

# **Update of the Strategic Plan for Education, Science, Research, Development, Innovation, Art and Other Creative Activities of Tomas Bata University in Zlín for 2015**

## **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 2015 forms part of the TBU Strategic Plan for 2011-2015. The Update of the Strategic Plan specifies the objectives for the fifth 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 2015, 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 2015.

## **Priorities of the Update of the Strategic Plan for 2015**

### **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 the employability of graduates in the labour market.
- Innovate degree programmes in order to continue to increase the employability and quality of graduates.
- Increase the share of practical training and mobility within innovated degree programmes.
- Ensure an improvement of communication skills in English.
- Support talented students at the relevant faculties and get those students involved in project cooperation with internal and external partners during their studies.

**Aim: Accreditations of degree programmes**

#### **Faculty of Technology:**

- Bachelor's programme in Chemistry and Materials Technology, degree course in Medical and Pharmaceutical Materials (full-time and part-time mode of study) taught in Czech (new accreditation),
- Follow-up Master's programme in Chemistry and Materials Technology, degree course in Medical and Pharmaceutical Materials (full-time and part-time mode of study) taught in Czech (new accreditation) (implementation in cooperation with the Centre of Polymer Systems),

- Doctoral programme in Chemistry, degree course in Applied Chemistry (full-time and part-time mode of study) taught in Czech and in English (new accreditation),
- Bachelor's programme in Process Engineering, degree course in Technological Equipment (full-time and part-time mode of study) taught in Czech (extension of the validity of the accreditation),
- Follow-up Master's programme in Chemistry and Materials Technology, degree course in Environmental Protection Engineering (full-time and part-time mode of study) taught in Czech (extension of the validity of the accreditation),
- Follow-up Master's programme in Chemistry and Materials Technology, degree course in Materials Engineering (full-time mode of study) taught in Czech (extension of the validity of the accreditation),
- Follow-up Master's programme in Chemistry and Materials Technology, degree course in Polymers Engineering (full-time and part-time mode of study) taught in Czech (extension of the validity of the accreditation),
- Follow-up Master's programme in Chemistry and Materials Technology, degree course in Polymers Engineering (full-time mode of study) taught in English (extension of the validity of the accreditation),
- Follow-up Master's programme in Chemistry and Materials Technology, degree course in Environmental Protection Engineering (full-time mode of study) taught in English (extension of the validity of the accreditation),
- Follow-up Master's programme in Chemistry and Materials Technology, degree course in Material Engineering (full-time mode of study) taught in English (extension of the validity of the accreditation),
- Follow-up Master's programme in Chemistry and Food Technologies, degree course in Food Chemistry and Chemistry of Bioactive Substances (full-time mode of study) taught in Czech (extension of the validity of the accreditation),
- Follow-up Master's programme in Process Engineering, degree course in Technological Equipment Construction (full-time and part-time mode of study) taught in Czech (extension of the validity of the accreditation).

**Faculty of Management and Economics:**

- 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),
- Follow-up Master's programme in Design Management, degree course in Design Management – to be prepared in cooperation with the Faculty of Multimedia Communications and partner institutions (new accreditation of the present specialization in the degree course in Management and Marketing).

**Faculty of Multimedia Communications:**

- Bachelor's programme in Media and Communication Studies, degree course in Marketing Communications (full-time and part-time mode of study) taught in Czech (extension of the validity of the accreditation),
- Follow-up Master's programme in Media and Communication Studies, degree course in Marketing Communications (full-time and part-time mode of study) taught in Czech (extension of the validity of the accreditation),
- Follow-up Master's programme in Media and Communication Studies, degree course in Marketing Communications (full-time mode of study) taught in English (extension of the validity of the accreditation).

**Faculty of Applied Informatics:**

- Bachelor's programme in Engineering Informatics, degree course in Software Engineering (full-time mode of study) taught in Czech (new accreditation),
- 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 Master's programme in Engineering Informatics, degree course in Information Technologies (full-time and part-time mode of study) taught in English (new 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 English (new accreditation).

**Faculty of Humanities:**

- Follow-up Master's programme in Specialization in Pedagogy, degree course in Pre-school Pedagogy (part-time mode of study) taught in Czech (new accreditation),
- Follow-up Master's programme in Philology, degree course in Anglophone Area Studies (full-time mode of study) taught in Czech (new accreditation),
- Follow-up Master's programme in Social Care Worker, degree course in Social Care Worker in Social Services (full-time mode of study) taught in Czech (new accreditation),
- Follow-up Master's programme in Social Care Worker, degree course in Social Care Worker in Social Services (part-time mode of study) taught in Czech (preparation of a new accreditation),

- Follow-up Master's programme in Nursing, degree course in Nursing in Surgery (full-time and part-time mode of study) taught in Czech (preparation of a new accreditation),
- Follow-up Master's programme in Primary School Teacher Training, degree course in Primary School Teacher Training (full-time and part-time mode of study) taught in Czech (preparation of a new accreditation),
- Bachelor's programme in Philology, degree course in English and German Language and Culture (full-time mode of study) taught in Czech (preparation of a new accreditation),
- Bachelor's programme in Specialization in Pedagogy, degree course in Pre-school Teacher Training (full-time and part-time mode of study) taught in Czech – a joint degree programme to be carried out in cooperation with the Faculty of Education of Constantine the Philosopher University in Nitra, Slovakia (preparation of a 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),
- 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 Biopolymers and Biocomposites (full-time and part-time mode of study) taught in English - implementation in cooperation between the Centre of Polymer Systems and the Faculty of Technology (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 - implementation in cooperation between the Centre of Polymer Systems and the Faculty of Technology (new accreditation).

#### **Aim: Develop the internal and external quality evaluation.**

- Modify internal regulations according to the alterations to the Higher Education Act.
- Continue to improve the administration of the evaluation system used at TBU in accordance with the methodology used by the QS Rankings and U-Multirank.
- Ensure regularly repeating systems of internal evaluation of the institution.
- Develop the control system against plagiarism in cooperation with other higher education institutions.

#### **Aim: Improve the efficiency of educational activities.**

- Ensure continuous education of the academic staff and other employees at TBU.
- Extend the use of 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 modern methods and creativity in educational activities.
- Support the application knowledge gained by students, and that through inclusion of lectures by experts from practice in the tuition.
- 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 the 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.
- Systematically deal with the development of information systems for studies administration and for registration of R&D outputs.

**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.
- Optimize the inclusion – registration of R&D results in databases.
- 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 OP R&DfI projects.
- Create adequate material and personnel conditions for the establishment of new research centres and research infrastructures 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.
- Prepare 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, enhance the offer of postdoctoral placements at TBU and support the employment of international staff at TBU
- Improve the English language competence of TBU staff with funding by a Development Programme.
- Support the arrival of employees with a global influence in their specializations.

## 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 academic 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 specialist course units taught in English and intended for 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.
- Strengthen the technology transfer and create a system of licence agreements concluded with implementation partners, with funding provided also by development projects.
- Create conditions for greater involvement of TBU in EU programmes and other international projects.
- Strengthen the system of project funding through development projects.
- Support the organization of summer/winter schools.

### **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.
- Support projects implemented 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.
- Enhance 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.
- Create conditions for an increase in the volume of contract research.
- Cooperate with the Statutory Town of Zlín as regards the preparation and implementation of projects following the strategy adopted by the Town of Zlín for the period from 2015 to 2020 and funded by the Operational Programme “Enterprise and Innovations for Competitiveness”.

**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: Develop services for TBU students and employees.**

- Create conditions for an improvement in the quality of activities of the Job Centre (counselling during the process of choosing a job, helping individual job applicants to 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 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.
- Support the material renewal and renovation in the University Residence Halls and Refectories.

**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 and staff and present those results in the media.
- Apply for inclusion 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 years.
- Optimize the system of recruitment of self-paying students.
- 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 (TTC).

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

- Start the construction of the TBU Educational Complex.
- Bring the building of the Centre of Polymer Systems of TBU into operation.
- Start the activities of the Creative Centre – and that of both component parts thereof, i.e. the Audiovisual Centre and the Design Centre.
- Ensure the sustainability of projects submitted to the Operational Programme “Enterprise and Innovations” (ICT Technology Park) and “R&D for Innovations”, Priority Axes 2, 3, 4 (Centre of Polymer Systems, Centre for Security, Information and Advanced Technologies (CEBIA-Tech), Laboratory Centre of the Faculty of Technology, Development of the TTC at TBU in Zlín and STMFull: Full-text databases for research and development).
- Support the establishment of new regional R&D centres at TBU in Zlín (among others the Food Technology Centre of the Faculty of Technology) and of research infrastructures.

### **Final Provisions**

In accordance with § 15 Paragraph 2 Letter a) of the Act No. 111/1998 Coll., on Higher Education Institutions and on Alterations and Amendments to other Acts (Higher Education Act), as amended, the TBU Board of Governors discussed and gave their opinion on the Update of the TBU Strategic Plan for 2015 on 13 October 2014. After the document in question had been discussed by the TBU Scientific Board on 29 September 2014, the TBU Academic Senate approved the Update of the TBU Strategic Plan on 14 October 2014, 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