

Update of the Strategic Plan for Education, Science, Research, Development, Innovation, Art and Other Creative Activities of Tomas Bata University in Zlín for 2012

Introduction

The long-term objective of Tomas Bata University in Zlín is to become an internationally acclaimed university. The Update of the Strategic Plan for Education, Science, Research, Development, Innovation, Art and Other Creative Activities of Tomas Bata University in Zlín (hereinafter referred to as 'TBU') for 2012 is a part of the TBU Strategic Plan for 2011-2015. The Update of the Strategic Plan specifies the objectives for the second period of the TBU Strategic Plan for 2011-2015 in relation to the long-term priorities and to Development Programmes announced by the Ministry of Education, Youth and Sports (hereinafter referred to as 'MEYS') for 2012.

Priorities of the Update of the Strategic Plan for 2012

1. Quality and Relevance

Number of students in 2012

Aim: Coordinate the number of students with the requirements of the labour market in accordance with the demographic development.

- Adjust the number of students admitted to degree programmes depending on their employability in the labour market.
- Innovate degree programmes in order to increase the employability of graduates in the global environment.

Responsibility for the employability of graduates and for their success in the labour market

Aim: Increase the responsibility of TBU for the employability of graduates and their success in the labour market.

- Continuously evaluate the employability of TBU graduates in the labour market.
- Organize the admission procedure in such a manner that ensures students of quality sufficient for the relevant degree programmes.

- Make the academic staff who guarantee degree programmes responsible for graduate profiles in accordance with the requirements of employers.
- Improve the language competence of students in order to improve their communication skills and practical knowledge.
- Apply for the accreditation of new degree programmes and courses and for the re-accreditation of current degree programmes and courses in accordance with the requirements of employers and with the employability of graduates in the labour market.
- Within a Development Programme, to provide counselling services to graduates aimed at providing assistance with job search.

The TBU faculties have applied for the accreditations, re-accreditations or for an extension of the accreditations of the following degree programmes and courses:

Faculty of Humanities

Accreditations:

- Bachelor's programme in Philology, degree course in German for Business Administration – Part-time mode of study to be added
- Bachelor's programme in Midwifery, degree course in Midwife – Part-time mode of study to be added
- Bachelor's programme in Health and Social Care, degree course in Health and Social Care Worker – Part-time mode of study to be added
- Bachelor's programme in Philology, degree course in English and German for Professional Communication – Full-time mode of study

Re-accreditations:

- Bachelor's programme in Nursing, degree course in General Nurse – Full-time mode of study, part-time mode of study
- Bachelor's programme in Midwifery, degree course in Midwife – Full-time mode of study

Faculty of Technology

Re-accreditations:

- Bachelor's programme in Chemistry and Materials Technology, degree course in Environmental Protection Engineering - taught in Czech and in English
- Doctoral programme in Chemistry and Materials Technology, degree course in Chemistry and Materials Technology - Full-time and part-time modes of study

Faculty of Logistics and Crisis Management

Accreditations:

- Bachelor's programme in Process Engineering, degree course in Logistics in Industry and Services - Full-time mode of study, part-time mode of study

Faculty of Applied Informatics

Re-accreditations:

- Educational programme carried out within Lifelong Learning "Study to Extend Professional Qualification – Information Technologies"
- Specialization for habilitation procedures and professorial appointments - "Machine and Process Control"

Faculty of Multimedia Communications

Re-accreditations:

- Bachelor's programme in Media and Communication Studies, degree course in Marketing Communications - Full-time and part-time modes of study
- Bachelor's programme in Theory and Practice of Audiovisual Arts, degree course in Animation - Full-time mode of study
- Bachelor's programme in Theory and Practice of Audiovisual Arts, degree course in Audiovisual Arts - Full-time mode of study
- Bachelor's programme in Theory and Practice of Audiovisual Arts, degree course in Film Production - Full-time mode of study

- Follow-up Master's programme in Media and Communication Studies, degree course in Marketing Communications - Full-time and part-time modes of study
- Follow-up Master's programme in Theory and Practice of Audiovisual Arts, degree course in Animation - Full-time mode of study
- Follow-up Master's programme in Theory and Practice of Audiovisual Arts, degree course in Audiovisual Arts - Full-time mode of study
- Follow-up Master's programme in Theory and Practice of Audiovisual Arts, degree course in Film Production - Full-time mode of study

Faculty of Management and Economics

Accreditations:

- Follow-up Master's programme in System Engineering and Informatics, degree course in Industrial Engineering - Full-time and part-time modes of study

Re-accreditations:

- Bachelor's programme in Economics and Management, degree courses in Marketing

and in Enterprise Financial Management carried out at the Tertiary Technical School of Business in Zlín - Full-time and part-time modes of study

- Bachelor's programme in Economic Policy and Administration, degree course in Accounting and Taxes - Full-time and part-time modes of study
- Bachelor's programme in System Engineering and Informatics, degree course in Production and Quality Management - Full-time and part-time modes of study
- Bachelor's programme in Economic Policy and Administration, degree course in Public Sector Administration and Regional Development - Full-time and part-time modes of study

- Follow-up Master's programme in Economics and Management, degree courses in: Enterprise Economics – Full-time mode of study – taught in Czech and in English, part-time mode of study; Management and Marketing – Full-time mode of study – taught in Czech and in English, part-time mode of study; Industrial Engineering - Full-time and part-time modes of study
- Follow-up Master's programme in Economics and Management, degree course in Healthcare Management - Full-time and part-time modes of study
- Follow-up Master's programme in Economic Policy and Administration, degree course in Finance, full-time mode of study, taught in Czech and in English, part-time mode of study

- Doctoral programme in Economics and Management, degree course in Management and Economics, full-time and part-time modes of study – taught in Czech and in English

Internal and external quality assurance

Aim: Develop the internal and external quality evaluation.

- Continue to carry out the evaluation of TBU in accordance with the methodology used by the QS Ranking.
- Carry out a SWOT analysis of the TBU faculties and adopt appropriate measures resulting in an increased quality of activities done at TBU.
- Prepare the application for the international certificate “ECTS Label”.
- Continue to develop the control system against plagiarism in cooperation with other higher education institutions.
- Participate in the establishment, testing and gradual introduction of the Registry of Creative and Artistic Activities, in the classification and assessment of results of this activity.
- Improve the methodology of evaluation carried out by TBU students and regarding the quality of tuition.

- Continue to develop information and communication technologies at TBU within a Development Programme.
- Continue to run the TBU Nursery School and the Babysitting Room.

Progressive educational forms and methods

Aim: Improve the efficiency of educational activities.

- Continue to educate the academic staff and other employees at TBU.
- Extend e-learning teaching methods, support the use of the Moodle system.
- Support project tuition.
- Create conditions for the implementation of joint degree/double degree programmes at TBU.
- Support the preparation of suitable study supports and educational multimedia tools as well as further development of modern methods and creativity in educational activities.

R&D activities

Aim: Increase the level of R&D activities.

- Increase the numbers and the quality of outputs of R&D activities in accordance with the valid methodology of eligible outputs.
- Support talented students and involve them in R&D activities carried out in the TBU Departments, particularly in the Students' Scientific and Expert Activities and in projects implemented within the Internal Grant Agency.
- Create adequate material and personnel conditions for the establishment of research and project centres.

Human resources for R&D and innovations

Aim: Competitive R&D staff structure

- Enhance the qualification of academic staff within career programmes organized by TBU Departments.
- Support the implementation of projects aimed at the employment of international researchers at TBU and at internships abroad intended for researchers and academic staff at TBU.
- Improve the language competence of TBU staff through a Development Programme.

- Support internships and exchange programmes intended for other employees.
- Within Development programmes, to prepare and implement a programme supporting postdoctoral placements and scholarships.
- Improve the conditions for external - commuting teachers and new teachers.

2. Openness

Internationalization in the education

Aim: Increase the competitiveness of TBU in the international environment.

- Increase the number of outgoing and incoming students participating in studies and internships abroad/at TBU.
- Increase the number of international students at all levels of study and the number of international academic staff.
- Increase the mobility of academic staff at TBU as a part of their professional development.
- Participate in EU Community programmes – Lifelong Learning Programme - and in joint degree programmes – joint/double/multiple degree.
- Implement a scholarship programme intended for international students, particularly for those studying in Doctoral programmes.
- Develop the offer of degree programmes (Master's and Doctoral programmes in particular) accredited and carried out in a foreign language, and of joint degree programmes – joint/double/multiple degree.
- Offer selected specialized subjects (course units) taught in English to Czech students in Master's programmes accredited in Czech.

International cooperation in the sphere of R&D and innovations

Aim: Increase the international competitiveness of R&D and innovations.

- Implement a strategy on the protection of intellectual property of TBU and on the assertion of intellectual property rights of TBU in the international environment.

Cooperation with Business and Industry

Aim: Improve the quality of the cooperation with business and industry.

- Use the results produced by projects implemented within the Operational Programme 'Education for Competitiveness' to develop a system for supporting student internships and traineeships.

- Develop activities carried out in the centres of applied research and in the Technology Transfer Centre, and ensure the transfer of results of these activities into practice.
- Prepare and implement projects within the cross-border cooperation.
- In cooperation with the regional administration, with the Technology Innovation Centre and the private sector, to prepare and implement projects supporting an increase in the competitiveness of the Zlín Region.
- Support specialized internships of students at all levels of study and ensure their quality.
- Support volunteer activities done by TBU students, particularly in the social sphere.
- Extend the cooperation with primary, secondary and tertiary technical schools.
- Extend the offer of educational projects intended for industrial and institutional partners in the region.

Lifelong Learning

Aim: Develop a system of Lifelong Learning.

- Continue to offer the current long-term Lifelong Learning programmes accredited by the Ministry of Education, Youth and Sports.
- Extend the offer of short-term Lifelong Learning courses.
- Support and promote the University of the Third Age, innovate the teaching methods and currently offered programmes.

Counselling services provided at TBU

Aim: Adapt the counselling services to the requirements of students and employees.

- Extend counselling services by providing assistance with job search in the labour market for students, and that with the support by a Development Programme.
- Continue to improve the conditions for study of disabled students at TBU and provide study opportunities for handicapped applicants.

Promotion and marketing

Aims: Strengthen the good reputation of TBU.

- Present the results of activities done by students and teachers in the media.
- Implement the marketing strategy of the University, expected to support the main aims of TBU to be fulfilled on the regional, national and international levels, and that with

the support by a Development Programme.

3. Effectiveness and Funding

Aim: Increase the efficiency of activities carried out at TBU.

- Propose and implement coordination of capacities in R&D, creative, educational and administrative activities.
- Optimize and coordinate management systems used by TBU and by its constituent parts.

Investment funding

Aim: Complete the construction of the educational infrastructure.

- Redevelop and modernize the studios situated at Zahradníková 4342 and provide high quality premises for tuition corresponding to the TBU standards.
- Carry out the construction of the TBU Educational Complex including lecture rooms and offices for the Faculty of Humanities.
- Prepare a project of redevelopment of the building of the Faculty of Technology, nám. T. G. Masaryka 275, aiming at increasing the quality of tuition.

Funding of research, experimental development and innovations from institutional resources within the state budget

Aim: Increase the efficiency of financial resources used for research, experimental development and innovations, in the sphere of institutional support depending on results achieved in science, experimental development and innovations.

- Increase the participation of TBU in national and international grant programmes aimed at supporting R&D and innovations.
- Ensure the implementation of projects within the Operational Programme 'R&D for Innovations' (Centre of Polymer Systems, Centre for Security, Information and Advanced Technologies, Laboratory Centre of the Faculty of Technology) and of projects submitted to the Ministry of Industry and Trade (ICT Technology Park).
- Adopt measures to support applied research, development and innovations in relation to the commercial sphere.
- Ensure the preparation of the full cost methodology in all types of projects.

Final Provisions

In accordance with § 15 Paragraph 2 Letter a) of the Act No. 111/1998 Coll., on Higher Education Institutions, in the valid version, the TBU Board of Governors discussed and gave their opinion on the Update of the TBU Strategic Plan for 2012 on 30 September 2011. After the document in question had been discussed by the TBU Scientific Board on 6 October 2011, the TBU Academic Senate approved the Update of the TBU Strategic Plan on 18 October 2011, and that in accordance with the provisions of § 9 Paragraph 1 Letter i) of the Act.

Ing. Alena Macháčková, CSc.

Chairperson of the TBU Academic Senate

Prof. Ing. Petr Sáha, CSc.

Rector of TBU in Zlín