Resources in Scientific and Research Activities at Tomas Bata University in Zlín
Implementation period: 2013–2015

FHS

CZ.1.07/2.3.45.0015 – Centre for the Support of Science and Engineering: Technical and Scientific Laboratory for Children and Youth in Zlín Region
Implementation period: 2014–2015

CPS

CZ.1.07/2.3.00/20.0104 Advanced Theoretical and Experimental Studies of Polymer Systems
Implementation period: 2011–2014

Table 12.1: TBU Participation in International Educational Programmes

Tomas Bata University in Zlín	EU Education and Training Programmes												TOTAL
	Erasmus	Comenius	Grundtvig	Leonardo	Jean Monnet	Erasmus Mundus	Tempus	Others	Ceepus	Aktion	MEYS Development programmes	Others	
Number of projects	4			1		2	1	4	6	1	2	7	28
Number of outgoing students*	330							0	5	2	52	175	564
Number of incoming students**	153					12		7	9		0	74	255
Number of outgoing academics***	96					2	4	0	12	3	4	140	261
Number of incoming academics****	65					3	11	6	25			13	123
Number of other outgoing employees	16												16
Number of other incoming employees	4												4
Grants (thousand CZK)	11,696			0		1,864	276	98	794	55	2,061	5,328	22,172

* mobility programme of 117 students was shorter than 28 days

** mobility programme of 64 students was shorter than 28 days

*** mobility programme of 96 academics was shorter than 5 days

**** mobility programme of 29 academics was shorter than 5 days

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

The participation of TBU in the implementation of international projects and in the creation of networks of excellence is one of the significant priorities defined in the TBU Strategic Plan.

Student and academic staff mobility was carried out in 2014 with funding provided from the following projects:

ACTIVITY MOBILITY (7AMB) (6th Framework Programme of the European Community for Research, Technological Development and Demonstration Activities):

CZECH-SLOVAK PROJECTS:

FT

7AMB13AT024 – Multifunctional Biocomposites Based on Polyactide
Implementation period: 2013–2014

CPS

7AMB13AR019 – Nanostructured Thin Layers for Detection of Gases and Volatile Organic Compounds
Implementation period: 2013–2014

CONTACT II Programme of International Cooperation in Research and Development:

UNITED STATES OF AMERICA:

UNI (CPS)

LH14050 Synthesis of Polypeptoid Nanosheets for Biomineralization
Implementation period: 2014–2016

EUPRO II Programme:

UNI (CPS)

LE12002 The Support Centre for International Cooperation in Research and Development in Technical Fields
Implementation period: 2012–2015

Projects registered within the Centre of Polymer Systems project – CPS CZ.1.05/2.1.00/03.0111 – MEYS OP RaDfI:

GA13-08944S Interactions of Conducting Polymers with Cells
Implementation period: 2013–2015

14-32114P The Modification of Magnetic Filler and the Study of Its Use in Magnetorheological Systems
Implementation period: 2014–2016

TE01020216 Centre of Advanced Polymer and Composite Materials (Competence Centres)
Implementation period: 2012–2019

Student and academic staff mobility also took place with funding provided from other types of projects mentioned below:

FT

TA03010724 AV and EV LED Luminaire with a Higher Degree of Protection
Implementation period: 2013–2015

FAI

VG20112014067 The Critical Infrastructure Component and Sector Resilience Evaluation System
Implementation period: 2011–2014

In order to promote the University and to present its activities to the general public, TBU participated in the joint project of European universities entitled “Researchers’ Night”. This event aims at acquainting the general public with the research activities carried out 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.

Table 12.2: TBU Participation in International R&D Programmes

Tomas Bata University in Zlín	7 th Framework Programme of the EC		Others	TOTAL
	TOTAL	Out of which Marie-Curie Actions		
Number of projects	4		3	7
Number of outgoing students	1		0	1
Number of incoming students	6		0	6
Number of outgoing academic and research staff	5		14	19
Number of incoming academic and research staff	3		0	3
Grants (thousand CZK)	222			1,313

12.d MOBILITY OF STUDENTS AND ACADEMIC STAFF ACCORDING TO COUNTRIES

In the year 2014, it was Portugal, Germany, France, Slovakia and Great Britain that attracted the 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 France, Portugal, Slovakia, the Ukraine and Russia.

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	6	5	5	2
Armenia		3		
Austria	17	2	15	2
Azerbaijan		1		
Belarus		2		
Belgium	19	2	14	1
Bulgaria	6	3	1	2
Colombia		6		
Croatia	6			
Cyprus	6	1	2	
Denmark	17		3	2
Estonia	9	3		1
Finland	16	6	4	1
France	31	17	1	1
Georgia		1		1
Germany	55	1	19	

Tomas Bata University in Zlín				
Country	Number of outgoing students	Number of incoming students	Number of outgoing academics	Number of incoming academics
Greece	20	8	14	
Hungary	6		13	4
China	6	6		
Iceland			1	
Indonesia		3	3	
Ireland	14		8	
Israel	2			
Italy	17	1	7	2
Japan	8		7	
Kazakhstan		1		
Kyrgyzstán		1		1
Latvia	3	2	5	
Lithuania	5	3	8	2
Luxembourg	1		7	
Malaysia	2		5	
Malta	2		2	
Netherlands	18		3	
Norway	8	4	4	3
Philippines			1	
Pitcairn Islands				
Poland	28	7	9	25
Portugal	78	19	31	2
Republic of Korea	9	9		
Romania	3		9	
Russia		32	1	
Serbia			1	
Slovakia	21	35	18	16
Slovenia	12	4	3	
Spain	26	18		7
Sweden	14		1	2
Switzerland	8			
Taiwan	2	6		
Thailand	13		3	
Trinidad and Tobago	1			
Turkey	22	37	6	24
Ukraine		15		6
United Kingdom	23		34	8
United States of America	4		9	1
Uzbekistan				1
Vietnam			6	9
TOTAL	565	261	280	126



In 2014 as well, children of students and employees were well attended to in the TBU Nursery School 'Oočna', and that thanks to female students of the Faculty of Humanities.

13. ENSURING QUALITY OF ACTIVITIES CARRIED OUT AT TBU AND 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 2014 – 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. At the end of the year, the document entitled “Quality Management as Part of the Strategic Management of TBU” was submitted to the Rector’s Advisory Council, proposing nine indicators for the purposes of quality management at the University; the indicators cover the activities of the University in the five following areas: Tuition, research, knowledge transfer, internationalization and regional impact. Measurable and evaluable indicators of quality were defined for each of the mentioned areas.

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 journals with an impact factor 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 reported by the given academic employee. In the process of internal evaluation, efforts were 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 science, research, 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 has 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 aim in the sphere of academic activities is to create such a system of internal evaluation which would be applied at all faculties and 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. On the basis of the analyses carried out and of the aims set, the Strategic Plan 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 2014, the evaluation of quality of pedagogical activities was also based on cooperation with students as defined in the TBU Statute. 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 form of the evaluation and the representation by students who participated in this evaluation was different at each faculty. The conclusions thus drawn have different informative value. 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 ACADEMIC QUALIFICATION 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 Academic Qualification 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 academic qualification theses (National Registry of Academic Qualification Theses)
- Processing and registration of full texts of academic qualification theses (Plagiarism-Tracing System)

The system Theses.cz was created in 2008 in order to check similarities (plagiarism) in academic qualification theses within the mentioned project. TBU, similarly as the other participating public higher education institutions, created a methodology and provided technical equipment for uploading academic qualification theses 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 that is in charge of the assessment of applications for new accreditations and for the extension of the validity period of accreditations. The external evaluation of R&D and creative activities of specialized constituent parts of the University is carried out also in relation to review procedures aimed to assess results generated during the implementation of research tasks in the Czech Republic and in the European Union. All the above-mentioned evaluations are carried out in front of commissions appointed by external institutions.

In order to fulfil its vision and strategic aim of being an internationally acclaimed university, the orientation towards intensive factors of further development and towards quality management as a part of strategic management is an essential prerequisite for achieving the competitiveness of TBU. In recent years, the MEYS has also set indicators of quality in its concepts and projects for strategic management of development of higher education institutions as key indicators to be considered up to the level of funding provided to public higher education institutions. The IPN KREDO project supported by the MEYS, with TBU participating in this project in 2014, is also focusing on the systematic support of external and internal evaluation of quality of higher education institutions. 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 most important international university rankings focusing on the evaluation of higher education institutions. The decision refers to the QS World Universities Rankings system, 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 were continuously submitted to the relevant systems. After the results of U-Multirank 2014 were published, it was stated that – in the evaluation of institutions – TBU ranks among 12 % of higher education institutions having been assessed as “very good” in more than ten indicators out of a total number of 31 indicators, which is a very good result.

13.c DATA ON FINANCIAL AUDIT

The department of Internal Audit, which forms, together with the management control, the cornerstone of the internal control system as defined in the Act No. 320/2001 Coll. on Financial Audit, has been operating at TBU for ten years. Six audits were carried out and duly completed by the department of Internal Audit at TBU in 2014. All final audit reports were submitted to the Rector of the University and to other relevant senior executives.

The planned audits carried out focused on the following issues:

1. Observance of requirements set by the Accreditation Commission which are related to the implementation of degree programmes (particularly as regards the staff in charge of tuition)
2. Evaluation of pedagogical activities of academics, taking into consideration the extent of their R&D and creative activities
3. Projects funded by the Operational Programme “R&D for Innovations”
4. Reporting – inclusion of results in databases

5. Use of lecture halls and rooms designed for scheduled lessons in the buildings of TBU in Zlín

6. Fulfilment of qualitative indicators by the component parts of TBU in Zlín

In the course of the year, 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 on activities of the department of Internal Audit 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 the ECTS Label. 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 Letter b) of the TBU Statute, the quality, level and effectiveness of TBU shall be assessed in comparison to other higher education institutions in the Czech Republic and abroad. 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 analyses made by the Rector and by the Vice-Rectors which are presented at the meetings of the Board of Governors, Scientific Board and the Rector's Advisory Council. Particularly the quantitative indicators are those used for comparison – 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 2014, 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
- 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
- Economics & Sociology
- 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
- International Association of Film and Television Schools – CILECT
- European League of Institutes of the Arts – ELIA

FAI:

- Adaptive and Learning Systems IFAC
- American Leather Chemists Association
- American Chemists Society
- British Computer Society
- Editorial Board of the international Internet specialist journal *Security Revue*
- European Association for Security
- European Society for Engineering Education
- European Federation of Biotechnology
- European Chemical Society
- European Physical Society
- International Council on Materials Education
- International Physics and Control Society
- International Rubber Conference Organization
- IUE Commission
- Union of Slovak Mathematicians and Physicists
- Konnex Association Scientific Partnership Forum
- The Institute of Electrical and Electronics Engineers

FHS:

- Association of Adult Education Institutions
- Association of Slavic Professors
- Breast Surgery International
- Czech and Slovak Association for American Studies
- Czech and Slovak Association of Language Centres at HEIs
- Diabetes Education Study Group, by European Association for the Study of Diabetes
- Editorial Board of the journal *Lodz Papers in Pragmatics*
- Editorial Board of the journal *Topics in Linguistics*
- European Association of American Studies
- European Society of Surgical Oncology

- European Sociological Association
- Federation of European Nurses in Diabetes
- International Society of Surgery
- NANDA International Nursing Diagnoses
- Doctoral Programme Board for the doctoral programme in Sociology, University of Constantine the Philosopher in Nitra, Slovakia
- Organization of American Historians
- Polymer Processing Society
- Publication Board of the PROM Foundation, Poland
- Editorial Board of the journal *Lifelong Education: the 21st century*
- Editorial Board of the journal *Edukacja*
- Editorial Board of the journal *Niepełnosprawność*
- Editorial Board of the journal *Studia Pedagogiczne*
- Editorial Board of the journal *Teoria wychowania*
- Editorial Board of the journal *Mládež a spoločnosť*
- Editorial Board of the journal *Górnosląskie Studia Sociologiczne*
- Editorial Board of the journal *Pedagogika.sk*
- Editorial Board of the journal *Čistý deň*
- Roswell Park Surgical Society
- Sigma Theta Tau International – Honor Society of Nursing
- Slovak Surgical Society
- Slovak Association of Disabled Persons
- Society of Plastics Engineers
- The Czech and Slovak Association for American Studies
- The Poetics and Linguistics Association
- The Society of Surgical Oncology
- Scientific Board of Faculty of Health Care, Catholic University in Ružomberok, Slovakia
- Scientific Board of the University of Constantine the Philosopher in Nitra, Slovakia
- WAA Apheresis Registry
- World Organisation for Early Childhood Education (OMEP)

FLCM:

- Asociación Venezolano-Checa/Venezuelan-Czech Association (Caracas, Venezuela)
- Czechoslovak Foreign Institute, Prague
- Society of Arts and Sciences (New York, USA)
- The Nordic Logistic Research Network – NOFORMA

UNI:

- European Patent Institute
- European Polymer Journal
- European Polysaccharide Network of Excellence
- European University Association Council
- Mechanics of Time-Dependent Materials
- Moravian-Silesian Plastics Cluster
- Moravian Aircraft Cluster
- New Generation of Biomimetic and Customized Implants for Bone Engineering
- Plastics Cluster
- European Composites Platform, Plastics & Polymer Processing Platform
- Society of Plastics Engineers
- The American Institute of Physics
- The Polymer Processing Society
- The Society of Rheology

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:

- Czech Association of Hotels and Restaurants
- Association of Clinical Psychologists of the CR
- Association of Management Trainers and Consultants
- Association of Public Economics
- Association of University Guidance Counsellors, NGO
- 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
- Editorial Board of the *Acta academica karviniensia* journal, Silesian University in Opava, School of Business Administration in Karviná
- Expert Activities – Council of Europe
- Expert Team for Financial Audit in Public Sector Administration
- 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)
- Georg Žilina publishing house
- 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 *International Journal of Entrepreneurial Knowledge*
- 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 priemyselnych podnikov* journal
- Appellate Committee of the Ministry of Agriculture of the CR

FMC:

- Moravian Designers' Association
- Czech Marketing Society
- European Language Industry Association
- European Network of Cultural Administration Centres
- Doctoral Programme Board, CT Brno
- Advisory Board to the General Commissioner of the EXPO exposition 2015
- Society for Intercultural Education, Training and Research, United Kingdom
- Tuesday Business Network
- Union of Visual Artists of the Czech Republic
- Scientific Board of the Academy of Performing Arts Bratislava

FAI:

- 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
- Czech Chamber of Chartered Engineers and Technicians
- Czech Society of Chemical Engineering
- Czechoslovak section at the Institute of Electrical and Electronics Engineers
- Czech Standards Institute
- Czech Chamber of Chartered Engineers and Technicians – Technological Equipment of Constructions
- Danube – Adria Association for Automation, Measuring and Metrology
- Union of Czech Mathematicians and Physicists
- R&D Council of the Ministry of Defence and Armed Forces of the Czech Republic
- Society of Environmental Engineering
- Tool Factories Association
- Technical Standards Commission
- Technical Standards Commission 124 for Alarm Systems

FHS:

- Accreditation Commission, working team for the specialization in Social Sciences
- Association of Grief Counsellors
- Association of University Educators in Non-Medical Health Care Professions
- Association of Educators in Social Work
- Czech Anthropological Society
- Czech Association of Pedagogical Research
- Czech Nurses Association
- Czech Diabetes Society CMS J.E.P.
- Czech Gastroenterological Society CMS J.E.P.
- Czech Gynecological and Obstetrical Society CMS J.E.P.
- Czech Society of Haematology
- Czech Surgery Society
- Czech Confederation of Midwives
- Czech Medical Society of Jan Evangelista Purkyně

- Czech Society for Oncology CMS J.E.P.
- Czech Pedagogical Society
- Czech Sociological Association
- Czech Society of Palliative Medicine
- Czech Wound Management Society
- Czech Myeloma Group
- Czech-Vietnamese Association
- Ethics Forum of the CR
- Chamber of Court Appointed Interpreters and Translators of the Czech Republic
- Doctoral Programme Board for the doctoral course in Nursing, Faculty of Health Care, Catholic University in Ružomberok, Slovakia
- Editorial Board of the *Discourse and Interaction* journal, MU Brno
- Editorial Board of the *Fórum sociální práce* journal, Charles University in Prague
- Editorial Board of the *Pedagogika* journal, Charles University in Prague
- Editorial Board of the *Orbis Scholae* journal, Charles University in Prague
- Editorial Board of the *Pedagogická orientace* journal, MU Brno
- Editorial Board of the *Studia Paedagogica* journal, MU Brno
- Editorial Board of the *Rozhledy v chirurgii* journal
- Society for Transfusion Medicine
- Czech Medical Association, Prague
- Medical Association Zlín – Uherské Hradiště – Kroměříž – Vsetín
- Scientific Board of the Faculty of Philosophy and Arts, Trnava University, Trnava
- Scientific Board of the University of Hradec Králové

FLCM:

- Association of Adult Education Institutions in the Czech Republic
- Czech Association of Distance Teaching Universities
- Czech Flood Protection Association
- EXPO 2015 Milan
- 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 Army and Population Protection of the University of Defence in Brno
- Doctoral Programme Board for the doctoral programme in Applied Informatics at the Faculty of Applied Informatics of TBU in Zlín
- 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
- Association of Fire and Safety Engineering Ostrava
- 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

UNI:

- Chamber of Patent Attorneys in the Czech Republic
- Association of Innovative Entrepreneurs CR, registered association

14.c NATIONAL AND INTERNATIONAL AWARDS RECEIVED BY TBU

FT:

- Prof. Ing. Martin Zatloukal, Ph.D., DSc. – Successful defence of his DSc. thesis in front of the commission for Macromolecular Chemistry of the Academy of Sciences of the CR, he received the scientific degree of “Doctor of Science”.

FaME:

- Team of female students of the degree course in Enterprise Economics with specialization in Tourism Economics – 1st place in the “Aby se zámek Kácov neskácel” (Saving Kácov Castle) contest. Students were given the task of creating a tourism product for the municipal castle Kácov.
- Bc. Jiří Doležal – 1st place in the international SVOČ (students’ scientific and expert activities) contest held at the Faculty of Forestry of the Technical University in Zvolen
- The FaME took the 1st place in the public survey entitled *Social Responsibility Survey of the Czech Republic and Slovak Republic* in the category “Educational Institutions”.
- Tomáš Lobotka and Jan Musial – 3rd place in the My First Experience as a Manager 2014 contest annually organized by the Thomas Bata Foundation in cooperation with Junior Achievement and the Hewlett-Packard company
- Jiří Šnajdr – Success in the Forex Cup Young investment contest organized by the X-Trade Brokers company. The aim of the contest held from 31 March to 30 April was to achieve a maximum possible valorisation of initially invested financial resources amounting to imaginary EUR 100,000.
- In December, the final testing within the course for internal and external audits of suppliers took place at the FaME. 16 FaME students managed to obtain the Internal Auditor for Quality Management System Certificate issued by the Institute for Testing and Certification, Inc. and that within classes in the course unit “Quality Management”.

FMC:

- Zuzana Brachaczková – Award for the Best Animated Film for Children (Zlín International Film Festival for Children and Youth), Award for the Best Film by an Author under 26 and Honourable Mention by the International Jury in the Ekofilm 2014 contest
- Kristína Filová – 1st place in the Study.in contest for her presentation design aimed to promote the Czech Republic at the EAIE (European Association for International Education) fair exhibition, implementation
- Eliška Habartová, Lenka Zaydarová – 1st place in the Aeroshort film competition

- Jan Kovalovský – Main Award and Award by the VITRA company in the contest “Prof. Jindřich Halabala Award 2014”, category of Furniture Design; 2nd place in the student section of the Grand Prix Mobitex contest
- MgA. Lenka Křikavová – 1st place in the ART BOOKS WANTED 2014 contest in the category The Best Children’s Book
- Miroslava Kupčíková – 1st place in the Pilsner Urquell Bottle Design Contest organized within the Stanislav Libenský Award
- Andrea Malinová – Main Prize for a young photographer within the Surprise Me project organized by the bild.sprachen platform for photography in Gelsenkirchen, Germany; Canon Junior Award at the Czech Press Photo 2014
- Michal Marko – 1st place in the Young Package 2014 competition – category: University Students and Young Designers under 30 Years of Age
- BcA. Pavel Mašek – Award for the best film at the “Pod nebesy” student film festival
- Miroslav Mihalík – 1st place in the Talent 2014 contest
- BcA. Karolína Petrů and Karolína Bořánková – 1st and 3rd place in the international student contest organized by the Czech Council on Foreign Relations and entitled WHERE IS MY HOMETOWN
- Bc. Denisa Dovalová – Winner of the Black Card contest at the Unique Fashion Week Prague
- Kristína Filová – POPAI Association Award at the international biennial of student design – Design.s
- Matyáš Hruška – Winner of the Tina B., international festival of contemporary art
- Michal Jakubec – mmcité Award at the international biennial of student design – Design.s
- MgA. František Mach – Award by the GO Camera Brno Festival, International Festival of Outdoor Films
- Alžběta Surá – Czech National Award for Student Design 2014, Award by the Director of the Museum of Decorative Arts in Prague
- Ondřej Tichý – Award by the National Centre for Furniture Design, Mobitex 2014
- BcA. Jonáš Vacek – “Studentský páv” Award in the Opavský páv 2014, an International Student Film Festival
- Nikola Susová – Winner of the Sweet Fashion contest
- Michal Zeman – Award by the Cluster of Czech Cabinet Makers for interior design, Mobitex 2014
- MgA. Pavel Coufalík – Shortlisted in the selection of best graduation projects by students from the Visegrad countries – GRADUATION 2014
- Martin Kukul – Nominated among 5 best student films for the Magnesia Award 2014
- Bc. Adam Ptáček, M.A., Kristýna Synek – Runners-up of the Sci-Fi Safari contest

FAI:

- Prof. Ing. Karel Kolomazník, DrSc. – Czech Brain Award in the category of “Invention Prize for Natural Sciences”

FHS:

- doc. PhDr. Mgr. Jaroslav Balvín, CSc. – Award for long-term cooperation by the Institute for Child Psychology in Bratislava, Slovakia
- Prof. PhDr. Hana Lukášová, CSc. – Award by the Czech Educational Research Association (for her lifetime contribution to educational research)

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

In 2014 the international accreditation of the CEBIA-Tech project took place.

The FaME was included in the global network of the Harvard Business School and in 2014, for the fourth time already, the Faculty nominated its representatives to attend the course in Microeconomics of Competitiveness held in the Harvard Business School, Boston.



The Faculty of Management and Economics came up with an original idea on the occasion of the Zlín Region Day on 4 October 2014. The faculty offered a chance to visit a cafeteria inspired by the Bata epoch.

15. DEVELOPMENT OF TBU

15.a TBU PARTICIPATION IN CENTRALIZED DEVELOPMENT PROJECTS OF THE MEYS

In 2014 TBU participated in the implementation of one project funded from the Centralized Development Programme and entitled “Development of Information Systems Aimed to Support Process Management of Administrative and Administration Systems at Public Higher Education Institutions” as a co-investigator.

Table 15.1: TBU Participation in Centralized Development Projects Funded by the MEYS in 2014

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	1	500	0
Programme to Support International Cooperation between Czech and Foreign Higher Education Institutions	0	0	0
Programme to Support the Openness at Higher Education Institutions Residing on the Territory of the Capital City of Prague	0	0	0
TOTAL	1	500	0

15.b INSTITUTIONAL PLAN OF TBU, ASSESSMENT THEREOF, FULFILMENT OF THE SET AIMS IN COMPLIANCE WITH THE CALL FOR DEVELOPMENT PROGRAMMES FOR PUBLIC HIGHER EDUCATION INSTITUTIONS IN 2014

The Institutional Plan of Tomas Bata University in Zlín for 2014 had been outlined in compliance with the priorities explicitly determined by the Strategic Plan and by its Update for 2014.

Within the Institutional Plan of TBU for 2014, the following nine aims were formulated and supported within the given plan:

1. Development of internationalization
2. Improvement in language skills of employees
3. Programme aimed to support Ph.D. students in their final year of study and postdoctoral employees
4. Support of transfer activities
5. Support of project activities
6. Development of information and communication technologies
7. Programme aimed to support marketing activities
8. Development of student counselling with the emphasis on an increase in graduate employability
9. Support of information resources and development of activities carried out by the Bata Information Centre

A total grant of CZK 27,389 thousand (out of which investment resources amounting to CZK 11,550 thousand) was provided for the aforementioned activities by the MEYS. The allocated non-investment and investment resources were spent in compliance with the Institutional Plan.

A part of the financial resources provided within the Institutional Plan 2014 was divided through an internal competition among the below-mentioned sections:

1. Support of pedagogical activities carried out by the academic staff aged under 35 years at the higher education institution
2. Redefining of and innovation in degree programmes, particularly concerning course units/courses
3. R&D and creative activities carried out by students and focusing on innovations in educational activities

A total amount of CZK 3,050 thousand, i.e. 10 % out of the total amount allocated to the Institutional Plan 2014, was used to support 27 projects.

Table 15.2: TBU Institutional Plan in 2014

Tomas Bata University in Zlín	Financial resources provided (thousand CZK)		Fulfilment of the aims/indicators set	
	Capital	Current	Initial situation	Result
Development of internationalization	0	5,700	31/12/2013	31/12/2014
1. Number of international students			7 % of the total number of students	8 % of the total number of students
2. Number of international students – self-paying students			5 % of the total number of international students	5.7 % of the total number of international students
3. Number of outgoing students			2.5 % of the total number of students	3 % of the total number of students
4. Support of activities leading to an increase in the level of internationalization at TBU			The continuous process of increasing the level of internationalization received financial support.	
Improvement in language skills of employees	0	1,200		
5. Increase in the number of specialized topics which reflect the current state of knowledge on an excellent level and are lectured in English			Individual counselling was provided during the whole year 2014.	
6. Group language courses held at various levels throughout the whole year			Implementation of all-year group courses in academic English at various levels	
7. Improvement of communication skills of qualified staff			The continuous process of improvement of communication skills of TBU staff at various levels of language knowledge was supported.	

Tomas Bata University in Zlín	Financial resources provided (thousand CZK)		Fulfilment of the aims/indicators set	
	Capital	Current	Initial situation	Result
Programme aimed to support Ph.D. students in their final year of study and postdoctoral employees	0	2,900		
8. Number of Ph.D. students in their final year of study and of Ph.D. graduates who received support (from Development Programmes)			5	12
Support of transfer activities	0	900	1	6
9. Number of licence agreements concluded				
Support of project activities	0	900	The implementation of the programme was started in 2014.	8
10. Number of project applications submitted to the HORIZON 2020 programme (The EU Framework Programme for Research and Innovation offering funding for European research, development and innovations in the period from 2014 to 2020)				
Development of information and communication technologies	11,050	780		
11. Enhanced virtualization of study and computer rooms including an enhancement of the hardware infrastructure and support Indicators: a) Number of innovated terminal stations b) Reliability of the infrastructure			Completed virtualization of computer rooms in the Library, replacement of 250 terminal stations	a) 58 b) To be implemented in 2015
12. Installed and fully working self-service book return machine in the Library (internal and external) Indicator: – Availability of the service			No internal self-service book return equipment available	2 fully functional self-service machines were installed.

Tomas Bata University in Zlín	Financial resources provided (thousand CZK)		Fulfilment of the aims/indicators set	
	Capital	Current	Initial situation	Result
<p>13. Innovated active elements of the computer network in the U5 buildings</p> <p>Indicators:</p> <ul style="list-style-type: none"> a) Number of innovated active elements b) Acceleration of the local network c) Level of technology of the local network 			<p>Previously used active elements of the network purchased in 2005 were insufficient.</p>	<ul style="list-style-type: none"> a) 26 new access elements and 4 active distribution elements were installed. b) 100% of connection ports were covered; LAN network, active access elements with 1Gbit/s ports. PoE, interconnection of the 10Gbit/s distribution layer. c) Support of new security and operational functions
<p>14. The Facility Management system was introduced in order to manage the department of Technical Services.</p> <p>Indicators:</p> <ul style="list-style-type: none"> a) Development of a system of dealing with service requisitions including planning and management of resources b) Development of a system of management, control and availability of inspection reports and operational inspections c) Development of a technological specification regarding land and buildings in relation to the graphic specification 			<p>Monitoring of the implementation of service requisitions entered by users and assessment thereof was not possible; inspections and checks were carried out and recorded non-uniformly; random checking of specifications according to immediate needs.</p>	<ul style="list-style-type: none"> a) A detailed „Analysis of Technical Services Department, Property Management and Maintenance“ was carried out; a detailed list of services provided by the Technical Services department was drawn up. b) Draft internal rules were prepared. c) The „Technical Definition of Functionalities of the New CAFM System“ was drawn up.

Tomas Bata University in Zlín	Financial resources provided (thousand CZK)		Fulfilment of the aims/indicators set	
	Capital	Current	Initial situation	Result
15. Upgraded backbone router Cisco Catalyst 6509 including a firewall module Indicators: a) Performance and transmission capacity b) Level of technology c) Enhanceability of the system			The old backbone router was purchased in 2005, no support was available for selected components, problems with enhanceability occurred.	a) A new router, Cisco Catalyst 6513E, with a new ASA firewall module was installed. b) Transmission capacity of the router is 2Tbit/s, transmission capacity of the firewall is 20Gbit/s, support of 40Gbit/s ports. c) 4 free slots in the chassis for other enhancing modules
Programme aimed to support marketing activities	200	240		
16. Printed promotional materials: "Be In" brochure, Guide for International Students			Brochures were distributed to 30 thousand prospective applicants for study at TBU.	"Be In" brochures in Czech and in English and also the „Student“ brochure were published. All brochures were distributed to applicants according to the plan.
17. Illuminated sign to be installed on one of TBU buildings			Not yet carried out within the Institutional Plan.	The illuminated TBU logo was placed onto the roof of the CPS building (U17).
Development of student counselling with the emphasis on an increase in graduate employability	300	1,719		
18. Absolute number of unemployed graduates from TBU			Absolute amount (number) of graduates from TBU in Zlín registered by Employment Offices in the CR as at 30 April 2013: 276 registered graduates As at 30 September 2013: 442 registered graduates	The indicator was fulfilled, the number of unemployed graduates decreased: As at 30 April 2014 by 101 TBU graduates and as at 30 September 2014 by 107 TBU graduates.

Tomas Bata University in Zlín	Financial resources provided (thousand CZK)		Fulfilment of the aims/indicators set	
	Capital	Current	Initial situation	Result
Support of information resources and development of activities carried out by the Bata Information Centre	0	1,500		
19. Increase in the number of records in the Tomas Bata bibliography			1,000	1,700
20. Increase in the number of electronic books offered			700	2,000
21. Increase in the number of printed books offered			116,000	121,818
Internal competition organized within the Institutional Plan	0	3,050	A newly introduced obligation for higher education institutions	27 projects with specializations in accordance with instructions issued by the provider received funding.
Implementation of an internal competition in accordance with instructions issued by the provider				
TOTAL	11,550	18,889		

16. CONCLUSION

Activities of TBU in the year 2014 were carried out in accordance with the Update of the TBU Strategic Plan for 2014.

In 2014 the University extended the range of degree programmes and courses offered. A total number of 176 degree courses within 101 degree programme were accredited at TBU in the full-time and part-time mode of study. 10,319 students studied at the University as at 31 December 2014. The percentage of international students increased – TBU registered 963 international students from 33 countries worldwide, which represents 8.8 % 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 2014 a total number of 1,691 students attended the LL courses, out of which there were 1,135 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, Associate Professors and researchers. Supporting further education of academic staff with the aim to enhance their career development remains the main priority in the sphere of human resource care at TBU in Zlín.

R&D, artistic and other creative activities were carried out at the TBU faculties and at the UNI. The transfer of the knowledge obtained in the area of basic research into practice was organized by the TCC at TBU. The connection between the educational and the R&D activities was strengthened through participation by students, and that in particular by PhD students, in the implementation of research projects. In 2014 TBU spent the amount of CZK 713,660 thousand out of the resources obtained for the purposes of R&D and innovations.

TBU participated in projects implemented within the Higher Education Development Fund, in Development Programmes for Public Higher Education Institutions and in projects funded by the Operational Programme “R&D for Innovations”.

In 2014 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 2014 were fulfilled. The following tasks arise for the year 2015 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; create personnel and technical conditions for the work of international research teams; support applied research
- Further develop the activities of the Technology Transfer Centre and support research activities of the University staff
- Launch the activities in the new building of the Centre of Polymer Systems
- Start the construction of the TBU Educational Complex in Štefánikova Street
- 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; 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
DPT	Department of Physical Training
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
MoLSA	Ministry of Labour and Social Affairs
OP EC	Operational Programme "Education for Competitiveness"
OP RDP	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 – U17	University buildings
U3A	University of the Third Age
UISR	Union Information from Students' Registers
UNI	University Institute
WS	winter semester

Annual Activity Report 2014
Published by: Tomas Bata University in Zlín
nám. T. G. Masaryka 5555, 760 01 Zlín
in 2015
Number of copies: 40
First edition
ISBN: 978-80-7454-489-7

 Tomas Bata University in Zlín
ANNUAL ACTIVITY REPORT 2014

Tomas Bata University in Zlín
nám. T. G. Masaryka 5555, 760 01 Zlín
Czech Republic