

# ANNUAL ACTIVITY REPORT 2015

 Tomas Bata University in Zlín





# ANNUAL ACTIVITY REPORT 2015

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# 1. INTRODUCTION

This Annual Report portrays the activities of Tomas Bata University in Zlín (hereinafter referred to as “TBU”) in 2015.

In the course of the 15<sup>th</sup> year of existence of TBU, a number of significant events took place at the University. At the festive gathering of the academic community held on 26 February, Prof. Petr Sáha, TBU Rector, handed over the letters of appointment to newly appointed Associate Professors and degree certificates to the graduates from PhD programmes, who had successfully completed their studies in the preceding year. The fifth edition of the International Week, which aims to support international student mobility, was held in March. In the same month, the architects who had designed the new building of the Laboratory Centre of the Faculty of Technology received a technology award for respecting the original historical concept of the surrounding buildings. On 29 April, the official opening of the new building of the Centre of Polymer Systems was held. At the turn of May, TBU became a co-organizer of the International Film Festival for Children and Youth once again. On 5 June, Prof. Petr Sáha, TBU Rector, received the honorary degree of Ton Duc Thang University in Ho Chi Minh City in Vietnam. Two-week summer schools intended for international students took place at the University in August. On 25 September, TBU traditionally participated in the all-European event entitled “Researchers’ Night”, which aims to promote science among the general public. On 20 November, TBU launched the Bata Centre, an international contact point at Ton Duc Thang University in Ho Chi Minh City. On 16 December, a symbolic foundation stone ceremony was held on the occasion of the commencement of the construction of the TBU Educational Complex.

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





# 2. BASIC INFORMATION ON TBU

## 2.a NAMES AND ADDRESSES OF THE UNIVERSITY, OF THE FACULTIES AND OF OTHER COMPONENT PARTS

### 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 COMPONENT PARTS OF TBU

- Faculty of Technology (FT): Vavrečkova 275, 760 01 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: Vavrečkova 275, Zlín
- U2 – FaME, FHS, Academia Centre: Mostní 5139, Zlín
- U3 – FT: Růmy 4046, Zlín
- U4 – FMC, Refectory: Štefánikova 2431, Zlín
- U5 – FAI, FT, Department of Physical Training (DPT), Refectory: Nad Stráněmi 4511, Zlín, Technology Park  
– Information and Communication Technologies: Nad Stráněmi 5656, 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

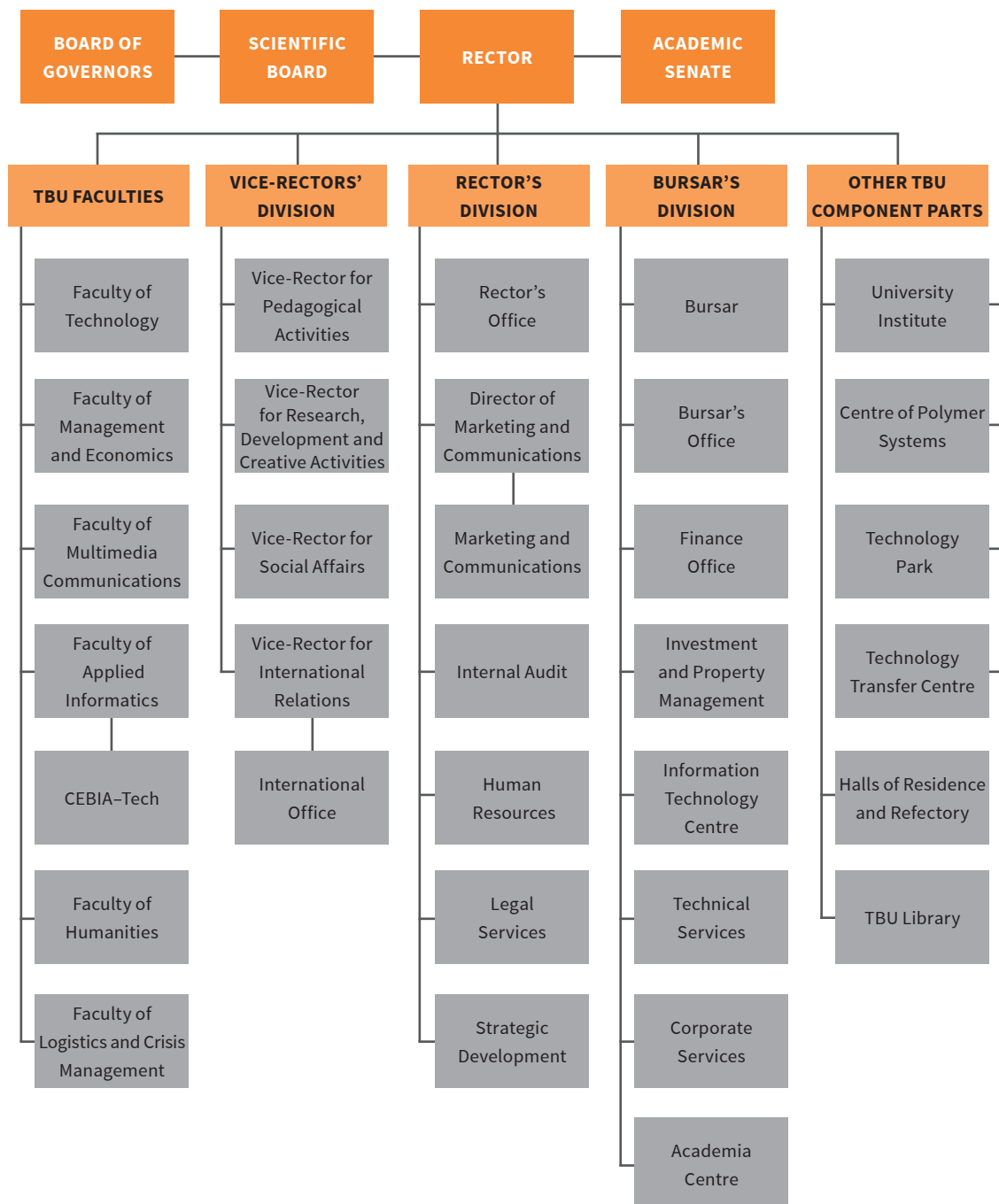
#### ◀ Mace of the Rector of Tomas Bata University in Zlín

The Rector's mace consists of a shaft and a head. The base of the head is a massive circle. There is a book open on both sides in the upper part of the mace. The book is a starting point for relief streams which head diagonally into four directions. The book represents traditional historical forms of education, the streams covered by symbols and structures represent contemporary and future forms of communication and educational systems. There is a grey-blue agate placed obliquely in the middle of the circle. The agate is honed into a shape of an irregular cube, and the university maxim ERUDIRE ET CREARE is engraved separately on both of its sides. The inscription UNIVERZITA TOMÁŠE BATI VE ZLÍNĚ is written on the front side of the circle, on the back there is the English version TOMAS BATA UNIVERSITY IN ZLÍN. The head is separated from the shaft by two flat discs. The bigger one contains dark blue enamel on the upper side. In combination with the yellow metal of the mace it represents the town colours of Zlín. The other discs are divided by a shaft. The mace is made of gilded brass.

Author of the design: Michal Vitanovský, M.F.A.

## 2.b TBU ORGANIZATIONAL CHART

### 2.b.1 STRUCTURE OF THE UNIVERSITY AND OF ITS COMPONENT PARTS IN 2015



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.

Dr. Rostislav ILLÍK, M.F.A.

Mgr. Jan KALENDA, Ph.D.

*until 30/04/2015*

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.

Ing. Petr NOVÁK, Ph.D.

Ing. Libor PEKAŘ, Ph.D.

Ondřej PODZIMEK, M.F.A.

Ing. Pavel POKORNÝ, Ph.D.

Ing. Michal SEDLAČÍK, Ph.D.

Ing. Jan STROHMANDL

Mgr. Eliška SUCHÁNKOVÁ, Ph.D.

*from 09/06/2015*

doc. Ing. Martin SYSEL, Ph.D.

Mgr. Tomáš ŠULA

Mgr. Petr VINKLÁREK

##### Students

Patrik BAZALA

*until 15/06/2015*

Ing. Jiří DOLEŽAL

*from 06/01/2015*

Bc. Henrich HORVÁTH

*until 22/09/2015*

Denisa INDRUCHOVÁ

*from 06/10/2015*

Petra JÍLKOVÁ, DiS.

Bc. Vladan KRÁSNÝ

*until 12/05/2015*

Bc. Jakub Jan KUČERA

Hana MÜLLEROVÁ

*from 06/10/2015*

Ing. Martin PAPEŽ

Bc. Pavla PASEKOVÁ  
Bc. Iva STAŇKOVÁ  
Eva SVAČINOVÁ  
Bc. Jakub ŠEVČÍK  
Jan TOMEŠEK  
Ing. Jiří VINCENEC

*from 06/10/2015  
until 12/05/2015  
from 06/10/2015*

### **Scientific Board**

#### **Chairperson**

Prof. Ing. Petr SÁHA, CSc.

*Rector, TBU*

#### **External Members**

Prof. Ing. Jiří BÍLA, DrSc.

*Vice-Dean for International and Public Relations, Faculty of Mechanical Engineering, Czech Technical University in Prague*

Prof. Ing. Vratislav DUCHÁČEK, DrSc.

*Professor, Institute of Chemical Technology, Prague*

Prof. RNDr. Josef HYNEK, Ph.D., MBA

*Rector, University of Hradec Králové*

doc. Mgr. Michal KOLEČEK, Ph.D.

*Vice-Dean for Development, Faculty of Art and Design, Jan Evangelista Purkyně University in Ústí nad Labem*

Prof. Dr. Ing. Zdeněk KÚS

*Rector, Technical University of Liberec*

Ing. Radomír LAPČÍK, LL.M.

*Managing Director, Moravian Finance House*

Prof. Ing. Miroslav LUDWIG, CSc.

*Rector, University of Pardubice*

Prof. PhDr. Jiří MAREŠ, CSc.

*Deputy Head, Department of Social Medicine, Charles University in Prague, Faculty of Medicine in Hradec Králové*

Prof. RNDr. Miroslav MAŠLÁŇ, CSc.

*Vice-Rector for Technology Transfer, Palacký University Olomouc*

doc. PhDr. Jiří NĚMEC, Ph.D.

*Dean, Faculty of Education, Masaryk University in Brno*

Ing. Eduard PALÍŠEK, Ph.D., MBA

*CEO, Siemens Czech Republic*

doc. Ing. Václav PETŘÍČEK, CSc.

*General Manager, Chamber for Economic Relations with CIS*

Ing. Jiří ROSENFELD, CSc.

*Managing Director, Moravian-Slovak Engineering Works, Uherský Brod*

Prof. RNDr. Ing. Petr ŠTĚPÁNEK, CSc.

*Rector, Brno University of Technology*

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

*Dean, Faculty of Health and Social Studies, University of South Bohemia in České Budějovice*

Prof. Ing. Karel ULBRICH, DrSc.

*Head of Department of Biomedical Polymers, Institute of Macromolecular Chemistry, Academy of Sciences of the CR, Prague*

Ing. Čestmír VANČURA

*Director of Strategic Development, VIVA Industry Forging Company*

Prof. Ing. Ivo VONDRÁK, CSc.

*Rector, VŠB-Technical University of Ostrava*

#### **Internal Members**

doc. Mgr. Milan ADÁMEK, Ph.D.

*Dean, FAI*

doc. Ing. Roman ČERMÁK, Ph.D.

*Vice-Dean, (Dean until 05/09), FT*

doc. RNDr. Jiří DOSTÁL, CSc.

*Dean, FLCM*

Prof. PhDr. Peter GAVORA, CSc.

*Professor, FHS*

doc. PhDr. Ing. Aleš GREGAR, CSc.

*Vice-Dean for International Relations, FaME*

Prof. Ing. Berenika HAUSNEROVÁ, Ph.D.

*Head of Department of Production Engineering, FT*

doc. MgA. Jana JANÍKOVÁ, ArtD.

*Dean, FMC*

doc. Ing. Adriana KNÁPKOVÁ, Ph.D.

*Vice-Rector for Social Affairs*

doc. Ing. Anežka LENGÁLOVÁ, Ph.D.

*Dean, FHS*

Ing. Alena MACHÁČKOVÁ, CSc.

*Chairperson, TBU Academic Senate*

Prof. Dr. Ing. Drahomíra PAVELKOVÁ

*Dean, FaME*

doc. Dr. Ing. Vladimír PAVLÍNEK

*Director of the CPS*

doc. Mgr. Jaroslav PROKOP

*Head of the Advertising Photography Studio, FMC*

Prof. Ing. Roman PROKOP, CSc.  
doc. Ing. Zdena PROKOPOVÁ, CSc.  
doc. Ing. Vladimír SEDLAŘÍK, Ph.D.  
Prof. Ing. Vladimír VAŠEK, CSc.  
Prof. Ing. Dušan VIČAR, CSc.

*Head of the Department of Mathematics, FAI*  
*Vice-Rector for Pedagogical Activities*  
*Vice-Rector for Research, Development and Creative Activities*  
*Director of the CEBIA-Tech*  
*Head of the Department of Population Protection, FLCM*

## 2.c.2 OTHER TBU BODIES

### **Bursar**

RNDr. Alexander ČERNÝ

### **Board of Governors**

#### **Chairperson**

Ing. Libor LÁZNIČKA, Ph.D.

*General Manager, Continental Barum*

#### **Deputy Chairpersons**

PaedDr. Alena GAJDŮŠKOVÁ  
Libor LUKÁŠ

*Advisor to the Prime Minister of the Czech Republic*  
*Chairman of the Association for the Development of Transport Infrastructure in Moravia*

#### **Members**

Ing. Eva BARTOŇOVÁ  
Sonja BATA  
PhDr. Irena ONDROVÁ

*Vice-President of the Czech Statistical Office*  
*Chairperson, Bata Shoe Foundation*  
*Deputy Chairperson of the Executive Committee for UNICEF Czech Republic*

Ing. Michaela ŠOJDROVÁ  
Prof. Ing. Jaromír VEBER, CSc.

*Member of the European Parliament*  
*Professor, Business and Law School in Prague, Consultant to the Chairman of the Board of Directors, Academic Alliance, PLC*  
*Advisor to the Minister, Ministry of Finance of the Czech Republic, Advisor to the President of the Czech Statistical Office*

doc. Ing. Jiří VOLF, CSc.

#### **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. Ing. Zdenka PROKOPOVÁ, CSc.

*Vice-Rector for Pedagogical Activities, Vice-Rector authorized to fully act as the Statutory Deputy to the Rector (from 01/02)*

doc. Ing. Vladimír SEDLAŘÍK, Ph.D.  
doc. Ing. Adriana KNÁPKOVÁ, Ph.D.  
doc. PhDr. Ing. Aleš GREGAR, CSc.

*Vice-Rector for Research, Development and Creative Activities*  
*Vice-Rector for Social Affairs*

*Vice-Rector for International Relations, Vice-Rector authorized to fully act as the Statutory Deputy to the Rector (until 01/02)*

Mgr. Pavel KRUTIL

*Vice-Rector for International Relations (from 01/02)*

#### **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. Ing. Zdenka PROKOPOVÁ, CSc.

*Vice-Rector for Pedagogical Activities, Vice-Rector authorized to fully act as the Statutory Deputy to the Rector (from 01/02)*

doc. Ing. Vladimír SEDLAŘÍK, Ph.D.

*Vice-Rector for Research, Development and Creative Activities*

doc. Ing. Adriana KNÁPKOVÁ, Ph.D.

*Vice-Rector for Social Affairs*

doc. PhDr. Ing. Aleš GREGAR, CSc.

*Vice-Rector for International Relations, Vice-Rector authorized to fully act as the Statutory Deputy to the Rector (until 01/02)*

Mgr. Pavel KRUTIL

*Vice-Rector for International Relations (from 01/02)*

**Bursar**

RNDr. Alexander ČERNÝ

**Chairperson of the Academic Senate**

Ing. Alena MACHÁČKOVÁ, CSc.

**Deans of Faculties**

doc. Ing. Roman ČERMÁK, Ph.D.

*FT (until 05/09)*

doc. PhDr. Ing. Aleš GREGAR, CSc.

*FT (06/09 – 12/10 authorized to fully act as the Statutory Deputy to the Dean of the FT)*

doc. Ing. František BUŇKA, Ph.D.

*FT (from 13/10)*

Prof. Dr. Ing. Drahomíra PAVELKOVÁ

*FaME*

doc. MgA. Jana JANÍKOVÁ, ArtD.

*FMC*

doc. Mgr. Milan ADÁMEK, Ph.D.

*FAI*

doc. Ing. Anežka LENGÁLOVÁ, Ph.D.

*FHS*

doc. RNDr. Jiří DOSTÁL, CSc.

*FLCM*

**Director of Marketing and Communications**

Ing. Andrea KADLČÍKOVÁ

**Head of Human Resources**

Ing. Renata BARTOŠOVÁ

**Chairperson of the Student Chamber of the Academic Senate**

Ing. 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.

**2.d TBU REPRESENTATION IN ORGANIZATIONS ASSOCIATING CZECH HIGHER EDUCATION INSTITUTIONS**

ORGANIZATION	COUNTRY	STATUS
Czech Rectors' Conference (CRC)	CR	Prof. Ing. Petr Sáha, CSc., <i>Rector – member</i>
Council of Higher Education Institutions	CR	Ing. Alena Macháčková, CSc. – <i>representative in the Presidium</i> doc. PhDr. Ing. Aleš Gregar, CSc. – <i>representative in the Assembly</i> Ing. Martin Papež – <i>representative in the Student Chamber</i> Ing. Eva Hnátková – <i>deputy representative in the Student Chamber</i>

**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 for 2011–2015 (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 2015:

- 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**

No alterations in internal regulations of TBU were made in 2015. Only Rector's Directives, Rector's Decrees, Bursar's Directives and Bursar's Decrees were issued within a standard procedure. At the FHS, the Rigorous Examination Code was newly issued.

## 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: 46
- b) Number of issued decisions on the denial of a request: 0
- c) Number of submitted appeals against decision: 0
- 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 requested on behalf of TBU in 2015.







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

## 3.a ACCREDITED DEGREE PROGRAMMES

In the year 2015, 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 2015, a total of 175 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 37, 34 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		
<b>FACULTY OF TECHNOLOGY</b>									
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>								
Technical sciences	21 – 39	3	3			4	4	12	26
<b>FACULTY OF MANAGEMENT AND ECONOMICS</b>									
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>								
Economics	62, 65	4	4			5	5	8	26
<b>FACULTY OF MULTIMEDIA COMMUNICATIONS</b>									
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>								
Social sciences and services	61, 67, 71 – 73	1	1			2	2		6
Economics	62, 65					1	1		2
Art and cultural sciences	81, 82	2	1			2	1	4	10
<b>FACULTY OF APPLIED INFORMATICS</b>									
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>								
Technical sciences	21 – 39	2	1			2	1	4	10

### ◀ Chain of the Rector of Tomas Bata University in Zlín

The Rector's chain consists of the body of the chain and of a hanging double-sided and stamped medal. The medal bears a portrait of Tomas Bata and the inscription UNIVERZITA TOMÁŠE BATA VE ZLÍNĚ on the obverse side. In the upper part of the reverse side, there is a stylized view into the full university assembly hall, in the lower part there is the municipal coat of arms of Zlín with the inscription: 1. 1. 2001. The body of the chain is made of three types of stamped parts with a simple non-figural relief. The central part with the hanging medal defines the chain expansion. The chain also contains two types of chain parts - circle and square-shaped, which regularly alternate. The chain is made of gilded silver.

Author of the design: Michal Vitanovský, M.F.A.

Tomas Bata University in Zlín		Bachelor's		Master's		Follow-up Master's		Doctoral	TOTAL
		F	P/D	F	P/D	F	P/D		
<b>FACULTY OF HUMANITIES</b>									
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>								
Health care, medical and pharmaceutical sciences	51 – 53	3	3						6
Social sciences and services	61, 67, 71 – 73	2							2
Pedagogy and social care	74,75	1	1			3	1	2	8
<b>FACULTY OF LOGISTICS AND CRISIS MANAGEMENT</b>									
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>								
Technical sciences	21 – 39	3	2						5
TOTAL		21	16			19	15	30	101

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

### 3.b DEGREE PROGRAMMES IMPLEMENTED IN A FOREIGN LANGUAGE

In the year 2015, 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 2015, a total of 36 degree courses within 27 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, 9 and 14 respectively. As at 31 December 2015, 14 degree courses were carried out within 12 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		
<b>FACULTY OF TECHNOLOGY</b>									
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>								
Technical sciences	21 – 39							2	2
<b>FACULTY OF MANAGEMENT AND ECONOMICS</b>									
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>								
Economics	62, 65					2		4	6
<b>FACULTY OF MULTIMEDIA COMMUNICATIONS</b>									
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>								
Social sciences and services	61, 67, 71 – 73					1			1
<b>FACULTY OF APPLIED INFORMATICS</b>									
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>								
Technical sciences	21 – 39					1		2	3
TOTAL						4		8	12

### 3.b.1 DEGREE PROGRAMMES ACCREDITED IN A FOREIGN LANGUAGE AS AT 31 DECEMBER 2015

#### 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)

#### Follow-Up Master's Programmes

##### Accredited:

FT: Degree programme in Chemistry and Materials Technology, degree courses in Polymers Engineering

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; Information Technology and Security Technologies, Systems and Management (full-time mode of study only)

##### Carried out:

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

FMC: Degree programme in Media and Communication Studies, degree course in Marketing Communications (full-time mode of study only)

FAI: Degree programme in Engineering Informatics, degree course in Integrated Systems in Buildings; Security Technologies, Systems and Management (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 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

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, the preparation and implementation of joint degree programmes is one of the high priority fields for TBU within the development of internationalization, in which TBU actively participates. 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 2015 the following degree programmes were carried out:

#### **Bachelor's Programmes:**

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

#### **Follow-Up Master's Programmes:**

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

#### **Doctoral Programmes:**

FT: Joint double degree programme, degree course in Technology of Macromolecular Compounds, carried out in cooperation with Blaise Pascal University in France

Table 3.3: Joint/Double/Multiple Degree Programmes

<b>TOMAS BATA UNIVERSITY IN ZLÍN</b>	
<b>Degree programme 1</b>	<b>1) Economics and Management 2) European Business</b>
Partner institutions	1)Tomas Bata University in Zlín 2) University of Huddersfield
Affiliated institutions	
Implementation start date	19/07/2004
Programme type (Joint/Double/Multiple Degree)	Double Degree
Length of studies (semesters)	3 academic years (6 semesters)
Degree programme (Bachelor's, follow-up Master's, Master's, doctoral)	Bachelor'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).

<b>Degree programme 2</b>	<b>1) Economics and Management 2) International Business Management</b>
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.
<b>Degree programme 3</b>	<b>1) Chemistry and Materials Technology 2) Chemistry</b>
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.

In 2015, double degree programmes were carried out with partner universities in France (Université Blaise Pascal, doctoral programme, cooperation with the FT) and in Great Britain (University of Huddersfield, Bachelor's and follow-up Master's programme, cooperation with the FaME). Preparations for the implementation of double degree programmes with the Slovak University of Technology in Bratislava (doctoral programme, FT), with Ton Duc Thang University in Vietnam (Bachelor's and follow-up Master's programme, FaME), a triple degree in cooperation with the Technical University in Košice and with the American SUNY Polytechnic Institute (follow-up Master's programme, FAI) continued. The faculties expect that the double degree programmes will be implemented from the academic year 2016/2017.

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

In 2015 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 2015 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.

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

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

<b>TOMAS BATA UNIVERSITY IN ZLÍN FACULTY OF TECHNOLOGY</b>	
<b>Degree programme 1 CBBE group</b>	<b>Chemistry and Food Technologies (B2901) Technical sciences (21–39)</b>
Partner tertiary technical school	Tertiary Technical School of Food Industry and Secondary Technical School of Dairy Industry, Kroměříž
Implementation start date	2006
Length of studies (semesters)	6
Degree programme (Bachelor's, follow-up Master's, Master's, doctoral)	Bachelor's
Organization of studies (description), including student admission and completion of studies	Classes 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 home faculty – the FT in Zlín.
<b>TOMAS BATA UNIVERSITY IN ZLÍN FACULTY OF MANAGEMENT AND ECONOMICS</b>	
<b>Degree programme 2 CBBE group</b>	<b>Economics and Management (B6208) Economics (62, 65)</b>
Partner tertiary technical school	Tomas Bata Business Academy and Tertiary Technical School of Business in Zlín
Implementation start date	01/09/2000
Length of studies (semesters)	6
Degree programme (Bachelor's, follow-up Master's, Master's, doctoral)	Bachelor's



Organization of studies (description), including student admission and completion of studies	The Tertiary Technical School of Business organizes the admissions, including entrance examinations. The three-year Bachelor's programme is aimed to provide graduates with knowledge necessary for holding positions in lower and middle management and in financial management. After completion of basic theoretical and preparatory course units focusing on general issues, course units focusing on practical knowledge and fulfilment of requirements of economic and managerial practice are emphasized. After passing the final state examination in the Bachelor's programme, graduates have the opportunity to continue their studies in the 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.
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### 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. Students were registered at the FT. The Bachelor's programme in Engineering Informatics, degree course in Security Technologies, Systems and Management was carried out in the part-time mode of study in Prague, and that on the premises of the Faculty of Mechanical Engineering of the Czech Technical University in Prague. Students were registered at the FAI. 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 in Brno. Students were registered at the FHS. The FLCM carried 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

<b>TOMAS BATA UNIVERSITY IN ZLÍN FACULTY OF TECHNOLOGY</b>	
<b>Degree programme 1 CBBE group</b>	<b>Chemistry and Food Technologies (B2901) Technical sciences (21–39)</b>
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**

<b>Degree programme 2 CBBE group</b>	<b>Engineering Informatics (B3902) Technical sciences (21–39)</b>
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**

<b>Degree programme 3 CBBE group</b>	<b>Specialization in Pedagogy (B 7507) Pedagogy and social care (74, 75)</b>
Name and seat of the TBU independent unit offering tuition in accredited degree programmes or parts thereof	Institute of Interdisciplinary Studies Brno Londýnské náměstí 4 (BB park, D building, 4 <sup>th</sup> floor) 639 00 Brno
Mode of study (full-time, part-time, distance learning)	Part-time
Length of studies (semesters)	6
Degree programme (Bachelor's, follow-up Master's, Master's, doctoral)	Bachelor's
Final state examinations held at the independent unit (YES/NO)	YES
Defences of diploma theses held at the independent unit (YES/NO)	YES
Number of permanent staff at the independent unit	0

<b>Degree programme 4 CBBE group</b>	<b>Specialization in Pedagogy (N 7507) Pedagogy and social care (74, 75)</b>
Name and seat of the TBU independent unit offering tuition in accredited degree programmes or parts thereof	Institute of Interdisciplinary Studies Brno Londýnské náměstí 4 (BB park, D building, 4 <sup>th</sup> floor) 639 00 Brno
Mode of study (full-time, part-time, distance learning)	Part-time
Length of studies (semesters)	4
Degree programme (Bachelor's, follow-up Master's, Master's, doctoral)	Follow-up Master's
Final state examinations held at the independent unit (YES/NO)	YES
Defences of diploma theses held at the independent unit (YES/NO)	YES
Number of permanent staff at the independent unit	0

<b>TOMAS BATA UNIVERSITY IN ZLÍN</b>	
<b>FACULTY OF LOGISTICS AND CRISIS MANAGEMENT</b>	
<b>Degree programme 5</b>	<b>Process Engineering (B 3909)</b>
<b>CBBE group</b>	<b>Technical sciences (21–39)</b>
Name and seat of the TBU independent unit offering tuition in accredited degree programmes or parts thereof	Faculty of Logistics and Crisis Management Studentské náměstí 1532, 686 01 Uherské Hradiště
Mode of study (full-time, part-time, distance learning)	Full-time, part-time
Length of studies (semesters)	6
Degree programme (Bachelor's, follow-up Master's, Master's, doctoral)	Bachelor's
Final state examinations held at the independent unit (YES/NO)	YES
Defences of diploma theses held at the independent unit (YES/NO)	YES
Number of permanent staff at the independent unit	38
<b>Degree programme 6</b>	<b>Population Protection</b>
<b>CBBE group</b>	<b>Technical sciences (21–39)</b>
Name and seat of the TBU independent unit offering tuition in accredited degree programmes or parts thereof	Faculty of Logistics and Crisis Management Studentské náměstí 1532, 686 01 Uherské Hradiště
Mode of study (full-time, part-time, distance learning)	Full-time
Length of studies (semesters)	6
Degree programme (Bachelor's, follow-up Master's, Master's, doctoral)	Bachelor's
Final state examinations held at the independent unit (YES/NO)	YES
Defences of diploma theses held at the independent unit (YES/NO)	YES
Number of permanent staff at the independent unit	38
<b>Degree programme 7</b>	<b>Society Security</b>
<b>CBBE group</b>	<b>Technical sciences (21–39)</b>
Name and seat of the TBU independent unit offering tuition in accredited degree programmes or parts thereof	Faculty of Logistics and Crisis Management Studentské náměstí 1532, 686 01 Uherské Hradiště
Mode of study (full-time, part-time, distance learning)	Full-time
Length of studies (semesters)	6
Degree programme (Bachelor's, follow-up Master's, Master's, doctoral)	Bachelor's
Final state examinations held at the independent unit (YES/NO)	YES
Defences of diploma theses held at the independent unit (YES/NO)	YES
Number of permanent staff at the independent unit	38

### 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 1/60<sup>th</sup> 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, TBU was awarded the Diploma Supplement Label certificate by the European Commission to acknowledge that all graduates from Bachelor's, Master's and doctoral programmes at TBU are issued free of charge with a detailed diploma supplement that meets strict European criteria. The Diploma Supplement Label 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, and also workshops and seminars for students. A one-week summer school was held at the faculty in August. Furthermore, specialized courses were held at the FT, and a number of students participated in specialized practical trainings, internships, excursions and study-related trips. Furthermore, the faculty organized the national round of the Chemistry Olympiad and regional rounds of the Olympiad in Chemistry and in Biology. For pre-school and school children, the faculty organized entertaining chemical experiments in nursery schools and primary schools, in the University-organized camp for inner-city children entitled "Junior University" as well as in other camps for inner-city children. Ing. Michal Sedlačík, Ph.D. supervised the secondary school expert activity (SOČ) of Jakub Smutek, a grammar school student, who won with his paper in the national round of the SOČ; he was also placed 2<sup>nd</sup> in the Czech Mini Brain contest and received a number of other awards. Ing. Michal Sedlačík, Ph.D. received credit from the Czech Association of Scientific and Technical Societies for the support of young scientists.

FaME: In addition to accredited degree programmes, the faculty organized a summer school for international students, two 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 cooperation with the regional club of the Czech Marketing Association, the faculty held a marketing workshop intended for students of the FaME as well as of secondary schools from the region. It organized the 7<sup>th</sup> edition of the Olympiad in Economics and Management for secondary school students. In cooperation with the Eurocentre Zlín, a competition for the best seminar paper on the cohesion policy took place. In 2015, the Centre for Support of Entrepreneurship further developed its activities. As members of the R&D team established within the POKR project, PhD students participated in a total of 16 training sessions held within internal educational courses intended for the academic research staff at TBU and in 3 domestic training sessions. The research team of this project also held 2 workshops, in which PhD students participated as team members.

FMC: In 2015, the Marketing Communications Talent contest, which links students to business and industry and provides students with internships and job vacancies, was held at the FMC. Within the contest, cooperation with ten companies was established and 15 internship vacancies were ensured. Workshops with experts from business and industry were held, namely both in the field of marketing communications and of visual and audiovisual arts. A Workshop Day was carried out, during which 12 lecturers – experts from business and industry – gave lectures; 158 students participated in the workshops. Within the newly established collaboration, FMC students took an excursion to the University of Economics in Prague (UE), where students of the FMC and of the UE jointly completed the task assigned within the Multimedia Laboratory. Specialized excursions were organized also for students of degree courses in visual arts, according to the specialization of the relevant studios.

FAI: It is a long-term practice at the faculty to invite external lecturers from industry to deliver regular lectures for students. In 2015, a lecture on Systemization of Security Industry was held, for example. Furthermore, seven specialized student excursions to industrial companies, with which the faculty has been cooperating for a long period of time (Hella Autotechnik, KIA Motors Slovakia, ON Semiconductor, Tarex, Glykona, Deza, AWL – Technik CZ), as well as excursions to other places, where students of the FAI can apply their knowledge (Smart building Zlín – Chlum), took place. Four specialized courses (KNX course, 2 firearm licence courses, martial arts courses), security systems training, a workshop for PhD students or a summer programming preparatory course were also held.

FHS: Educational activities intended for the academic staff and focused on scientific activities (quantitative data analysis, practical research activities, qualitative research) were carried out at the faculty. In cooperation with the application sphere, the faculty organized specialized lectures focusing on the sphere of pedagogy and philosophy, lectures on medical topics and lectures on volunteering. First aid courses, organized by the FHS, were intended for all TBU students and staff. Students had the opportunity to visit a number of facilities in the region within excursions according to the degree courses they study in. In addition, the FHS organized the 5<sup>th</sup> edition of the contest featuring presentations in English and in German and entitled “Show-off/Zeig dich” for students of all TBU faculties. The 5<sup>th</sup> University Olympiad in English and German intended for secondary school students was an event of a similar type. The faculty organized the traditional Junior University for preschool and school children. Language teachers from primary and secondary schools participated in language workshops; several educational modules for beginning teachers intended for experts in pedagogy from among the public were implemented with funding provided by a project of the MEYS. A wide range of attendees could participate in Chinese language and culture courses for the public organized in cooperation with the Confucius Institute.

FLCM: In 2015, mainly lectures by experts from the business sphere were carried out at the faculty. Furthermore, students took a number of excursions to companies, whose activities correspond to the specialization of the faculty (warehousing and repair work centre of the firefighter rescue crew in Olomouc, nuclear power stations Dukovany and Temelín, water power station Dalešice, excursions focused on environmental issues and urbanism). The FLCM also organized the Students’ Scientific and Expert Activities (SVOČ) contest within the accredited degree courses. Activities of the faculty were also presented during the GIS Day held in the winter semester.

UNI: In 2015, the Technology Transfer Centre (TTC) of the UNI organized the following events for students and staff of TBU in Zlín: A networking event, 2 workshops and 16 seminars focused on novelties in legal regulations, on topical issues in the area of intellectual property protection, innovations and technology in the Zlín Region and of the support of commercialization. These events took place with funding provided by a project implemented within the sustainability of 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 the project funded from the Operational Programme ‘Education for Competitiveness’ (OPEC) and entitled “From Knowledge Development to Innovations”. The TTC also provided two graduate internships for TBU students.



# 4. STUDENTS

## 4.a STUDENTS IN ACCREDITED DEGREE PROGRAMMES

As at 31 December 2015, a total of 9,643 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 6,622, 2,591 and 430 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		
<b>FACULTY OF TECHNOLOGY</b>									
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>								
Technical sciences	21 – 39	807	504			248	227	152	1,938
<b>FACULTY OF MANAGEMENT AND ECONOMICS</b>									
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>								
Economics	62, 65	898	323			435	383	98	2,137
<b>FACULTY OF MULTIMEDIA COMMUNICATIONS</b>									
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>								
Social sciences and services	61, 67, 71 – 73	170	113			100	88		471
Art and cultural sciences	81, 82	397	2			160	3	48	610
<b>FACULTY OF APPLIED INFORMATICS</b>									
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>								
Technical sciences	21 – 39	551	260			236	243	124	1,414
<b>FACULTY OF HUMANITIES</b>									
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>								
Health care, medical and pharmaceutical sciences	51 – 53	309	193						502
Social sciences and services	61, 67, 71 – 73	410							410
Pedagogy and social care	74, 75	263	678			106	362	8	1,417
<b>FACULTY OF LOGISTICS AND CRISIS MANAGEMENT</b>									

### ◀ Mace of the Dean of the Faculty of Technology

The mace consists of the body of the mace, i.e. of a head and of a shaft. The head of the mace is formed by symbols of a book, tyres and two stylized pieces of leather, and a ball-shaped model of a polymer chain, which express the traditional specialization of the faculty. Below the head, the inscription FAKULTA TECHNOLOGICKÁ is placed on a ball-shaped segment. The head of the mace is made of gilded and silver-plated metal, the shaft is made of wood.

Tomas Bata University in Zlín		Bachelor's		Master's		Follow-up Master's		Doctoral	TOTAL
		F	P/D	F	P/D	F	P/D		
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>								
Technical sciences	21 – 39	460	284						744
TOTAL		4,265	2,357			1,285	1,306	430	9,643

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

## 4.b SELF-PAYING STUDENTS

As at 31 December 2015, a total of 79 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 0, 31 and 48 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		
<b>FACULTY OF TECHNOLOGY</b>									
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>								
Technical sciences	21 – 39							10	10
<b>FACULTY OF MANAGEMENT AND ECONOMICS</b>									
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>								
Economics	62,65					23		31	54
<b>FACULTY OF MULTIMEDIA COMMUNICATIONS</b>									
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>								
Social sciences and services	61,67, 71 – 73					5			5
Art and cultural sciences	81,82							2	2
<b>FACULTY OF APPLIED INFORMATICS</b>									
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>								
Technical sciences	21 – 39					3		5	8
TOTAL						31		48	79

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



## 4.c STUDENTS AGED OVER 30 YEARS

As at 31 December 2015, a total of 1,842 students older than 30 years were studying in full-time and part-time degree programmes at six faculties of TBU. 71 students over 30 years of age studied in the full-time mode of study and 1,771 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 1,069, 588 and 185 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			
<b>FACULTY OF TECHNOLOGY</b>										
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>									
Technical sciences	21 – 39	1	141			1	66	57	266	
<b>FACULTY OF MANAGEMENT AND ECONOMICS</b>										
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>									
Economics	62, 65		84			6	119	49	258	
<b>FACULTY OF MULTIMEDIA COMMUNICATIONS</b>										
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>									
Social sciences and services	61, 67, 71 – 73		84				58		142	
Art and cultural sciences	81, 82	2				3	3	29	37	
<b>FACULTY OF APPLIED INFORMATICS</b>										
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>									
Technical sciences	21 – 39		92			1	82	47	222	
<b>FACULTY OF HUMANITIES</b>										
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>									
Health care, medical and pharmaceutical sciences	51 – 53	6	89						95	
Social sciences and services	61, 67, 71 – 73	5							5	
Pedagogy and social care	74, 75	3	419			3	246	3	674	
<b>FACULTY OF LOGISTICS AND CRISIS MANAGEMENT</b>										
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>									
Technical sciences	21 – 39		143						143	
TOTAL			17	1,052			14	574	185	1,842

F = full-time

P/D = part-time / distance learning

## 4.d UNSUCCESSFUL STUDENTS IN ACCREDITED DEGREE PROGRAMMES

In 2015 the numbers of unsuccessful students amounted to 1,905 in BP, to 503 in FUMP and to 63 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		
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>								
Technical sciences	21 – 39	734	419			98	138	33	1,422
Health care, medical and pharmaceutical sciences	51 – 53	45	32						77
Social sciences and services	61, 67, 71 – 73	151	13			7	5		176
Economics	62, 65	199	145			57	120	30	551
Pedagogy and social care	74, 75	30	96			12	56		194
Art and cultural sciences	81, 82	39	2			9	1		51
TOTAL		1,198	707			183	320	63	2,471

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 2015 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 3,013 students graduated from TBU in 2015 (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 1,791, 1,169 and 53 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		
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>								
Technical sciences	21 – 39	375	156			261	145	31	968
Health care, medical and pharmaceutical sciences	51 – 53	77	20						97
Social sciences and services	61, 67, 71 – 73	148	37			37	30		252
Economics	62, 65	282	76			217	145	16	736
Pedagogy and social care	74, 75	92	395			24	239	1	751
Art and cultural sciences	81, 82	123	10			65	6	5	209
TOTAL		1,097	694			604	565	53	3,013

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 specialized seminars
- Supervisors, consultants 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.

### ◀ Chain of the Dean of the Faculty of Technology

The Dean's chain consists of the body of the chain and of a hanging medal. The chain consists of thirteen parts. Each part is decorated with four red stones. The central part of the chain is circle-shaped, with the inscription UTB situated in the middle. Below the chain, a stylized diamond-shaped medal is hanging, with a symbol of a book placed in the middle, and with the inscription FAKULTA TECHNOLOGICKÁ cut along the perimeter. The chain is made of gilded base metal.

Since 2012 TBU has been running its Job Centre. Its activities are focused mainly on searching and mediating appropriate jobs for self-motivated students and graduates. Communication with graduates and other interest groups includes both personal meetings and tools of the career portal accessible directly from the TBU website: <https://jobcentrum.utb.cz>. The portal is one of the communication tools used not only among graduates, but also among other groups, besides graduates formed also by students, educational institutions, research institutions, representatives of companies and of the public sector. In 2015, the job portal was further upgraded, for example, the English version of the portal and the automatic sending of job offers to registered students and graduates were launched.

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 (departments), where graduates from the relevant faculty can meet, thus continuing to develop cooperation between each other, or meet the academic/R&D staff of TBU.

## 5.c ENSURING JOB OPPORTUNITIES AND GOOD EMPLOYMENT PROSPECTS FOR GRADUATES

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 is used for comparing the employability of graduates from the individual higher education institutions and faculties throughout the entire CR. In 2015, numbers of unemployed graduates as at 30 April and 30 September decreased in comparison to the previous year by approx. 1.4 % (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 labour market), also thanks to a revival in the economy of the CR.

Selected measures were carried out in 2015 with the aim of improving the employability of graduates:

1. Students completing their final year of BP as well as FUMP were instructed within lectures organized by the TBU Job Centre on how to be active and succeed in the labour market or how to write a high-quality CV resume and a motivation letter, etc.
2. Students were offered a number of topics for Bachelor's and Master's theses specified by the individual companies. They can choose a topic using the <https://jobcentrum.utb.cz> portal, or by virtue of the cooperation between the TBU faculties and industry.
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 Centre for Support of Entrepreneurship), 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 include work placement as a compulsory or a compulsorily-optional course unit. Students can select an optional course unit (category C) entitled Master's Work Placement Procedure at TBU I,II, which is worth three credits.
5. Data regarding the graduate employability in the labour market specified according to the individual faculties or degree programmes are taken into consideration when setting the admission quota, i.e. the allowable number of students admitted to study in the relevant degree programmes/courses.
6. Career and psychological counselling (See Chapter 8) is an activity carried out separately.

## 5.d COOPERATION WITH EMPLOYERS, JOB FAIRS

The TBU Job Centre organized an autumn job fair – Business Days 2015 in cooperation with students. A record number of exhibitors, namely 68, participated in the fair, and the event was attended by more than 1,700 students. A wide-ranging supporting programme featuring analyses of CV with professional HR officers or testing of English language skills was offered to students within the fair. The highest demand was for graduates of courses in technology, to whom companies are nowadays willing to offer above standard salary and benefits.

Together with HR officers from the cooperating companies, the Job Centre organizes various activities to help students enter the employment market, such as, e.g. dry run selection procedure, English language course for students in degree courses in technology, specialized workshops and lectures; it co-organizes excursions to cooperating companies or invites representatives of companies to participate in the classes with the principal aim of facilitating the link between studies and business and industry.

In 2015, the Job Centre established cooperation with 27 companies in the CR. Employers used the portal <https://jobcentrum.utb.cz> to offer job vacancies, internships, practical training or temporary jobs for TBU students and graduates.





# 6. INTEREST IN STUDIES

## 6.a INTEREST IN STUDIES AT TBU

In 2015 TBU received a total of 10,717 applications for studies, out of which 7,487 applications for Bachelor's programmes, 2,991 applications for follow-up Master's programmes and 239 applications for doctoral programmes. A total of 4,460 applicants were enrolled for studies at TBU, out of which 2,955 in Bachelor's programmes, 1,391 in follow-up Master's programmes and 114 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
<b>FACULTY OF TECHNOLOGY</b>													
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>												
Technical sciences	21 – 39	1,166	975	813				443	330	301	57	40	37
<b>FACULTY OF MANAGEMENT AND ECONOMICS</b>													
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>												
Economics	62, 65	1,398	609	459				1,371	652	432	116	40	31
<b>FACULTY OF MULTIMEDIA COMMUNICATIONS</b>													
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>												
Social sciences and services	61, 67, 71 – 73	665	91	91				227	89	89			
Art and cultural sciences	81,82	621	120	120				135	71	71	23	13	13
<b>FACULTY OF APPLIED INFORMATICS</b>													
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>												
Technical sciences	21 – 39	796	503	427				356	280	255	33	26	26
<b>FACULTY OF HUMANITIES</b>													
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>												
Health care, medical and pharmaceutical sciences	51 – 53	579	257	206									
Social sciences and services	61, 67, 71 – 73	529	253	200									
Pedagogy and social care	74, 75	1,122	333	280				459	286	243	10	7	7
<b>FACULTY OF LOGISTICS AND CRISIS MANAGEMENT</b>													
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>												
Technical sciences	21 – 39	611	424	359									
<b>TOTAL</b>		<b>7,847</b>	<b>3,565</b>	<b>2,955</b>				<b>2,991</b>	<b>1,708</b>	<b>1,391</b>	<b>239</b>	<b>126</b>	<b>114</b>

### ◀ Mace of the Dean of the Faculty of Management and Economics

The Dean's mace consists of a shaft and a head. The head is ball-shaped, which has two meanings. The shape of a ball is a perfect geometric figure and, thus, a symbol of success, which is emphasized by the polished surface finish. Another symbol of the meaning is a sketch of a net of meridians and parallels reminding of the global impact and validity of economic activities. A surface shaped in contrast, which smoothly merges into the shaft, has several graphic symbols in its structure, which are reminiscent of the world of economics, business, and money. The shaft is smooth and it is divided by three flat circle-shaped parts, with the one among them which is placed at the top bearing the text FAKULTA MANAGEMENTU A EKONOMIKY ZLÍN. The mace is made of yellow base metal.

Author of the design: Michal Vitanovský, M.F.A.

## 6.b ENTRANCE EXAMINATIONS

Four faculties (FT, FMC, FAI, FLCM) 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 in Theory and Practice of Audiovisual Arts and Visual Arts had to take an aptitude test in the first round – the applicants' creative competences were assessed based on their presented projects prepared at home, taking into account the degree course requirements. The second round involved a written test, creative examination and an interview. 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. Applicants for Master's programmes had to take an aptitude test during which they presented their portfolios; their creative development shown during the last years, capability of individual thinking and the ability to fulfil creative plans were assessed. The oral examination assessed the applicant's vision of his/her Master's programme objectives, the applicant's professional profile and his/her potential for creativity. In the degree programme in Media and Communication Studies, the entrance exam for the Bachelor's programme tested general academic prerequisites, taking into consideration the requirements set for the degree course in marketing communications. The exam comprised two parts: general knowledge exams and creativity and logical thinking tests. The entrance exam for the follow-up Master's programme featured a marketing communications knowledge test and a foreign language proficiency test. During the oral examination, applicants mainly discussed professional issues with respect to the future professional orientation.

At the FAI, applicants for Bachelor's courses in Information and Control Technologies and Security Technology, Systems and Management had to take an entrance exam in mathematics, and applicants for the Bachelor's course in Information Technologies in Administration had to take an entrance exam in informatics and general academic prerequisites. Applicants for the follow-up Master's programmes had to take entrance examination in the main course units.

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). In case of entrance examinations for part-time Bachelor's programmes, applicants had the option to choose between the 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 could take a test in Economics administered by the Scio organization or take an entrance examination organized by the FaME. The entrance examination included 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 has a jointly 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 393 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 43.

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	100	8
Faculty of Management and Economics	172	21
Faculty of Multimedia Communications	26	3
Faculty of Applied Informatics	71	7
Faculty of Humanities	24	4
TOTAL	393	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 2015, 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 Prague in January 2015, in Nitra in October 2015 and in Brno in November 2015. TBU took part in the Fair held in Prague for the eighth time, in Nitra for the third time and in the Fair held in Brno for the fourteenth time. In October 2015 the University participated in the “Akadémia” higher education fair in Bratislava for the ninth time already. 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 and by organizing a touring exhibition. Presentations given by students at their home secondary schools also proved successful.



# 7. ACADEMIC STAFF

TBU ranks among major employers in the Zlín Region. As at 31 December 2015, six faculties and other constituent parts of the University had 909 academics, R&D staff members and other employees.

## 7.a NUMBERS OF ACADEMIC STAFF

The personnel structure at TBU is stabilized. In 2015 there were no significant changes in the personnel structure of the academic and R&D staff. Compared to the previous year, workloads of researchers increased in relation to the implementation of projects carried out in the University research centres. Employees holding the degree of Professor or Associate Professor represent 31% of the number of the academic staff. An increase in the number of employees holding these qualifications continues to be the aim of TBU.

Table 7.1: Academic and R&D Staff (Converted Numbers)

Tomas Bata University in Zlín	Academic Staff							Researchers	TOTAL
	TOTAL	Professors	Associate Professors	Senior Lecturers	Lecturers	Assistant Lecturers	Researchers and R&D staff participating in pedagogical activities		
<b>Faculty of Technology</b>	101.994	8.4	24.297	57.544	4.395	2	5.358	0.141	102.135
<b>Faculty of Logistics and Crisis Management</b>	24.637	3.333	6.037	8.303	2.191	4.315	0.458		24.637
<b>Faculty of Applied Informatics</b>	72.587	7.341	13.68	41.508	6.461	2.998	0.599	11.498	84.085
<b>Faculty of Multimedia Communications</b>	58.015	6.632	14.971	22.991	12.421	1			58.015
<b>Faculty of Management and Economics</b>	73.501	4.821	21.049	33.179	9.12	4.332	1	3.466	76.967
<b>Faculty of Humanities</b>	77.453	7.866	11.055	30.939	11.243	16.35		0.074	77.527
<b>University Institute</b>	22.155	0.625	5.099	4.939	0.263	0.017	11.212	23.354	45.509
<b>TOTAL</b>	<b>430.342</b>	<b>39.018</b>	<b>96.188</b>	<b>199.403</b>	<b>46.094</b>	<b>31.012</b>	<b>18.627</b>	<b>38.533</b>	<b>468.875</b>

### ◀ Chain of the Dean of the Faculty of Management and Economics

The Dean's chain consists of the body of the chain and of a hanging medal. The chain is formed by rectangular parts, and that by fourteen ordinary parts and one central part designed for the hanging medal. All parts have a common motif – a set of diagrammatic lines rising three-dimensionally above the surface of the part, which is sketched as a square-shaped network. The central part of the chain is supplemented by the national coat of arms. On the obverse side of the medal, an unclosed negative circle is placed inside a rectangle as a reminder of the shape of the mace head. On the spot where the circle is disconnected, the abbreviation FAME is placed. A plastic set of diagrammatic lines is run diagonally across the surface of the obverse side of the medal. The reverse side bears a four-line inscription FAKULTA MANAGEMENTU A EKONOMIKY ZLÍN, and the lower part shows the municipal coat of arms of Zlín. The chain is made of yellow base metal.

Author of the design: Michal Vitanovský, M.F.A.

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

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

The situation developed positively with regard to the age structure of researchers and R&D staff participating in pedagogical activities; 70% of them are under 40 years of age. All employees in this category have completed doctoral studies in accordance with the Salary 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 were another 56 employees, with an average converted number of 18.612.

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												Researchers		TOTAL
	Professors		Associate Professors		Senior Lecturers		Lecturers		Assistant Lecturers		Researchers and R&D staff participating in pedagogical activities		Total	Women	
	Total	Women	Total	Women	Total	Women	Total	Women	Total	Women	Total	Women			
<b>Under 29 years</b>					2	1	9	6	1	1	17	3	2	1	14
<b>30 – 39 years</b>			14	6	109	49	31	15	9	7	4	2	25	10	205
<b>40 – 49 years</b>	8	3	29	12	49	20	4	3	8	5	1	1	11	3	113
<b>50 – 59 years</b>	10	2	25	10	34	16			7	4	2	1	1		77
<b>60 – 69 years</b>	10	1	27	4	20	4			6	1	2				65
<b>Over 70 years</b>	19		7	1	4	1			1						34
<b>TOTAL</b>	47	6	102	33	218	91	44	24	32	18	26	7	39	14	508

## 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. 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)

<b>Tomas Bata University in Zlín</b>	<b>Academic staff</b>				<b>TOTAL</b>
<b>Workloads</b>	<b>Prof.</b>	<b>Assoc. Prof.</b>	<b>DrSc., CSc., Dr., Ph.D., Th.D.</b>	<b>Others</b>	
<b>FACULTY OF TECHNOLOGY</b>					
Up to 0.3	2		2		4
Up to 0.5			4		4
Up to 0.7					
Up to 1.0	10	35	60	8	113
<b>FACULTY OF LOGISTICS AND CRISIS MANAGEMENT</b>					
Up to 0.3			2		2
Up to 0.5		1	1		2
Up to 0.7					
Up to 1.0	4	7	9	8	28
<b>FACULTY OF APPLIED INFORMATICS</b>					
Up to 0.3					
Up to 0.5	1	1	1		3
Up to 0.7		2			2
Up to 1.0	7	12	40	12	71
<b>FACULTY OF MULTIMEDIA COMMUNICATIONS</b>					
Up to 0.3			3		3
Up to 0.5		1		1	2
Up to 0.7				1	1
Up to 1.0	8	16	13	21	58
<b>FACULTY OF MANAGEMENT AND ECONOMICS</b>					
Up to 0.3			1		1
Up to 0.5		3			3
Up to 0.7	2	1	2	1	6
Up to 1.0	4	19	36	8	67
<b>FACULTY OF HUMANITIES</b>					
Up to 0.3			2	1	3
Up to 0.5	2	5	2	2	11
Up to 0.7	1				1
Up to 1.0	5	8	30	29	72
<b>UNIVERSITY INSTITUTE</b>					
Up to 0.3					
Up to 0.5			1		1
Up to 0.7					
Up to 1.0			11		11
<b>TOTAL</b>	<b>46</b>	<b>111</b>	<b>220</b>	<b>92</b>	<b>469</b>

## 7.d FOREIGN NATIONALS IN THE ACADEMIC STAFF

54 members of the academic staff and 15 researchers who have foreign nationality were employed at TBU. The total number of employees from abroad working at the University was 84.

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

<b>Tomas Bata University in Zlín</b>	
Faculty of Technology	6
Faculty of Logistics and Crisis Management	3
Faculty of Applied Informatics	3
Faculty of Multimedia Communications	16
Faculty of Management and Economics	4
Faculty of Humanities	18
University Institute	4
<b>TOTAL</b>	<b>54</b>

## 7.e NUMBERS OF PROFESSORS AND ASSOCIATE PROFESSORS APPOINTED IN 2015

4 Professors and 4 Associate Professors were appointed in 2015, out of which 3 Associate Professors received the degree at TBU, and one at the Faculty of Arts of Comenius University in Bratislava.

Table 7.5: Numbers of Newly Appointed Professors and Associate Professors

<b>Tomas Bata University in Zlín</b>	<b>Number</b>	<b>Average age of newly appointed Professors and Associate Professors</b>
<b>FACULTY OF TECHNOLOGY</b>		
Professors appointed in 2015	1	42
Associate Professors appointed in 2015	1	31
<b>FACULTY OF APPLIED INFORMATICS</b>		
Professors appointed in 2015		
Associate Professors appointed in 2015	1	36
<b>FACULTY OF MULTIMEDIA COMMUNICATIONS</b>		
Professors appointed in 2015	1	44
Associate Professors appointed in 2015	1	49
<b>FACULTY OF MANAGEMENT AND ECONOMICS</b>		
Professors appointed in 2015	1	55
Associate Professors appointed in 2015	1	37
<b>UNIVERSITY INSTITUTE</b>		
Professors appointed in 2015	1	43
Associate Professors appointed in 2015		
<b>TOTAL – Professors</b>	<b>4</b>	<b>46</b>
<b>TOTAL – Associate Professors</b>	<b>4</b>	<b>38</b>



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

At the FT, 7 courses took place, with 15 employees attending them.

At the FaME, 81 courses took place in 2015, with 1,070 attendees.

The FMC organized a total number of 6 courses attended by 21 members of the academic staff.

At the FAI, 5 courses took place, with 170 employees attending them.

The FHS organized 26 courses attended by 107 employees.

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

Tomas Bata University in Zlín	Number of courses	Number of attendees
<b>FACULTY OF TECHNOLOGY</b>		
Courses focused on pedagogical skills		
Courses focused on general skills		
Professional courses	7	15
TOTAL	7	15
<b>FACULTY OF MANAGEMENT AND ECONOMICS</b>		
Courses focused on pedagogical skills	2	170
Courses focused on general skills	4	99
Professional courses	75	801
TOTAL	81	1,070
<b>FACULTY OF MULTIMEDIA COMMUNICATIONS</b>		
Courses focused on pedagogical skills	1	1
Courses focused on general skills		
Professional courses	5	20
TOTAL	6	21
<b>FACULTY OF APPLIED INFORMATICS</b>		
Courses focused on pedagogical skills		
Courses focused on general skills		
Professional courses	5	170
TOTAL	5	170
<b>FACULTY OF HUMANITIES</b>		
Courses focused on pedagogical skills		
Courses focused on general skills	4	47
Professional courses	22	60
TOTAL	26	107
TOTAL NUMBER OF COURSES OFFERED AT TBU	125	1,383

## 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.



# 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 2015, 7,270 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 (Development Programmes, 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)	342
For significant results of scientific, R&D, arts or other creative activities in compliance with § 91 Paragraph 2 Letter b)	59
For R&D and innovation activities in accordance with the relevant specific legal regulation, § 91 Paragraph 2 Letter c)	289
As financial assistance in an extremely serious financial situation in compliance with § 91 Paragraph 2 Letter d)	7
As financial assistance in an extremely serious financial situation in compliance with § 91 Paragraph 3	83
In cases deserving special consideration in compliance with § 91 Paragraph 2 Letter e)	5,800
Out of which accomodation scholarships	4,217
As a study abroad scholarship in compliance with § 91 Paragraph 4 Letter a)	327
Scholarship aimed to support students studying in the Czech Republic in compliance with § 91 Paragraph 4 Letter b)	134
Doctoral scholarships in compliance with § 91 Paragraph 4 Letter c)	229
Other scholarships	
TOTAL	7,270

### ◀ Mace of the Dean of the Faculty of Multimedia Communications

The Dean's mace consists of a wooden handle and a head, which is formed by a disc made of glass bearing a symbol of a book depicted in form of a relief. The disc is carried in a circle-shaped band made of silver, which bears the inscription FACULTAS COMMUNICATORUM MULTIMEDIALIUM. The head is connected to the handle through a silver shaft of a circle-shaped diameter. The mace handle has a triangular diameter with its edges rounded off and conically narrows towards both of its ends. It is made of plum wood, and a silver band is inserted in the middle of its length.

Author of the design: Václav Skořepa, M.F.A.

## 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 or for reasons deserving special attention.

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 of increasing 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 2015, the counselling activities were funded from the Centralized Development Project: Strategic Planning and Innovation of Counselling Services with the Aim of Improving the Quality of Higher Education Counselling in the CR and from the Institutional Plan for 2015: The Development of Student Counselling with the Emphasis on an Increase in Graduate Employability.

Counselling at higher education institutions is an inseparable part of the comprehensive care for students at higher education institutions in the sphere of pedagogy and education. Within the extension of the range of these services offered, in 2012 TBU launched its own Job Centre, which provides career and job counselling for TBU students and graduates. During 2015, the Job Centre offered the following services to students/graduates:

- Counselling in the sphere of career orientation
- Counselling in the sphere of human resources
- Help with the selection of an appropriate job
- Comprehensive listing of resources with job offers
- Personal help with seeking suitable employers
- Service for companies incl. specific requirements regarding graduates
- Possibility of access provision to the clients' Curriculum Vitae for companies cooperating with the Centre
- Provision of courses aimed at the development of soft skills
- Workshops organized in cooperation with various companies

During the year 2015, out of 494 TBU students and graduates registered by the Job Centre, 265 clients succeeded in finding employment.

Activities carried out by the Counselling Centre in 2015 can be summarized as follows:

- Psychological counselling;
- Diagnostics of possible causes of learning difficulties and counselling focused on the methods for their remedy;
- Diagnostics and counselling focused on the adaptation to academic requirements and coping with study-related stress;
- Individual psychological counselling when dealing with long-term problems;

- Coping with problems in partnership or in other interpersonal relations;
- Coping with educational and learning problems in children;
- Diagnostics and counselling focused on personality development;
- Career diagnostics for students;
- Intercultural counselling (counselling intended for incoming as well as outgoing students, counselling during the intercultural adaptation process).

In 2015, the demand among students and staff using the services of the CC had a rising tendency. The services provided by the CC were available free of charge, were independent, confident and impartial, and were provided by qualified experts.

## 8.d SPECIAL NEEDS STUDENTS

In August 2015 the CC extended the range of its services by offering counselling to students/applicants with specific learning needs. The services were intended particularly for applicants and students with sight and hearing impairments, movement disorders, combined impairments, chronic diseases, disturbed communication skills, for persons with specific learning and attention disorders, pervasive developmental disorders (e.g. autistic spectrum disorder) and mental difficulties.

Students with specific needs were offered:

- Study-related assistance
- Adaptation of study materials
- Diagnostics and methodical assistance
- Consulting services

In 2015, the Rector's Directive No. 12/2015 "Support for Applicants and Students with Specific Needs at TBU" was issued including detailed methodological instructions. Each faculty has its guarantor and a faculty coordinator that are in charge of issues related to students with specific needs. For the first time ever, TBU applied at the MEYS for a contribution to support funding of the increased study-related costs for students with specific learning needs.

Individual approach was applied to special needs students. Conditions both during the admissions as well as during their studies at the University were modified for those students. Specific problems of these students were dealt with individually – according to their needs and personal requirements within the services provided by the CC. 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.

## 8.e EXCEPTIONALLY GIFTED STUDENTS

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

The project entitled “Talented Students” 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 SERVICES

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. The number of beds in the U6 Hall was increased by 8. The total number of satisfied applications for accommodation was 863; the total bed capacity is 866. 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 342,634 as at 31 December 2015.

Catering services for students were provided in the HRR catering facilities. In the year 2015, the Refectory in the U4 building served 135,389 meals, the Refectory in the U5 building served 64,182 meals, the Cafeteria in the U2 building served 7,400 meals, the restaurant in the U13 building served 45,627 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: 9,753 meals.

During 2015 a total of 16,739 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.

The total number of hot meals served in all catering facilities was 252,598, out of which 171,846 were served to students. In addition to hot and cold meals, the TBU catering facilities also served soups, snack soups (71,847 soups) and salads (40,693).

Table 8.2: Accommodation, Catering

<b>Tomas Bata University in Zlín</b>	
Total bed capacity of TBU Halls of Residence	866
Bed capacity in rented facilities	0
Number of applications for accommodation submitted by 31/12/2015	945
Number of satisfied applications for accommodation as at 31/12/2015	863
Number of days on which the accommodated persons used the accommodation service in 2015	342,634
Number of meals served in 2015 to students	171,846
Number of meals served in 2015 to employees of TBU	64,194
Number of meals served in 2015 to other diners	16,558

## 8.g CARE FOR EMPLOYEES

An important social service is provided to employees by the TBU Nursery School 'Qočna', the capacity of which is 61 children at present. By running this facility, TBU helps its employees and students to coordinate their family and working life or studies. It offers services intended for children from the age of 2 years. There are two classes with 24 children each; the third class is intended for children of preschool age, who are provided with individual care focused on their preparation for the entry to the 1<sup>st</sup> grade with an extended number of English language lessons.

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 2015 the Library stabilized its services and collections, and prepared several projects, which enhanced the user-friendliness and the attractiveness of services provided. The main tasks of the Library included the maintenance of continuity in the sphere of subscribed information resources and the emphasis on stronger support of R&D activities of the University. The Library managed to maintain a high level of the standard of services provided.

Attention was paid to the project “STMFull: Full-Text Databases for Research and Development”, which in 2015 entered the first year of its compulsory sustainability. This year was, at the same time, decisive for setting the final monitoring indicators. Finally, the Library succeeded in fulfilling these indicators without any difficulty. The funding provided within this project was used to purchase valuable information resources and selected software tools, which were fully integrated into the services provided by the Library in 2015. The PlumX tool, which can use alternative metrics in order to express the impact of published academic papers in figures, was applied in the repository of publication activities of the University, which attracted great interest from experts from among the public. The RefWorks Reference Manager was enhanced by adding the Czech system “CitacePRO”, which greatly facilitates generating of citations particularly for publications written in Czech. The Library was the investigator of a project funded by the Institutional Plan and entitled “Support of Purchase of Top-Level Information Resources and Technologies and Support of Awareness of Work and Legacy of Tomas Bata”. Activities of the Bata Information Centre of TBU funded by the above-mentioned project were intensified, and that in particular after the recruitment of a new employee in summer. Employees of the Centre started to carry out research in archives abroad and were more active also in the sphere of publication activities. In particular the publishing of a voluminous publication entitled “Tomas Bata: The Life and Work of the Economic Revivalist” aroused considerable interest. The Bata Information Centre continued to update the website [www.tomasbata.com](http://www.tomasbata.com), with more materials obtained precisely from the archives abroad to be gradually added. Within the development project funded by the Institutional Plan, with the Information Technology Centre being the project recipient, 3 activities were carried out in the Library. First, the server infrastructure for key systems of the Library was reinforced, and outdated technological equipment with its support to be ended was replaced. In relation to the mentioned improvements, the Aleph library system was updated to the latest up-to-date version 22. Together with the Aleph system, the upgradable Collection Mapping service was also purchased, which enables the users to display the current location of the required document in the Library. The third activity was aimed to reinforce the infrastructure for the virtualization of the Library computer rooms. New servers were supplied and put into operation, which enable a gradual stabilization of the VDI environment.

The following basic systems were available in the Library:

- Library information system Aleph (22 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
- Self-service book lending machine
- Self-service book return machine
- Union Catalogue of Libraries 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

### ◀ Chain of the Dean of the Faculty of Multimedia Communications

The Dean's chain consists of the body of the chain and of a hanging medal. The chain is formed by mutually overlapping cylindrical silver parts, with each pair connected by a couple of flat bands. The pins of the chain parts are made of plum wood. The medal hanging on the chain is made of glass bearing a symbol of a book depicted in form of a relief. The medal is connected to the chain through a circle-shaped band made of silver and bearing the inscription *FACULTAS COMMUNICATORUM MULTIMEDIALIUM*. Above the medal, a pinkish brown cameo is attached to the silver shaft of a circle-shaped diameter.

Author of the design: Václav Škořepa, M.F.A.

- 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)
- PlumX service providing an alternate determination of the impact of published academic papers in figures
- Portal of electronic journals
- Portal of electronic books
- Bibliography of Tomas Bata
- Digitalized Bata-period newspapers in the Kramerius system
- IVA information training portal

The Library employees also offered intensive support to scientific and research activities, with the Library's role consisting above all in the inclusion of the University records in the internal OBD system, in the administration of the repository of publication activities, 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 – ResearcherID and ORCID. Counselling services provided by the Library staff and regarding the support of publication activities were also enhanced.

Statistics of services provided:

- 126,276 books in the Library collections
- 5,908 new acquisitions in the Library collections
- 12,315 users
- 91,520 loans carried out
- 64 opening hours per week
- 92 hours of educational events for the users
- Literature search service provided 142 times
- 719 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 participate in a number of library projects carried out on the national level (e.g. the Central Portal of Czech Libraries) and are often active attendees at specialized conferences. The Library continues to actively contribute to the Union Catalogue 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. Precisely in cooperation with the last institution, the Union Catalogue of Libraries in Zlín is operated, which is frequently used by the public from the entire Zlín region. Other Library specifications are summarized in Table 9.1.

Table 9.1: University Libraries

<b>Tomas Bata University in Zlín</b>	<b>Number</b>
Book acquisitions in 2015	5,908
Library stock in total	126,278
Number of subscribed periodicals:	
– paper copies	205
– electronic periodicals (estimate)	750

## 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 CESNET2 network 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 1<sup>st</sup> 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 2015, there were 2,960 computers connected to the University computer network in the educational facilities, out of which 1,310 were placed in computer laboratories, student computer rooms and studios. The University Wi-Fi network with 180 access points in selected spaces of twelve mostly educational facilities of TBU enables students and employees to connect their mobile devices to the international Eduroam WiFi network. At the end of the year 2015, there were over 7,000 registered users of the WiFi network.

The University Halls of Residence have a capacity of 839 connection ports of the wire network; students connected more than 700 of their own computers and notebooks to the network, and another 10 computers were available in the student computer rooms. At mid-year, WiFi network access points were installed in the nám. T. G. Masaryka Hall (U12); thus, all students accommodated in this Hall can connect their mobile devices to the 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<sup>PRO</sup>, GaP, IGA – Verso platform)
- Chip cards system (student and employee ID cards)
- Access system (entry into buildings, offices and classrooms)
- Catering and credit system (Kredit)
- Accommodation management system (ISKaM)
- Legal system (Beck-online)
- Reprographic services (printing, copying, scanning)
- Document management system (Content Manager)
- Preparation and registration system of public tenders (IPOS)
- 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 4,489,000, out of which investment resources amounting to CZK 4,323,000) and through a joint project carried out by public higher education institutions within centralized development programmes and entitled “Support of Sharing of Capacities and Creation of Networks of Higher Education Institutions in the CR” (CZK 730,000, out of which investment resources amounting to CZK 670,000).

Within the Institutional Plan, a total of 6 subsections were implemented, out of which 3 aims were implemented in the Library.

### **Reinforcement of the server infrastructure for Library information systems**

#### **Upgrade of the Library system Aleph**

#### **Enhancement of the hardware infrastructure for virtualization of computer rooms and of licence support**

The server infrastructure for key systems of the Library was reinforced and outdated technological equipment with its support to be ended was replaced. In relation to the mentioned improvements, the Aleph library system was updated to the latest up-to-date version 22. Together with the Aleph system, the upgradable Collection Mapping service was also purchased, which enables the users to display the current location of the required document in the Library. The third activity was aimed to reinforce the infrastructure for the virtualization of the Library computer rooms with the aim of a gradual stabilization of the VDI environment. The existing blade chassis of the virtualization server infrastructure for university-wide applications was enhanced by adding another high-performance server. Moreover, a high-capacity disc array with a usable storage capacity of 68 TB was purchased, which is intended for asynchronous data replication.

#### **Implementation of a new document management system**

A new technology was selected; a detailed analysis was carried out for the purposes of migration of documents and of the setting of the system. The project was divided into two stages according to the relevant contracts; the first implementation stage of the Alfresco document management system installed in the remote server infrastructure involving the installation and implementation of a scanning facility and migration of all contracts was launched in test operation. The second stage involving technical and operational documents will continue in 2016. The document management system is remotely operated outside TBU, using the hardware infrastructure located on the premises of the VŠB – Technical University of Ostrava, which ensures not only the required capacity in the data centre but also related services as a 24/7 service with the guaranteed annual availability of 99.5 %, and that in compliance with the relevant contract concluded.

#### **Registration of medical check ups of employees as required by law in the SAP system including an automation of the process**

A customer extension of the HR SAP module was implemented in order to include a detailed registration of medical check-ups of employees as required by law, for professions listed in all categories including those which involve health hazards. The implementation involves summarizing listings, automatic control of deadline monitoring and preparation of forms.

#### **Registration of invoices, liquidation forms to invoices and documents attached to invoices in the SAP system**

An analysis of document storage emphasizing the description of the positives and negatives of the individual storage options was carried out. The processing of issued invoices was described in detail; the actual implementation was postponed to the year 2016.

Using funding provided outside the Institutional Plan, the wireless networks in teaching and laboratory facilities, i.e. in the U1, U2, U5, U13, U14, U15 buildings and the REC UH were significantly enhanced, and that by adding a total number of 31 new access points. Moreover, the WiFi network was extended to the building of the TBU Residence Hall TGM (U12), with 22 new access points having been installed, which considerably increased the quality of services provided by the HRR to the accommodated students.

The HRR replaced the outdated accommodation management system “AT koleje” with a new IS KaM information system. The new software is fully applied for the registration of accommodated students and staff of TBU. A newly introduced feature is the registration of hotel guests including all accommodation services provided in all accommodation facilities of TBU in electronic form. The IS KaM information system and the related web interface was used to provide access to the administration of applications for accommodation to international students of TBU.

With funding provided by a centralized development project and in accordance with aims specified in the same project, an analysis of data from financial administration and H&R administration systems suitable for long-term archiving was made, and the possibilities of their archiving were analyzed, taking into consideration the technical requirements (accessibility of the data) and the financial costs required.

The primary aim of the project was a coordinated procedure followed by the public higher education institutions during the upgrade of the SAP system. The Contract on the Association of Contracting Authorities was concluded (TBU was a representative of the Association) and, afterwards, a public tender was organized in an open procedure for the award of above-the-threshold public contracts entitled “Upgrade of the SAP System and Additional Services”. The relevant contracts for work were concluded in such a manner as to ensure that the upgrade would be terminated at all institutions in 2017. The first stage of the upgrade at TBU was implemented in compliance with the contract entered into – i.e. an analysis of differences between the version of the SAP system currently in operation and the target version SAP ERP 6.0 EHP7, Netweaver 7.4. Oracle 12g Release 2 (12.1), Red Hat Enterprise Linux 7.1 including the Unicode conversion.



# 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.

During 2015 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.

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 2015 was 3,723, which is – in comparison to 2014 – an increase of nearly 120 %.

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		
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>								
Natural sciences	11 – 18							1	1
Technical sciences	21 – 39		4					14	18
Forestry, agriculture and veterinary sciences	41, 43								0
Health care, medical and pharmaceutical sciences	51 – 53							2	2
Social sciences and services	61, 67, 71 – 73	1	1		3	4		16	25
Economics	62, 65	2	2		25				29
Law and public sector administration	68							3	3
Pedagogy and social care	74, 75	3	3	1				1	8
Psychological sciences	77	1						3	4
Art and cultural sciences	81, 82							8	8
TOTAL		7	10	1	28	4	0	48	98

#### ◀ Mace of the Dean of the Faculty of Applied Informatics

The Dean's mace consists of a shaft and a head. The head of the mace symbolizes the openness of information technologies towards the whole world and their ability to interconnect the world and bring people together, indicating also their openness towards extraterrestrial spaces. On the basic element of the mace, which expresses the ability of information technologies to encircle the globe, there is the inscription FAKULTA APLIKOVANÉ INFORMATIKY. Symbols of informatics are depicted on the ring, which is the base of the mace's head: Binary expression of information stored in one bit – a random string of 1's and 0's. The mace is made of gilded metal.

Author of the design: Michal Vitanovský, M.F.A.

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			
<b>Groups of accredited degree programmes</b>	<b>CBBE</b>									
Natural sciences	11 – 18							52	52	
Technical sciences	21 – 39		37					434	471	
Forestry, agriculture and veterinary sciences	41, 43								0	
Health care, medical and pharmaceutical sciences	51 – 53							26	26	
Social sciences and services	61, 67, 71 – 73	9	48		75	72		411	615	2
Economics	62, 65	25	4		1,850				1,879	
Law and public sector administration	68							89	89	
Pedagogy and social care	74, 75	74	87	33				68	262	
Psychological sciences	77	17						76	93	
Art and cultural sciences	81, 82							236	236	
TOTAL		125	176	33	1,925	72	0	1,392	3,723	2

Lifelong Learning at TBU also includes the University of the Third Age (U3A) programmes designed for persons aged 50 years and over. Persons who attend these courses are usually at the retirement age, and wish to extend their knowledge, skills and experience, which they can apply for their personal development. 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, for the most part, given by the TBU academic staff and held in Zlín, in Uherské Hradiště and, in cooperation with partner organizations, also at the U3A independent units in Vsetín and in Kroměříž. In the course of the year 2015, a total of 1,392 senior students attended the U3A lecture series, tutorials and seminars in 48 one-semester courses. This figure represents an increase by 23 % in comparison to the year 2014. A novelty in 2015 was the organization of the opening ceremony of the exhibition entitled “Going from Amateurs to Professionals” I and II, where students of the course in visual arts put their works on display. At the same time, a collection of the most interesting drawings by students of the course in visual arts was published and officially christened.







# 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 individual faculties and at the UNI, and that in the individual departments and research units – Polymer Centre (CPM) at the FT, Centre for Applied Economic Research (CAER) at the FaME, and the Research Centre (RC) at the FHS – and in research centres established 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 through the state budget of the Czech Republic. Among the latter, the CPS and the Centre for Security, Information and Advanced Technologies (CEBIA-Tech) can be named. In accordance with the Strategic Plan and with its Update for 2015, 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. Its main area of interest is research into engineering aspects of technologies and materials based on polymer composite structures.

The CAER was established as a component part of the FaME in 2007. 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 mission of the CAER is to:

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

The CAER aims at supporting the competitiveness of the FaME in new conditions regarding the evaluation (and funding) of universities. The CAER cooperates with partners from various institutions and companies located in the Zlín Region, in the Czech Republic and abroad.

R&D activities done by the CAER focus in general 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 to performance).

### ◀ Chain of the Dean of the Faculty of Applied Informatics

The Dean's chain is formed by the body of the chain consisting of thirty eight circle-shaped parts and by a medal. The medal hanging below the chain on a gilded balance beam is encircled with a 4 mm thick ring, expressing on one hand the symbolism of the power of integrity of all component parts of the faculty and, on the other hand, the responsibility and competences of the Dean towards the faculty as a whole. On the obverse side, a positive relief of the abbreviation of the name of the faculty – FAI – is situated in a grid of lines representing the unlimited network interconnection of the world and in a grid made of 1's and 0's. The lower part of the medal bears the inscription FAKULTA APLIKOVANÉ INFORMATIKY along its perimeter. The reverse side represents the unity of the faculty and the University, their affiliation to the Czech Republic depicted by a relief of the borders of the CR, and the ambition of both the faculty and the University to have an up-to-date connection to the whole world in the sphere of human cognition using the technical assistance of information technology. The chain is made of gilded silver.

Author of the design: Michal Vitanovský, M.F.A.

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 2015, intensive preparations were made in order to establish the TBU Creative Industry Centre, which will be focused on audiovisual arts, design, marketing and advertising.

The RC of the FHS was established as an independent unit of the FHS in 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.

The CPS project (Operational Programme “R&D for Innovations” – Priority Axis 2) entered its final implementation stage in 2015; in May the project proceeded to the sustainability stage. Within these activities, a considerable improvement in the quality of the technological equipment of laboratories took place by purchasing unique laboratory equipment for use in basic research but also for cooperation with the application sphere. Funding was obtained from follow-up projects funded by the OP R&DfI.

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. International cooperation was implemented through intensive participation in project applications submitted to the Horizon 2020 programme as well as to the so-called Norway Grants. Since 2015, the IGA projects had also been implemented by TBU research centres, which enables the involvement and education of talented students of follow-up Master’s and doctoral programmes in top-level research infrastructures. Most of the faculties regularly organize programmes of Students’ Scientific and Expert Activities intended in particular for Bachelor’s and Master’s students.

The development of R&D and creative activities was also focused on secondary school students, and that through organizing of student competitions (e.g. the regional round of the Chemistry Olympiad) and specialized internships for students at TBU faculties and in TBU research centres.

At TBU, the transfer of the knowledge obtained in the sphere of basic research into practice was 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, and 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 protection 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.

Apart from educational and research activities, TBU actively participated in activities and events organized in the Zlín Region. This refers to joint decision-making on development strategies adopted by the Municipal Authority in Zlín and by the Regional Office of the Zlín Region. TBU also co-organized important social and cultural events and events aimed at promoting research, 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), Science Café 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 was strengthened by the involvement of students, and that particularly of PhD students, in the implementation of research projects. A crucial role was played by the IGA, the purpose of which is not only to support research activities of PhD students but also of talented Master's students. In 2015, public funding support amounting to CZK 23,493 thousand was obtained for the implementation of activities connected with specific university research. The total number of projects implemented at TBU was 116 newly accepted and 9 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 2015, programmes aimed at involving Master's students in R&D and creative activities by organizing summer internships were supported at the FT. In the research centres, students, above all PhD students, actively participated 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 393,400 thousand in 2015. Out of which the institutional support for the long-term conceptual development obtained from the MEYS amounted to CZK 94,800 thousand, funding provided by the National Programme for Sustainability amounted to CZK 19,400 thousand, and the public funding support provided to specific university research obtained from the MEYS amounted to CZK 23,400 thousand. Furthermore, TBU spent the amount of CZK 255,800 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 11,200 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

At the FaME 1 conference with international participation was held. The FaME organized 6 conferences (among them 5 conferences with international participation). At the FMC, 3 conferences with international participation took place; at the FAI, 2 conferences took place. The FHS organized 7 conferences, out of which 5 conferences with international participation; the FLCM held 2 conferences.

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 Technology	1	1	1
Faculty of Management and Economics	6	4	5
Faculty of Multimedia Communications	1	1	
Faculty of Applied Informatics	2	2	
Faculty of Humanities	7	5	5
TOTAL	17	13	11

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

Postdoctoral employees received support within the Institutional Plan section entitled “Development of internal and external quality of TBU”. 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 centres, 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 were 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. At the FaME, the degree programmes in preparation were discussed with representatives of partner institutions. The partners also actively collaborated during the implementation of degree programmes, e.g. the Moravian-Slovak Engineering Works in Uherský Brod provided 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 cooperated 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 were discussed with experts from business and industry 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, marketing, and in the area of rationalization of management of production and non-production processes.

The FMC organizes the annual contest entitled “Marketing Communications Talent”. In 2015, 10 companies participated in the event. The contest annually generates approx. 15 internships as well as long-term traineeships for students; it produced 4 job offers in 2015. The degree programme in Theory and Practice of Audiovisual Arts cooperates on internships with the Czech Television. In the year 2015, the result produced by the cooperation was collaboration on an animated series assigned as a task to FMC students. Doctoral students made feature films. Students of visual arts regularly participate in a contest organized by the POPAI CR, which is a professional association focusing on search for and recruitment of talented students. In 2015, this collaboration produced 2 permanent jobs. Close cooperation takes place with the Mmcité company, which takes part in the activities of the FMC. In 2015 the company offered 2 jobs to FMC graduates. It is a standard practice in each degree course to collaborate with industry during the implementation of various projects. Tord Bontje from Great Britain supervised the work of FMC students on a joint project implemented in cooperation with the Ton company. A number of enterprises became partners of the faculty during the implementation of the ZLIN DESIGN WEEK project. The faculty staff participated in Calls organized within Innovation Vouchers. Experts from industry were members of boards of examiners for final state examinations and participated in classes.

At the FAI, a specialized workshop presenting specialized activities of various companies is organized for Bachelor’s students in their third year of study and for Master’s students in their second year of study once per year. Experts from the application sphere took part in the implementation of degree programmes by giving single and regular lectures. Bachelor’s and Master’s students worked 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 were organized for students and staff. At the same time, selected companies participated in the development of research laboratories including material equipment. Specialized contests were organized for students in cooperation with companies.

The FHS collaborated with the application sphere during the preparation of the content of the relevant specialist course units, and consulted the content of individual degree programmes in accordance with requirements and experience of business and industry. Furthermore, cooperation was carried out during the teaching of specialist and practically oriented course units in accredited programmes, during the organization and supervision of compulsory student practical training at specialized workplaces, during the supervision (consultancy) and external examining of Bachelor’s and Master’s theses written by students, as well as during the organization of other educational activities (workshops, lectures). Experts from the application sphere are usually members of the boards of examiners for final state examinations.

Representatives of the application sphere are among the members of the Scientific Board and also work as lecturers in accredited degree programmes at the FLCM. Single lectures by experts from practice also took place. Agreements on mutual cooperation have been concluded with legal entities from the application sphere. Numbers of experts from the application sphere working as lecturers in accredited degree programmes are listed in the Table 11.2.



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

In particular through its research centres – CPS and CEBIA-Tech – TBU offered 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 bespoke research and through use or hire of facilities owned by TBU. Furthermore, TBU offered and carried out analyses and research studies, optimization of technological processes, etc. for its industrial partners.

In 2015 TBU participated in the implementation of the so-called Innovation Vouchers in the Zlín and Olomouc Region (implemented between 2014 and 2015). 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”. In 2015, new possibilities of cooperation with the application sphere were offered within the OP Enterprise and Innovations for Competitiveness, where TBU participated as well. The specialized department, the TTC, provides services associated with the protection of industrial rights over R&D results on behalf of TBU and implements the necessary steps leading to the commercialization of these results. Moreover, the TTC represents an important link between TBU and the industrial practice thanks to patent services offered by the TTC not only as an internal service for TBU but also for industrial entities – external applicants.

## 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 and creative 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 and creative activities carried out in applied research and experimental development is specified in the Rector’s Decree RR/10/2015. The Decree comprises instructions for an active search for potential users of results of R&D and creative 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 5 were concluded in 2015. Furthermore, 12 agreements on cooperation and on use of R&D results during the implementation of a joint project are registered with the TTC, with 4 of them concluded in 2015.

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

In 2015, 3 and 91 experts from the application sphere lectured at the FT and at the FaME, respectively, and that predominantly funded by projects implemented within the OPEC; the number of experts lecturing at the FMC was 15. At the FAI 26 experts from the application sphere participated in classes held in accredited degree programmes. 66 experts from the application sphere lectured at the FHS; 2 persons lectured at the FLCM.



Table 11.2: Numbers of Experts from the Application Sphere Working as Lecturers in Accredited Degree Programmes

<b>Tomas Bata University in Zlín</b>	<b>Numbers of persons</b>
Faculty of Technology	3
Faculty of Management and Economics	91
Faculty of Multimedia Communications	15
Faculty of Applied Informatics	26
Faculty of Humanities	66
Faculty of Logistics and Crisis Management	2
<b>TOTAL</b>	<b>203</b>

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

At the FaME, full-time and part-time students in all Bachelor's and Master's programmes were required to complete the course units "Bachelor's Thesis Preparation and Work Placement" (BP) and "Master's Thesis Preparation and Work Placement" (FUMP) in the amount of no less than 80 hours spent in an institution/company. The Department of Regional Development, Public Sector Administration and Law arranged internships for students in departments and sections of the Municipality of the City of Zlín and in regional inspectorates of the Czech School Inspectorate. 4 degree courses carried out at the FMC and 6 degree courses carried out at the FAI included this type of compulsory practical training. At the FHS, students in all of 10 degree courses carried out at the faculty have to fulfil this requirement; 1 degree course carried out at the FLCM includes compulsory practical training.

Table 11.3: Numbers of Degree Courses That Include Compulsory Practical Training Held during at Least 1 Month

<b>Tomas Bata University in Zlín</b>	<b>Numbers of degree courses</b>
Faculty of Management and Economics	12
Faculty of Multimedia Communications	4
Faculty of Applied Informatics	6
Faculty of Humanities	10
<b>TOTAL</b>	<b>30</b>

### 11. l, m, n, o AMOUNT OF INCOME GENERATED FROM LICENCES, FROM CONTRACTS FOR THE IMPLEMENTATION OF CONTRACT RESEARCH AND DEVELOPMENT, FOR THE IMPLEMENTATION OF PAID COURSES AND AS PAYMENT FOR ACTIVITIES CARRIED OUT WITHIN SPECIALIZED CONSULTATIONS AND COUNSELLING

In the year 2015, TBU earned the following revenues: CZK 28 thousand from licence agreements, CZK 16,403 thousand from assigned contracts for the implementation of R&D results, CZK 298 thousand for the implementation of paid courses for employees in the application sphere, and CZK 114 thousand for specialized consultations and counselling.

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

TBU supported a total of 22 spin-off companies; one of them had its registered office in the Technology Park in the U11 building, 19 companies had their registered office in the Information and Communication Technologies Scientific Research Park. 2 companies were supported by the FMC.

Table 11.4: Number of Spin-Off/Start-Up Companies Supported by TBU in 2015

Tomas Bata University in Zlín	Number of spin-off/start-up companies
TOTAL	22

## 11.q STRATEGY FOR COMMERCIALIZATION

The strategy for commercialization is specified in the Rector's Directive 1/2013 "Application and Protection of Intellectual Property Rights Related to Research, Development and Creative Activities of Employees and Students of TBU in Zlín" and in the Rector's Directive 16/2015 "Procedure and Rules Related to Commercialization of Results at TBU". In 2015 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 (Methodology for Establishment of Spin-off Companies). Key documents for the EF-TRANS project were prepared, which are available on the website: <http://eftrans.reformy-msmt.cz/soubory-ke-stazeni/metodiky/>.

## 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 aimed 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 companies, particularly from the Zlín Region, e.g. involvement of experts from business and industry in Scientific Boards at the University and at its faculties, involvement of experts from business and industry 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, external 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 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. Also the clean rooms at the TBU University Institute are offered for commercial use, as they fulfil the requirements necessary in order to be classified into the required level of cleanliness in compliance with the ISO 7 standard, in accordance with requirements specified in the Czech standard ČSN EN ISO 14644 Clean Rooms and Associated Controlled Environments, and with requirements specified in the Czech standard ČSN EN ISO 13485 Quality Management System for Medical Devices.



# 12. INTERNATIONALIZATION

## 12.a STRATEGIES FOR THE DEVELOPMENT OF INTERNATIONAL RELATIONS AND INTERNATIONAL ENVIRONMENT, PRIORITIES

Internationalization is one of the priorities of the TBU Strategic Plan in the long-term. The development of international cooperation is supported in the sphere of study, creative as well as R&D activities. The fact that TBU consistently promotes bilingualism, embedded in the Statute of the University, has a positive effect on its ability to develop international cooperation in the entire spectrum of its activities.

According to the Update of the Strategic Plan of TBU for 2015, the high priority tasks of internationalization, the aim of which is to increase the competitiveness of TBU in the international environment, 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 short-term 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);
- Improvement in the quality of mobility of TBU students and staff abroad;
- Constant increase in the number of international students at TBU;
- 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 of increasing the involvement of academic staff and researchers in international teams.

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. As at 31 October 2015, 952 international students from 72 countries worldwide studied at TBU, which was 8.97 % 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 2015, which

### ◀ Mace of the Dean of the Faculty of Humanities

The Dean's mace consists of a shaft and a head, whose fundamental element is a double-sided relief of a segmental shape set in a ball-shaped base. The main motif of the relief is a human profile, on one side depicted as a positive image, and on the other side as a negative image. The side featuring the negative profile also bears the initials of the FHS. Starting from the base, stylized wings spread obliquely upwards along both sides of the relief, with a three-line inscription FAKULTA HUMANITNÍCH STUDIÍ placed on one of the wings. The shaft is made of wood; the head is made of patinated bronze.

Author of the design: Michal Vitanovský, M.F.A.

contributed to attracting the interest of students and academics in mobility at TBU (International Week, International Festival, Fulbright Info Meeting, etc.).

In April 2015 another edition of the International Week, the fourth one, organized on behalf of the whole University took place. 40 international members of academic staff from, e.g. Turkey, Denmark, Great Britain, Lithuania, Belgium, Norway and France delivered their specialized lectures at the faculty. TBU also welcomed Assoc. Prof. C. Michael Elavsky, Fulbright scholarship holder, who motivated students as well as the academic staff to take part in a stay abroad by his lecture.

TBU promoted the employment of international staff in order to internationalize the TBU personnel structure. Several dozens of international experts e.g. from Armenia, Australia, Bosnia and Herzegovina, China, Ghana, India, Italy, Japan, Mexico, Moldova, Germany, the Netherlands, Norway, Pakistan, Poland, Russia, Greece, the United States, Sweden, Turkey, the Ukraine, 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), in which the University has been participating since 2012, continued in 2015. The project is aimed at providing support and assistance to incoming and outgoing researchers. In 2015 TBU became a member of the pan-European Euraxess network. During 2015 TBU continued to participate 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 2015, 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 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).

TBU continued to develop partnership relations with international institutions and collaborators. In 2015 TBU registered 126 partnership contracts concluded with universities and other foreign institutions in 44 countries worldwide, with partner institutions newly joining from e.g. Mexico, Japan, South Korea, India, Taiwan, Vietnam, Russia and Kazakhstan. Active cooperation continued as regards communication with Czech embassies abroad and embassies of foreign countries in the CR, e.g. the Ukraine, Russia, Pakistan, Kazakhstan, Bangladesh, India, Vietnam, etc. During 2015 several dozens of delegations and visitors from abroad visited TBU and its faculties, both from partner and collaborating institutions all over the world and from embassies and consulates (China, India, Vietnam, Nigeria, Gambia, etc.). TBU concluded agreements on the recruitment of students from Russia, Lebanon, and other countries of the Near East. In the course of the year 2015, 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.

Within the continuing close cooperation with the Embassy of the People's Republic of China in the Czech Republic and with the Confucius Institute, TBU opened Chinese courses for its students and staff and for the public in 2015, which attracted great interest during the previous two years. The aim of courses organized by the FHS 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, TBU continued in offering Russian courses in the year 2015 as well. Russian and Chinese language courses were provided to students and employees free of charge.

During 2015 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 2015, printed materials 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 updated.

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

In December 2015, a special web presentation that enables applicants for studies in English degree programmes to easily find information on the degree programmes taught in the English language including the relevant electronic application form for studies was launched. At the same time, a new web portal intended for Czech students planning to take part in mobility abroad was launched. It provides information on almost 250 international educational institutions, with which TBU has concluded an agreement on student exchange, and that for study periods, as well as for traineeships. The portal also offers practical information about modes of funding and the mobility process. Students positively evaluated the possibility to post reviews on the institutions that they have attended. The International Office also created an online system for the registration of student and academic staff mobility. In September 2015, employees of the TBU International Office participated in the EAIE (European Association for International Education) annual conference in Glasgow, at which they managed to establish contact with more than twenty educational institutions (e.g. from Taiwan, Scandinavia, Germany, Belgium, France, the USA and other countries). In November 2015, TBU took part in the European Higher Education Virtual Fair, a virtual fair of higher education intended for students from India and southern Asia, organized by the representatives of the EU in India and by the EU member states. Online presentations promoting TBU and targeted at tens of applicants for studies in the above-mentioned spheres formed part of the fair.

In 2015, 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 2015 the Buddy System intensively cooperated 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.

The Buddy System also successfully presented its activities at the annual meeting held in Croatia. In 2015, greater emphasis was put on the participation of international students in the Social Erasmus programme. Members of the Buddy System also took part in the promotion of student mobility during the following events held at TBU: International Festival, International Week, Business Days.

In 2015 the admission of government scholarship holders to degree programmes accredited in English continued. 8 government scholarship holders studied in follow-up Master’s programmes and 2 government scholarship holders studied in doctoral programmes at the FaME in 2015.

The above-mentioned activities carried out in the sphere of internationalization contributed to an enhancement of the international prestige of TBU, to the 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 2015 the University continued to participate in the new Erasmus+ programme for the 2014–2020 period. The programme is focused on the support of cooperation and mobility in all spheres of education, in professional formation 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, traineeships), 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 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 until 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 the Erasmus+ programme are intended for HEI students who wish 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 5 different projects in 2015 (2x Erasmus+ KA1, 1x Erasmus+ KA2, 1x Erasmus IP, 1x Erasmus Networks).

In 2015, TBU succeeded in obtaining a grant for the support of mobility within the Erasmus+ programme (programme period: 30 June 2015 – 31 May 2017), organized in cooperation with partner countries. The grant amounted to 8 % of the total sum allocated for the entire Czech Republic. Among the approved countries/universities, the following can be named: Ukraine (Ivan Franko National University, Lvov; V. N. Karazin National University, Kharkov and Taras Shevchenko National University, Kiev), Russia (Ural Federal University), Azerbaijan (Baku Business University), Kyrgyzstan (Naryn State University), Kazakhstan (KIMEP University) and Belarus (Belorussian Trade and Economics University of Consumer Cooperatives). The project has been designed mainly to support incoming student mobility.

In 2015, 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.

TBU continued to actively carry out activities within the CEEPUS programme (Central European Exchange Programme for University Studies) in 2015. 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 2015 TBU joined six networks of the CEEPUS programme, 5 projects were implemented at the FT and 1 at the FaME. Activities within the CEEPUS programme are carried out also at the FMC. 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 2015, 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.

Within the project Support of Ukrainian Students at TBU, 15 students from Ukrainian universities (Donetsk National University, Donetsk; V. N. Karazin National University, Kharkov; Ivan Franko National University, Lvov and Taras Shevchenko National University, Kiev) were supported in 2015. Thanks to this project, TBU was offered opportunities for new cooperation with Ukrainian universities.

In 2015, 59 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 China, Israel, South Korea, Malaysia, Taiwan, Thailand, Colombia and the USA. In 2015, a total number of 134 international students arrived at TBU within mobility of the so-called “free-movers”, namely from the Russian Federation, China, Taiwan, the Ukraine, Indonesia and South Korea.

In 2015, within language courses held abroad, funding was provided by TBU for the mobility of 6 academics, one per each faculty. A two-week course was carried out at the Milner School of English, Wimbledon, London. Group classes were held there – 20 lessons per week; participants could choose other individual tutorials in the language of their specialization, particularly training of correct pronunciation of specific terms.

Among other projects implemented in 2015 and funded from international educational programmes including mobility, the below-mentioned projects funded from the Operational Programme “Education for Competitiveness” (2007–2015) can be named:

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	5					2	1		6	1	1	1	17
Number of outgoing students	286								8	4	59	18	375
Number of incoming students	203					26			11	2		172	414
Number of outgoing academics	83					3			7	1		148	242
Number of incoming academics	52					5			12			83	152
Number of other outgoing employees	10												10
Number of other incoming employees	1												1
Grants (thousand CZK)	17,244					4,756			375	27	1,979	2,597	26,978

## 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 2015 with funding provided from the following projects:

### **ACTIVITY MOBILITY (7AMB) (6<sup>th</sup> Framework Programme of the European Community for Research, Technological Development and Demonstration Activities)**

#### **CZECH-SLOVAK PROJECTS:**

##### **FLCM**

7AMB14SK044 Effectiveness Assessment of Application of Continuous Ecological Transport Systems of Raw Materials in Industrial Enterprises

Implementation period: 2014 – 2015

##### **UNI (CPS)**

7AMB14SK026 (Bio)polymers and Bio-inspired Materials for Biomedicine

Implementation period: 2014 – 2015

##### **UNI (CPS)**

7AMB15AT014 Bio- and Humidity Response of Novel Surface Functionalized Filler Based on Lignocellulose Materials

Implementation period: 2015 – 2016

### **CONTACT II Programme of International Cooperation in Research and Development:**

#### **PEOPLE'S REPUBLIC OF CHINA:**

##### **UNI (CPS)**

LH14273 Construction and Electrochemical Properties of Supercapacitors for High Efficiency Energy Storage Systems

Implementation period: 2014 – 2016

#### **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 (Czech Science Foundation)

Implementation period: 2013–2015

14-32114P The Modification of Magnetic Filler and the Study of Its Use in Magnetorheological Systems

Implementation period: 2014–2016

GJ15-08287Y Immobilization of Specific Bioactive Natural Substances in Functionalized Biodegradable Polymer Matrices (Czech Science Foundation)

Implementation period: 2015–2017

TE01020216 Centre of Advanced Polymer and Composite Materials (Competence Centres)

Implementation period: 2012–2019

TE02000006 Centre for Alternative Environment Friendly High Effective Polymer Antimicrobial Agents for Industrial Applications (Competence Centres)

Implementation period: 2014–2019

TH01011438 Development of Polyurethane Matrices for the Production of Composites – PURKOMP (TACR Epsilon)  
 Implementation period: 2015–2017  
 QJ1310254 Research into the Use of Whey as Dairy Industry Waste Product, the Production of Antimicrobial Compounds for the Modification of Hydrophilic Polymer Systems with the Use in Cosmetic and Medical Applications (Ministry of Agriculture)  
 Implementation period: 2013–2017

### **COST CZ Programme**

#### **UNI (CPS)**

COST MP 1301 Calcium Rich Polymeric Scaffolds for Bone Tissue Engineering  
 Implementation period: 2013–2017

### **EUREKA Programme**

#### **FT**

LF15016 Research and Development of a System Device for Acquiring Data to Predict the Speed of Growth of Children’s Feet  
 Implementation period: 2015–2017

### **Centre for International Cooperation**

#### **Norway Grants**

#### **FMC**

NF-CZ07-INP-4-1802015 Creativity and Dynamics in Project Management, Activity: Mobility Project – Individual Placements for Education Sector Staff – Norway Grants

Principal investigator: TBU

Implementation period: 2015–2016

#### **UNI (CPS)**

NF-CZ07-MOP-3-2372015 CO2 Interactions with Cationic and Anionic Clays, Activity: Mobility Project – Norway Grants

Principal investigator: TBU

Implementation period: 2015–2016

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 <sup>th</sup> Framework Programme of the EC			TOTAL
	TOTAL	Out of which Marie-Curie Actions	Others	
Number of projects			10	10
Number of outgoing students				
Number of incoming students				
Number of outgoing academic and research staff			22	22
Number of incoming academic and research staff			8	8
Grants (thousand CZK)			3,433	3,433

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

In the year 2015, it was Portugal, Germany, France, Slovenia, Turkey and Spain that attracted the greatest interest among outgoing students at TBU. The majority of students coming to TBU were from Russia, Slovakia, Turkey, the Ukraine and France. Outgoing and incoming academics preferred mainly Slovakia, Poland, Turkey and Portugal.

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
Albania		2		
Armenia		6		
Australia			1	
Austria	17	8	17	6
Azerbaijan		10		
Belarus		4		
Belgium	9	9		1
Brazil		1		
Bulgaria	3	4		1
Colombia	2	4		
Croatia	1			
Cyprus	8	1	4	
Denmark	6			
Egypt		1		1
Estonia	9	2	1	
Finland	18	5	2	2
France	22	26	9	3
Georgia		3		1
Germany	26	9	11	7
Ghana		1		1
Greece	13	11	14	
Hungary	3	3	6	6
China	4	18	3	
India	1	3		
Indonesia	3	2	1	
Iran		1		
Iraq		1		
Ireland	3		1	3
Israel	2			
Italy	10	2	14	3
Japan	1	1	9	3
Kazakhstan		10	2	1

<b>Tomas Bata University in Zlín</b>				
<b>Country</b>	<b>Number of outgoing students</b>	<b>Number of incoming students</b>	<b>Number of outgoing academics</b>	<b>Number of incoming academics</b>
Kyrgyzstan		3		
Latvia	1	3	1	
Lithuania	6	11	2	2
Luxembourg	1			
Macedonia		1		
Malaysia	6		1	
Malta	1		2	
Moldova			2	
Monaco		1		
Netherlands	6	3	5	
Norway	8	1	1	
Pakistan		7		
Palestinian National Authority		1		
Philippines		1		
Poland	12	9	19	39
Portugal	64	8	27	3
Republic of Korea	4	10	2	
Republic of South Africa			1	
Romania	6	11	3	5
Russia	4	44	1	2
Rwanda				
Saint Barthélemy				
Slovakia	4	39	30	43
Slovenia	21	3	12	6
Spain	16	14	9	1
Sri Lanka			1	2
Sweden	4			1
Switzerland	1		2	1
Taiwan	5	11	1	
Tajikistan		1		1
Thailand	7	1	1	
Trinidad and Tobago	1			
Tunisia				
Turkey	20	49	24	5
Ukraine		28		
United Kingdom	13	2	16	3
United States of America	2		4	4
Uzbekistan		3		3
Vietnam	1	1	2	
<b>TOTAL</b>	<b>375</b>	<b>414</b>	<b>264</b>	<b>160</b>



# 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

At present, 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 other quality indicators is continuously monitored by the TBU Management in the course of the year. Graduate employability in the labour market is a closely watched indicator evaluated twice a year, and that in particular based on numbers of 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 at meetings of the Rector's Advisory Council in the course of 2015 – i.e. indicators concerning the scientific and artistic performance of the higher education institution, international mobility and internationalization of the University, the level of qualification acquired by academics, and other areas. Several internal audits were focused on indicators of quality and performance, in particular on the detection of reason for failures to achieve optimum values in some of the indicators mentioned. In order to fulfil the vision of becoming an internationally recognized university, the orientation on quality management as a part of the strategic management is an essential prerequisite. For this reason, a working group for quality management led by the Rector was established at TBU in April 2015, with representatives of all faculties also joining the group as its members. During 2015 three meetings were held, at which the issues of internal evaluation of TBU and of internal evaluation processes were discussed.

### 13.a.2 EVALUATION PROCESS

Within the evaluation process focused on the academic staff, their pedagogical activities (e.g. the number of lectures, seminars and practical laboratory training held, etc.) and their R&D activities such 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. When evaluating the R&D and innovation results achieved

#### ◀ Chain of the Dean of the Faculty of Humanities

The Dean's chain consists of stamped parts and of a hanging double-sided and stamped medal. On the obverse side of the medal, a human profile involving a depiction of a half-figure with a raised arm across the profile is placed. The head of the figure forms an eye of the profile at the same time. Both motifs are interconnected through a structure of concentric lines. The lower edge of the medal bears the inscription FAKULTA HUMANITNÍCH STUDIÍ. The reverse side of the medal is filled by a composition consisting of the globe and of a map of the Czech Republic interconnected with arrows. The lower part of the medal carries the initials UTB and a three-line inscription UNIVERZITA TOMÁŠE BATI VE ZLÍNĚ. The body of the chain is composed of two types of parts – central and ordinary. The central part, on which the medal is hanging, is arch-shaped with ends directed upwards. Along its surface, a linear structure citing the motif of the hanging medal is placed. The stamped parts elaborate the relief motif of the central part. The chain is made of patinated bronze.

Author of the design: Michal Vitanovský, M.F.A.

by individual academics, the basic value used is the number of points included in the Information Register of R&D Results (RIV), which is drawn up in compliance with the valid Methodology of Evaluation of Research Organizations and Evaluation of Finished Programmes. As mentioned above, the process of internal evaluation of academic staff is, thus, based on scientometric results reported in internationally recognized databases (e.g. Web of Science and Scopus) and on other measurable indicators in the field of science and research. The Register of Artistic Outputs is used a source for an evaluation of artistic activities of academics; the Register includes point scores assigned to creative activities carried out during the last five years. When evaluating the activities of TBU as a whole, as well as during the evaluation of the individual faculties, indicators monitored by the QS World Universities Rankings and U-Multirank are considered and assessed within the internal evaluation process, as TBU has submitted data for inclusion in these international university databases, and also the quality and performance indicators (K-indicators) defined by the MEYS.

### 13.a.3 RESULTS OF THE EVALUATION AND THEIR USE

The above-mentioned process of internal evaluation, which is closely associated with the results of external evaluation, leads to a strengthening in the competitiveness of TBU and to an improvement in the level of education provided, which is a very important aspect at present, and that particularly with regard to the fact that applicants born in the second half of the 1990s, i.e. years with low birth rates, are admitted to Bachelor's programmes. At TBU, the teaching is also evaluated by students, and the educational process is evaluated by graduates. The results of such surveys serve as a feedback to the faculties' Management as they enable to define weak points and to remedy the detected deficiencies. However, the analyses conducted show that such surveys are carried out in a different manner at the individual faculties and component parts, and the number of respondents participating in the surveys varies. The attitude of senior executives at the faculties and component parts towards the results of evaluation made by students and graduates also varies. 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. On the basis of the analyses carried out and of the aims set, the Strategic Plan of TBU for the period from 2011 to 2015 was formulated, which, among other items, specified the aim to put the internal and external quality evaluation systems applied at TBU in accordance with international standards. The aims specified are described in detail in the Strategic Plan of TBU for the period from 2016 to 2020, which, after being discussed and approved by the relevant bodies of TBU, was approved by the TBU Academic Senate on 28 October 2015. One of the aims set in the Strategic Plan of TBU specifies a completion of the development of a comprehensive and efficient internal system of quality monitoring and assurance in all spheres of TBU activities.

### 13.a.4 QUALITY OF TEACHING EVALUATED BY STUDENTS

In 2015, 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 at the end of each semester. 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 component parts of the University), who were expected to deal with the issues.



### 13.a.5 MECHANISM FOR DETECTION OF PLAGIARISM IN ACADEMIC QUALIFICATION THESES AND IN OTHER DOCUMENTS

TBU uses the Theses.cz system for the detection of plagiarism in academic qualification theses and in other documents, and that 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. TBU, similarly as the other participating public higher education institutions, created a methodology and provided technical support 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. TBU uses the Odevzdej.cz system for the detection of plagiarism in seminar papers and in other documents, as this system applies the same principles as the Theses.cz system.

### 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. In 2015 an evaluation of the CPS project was carried out at TBU following the termination of implementation of the project in question, with funding received from the OP R&DfI. The evaluation was managed by the MEYS. The employees of the Centre elaborated a self-evaluation report submitted to the evaluation team composed of external examiners coming from business and industry. The topics evaluated included the management of the project, human resources, financial and legal issues, cooperation with the application sphere, infrastructure and equipment, research activities and other relevant spheres. A similar evaluation of the research centre CEBIA-Tech took place in 2014.

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 2015, is also focusing on 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.

In the past years already, the decision was taken 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 e.g. 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. In 2015 TBU took the 92<sup>nd</sup> position in the ranking listing top universities in Emerging Europe and Central Asia (EECA). Thus, TBU was the most successful among Czech regional universities. The British company Quacquarelli Symonds (QS), which released the ranking, included 250 universities from twenty countries in the ranking.

### 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 more than twelve years. Four audits were carried out and duly completed by the department of Internal Audit at TBU in 2015.

The planned audits carried out focused on the following issues:

- Observance of requirements set by the Accreditation Commission which are related to the implementation of degree programmes
- Audit focusing on management and administration of projects funded by the Operational Programme „R&D for Innovations“ and on the sustainability of these projects after the termination of the project implementation
- Audit explaining lower productivity as regards the fulfilment of the K indicator

In addition to the schedule of activities, one ad hoc audit was carried out focusing on classes provided by academics holding the degree of Professor and Associate Professor. Based on all audits carried out, the relevant final reports were elaborated and submitted for comments to the senior executives of the audited departments or to employees authorized by them in advance, who thus had an opportunity to give their opinion regarding the mentioned findings and recommendations. After incorporating these comments into the report, the internal auditor elaborated a final version of the relevant report and submitted the same to the Rector and to other concerned senior executives at TBU. The summary of the most important findings and recommendations arising from the audits was 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

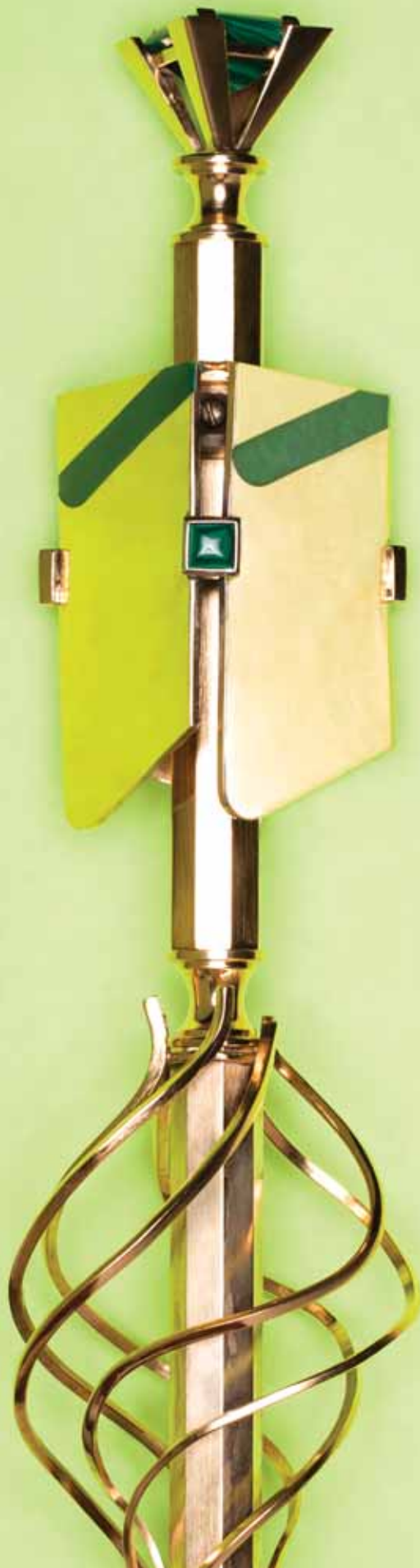
At present, TBU is in a transition period from the extensive to the intensive growth of the University, which is, among others, evidenced by the fact that the University Management lays a considerably greater emphasis on qualitative and performance indicators. In recent years, measurable indicators in science, international mobility and in the quality of degree programmes have been 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 comparisons between TBU and other public higher education institutions in the Czech Republic have been regularly and repeatedly carried out at TBU during recent years, in particular in form of benchmarking carried out at public higher education institutions in the CR, e.g. in several analyses made by the Rector and by the Vice-Rectors as well as in internal audits. The comparisons are presented at meetings of the Board of Governors, of the Scientific Board and of 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 science, research, international mobility and quality of degree programmes.

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

In 2015, 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 degree 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 Physical Society
- ASTM International
- Czech Society of Industrial Chemistry (Rubber Group Zlín)
- International Organization for Standardization
- Working groups of the Czech Office for Standards, Metrology and Testing
- 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
- Editorial Board of the *Professional Journal Zeszyty Naukowe*
- Editorial Review Board of the *Journal of Accounting and Financial Control*
- European Business Ethics Network
- European Network for Business Studies and Languages
- European Regional Science Association
- European Society for Paediatric Infectious Diseases
- International Association for Technology Management
- 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
- Scientific Board of the Bulletin of the Military University of Technology
- Society for Competitive Intelligence Professionals
- The Competitiveness Institute

#### ◀ Mace of the Dean of the Faculty of Logistics and Crisis Management

The Dean's mace consists of a shaft and a head. The head is formed by a spatial motif, with three symbols of a book connected with green malachite stones placed around above the motif. The top of the head is formed by a malachite stone placed in a mount. The mace is made of brass, the mounts of the malachite stones are made of silver; the shaft of the mace is faceted.

Author of the design: **André Vicha, M.F.A.**

**FMC:**

- European Society for Opinion and Marketing Research
- European Language Industry Association
- European Network of Cultural Administration Centres
- POPAI CENTRAL EUROPE
- International Association of Film and Television Schools – CILECT
- European League of Institutes of the Arts – ELIA
- Society for Intercultural Education, Training and Research, United Kingdom
- Tuesday Business Network

**FAI:**

- Adaptive and Learning Systems IFAC
- American Leather Chemists Association
- American Chemical Society
- British Computer Society
- Critical Infrastructure Warning Information Network
- European Association for Security
- European Commission's in-house Science Service
- European Society for Engineering Education
- European Federation of Biotechnology
- European Physical Society
- European Reference Network for Critical Infrastructure Protection
- International Council on Materials Education
- International Physics and Control Society
- International Rubber Conference Organization
- International Union of Leather Technologists and Chemists Societies
- IUE Commission
- Union of Slovak Mathematicians and Physicists
- KNX Association CVBA Brussels
- Konnex Association Scientific Partnership Forum
- The Institute of Electrical and Electronics Engineers

**FHS:**

- Association of Educators in Social Work
- Association for Teacher Education in Europe
- Breast Surgery International
- Czech and Slovak Association for American Studies
- Czech and Slovak Association of Language Centres in Higher Education
- Czechoslovak TeX Users Group
- Diabetes Education Study Group, by European Association for the Study of Diabetes
- European Association of American Studies
- European Society of Surgical Oncology, Roswell Park Surgical Society
- European Sociological Association
- European Leading Gynecological Oncology Society
- Federation of European Nurses in Diabetes
- IMPLEMENT Expert Community
- International Association of Teachers of English as a Foreign Language
- International Federation of Social Workers
- International Society of Surgery
- Chamber of Social Workers Bratislava
- International Association of Slavic Professors based in Sofia
- OMEP Czech Republic

- NANDA International Nursing Diagnoses
- Polish Pedagogical Society
- Psychodiagnostika, s. r. o. Bratislava
- Editorial Board of the *Čistý deň* journal
- Editorial Board of the *Journal of Modern Education Review*
- Editorial Board of the *Lifelong Education* journal
- Editorial Board of the *Mládež a spoločnosť* journal
- Editorial Board of the *Naša škola* journal
- Editorial Board of the *Pedagogické rozhľady* journal
- Editorial Board of the *Pedagogický dialog bez hraníc se Slezskou univerzitou* journal
- Editorial Board of the *Pedagogika.sk* journal
- Editorial Board of the *Prevenčia* journal
- Editorial Board of the *Przegląd Pedagogiczny* journal
- Editorial Board of the *Studia Edukacyjne* journal
- Editorial Board of the *Studia Pedagogiczne* journal
- Editorial Board of the *Technológie vzdelávania* journal
- Editorial Board of *The New Educational Review (CZ-SK-PL)* journal
- Editorial Board of the *Učiteľské noviny* journal
- Philosophy of Education Association at the University of Lodz
- Sigma Theta Tau International – Honor Society of Nursing
- Slovak Surgical Society
- Slovak Medical Association
- Slovak Educational Research Society
- Slovak Psychological Society
- Slovak Scientific Society for Physical Education and Sport
- Slovak Association of Disabled Persons
- The European Society for Study of English
- The Slovak Association for Study of English
- The Society of Surgical Oncology
- Union Professionnelle Internationale des Gynécologues et Obstétriciens
- United Nations High Commissioner for Refugees
- Scientific Society of the Slovak Academy of Sciences
- WAA Apheresis Registry
- Union of Slovak Writers

#### FLCM:

- 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 *Plastics and Rubber* journal
- Editorial Board of the *Waste Forum* journal
- 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.

### 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
- Computer media s. r. o. Prostějov
- 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 Society for the Study of Obesity
- 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
- Committee for Public Transport Facilities of the Zlín Region
- Strategic Planning Committee of the Municipality of the Town of Zlín
- Regional Volleyball Association (Czech Sports Association)
- Georg Žilina publishing house
- Martin Stříž 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 Ekonomika a management* journal
- Editorial Board of the *International Journal of Entrepreneurial Knowledge*
- Editorial Board of the *Journal of Competitiveness*
- Editorial Board of the *Journal of International Studies*
- Editorial Board of the *Management podnikania a vecí verejných* journal
- Editorial Board of the *Psychologie pro praxi* journal
- Editorial Board of the *Regional Direct* journal
- Editorial Board of the *Regionální studia* journal
- Editorial Board of the *Transaction of The Universities of Košice* journal
- Editorial Board of the *Trendy v managementu a ekonomice* journal
- Regional Studies Association
- Man in Motion Association
- Slovak Academy of Management

- Slovak Society of Prenatal and Perinatal Psychology, Medicine and Social Sciences
- Czech Ski Association
- The Federation of Accountants
- Association of Processing Industry
- Tennis Club SK
- Sports Club "Sokol"
- Scientific Board of the *Human Resources Management and Economics* journal
- Scientific Board of the *Manažment priemyselných podnikov* journal
- Scientific Board of the Profess Consulting s.r.o. publishing house in Prague
- Scientific Board of the VerBuM publishing house in Zlín
- Scientific Board of the Computer Press publishing house in Brno
- Appellate Committee of the Ministry of Agriculture of the CR
- Committee for Education, Training and Employment of the Council of Representatives of the Zlín Region

#### FMC:

- Moravian Designers' Association
- Czech Marketing Society
- Doctoral Programme Board, CT Brno
- Advisory Board to the General Commissioner of the EXPO exposition 2015
- Union of Visual Artists of the Czech Republic
- Scientific Board of the Academy of Performing Arts Bratislava
- European Society for Opinion and Marketing Research
- Scientific Board of the Faculty of Fine Arts in Banská Bystrica
- Scientific Board of the Janáček Academy of Music and Performing Arts in Brno
- Assembly of the Council of Higher Education Institutions of the CR
- Research and Development Council of the Minister of Culture, Ministry of Culture of the CR
- Czech Art of Glass – Czech and Moravian Glass Cluster
- Zlín Creative Cluster

#### 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
- Preschool Education Association
- Association of Sports Psychologists

- 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 Kinanthropological Society
- Czech Confederation of Midwives
- Czech Medical Society of Jan Evangelista Purkyně
- Czech Society for Oncology CMS J.E.P.
- Czech Pedagogical Society
- Czech Resuscitation Council
- Czech Sociological Association
- Czech Anthropological Society
- Czech Society of Palliative Medicine
- Czech Wound Management Society
- Czech-Moravian Psychological Society
- Czech-Vietnamese Association
- Ethics Forum of the CR
- Selection Board for the EEA and Norway Grants (Centre for International Cooperation in Education of the MEYS)
- Civic association Tobit
- Polymer Processing Society
- Work group for Philology
- Committee for External and International Relations, Council of Higher Education Institutions
- Council of Higher Education Institutions
- Editorial Board of the *Rozhledy v chirurgii* journal
- Society for Transfusion Medicine
- Czech Medical Association, Prague
- Medical Association Zlín – Uherské Hradiště – Kroměříž – Vsetín
- Union of German Scholars in the CR
- The Czech Myeloma group
- Committee of the Movement of Cooperating Schools in the Czech Republic

#### FLCM:

- Academic Council of the Brno International Business School
- Czech Association of MBA Schools
- Czech Flood Protection Association
- 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 Macromolecular Chemistry, Faculty of Chemistry, Brno University of Technology
- Specialized Evaluation Committee of the Ministry of the Interior for the evaluation of research institutions in the field of Population Protection
- Editorial Board of the *Materials and Designs* journal

- Editorial Board of the *Materials Science in Semiconductor Processing* journal
- Editorial Board of *The Science for Population Protection* journal
- Association of Fire and Safety Engineering Ostrava
- Scientific Board of the Faculty of Economics and Administration of the University of Pardubice
- Scientific Board of the Faculty of Chemical Technology of the University of Pardubice
- Scientific Board of the General Directorate of Fire Rescue Service of the Czech Republic
- Scientific Board of the NBC Defence Institute of the University of Defence in Brno

#### UNI:

- Association of Innovative Entrepreneurs of the Czech Republic, registered association
- Chamber of Patent Attorneys in the Czech Republic
- Science and Technology Parks Association of the Czech Republic, registered association
- Transfera.cz

## 14.c NATIONAL AND INTERNATIONAL AWARDS RECEIVED BY TBU

#### FT/CPS:

- Ing. Michal Sedlačík, Ph.D. was rewarded by the Czech Association of Scientific and Technical Societies for the support of young researchers.

#### FaME:

- The faculty was placed 4<sup>th</sup> in the ranking of faculties of economics in the Czech Republic organized by the Economic Newspaper.
- The faculty won in the 5<sup>th</sup> edition of the Public Enquiry into Social Responsibility organized by the Institute for Social Responsibility, located in Ostrava. The faculty defended the first place, similarly to the previous year, namely in the category of Educational Facilities.
- 1<sup>st</sup> place for the team of students made up of Pavla Přidalová, Martina Duráková and Gabriela Rošlapilová and their supervisor Zuzana Tučková from the Department of Enterprise Economics, specialization in Tourism Economics, in the student section of the AdCamp conference
- 1<sup>st</sup> place for Jiří Šnajdr in the international competition for the best student paper presented within the Students' Scientific and Expert Activities at the Faculty of Wood Sciences and Technology of the Technical University in Zvolen in the section of economics and management, and 1<sup>st</sup> place in the language subsection
- 2<sup>nd</sup> place for the team of students in the degree course in Industrial Engineering and Enterprise Economics under the supervision of Ing. Denisa Hrušecká, Ph.D. in the international contest "Study Case Competitiveness Days" at the University of West Hungary in Sopron
- 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> place for students in degree courses in Industrial Engineering and Enterprise Economics in the FUMP in the Slovak contest featuring student projects – "Produktivne 2015"
- 4<sup>th</sup> place for Šimon Černý in the international competition for the best student paper presented within the Students' Scientific and Expert Activities at the Faculty of Wood Sciences and Technology of the Technical University in Zvolen in the section of economics and management
- Student Jan Hýža participated in the final round of the 11<sup>th</sup> edition of František Egermayer Award, category of Master's Thesis. The competition was organized by the Czech Society for Quality.

#### FMC:

- The faculty was placed 11<sup>th</sup> among American and European higher education institutions in the Red Dot Design Ranking.
- 1<sup>st</sup> place for Gabriela Lhotáková in Sanssouci Junior Glass Match 2015
- 1<sup>st</sup> place for Pawel Ratajczyk in the international student videomapping competition, Faro, Portugal

- 1<sup>st</sup> place for Jitka Andrášková in Grand Prix Mobitex 2015
- 1<sup>st</sup> place for Jan Černý in Signal Fresh Fashion Contest, Bratislava
- 1<sup>st</sup> place for Veronika Tomačovičová, Lucie Kubišová and Branislav Glejtek in the category of the POPAI STUDENT AWARD
- 2<sup>nd</sup> place for Juraj Kotian in the competition “Interconnected World” organized by the Technology Agency of the CR
- 2<sup>nd</sup> place for Jan Kovalovský in Grand Prix Mobitex 2015
- Tereza Otáhalíková received an award in SCI-FI SAFARI 1.1 INDEPENDENT EDITION, Vrané nad Vltavou; she was also selected to represent the Czech Republic at the Moscow Fashion Week.
- Agáta Molčanová received an award in SCI-FI SAFARI 1.1 INDEPENDENT EDITION, Vrané nad Vltavou.
- Award for Tereza Chmurová in the young designers’ competition “Très Chic Fashion”, Ostrava
- Award for Nikola Susová in the young designers’ competition “Très Chic Fashion”, Ostrava
- Award by the National Centre for Furniture Design, Mobitex 2015, for Michal Zeman
- Award by the Cluster of Czech Furniture Manufacturers at the Mobitex 2015 fair for Kateřina Brůhová
- Award by the expert committee of Student Creative and Expert Activities 2015 for a contribution to the sphere of “The Application of Design” for the Studentcar Evolt electric car by Dominik Robek
- Vendula Knopová was nominated in the category of “The Photographer of the Year” in the Czech Grand Design contest.
- National Award for Student Design and the Award by the Architect magazine for Michal Jakubec
- Radoslav Dostál won in the competition for the best logo of the Czech Presidency of the Visegrad Group.
- The film “ZOO Story” by Veronika Zacharová was included by the Czech Film Centre in the representative selection entitled the Czech Short Films.
- The film “The Potato Eaters” by Martin Kukul was ranked among the 5 best student movies and nominated for the Magnesia Award.
- Grand Prix University Award for Overseas and Seiskuki Corporate Award for the Pairs in Squares exhibition, organized by students of the Industrial Design studio and held in Tokyo
- Excellent Student Design Award and Arts and Crafts Museum Award in the National Award for Student Design contest for Zdeňka Fusková

#### **FHS:**

- The faculty was awarded the certificate of a regular member of the Association of Educators in Social Work.
- Mgr. Magda Zálešáková was awarded the Order of Academic Palms – an order conferred in France for outstanding merits in education, science and culture.

#### **UNI (CPS):**

- 2<sup>nd</sup> place for Mgr. Jan Vícha, Ph.D. and 5<sup>th</sup> place for Ing. Pavel Urbánek, Ph.D. in the contest held by Jan Marek Marci Czech Spectroscopic Society in the category of researchers under 35 years
- 2<sup>nd</sup> place for Ing. Jiří Matyáš in the Moravian round of the FameLab – Talking Science competition

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

The FaME was included in the global network entitled “Microeconomics of Competitiveness” organized by the Harvard Business School. The faculty was listed among 100 elite faculties of economics worldwide.

The international accreditation of the CEBIA-Tech project took place at the FAI.

The CPS project passed an international quality evaluation test.



# 15. DEVELOPMENT OF TBU

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

In 2015 TBU participated as a co-investigator in the implementation of three projects funded from the Centralized Development Programme:

- Development of Information Systems Aimed to Support Internal Quality at Public Higher Education Institutions
- Strategic Planning of and Innovation in Counselling Services Aimed to Improve the Quality of Consultancy Provided at Higher Education Institutions in the CR
- Modernization of Instrumentation Aimed to Improve the Quality of Education Provided to PhD Students

Table 15.1: TBU Participation in Centralized Development Projects Funded by the MEYS in 2015

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	3	1,670	560
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
<b>TOTAL</b>	<b>3</b>	<b>1,670</b>	<b>560</b>

## 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 2015

The Institutional Plan of Tomas Bata University in Zlín for 2015 had been outlined in compliance with the priorities explicitly determined by the Strategic Plan and by its Update for 2015.

Within the Institutional Plan of TBU for 2015, the following nine aims were formulated and supported within the given plan:

- 1) Development of internationalization
- 2) Improvement in language skills of employees
- 3) Development of internal and external quality of TBU
- 4) Support of cooperation with business
- 5) Increase in the competitiveness of TBU in the international environment
- 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

### ◀ Chain of the Dean of the Faculty of Logistics and Crisis Management

The Dean's chain consists of the body of the chain, of a suspension piece and of a medal. The circle-shaped medal bears the inscription FACULTAS RES TRANSFERENDI ET ADVERSA MODERANDI on the obverse side, and, in the centre of the medal, a symbol of a book; on the reverse side, it bears the inscription KRÁLOVSKÉ MĚSTO UHERSKÉ HRADIŠTĚ and the municipal coat of arms of Uherské Hradiště. The suspension piece is formed by the Moravian Eagle (cut). The body of the chain is composed of 19 geometrically shaped parts and 18 semi-precious stones – malachite stones. The chain is made of polished brass; the mounts of the precious stones are made of silver.

Author of the design: **André Vicha, M.F.A.**

A total grant of CZK 29,636 thousand (out of which investment resources amounting to CZK 4,553 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 TBU Institutional Plan 2015 was distributed 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 3,182 thousand, i.e. 10.7 % of the total amount allocated to the Institutional Plan 2015, was used to support 31 projects.

Table 15.2: TBU Institutional Plan in 2015

Tomas Bata University in Zlín	Financial re-sources provided (thousand CZK)		Fulfilment of the aims/indicators set	
	Capital	Current	Initial situation 31/12/2014	Result 31/12/2015
<b>1. DEVELOPMENT OF INTERNATIONALIZATION</b>				
1. Number of international students	0	7,600	800 (6.4% of the total number of students)	926 (9.6% of the total number of students (registered))
2. Number of international students – self-paying students			50 (6.25% of the total number of international students)	81 (8.7% of the total number of international students)
3. Number of outgoing students			75	59 (freemovers)
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.	
<b>2. IMPROVEMENT IN LANGUAGE SKILLS OF EMPLOYEES</b>				
1. Increase in the number of specialized topics which reflect the current state of knowledge on an excellent level and are lectured in English	0	1,400		YES
2. Improvement of the language level in lectures and seminars currently held in English				YES
3. Improvement of communication skills of qualified staff				YES
<b>3. DEVELOPMENT OF INTERNAL AND EXTERNAL QUALITY OF TBU</b>				
1. Number of Ph.D. students in their final year of study and of Ph.D. graduates who received support	0	4,857	5 persons	10 persons
2. Administration system for a high-quality evaluation of TBU using national and international standards (U-Multirank, QS-Ranking)			At present, no administration system for such activities has been comprehensively prepared at TBU.	Creation of an administration system
3. Internal evaluation system used at TBU taking into consideration alterations to the Higher Education Act			At present, no such system has been comprehensively prepared at TBU.	Preparation of an internal evaluation system to be used at TBU



Tomas Bata University in Zlín	Financial re-sources provided (thousand CZK)		Fulfilment of the aims/indicators set	
	Capital	Current	Initial situation 31/12/2014	Result 31/12/2015
<b>4. SUPPORT OF COOPERATION WITH BUSINESS</b>				
1. Number of licence contracts concluded	0	2,000	4	4
2. Guide to the establishment of spin-off companies at TBU			Implemented only partially	Finalization of a methodology
3. Innovation in the administration system used in the Technology Transfer Centre			Not fully implemented yet	Full solution
<b>5. INCREASE IN THE COMPETITIVENESS OF TBU IN THE INTERNATIONAL ENVIRONMENT</b>				
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)	0	1,783	2 project applications submitted	4 project applications submitted
<b>6. DEVELOPMENT OF INFORMATION AND COMMUNICATION TECHNOLOGIES AT TBU</b>				
1. Enhanced server infrastructure for library information systems Indicator: a) Reliability of the infrastructure	1,800	0	Outdated rack servers, end of the HW support, 100 % utilization	Infrastructure was updated to the required level.
2. Upgraded Aleph library system Indicator: a) Updated information system			Library system in the 20.2 version, end of support from the manufacturer	The Aleph system was updated to the 22 version.
3. Enhanced hardware infrastructure for the virtualization of computer rooms, enhanced licence support Indicator: a) Reliability of the infrastructure			Completed virtualization of computer rooms in the Library, replacement of 308 workstations	Virtualization hardware infrastructure was enhanced by 50%.
4. Document system fulfilling current requirements incl. user access to documents depending on the job position and responsibility; stored documents – contracts, technical and operational documents	1,348	91	Morally outdated and unsatisfactory IBM CM with limited user access	Implementation of the Alfresco document system; a new scanning facility was installed, migration of documents from the IBM CM was carried out.
5. Automated process of registration of all legal medical check-ups and registration thereof in the SAP system	1,175	75	Manual administration outside the SAP system	Fully automated process including registration in the HR SAP module
6. Electronic registration of incoming and outgoing invoices, invoice settlement sheets, annexes to invoices in the SAP system			Registration of incoming invoices only, and that outside the SAP system	Analyzed processing of outgoing invoices in the SAP system

Tomas Bata University in Zlín	Financial re-sources provided (thousand CZK)		Fulfilment of the aims/indicators set	
	Capital	Current	Initial situation 31/12/2014	Result 31/12/2015
<b>7. PROGRAMME AIMED TO SUPPORT MARKETING ACTIVITIES</b>				
1. Number of secondary school students informed about the work and legacy of Thomas J. Bata and about TBU	230	330	Not yet carried out	A total of 14 secondary schools in Moravia were visited. Approx. 4,900 students and teachers were informed.
2. Number of secondary school students informed in detail and in an attractive manner about programmes and courses taught at TBU			Not yet carried out	A total of 74 schools (41 in the CR and 33 in the SR) were visited, approx. 11,800 secondary school students and teachers were informed.
3. The inhabitants of Zlín will be permanently reminded of the presence of the University in the town of Zlín.			Carried out within the Institutional Plan in 2014 – the logo was placed onto the roof of the CPS building.	An illuminated TBU logo was placed onto the roof of the TBU Residence Hall building in Antonínova Street in Zlín.
<b>8. DEVELOPMENT OF STUDENT COUNSELLING WITH THE EMPHASIS ON AN INCREASE IN GRADUATE EMPLOYABILITY</b>				
1. Absolute number of unemployed graduates from TBU. It is the number of graduates registered by Employment Offices in the CR. Data provided by the Ministry of Labour and Social Affairs (MoLSA) are statistical data annually provided as at 30 April and 30 September of the given year.	0	1,656	Absolute number (headcount) of graduates from TBU in Zlín registered by Employment Offices in the CR as at 30 April 2014: 175 registered graduates. As at 30 September 2014 – 335.	Absolute number (headcount) of graduates from TBU in Zlín registered by Employment Offices in the CR as at 30 April 2015: 129 registered graduates. As at 30 September 2015 – 244.
2. Counselling Centre Fully use the services provided by the TBU Counselling Centre. Indicators: Attendance in the Counselling Centre and the number of individual consultations provided			Number of individual consultations provided in the summer semester 2013/14 – 51, in the winter semester 2014/15 – 44.	Number of individual consultations provided in the summer semester 2014/15 – 121, in the winter semester 2015/16 – 86.
<b>9. SUPPORT OF INFORMATION RESOURCES AND DEVELOPMENT OF ACTIVITIES CARRIED OUT BY THE BATA INFORMATION CENTRE</b>				
1. Number of printed books in the collections of the TBU Library	0	2,200	120,000	126,278
2. Increase in the number of electronic books offered			2,000	3,406
3. Increase in the number of records in the Tomas Bata bibliography			1,700	2,341
4. Number of secondary school students informed about the work and legacy of Tomas Bata			50	411
TOTAL	4,553	21,992		

# 16. CONCLUSION

Activities of TBU in the year 2015 were carried out in accordance with the Update of the TBU Strategic Plan for 2015.

9,643 students studied at the University as at 31 December 2015. The percentage of international students increased – TBU registered 952 international students from 72 countries worldwide, which represents 8.97 % of the total number of TBU students.

The number of courses offered within the Lifelong Learning (LL) increased; a number of short-term courses were offered for companies and experts among the public. During 2015 a total number of 3,723 students attended the LL courses, out of which there were 1,392 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 of enhancing 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 TTC at TBU. The link between the educational and the R&D and creative activities was strengthened through participation by students, and that in particular by PhD students, in the implementation of research projects. In 2015 TBU spent the amount of CZK 393,400 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 2015 the TBU Nursery School, which is intended for children of employees and students of the University, continued to carry out its activities. The existence of this facility significantly contributes to reconciling family and working life of students and staff at the University.

The tasks of the University set for the year 2015 were fulfilled. The following tasks arise for the year 2016 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
- Increase the quality of R&D and creative activities carried out at TBU
- 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
- Develop the University infrastructure – continue with the construction of the TBU Educational Complex in Štefánikova Street, build up the Creative Industry Centre and launch the activities thereof
- Professionalize the relations between TBU and its graduates; study and analyse the graduate employability
- Strengthen the reputation of TBU on the national and international level

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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
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 RDI	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

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