

Update of the Strategic Plan for Education, Science, Research, Development, Innovation, Art and Other Creative Activities of Tomas Bata University in Zlín for 2014

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 2014 forms part of the TBU Strategic Plan for 2011-2015. The Update of the Strategic Plan specifies the objectives for the fourth 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 2014, 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 2014 issued on 29 May 2013.

Priorities of the Update of the Strategic Plan for 2014

1. Quality and Relevance

Aim: Support talented students and increase the responsibility of TBU for the employability of graduates in the labour market.

- Develop a motivation system which will support talented students.
- 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.
- Ensure an improvement of communication skills in English.
- Prepare a methodology for the supervision of practical training for students inspired by the Bata School of Work, and that within the Regional Innovation Strategy of the Zlín Region for the period of 2013-2020.

Aim: Accreditations of degree programmes.

Faculty of Technology:

- Bachelor's programme in Chemistry and Materials Technology, degree course in Polymer Materials and Technologies (full-time and part-time mode of study) taught in Czech (extension of the validity of the accreditation)
- Bachelor's programme in Food Chemistry and Technology, degree course in Technology and Economics of Fat, Detergent and Cosmetics Production taught in Czech (part-time mode of study to be added)

Faculty of Management and Economics:

- Bachelor's programme in Economic Policy and Administration, degree course in Economics in Public Sector Administration and Regional Development (full-time and part-time mode of study) taught in Czech (new accreditation)
- in cooperation with the Faculty of Multimedia Communications - follow-up Master's programme in Design Management, degree course in Design Management (full-time and part-time mode of study) taught in Czech (new accreditation)
- Follow-up Master's programme in Economic Policy and Administration, degree course in Public Sector Administration and Regional Development (full-time and part-time mode of study) taught in Czech (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 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 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)
- Doctoral programme in Visual Arts, degree course in Multimedia and Design (full-time and part-time mode of study) taught in English (extension of the validity of the accreditation)

Faculty of Applied Informatics:

- Follow-up Master's programme in Engineering Informatics, degree course in Automatic Control and Informatics (full-time and part-time mode of study) taught in Czech (extension of the validity of the accreditation)
- Follow-up Master's programme in Engineering Informatics, degree course in Integrated Systems in Buildings (full-time mode of study) taught in English (extension of the validity of the accreditation)
- Follow-up Master's programme in Engineering Informatics, degree course in Integrated Systems in Buildings (full-time mode of study) taught in Czech (extension of the validity of the accreditation, part-time mode of study to be added)
- Follow-up Master's programme in Engineering Informatics, degree course in Computer and Communication Systems (full-time mode of study) taught in Czech (extension of the validity of the accreditation, part-time mode of study to be added)

- Follow-up Master's programme in Engineering Informatics, degree course in Information Technologies (full-time and part-time mode of study) taught in Czech (extension of the validity of the accreditation)
- Follow-up Master's programme in Engineering Informatics, degree course in Security Technologies, Systems and Management (full-time and part-time mode of study) taught in Czech (extension of the validity of the accreditation)
- Follow-up joint (double degree) programme in Engineering Informatics, degree course in Advanced Security Technologies (full-time mode of study) taught in English (new accreditation)

Faculty of Humanities:

- Bachelor's programme in Philology, degree course in English and German for Professional Communication (full-time mode of study) taught in Czech (new accreditation)
- Bachelor's programme in Philology, degree course in English for Business Administration (full-time mode of study) taught in Czech (extension of the validity of the accreditation)
- Bachelor's programme in Philology, degree course in English for Business Administration (full-time mode of study) taught in English (extension of the validity of the accreditation)
- Bachelor's programme in Philology, degree course in German for Business Administration (full-time mode of study) taught in Czech (extension of the validity of the accreditation)
- Bachelor's programme in Specialization in Pedagogy, degree course in Social Pedagogy (full-time and part-time mode of study) taught in Czech (extension of the validity of the accreditation)
- Follow-up Master's programme in Philology, degree course in English for Professional Communication (full-time mode of study) taught in Czech (new accreditation)
- Follow-up Master's programme in Specialization in Pedagogy, degree course in Pre-School Pedagogy (full-time mode of study) taught in Czech (new accreditation)
- Follow-up Master's programme in Specialization in Pedagogy, degree course in Social Pedagogy (part-time mode of study) taught in Czech (extension of the validity of the accreditation)
- Preparation of the accreditation of the follow-up Master's programme in Specialization in Pedagogy, degree course in Andragogy for Human Resource Management in Non-Profit Sector (full-time and part-time mode of study) taught in Czech (new accreditation)
- Follow-up Master's programme in Nursing, degree course in Nursing in Surgery (preparation of the accreditation commenced)

- Master's programme in Teaching in Elementary Schools, degree course in Teacher in Primary Schools (full-time mode of study), double degree programme carried out in cooperation with Kazimierz Wielki University, Bydgoszcz, taught in Czech and Polish (new accreditation)

Faculty of Logistics and Crisis Management:

- Bachelor's programme in Population Protection, degree course in Population Protection taught in Czech (part-time mode of study to be added)
- Bachelor's programme in Process Engineering, degree course in Logistics in Industry and Services (full-time and part-time mode of study) taught in Czech (new accreditation)
- Follow-up Master's programme in Process Engineering, degree course in Risk Engineering (full-time and part-time mode of study) taught in Czech (preparation of a new accreditation)

Tomas Bata University:

- Doctoral programme in Technology of Macromolecular Compounds, degree course in Materials and Design (full-time and part-time mode of study) taught in English (new accreditation)
- Doctoral programme in Technology of Macromolecular Compounds, degree course in Biopolymers and Biocomposites (full-time and part-time mode of study) taught in English (new accreditation)
- Doctoral programme in Technology of Macromolecular Compounds, degree course in Rubber Processing (full-time and part-time mode of study) taught in English (new accreditation)

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 Rankings and U-Multirank.
- Continue to develop the control system against plagiarism in cooperation with other higher education institutions.
- Improve the methodology of evaluation carried out by TBU students regarding the quality of tuition, and implement measures to improve the quality of tuition, including staff evaluation reflexion.

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 all modes of study.
- Support project tuition and the development of other modern methods and creativity in educational activities.

- Increase the responsibility of heads of departments and guarantors of degree courses for the quality of graduates and for their employment prospects in the labour market.
- Decrease the number of unsuccessful students and, at the same time, fulfil the requirements regarding the quality of graduates.
- Ensure an optimum availability of top-level printed and electronic information resources.
- Ensure educational and information systems focusing on the principles of the Bata-inspired ideology and the personality of Tomas Bata for students and employees.

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

- Prepare a motivation programme to produce excellent outputs in the pursued R&D directions.
- Increase the capacity for applied research and development on the national and international level including the administrative and counselling aspect.
- Enhance the quality of Doctoral programmes carried out at the University.
- Get talented students involved in research centres.
- Ensure future prosperity of centres established within the OP R&DfI projects.
- Create adequate material and personnel conditions for the establishment of new research centres at TBU.
- Enhance the quality of services offered to academic staff as well as to students in the sphere of counselling, library services and creative activities.
- Set up other projects in interuniversity cooperation in research and development on the national and international level.

Aim: Create a competitive personnel structure.

- Enhance the qualification of the academic and other staff in accordance with career programmes set by TBU component parts.
- Within Development Programmes, continue to implement an offer of postdoctoral placements and scholarships.
- Implement projects focused on international researchers working at TBU and on internships for academic and other staff abroad.
- Improve the English language competence of TBU staff through a Development Programme.

2. Openness

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

- Develop the international environment at TBU.
- 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 and R&D staff employed at TBU.
- Increase the mobility of academic staff at TBU as a part of their professional development.
- Actively develop joint degree programmes – joint/double/multiple degree programmes.

- Develop the scholarship programme intended for international students, particularly for those studying in Doctoral programmes.
- Improve the conditions for study periods and traineeships organized within mobility of international students and staff.
- Enhance the offer of degree programmes accredited and carried out in a foreign language.
- Enhance the offer of selected specialized course units taught in English to students studying in degree programmes accredited in Czech.
- 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 and other international projects.

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

- Develop activities carried out in 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 accredited long-term Lifelong Learning programmes.
- Extend the offer of short-term (vocational) Lifelong Learning courses.
- Support and promote the University of the Third Age, innovate the programmes offered and teaching methods used.

Aim: Development of services for TBU students and employees.

- Create conditions for the activities of the Job Centre (counselling during the process of choosing a job, helping individuals find appropriate employers) and increase the success of TBU graduates in the labour market.
- Get students involved in specialized internships organized within projects funded by the MoLSA or MEYS within the counselling and other activities of the Job Centre.
- 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.
- Ensure proper operation of the University Nursery School and Babysitting Room in the operating mode of a school registered as a legal entity.

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 component parts, taking into consideration the expected demographic development regarding the number of students in the following five years.
- Create conditions for sharing of the research infrastructure at TBU in cooperation with other higher education institutions.
- Ensure a more effective use of resources intended for the long-term conceptual development of excellent research.
- Ensure proper operation of the Technology Transfer Centre.

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

- Start the construction of the TBU Educational Complex.
- Complete the construction and open the Laboratory Centre of the Faculty of Technology.
- Continue the construction of the Centre of Polymer Systems of TBU.
- Ensure the implementation of the TBU project entitled Centre of Advanced Polymer and Composite Materials (submitted within the call ‘Competence Centres’, Technology Agency of the CR).
- 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, Development of the TTC (Technology Transfer Centre) at TBU in Zlín and STMFull: full-text databases for research and development).

Final Provisions

In accordance with § 15 Paragraph 2 Letter a) of the Act No. 111/1998 Coll., on Higher Education Institutions (Higher Education Act), as amended, the TBU Board of Governors discussed and gave their opinion on the Update of the TBU Strategic Plan for 2014 on 30 September 2013. After the document in question had been discussed by the TBU Scientific Board on 9 October 2013, the TBU Academic Senate approved the Update of the TBU Strategic Plan on 22 October 2013, and that in accordance with the provisions of § 9 Paragraph 1 Letter i) of the Act.

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Chairperson of the TBU Academic Senate

Prof. Ing. Petr Sába, CSc.

Rector of TBU