

Update of the Strategic Plan for Education, Science, Research, Development, Innovation, Art and Other Creative Activities of Tomas Bata University in Zlín for 2013

Introduction

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 2013 is a part of the TBU Strategic Plan for 2011-2015. The Update of the Strategic Plan specifies the objectives for the third 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 for 2013, in particular to the Update of the Strategic Plan for Education, Science, Research, Development, Innovation, Art and Other Creative Activities for Public Higher Education Institutions for 2013 issued on 24 May 2012.

Priorities of the Update of the Strategic Plan for 2013

1. Quality and Relevance

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

- 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 labour market.
- Improve the communication skills of students in foreign languages.
- Increase the number of internships and collaboration of students and teachers with companies and other institutions.
- Update the structure of degree courses according to the requirements of the labour market.
- Optimize the structure of course units in the individual degree courses, including optional course units, according to the requirements related to the employability of graduates in the labour market.

Applications for accreditations and re-accreditations of degree programmes submitted by the TBU faculties in 2013:

Faculty of Management and Economics:

- Bachelor's programme in System Engineering and Informatics, degree course in Production and Quality Management (full-time and part-time mode of study) taught in Czech (extension of the validity of the accreditation),

- Follow-up Master's programme in Economics and Management, degree course in Healthcare Management (full-time and part-time mode of study) taught in Czech (extension of the validity of the accreditation),
- Follow-up Master's programme in Economic Policy and Administration, degree course in Finance (full-time and part-time mode of study) taught in Czech and English (extension of the validity of the accreditation).

Faculty of Multimedia Communications:

- Bachelor's programme in Visual Arts, degree course in Multimedia and Design (full-time and part-time mode of study) taught in Czech (extension of the validity of the accreditation),
- Follow-up Master's programme in Visual Arts, degree course in Multimedia and Design (full-time and part-time mode of study) taught in Czech (extension of the validity of the accreditation),
- Doctoral programme in Visual Arts, degree course in Multimedia and Design (full-time and part-time mode of study) taught in Czech (extension of the validity of the accreditation).

Faculty of Humanities:

- Bachelor's programme in Specialization in Pedagogy, degree course in Pre-School Teacher Training (full-time mode of study) taught in Czech (extension of the validity of the accreditation, part-time mode of study to be added),
- Bachelor's programme in Health and Social Care, degree course in Health and Social Care Worker (full-time mode of study) taught in Czech (part-time mode of study to be added),
- Bachelor's programme in Specialization in Pedagogy, degree course in Andragogy for Human Resource Management in Non-Profit Sector (full-time mode of study) taught in Czech (extension of the validity of the accreditation, 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) taught in Czech,
- Follow-up Master's programme in Specialization in Pedagogy, degree course in Pedagogy for Pre-School Teachers (full-time mode of study) taught in Czech,
- Follow-up Master's programme in Specialization in Pedagogy, degree course in Andragogy (full-time and part-time mode of study) taught in Czech,
- Doctoral programme in Pedagogy, degree course in Specialization in Pedagogy (full-time and part-time mode of study) taught in Czech.

Faculty of Logistics and Crisis Management:

- Bachelor's programme in Population Protection, degree course in Population Protection (full-time mode of study) taught in Czech (extension of the validity of the accreditation),
- Bachelor's programme in Population Protection, degree course in Population Protection taught in Czech (part-time mode of study to be added).

Faculty of Technology:

- Bachelor's programme in Food Chemistry and Technology, degree course in Technology of Fat, Detergent and Cosmetics Production (full-time mode of study) taught in Czech,
- Bachelor's programme in Chemistry and Materials Technology, degree course in Chemistry and Materials Technology (full-time and part-time mode of study) taught in Czech,
- Bachelor's programme in Chemistry and Materials Technology, degree course in Chemistry and Materials Technology (full-time and part-time mode of study) taught in English,
- Follow-up Master's programme in Food Chemistry and Technology, degree course in Technology and Economics of Fat, Detergent and Cosmetics Production (full-time mode of study) taught in Czech.

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.
- Continue to develop the control system against plagiarism in cooperation with other higher education institutions.
- Participate in the testing and gradual introduction of the Registry of Creative and Artistic Activities.
- Improve the methodology of evaluation carried out by TBU students regarding the quality of tuition, and consequently implement measures to improve the quality of tuition.

Aim: Improve the efficiency of educational activities.

- Ensure continuous education of the academic staff and other employees at TBU.
- Extend e-learning teaching methods, support the use of the Moodle system.
- Support the preparation of study supports and educational multimedia tools for part-time students.
- Support project tuition and the development of other modern methods and creativity in educational activities.
- Create a system for decreasing the number of unsuccessful students and, at the same time, fulfil the requirements regarding the quality of graduates.
- Create conditions for the creation of joint degree/double degree programmes at TBU.
- Support the availability of top-level printed and electronic information resources.

Aim: Increase the level of R&D and creative activities.

- Increase the number and improve 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.
- Update the rules set for the Internal Grant Agency in order to increase the efficiency of the use of resources intended for specific university research.
- Ensure the development and proper operation of the Technology Transfer Centre and ensure intellectual property protection of outputs of R&D and creative activities.
- Increase the ratio of participation of TBU in interuniversity cooperation in research and development on the national and international level.
- Increase the participation of TBU in projects focusing on applied research and development on the national and international level.
- Create adequate material and personnel conditions for the establishment of research and project centres at TBU.

Aim: Competitive R&D staff structure

- Enhance the qualification of the academic staff in accordance with career programmes set by TBU departments.
- Within Development programmes, continue to implement a programme supporting postdoctoral placements and scholarships.
- Improve the language competence of TBU staff through a Development Programme.
- 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.
- Support internships and exchange programmes intended for the academic staff and other employees of TBU.
- Continue to implement the project of the TBU Nursery School and Babysitting Room within the Operational Programme "Human Resources and Employment".

2. Openness

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

- Increase the number of outgoing and incoming students participating in study periods and traineeships abroad/at TBU.
- Increase the number of international students at all levels of study at TBU and the number of international academic staff employed at TBU.
- Increase the mobility of academic staff at TBU as a part of their professional development.
- Support the quality of mobility of TBU students and academics abroad.
- Participate in joint degree programmes – joint/double/multiple degree.
- Develop the scholarship programme intended for international students, particularly for those studying in Doctoral programmes.

- Enhance 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.
- Enhance the offer of selected specialized course units taught in English to Czech students studying in degree programmes accredited in Czech.

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

- Improve the efficiency of the process of the protection of intellectual property of TBU and of the assertion of intellectual property rights of TBU in the international environment.
- Create conditions for greater involvement of TBU in EU programmes aimed to support international cooperation in R&D.

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

- Develop activities carried out in the centres of applied research 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, prepare and implement projects supporting an increase in the competitiveness of the Zlín Region.
- Extend the offer of educational projects intended for industrial, educational, social and health care partners in the region.
- Create conditions for the establishment of start-up companies close to TBU.
- Support the formation of creative industry in the conditions of the Zlín Region.

Aim: Develop the 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 programmes offered and teaching methods used within the University of the Third Age.

Aim: Development of counselling services for TBU students and employees.

- Create conditions for the activities of the Job Centre aimed at increasing the success of TBU graduates in the labour market.
- Improve the conditions for study of disabled students at TBU and provide study opportunities for handicapped applicants for study.
- Support the activities of the TBU Counselling Centre focusing on assistance provided to disabled students/applicants for study at TBU.

Aim: Strengthen the good reputation of TBU.

- Focus the marketing strategy of the University on the support of the main aims of TBU to be fulfilled on the regional, national and international level.

- Systematically present the degree programmes and courses offered at TBU to prospective applicants for study, in particular to students at grammar and secondary schools.
- Continuously inform the media about excellent results of activities done by TBU students, teachers and researchers and present those results in the media.
- Participate in the international evaluation of universities.
- Lead TBU students to observance of codified and non-codified rules of ethical behaviour.

3. Effectiveness and Funding

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

- Optimize and coordinate management systems used by TBU and by its constituent parts, taking into consideration the expected demographic development regarding the number of students in the following five years.
- Support coordination and sharing of capacities used in R&D, creative, educational and administrative activities at TBU in cooperation with other universities.

Aim: Complete the construction of the educational and R&D infrastructure at TBU.

- Prepare the construction of the TBU Educational Complex including lecture rooms and offices for the Faculty of Humanities.
- Continue the construction of the FT Laboratory Centre and of the Centre of Polymer Systems of TBU.
- Ensure proper operation of the ICT Technology Park at FAI and incorporate the ICT Technology Park in the FAI structure.
- Ensure the implementation of the TBU project submitted within the call 'Competence Centres' (Technology Agency of the Czech Republic) and entitled Centre of Advanced Polymer and Composite Materials.
- Ensure the implementation of the projects submitted to the Operational Programme "R&D for Innovations", Priority Axes 2, 3, 4 (Centre of Polymer Systems, Centre for Security, Information and Advanced Technologies, Laboratory Centre of the Faculty of Technology, Technology Transfer Centre).

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 2013 on 27 September 2012. After the document in question had been discussed by the TBU Scientific Board on 2 October 2012, the TBU Academic Senate approved the Update of the TBU Strategic Plan on 16 October 2012, 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 Sába, CSc.

Rector of TBU