

T B U





utb.cz



facebook.com/UTBZlin



instagram.com/UTBZlin



twitter.com/UniverzitaTBati

**“EUROPE IS NOT OUR ONLY  
TARGET.  
WE MUST BE ABLE TO  
PRODUCE GRADUATES FOR  
THE GLOBAL MARKET!”  
TOMAS BATA JR.**

# 1

## WELCOME TO TOMAS BATA UNIVERSITY



Tomas Bata University is an open and flexible higher education institution, developed in accordance with five central values: entrepreneurship, openness, usefulness, creativity and responsibility. This is also one of the reasons why TBU counts among the first higher education institutions in the Czech Republic to be awarded the institutional accreditation.

More than 9,000 students study at six TBU faculties. International students coming from all over the world and forming 10 % of the student body help create an international environment at the University. On the other hand, Czech students are motivated to learn English and other foreign languages. All forms of international cooperation receive maximum support; our goal is to offer all students interested in spending at least a part of their studies abroad a possibility of doing so.

In the area of research, TBU has produced significant results mainly in the area of polymer

engineering, applied informatics and creative specializations. At the same time, top-class TBU research units offer optimum facilities and opportunities for the provision of classes to students as well as for collaboration with companies and institutions.

The University is regularly successful when evaluated on the international level. In the Young University Rankings issued by the reputable British Times Higher Education company in 2019, TBU was ranked 251-300. According to the World University Rankings published by the British QS company one year later, our University is ranked 85<sup>th</sup> among universities situated in Central and Eastern Europe and Central Asia.

Therefore, please accept our invitation to come to Tomas Bata University in Zlín.

Prof. Ing. Vladimír Sedlařík, Ph.D., Rector



# 2

## EDUCATING AND CREATING

Our institution is a multidisciplinary university, which places greatest emphasis on the field of technology sciences. It strives to closely link education to creative activities and to achieve social usefulness of all activities.

By means of internationally acclaimed research connected with the needs of the society and with the long-term sustainable development, the University contributes to the competitiveness of the Czech Republic. It creates values in the field of polytechnic education, develops innovation and research centres, supports start-up companies, contributes to the building of a digital state, to the support of Industry 4.0 and of the smart management strategy.

The University is also an important partner for the development of the town of Zlín and of the Zlín Region, it helps address regional challenges in the field of creative industry, mechanical engineering, health care and education.

*“Nothing is impossible for a determined and knowledgeable person.”*

*Tomáš Baťa*



# 3

## WE EDUCATE GRADUATES FOR THE ENTIRE WORLD

The institution has been designed as bilingual since the beginning; English is of the same importance as Czech. Students are educated for the global labour market – in the spirit of the Bata-inspired philosophy.

Every year, about a thousand students from abroad study at TBU – either in long-term programmes or as exchange students. And vice versa, the TBU management strive to offer every single student the opportunity to spend at least one semester of studies abroad. Owing to the participation of the University in a number of international cooperation programmes and thanks to the partnership with higher education

institutions all over the world, students have hardly any limitations in their options.

The University also runs the TBU Job Centre – a facility mediating jobs for self-motivated students and graduates. Cooperating companies are offered recommendations as to suitable candidates, participation in career opportunities fairs or an opportunity to elaborate topics of Bachelor's, Master's or doctoral theses for TBU students. Services provided by the Centre are used by hundreds of students each year. TBU graduates may remain in contact with their alma mater thanks to the Alumni Club.



### The Faculty of Technology

focuses on the sphere of polymers, materials engineering, chemistry, food-processing technology, environmental protection, biomaterials, cosmetics and mechanical engineering. In the abovementioned areas, the FT offers specialized counselling services or participation in dealing with difficult issues in the area of basic and applied research. The FT facilities are located in the Laboratory Centre, in the food technology laboratories, or in the Centre of Polymer Systems. The FT staff have won many international awards, particularly in the sphere of research into polymers. They publish the results of their work in top-rated scientific journals. The outputs of expert activities are applied in automotive and plastics processing industry, food-processing technology, cosmetics or pharmacy.

**FT**

### The Faculty of Management and Economics

has been repeatedly ranked top among Czech higher education institutions in business and management subjects and in accounting and finances by the UK company Times Higher Education. It offers courses in economics and management, enterprise economics, accounting and taxes, public sector administration and regional development, production and quality management, finance or industrial engineering. The FaME cooperates with many universities abroad; its students can attend a course entitled Firms and Competitiveness carried out in cooperation with the Harvard Business School, USA. Research and development activities at the FaME are supported by the Centre for Applied Economic Research.

**FaME**

### The Faculty of Multimedia Communications

was placed 11<sup>th</sup> among American and European arts-oriented higher education institutions in the Red Dot Design Award ranking in 2015. It represents a unique type of a higher education unit whose accomplishments are promoted not only verbally but also visually to a large extent. The Faculty combines media and communication studies, and visual arts and audio-visual arts. Teachers as well as students of the Faculty have won awards with their projects in film, artistic, design as well as marketing competitions all around the world, including the most prestigious ones. The Faculty runs the Creative Industries Centre in order to support graduates' creative business in the sphere of audio-visual arts, design, marketing and advertising.

**FMC**





### **The Faculty of Applied Informatics**

educates specialists in information, security and control technology and robotic systems. A top research centre renowned all over Europe – CEBIA-Tech – and a technology park that focuses on information and communication technology, and is used not only for the research activities carried out by the Faculty, but also as a facility for IT companies, forms part of the FAI. A number of these companies have been established by the very graduates of the Faculty. Employees of the FAI participate in a number of national and international R&D projects and boast many prestigious awards, e.g. Prof. Karel Kolomazník has received the Rolex Awards for Enterprise (the so-called Mini Nobel Prize), Czech Brain award (the most prestigious award that can be conferred on a scientist in the CR).

**FAI**

### **The Faculty of Humanities**

offers education in philological, pedagogical and healthcare degree courses and provides obligatory as well as voluntary language classes for the other component parts of the University. The platform for research and development activities of the Faculty is the Research Centre of the Faculty of Humanities, which focuses mainly on research in the area of school educating in a wider pedagogical and socio-pedagogical context, research in the sphere of philology, nursing and in selected clinical disciplines on an interdisciplinary basis. Since 2018 the FHS has been residing in the new building of the TBU Educational Centre that has been constructed according to the project designed by world-renowned architect and designer, native of Zlín, Eva Jiřičná.

**FHS**

### **The Faculty of Logistics and Crisis Management**

is unique in the Czech Republic with respect to its orientation. It offers studies in degree programmes focused on the sphere of population protection, crisis management, environmental protection and logistics. The FLCM aims to produce graduates who are able to apply their knowledge when dealing with unexpected situations, such as floods, inundations, industrial accidents, pandemy or terrorist attacks, to make adequate decisions in such situations, and, mainly, to prevent them effectively. In their R&D activities, the staff of the Faculty specialize in the issues of logistics, logistically dealing with extraordinary and crisis situations and crisis management. The FLCM is located in the educational campus in Uherské Hradiště, approx. 20 km from Zlín.

**FLCM**

# 4

## CONDUCTING RESEARCH AND DEVELOPMENT

The **Centre of Polymer Systems** counts among the world's leading research units focusing on research into polymer systems and composites; it employs researchers from all over the world. Since 2015, the CPS has been residing in a new building equipped with state-of-the-art instrumentation. The scientific accomplishments of the Centre involve a European patent for a device for quick sterilization of the hospital environment or for rapid polymer hardening. The Centre is a holder of the prestigious HR Award.

The **Centre for Security, Information and Advanced Technologies**

**CEBIA-Tech** focuses on research and development in the sphere of applied informatics, security technologies and alternative sources of energy. It has a direct relation to the activities of the Faculty of Applied Informatics.

The **Footwear Research Centre** at the University Institute builds on the famous period when the shoe industry was booming in Zlín. It is focused on shoe design and construction, healthy footwear, natural shoe materials and new technologies. Shortly after its establishment, the Centre became one of the leading footwear research institutions in the EU.

The **Polymer Centre at the Faculty of Technology** focuses on rheology of polymer systems and on modelling of polymer processes. The Centre counts among the world's best research units.

The **Centre for Applied Economic Research** at the Faculty of Management and Economics focuses on managerial and economic reasons and aspects of performance and competitiveness and of

their development and measuring in the context of both individual institutions and of clusters and regions.

The **Creative Industries Centre** at the Faculty of Multimedia Communications is focused on audiovisual arts, design, advertising and marketing. The Centre provides support to creative entrepreneurial activities of students and graduates of the Faculty.

The **Research Centre** at the Faculty of Humanities focuses on interdisciplinary research into school education, on topics in social pedagogy, philology, in nursing and in selected clinical disciplines.

The **Sino-EU Joint Laboratory for Energy Storage and Energy Devices** is an international research unit and a member of significant international structures focusing on research into energetics.

The **Technology Transfer Centre** is a service unit facilitating transfer of applied research outputs produced at TBU component parts.



# 5

## LIVING ON CAMPUS WITH UNIQUE ATMOSPHERE

Tomas Bata University campus has its own unique atmosphere. It is not a closed area situated somewhere on the outskirts of the town – on the contrary, the University buildings form a natural part of the centre of the town of Zlín, most of them are located within a 10 minute's walk of each other. Thanks to the greenery that can be found all over the town, the surroundings of TBU have become an open-air university.

High-quality studies are conditional on high-quality educational facilities. Such facilities are provided by TBU to a sufficient extent. All faculties and other component parts of the University reside in modern buildings, either in those built in the recent years or in newly renovated ones. The equipment of the buildings reflects the latest global trends in the sphere of education. No matter whether we refer to laboratories, studios, lecture halls or seminar rooms, the Library or the Residence Halls and Refectory, we always offer the top options available for tuition and in terms of facilities to our students.

The first person to be named among the architects cooperating with the University during the construction of buildings is Eva Jiřičná. A native of Zlín, she has designed buildings and interiors which can be found in various cities, starting from London over Dubai to Moscow, and is the author of the design of the University Centre and the building of the Faculty of Humanities. The TBU Library has its seat in the University Centre, with dozens of user seats equipped with computers available for students. Library users can browse through books, newspapers, journals and electronic periodicals in the comfort of a sofa or a bean bag placed in the quiet zones. The high quality of the Library is evidenced by the fact that since 2010 it has been listed on the prestigious website [www.librarybuildings.info](http://www.librarybuildings.info), which features the best contemporary European libraries.

Another important component part of the TBU Library is the TBU University Press.



# 6

## RESIDING IN A UNIQUE TOWN

Zlín – the town in which TBU is located – is unique in many respects. The turbulent growth in the first half of the 20th century associated with the development of the Bata factories made Zlín a living textbook of modern architecture. The best architects of that epoch – Jan Kotěra, František Lýdie Gahura and Vladimír Karfík – participated in the town construction project in the interwar period; Le Corbusier, the guru of functionalism, was also highly complimentary about the town's architecture. Buildings constructed of red bricks and concrete, functionalist buildings, family houses typical of the Bata era, rectangular street grid inspired by New York, skyscraper built in 1938 (at that time the second-tallest skyscraper in Europe) and the ever-present greenery of the parks, woods and gardens give the town its distinctive character. The former factory premises are being transformed into a lively town centre with industrial charm.

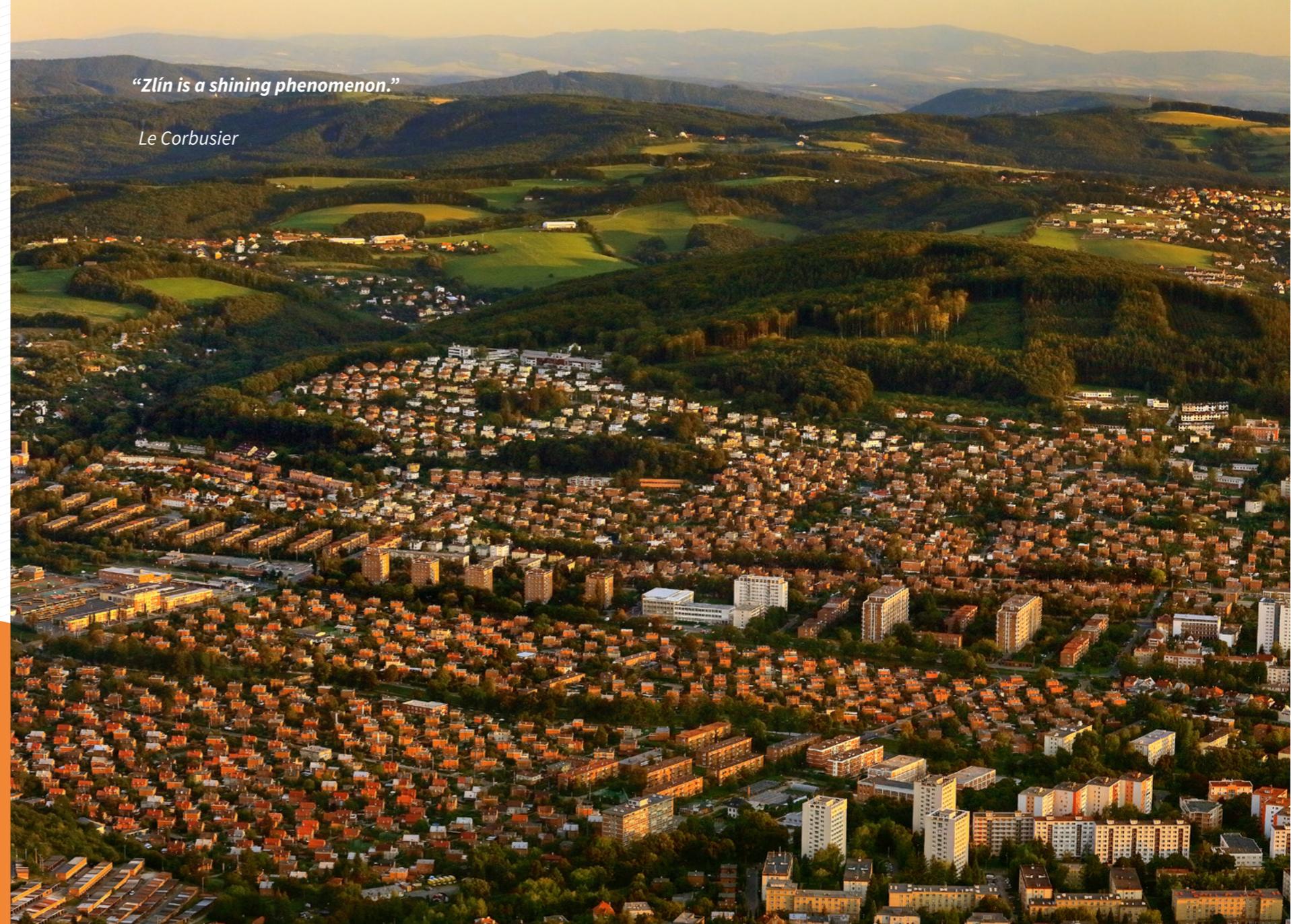
Names of renowned personalities, many of them world-famous, are connected with the town of Zlín. In the field of science, those who can be named include, for example, Otto Wichterle, inventor of contact lenses, or Ernst Mach, after whom the physical quantity indicating the speed of sound in the medium has been named. Cinematography

is represented for instance by film directors Karel Zeman and Hermína Týrlová. Thanks to the work of Vincenc Makovský and Zdeněk Kovář, Zlín is considered the cradle of Czech industrial design. Other people who brought fame to the town also include the travellers Miroslav Zikmund and Jiří Hanzelka, Emil Zátopek, four-time Olympic champion in distance running, Tom Stoppard, playwright and native of Zlín, linguist František Bartoš, the afore-mentioned architect Eva Jiříčná, and many others. TBU aims to continue the work of these personalities in a respectful manner: By means of development of high-quality research in specializations which have a long tradition in Zlín, through educating filmmakers and designers, by offering sports activities and creating modern architecture.

Zlín, the centre of East Moravia, is a home to eighty thousand inhabitants. In the course of the year, the number of its inhabitants is increased by the University students, in summer by visitors, and that mainly during two events of European significance: The annual International Film Festival for Children and Youth and the Barum Rally Championship, which forms part of the FIA European Rally Championship. TBU also cooperates in the organization of both of these events.

*“Zlín is a shining phenomenon.”*

*Le Corbusier*



# 7

## CZECH REPUBLIC - COUNTRY IN THE HEART OF EUROPE

The Czech Republic is a democratic country situated in Central Europe, a member of the European Union, and has a population of 10.5 million. It borders on 4 countries – on Germany in the west, on Poland in the north, on Slovakia in the east and on Austria in the south. Thanks to its location on the continent it tends to be denoted as the “heart of Europe”. The capital city of the country is Prague.

The Czech Republic is known mainly for its many historical monuments and natural sites. Every year, Czech spa resorts, medieval towns, castles and chateaus, some of which have been included in the UNESCO World Cultural Heritage List, are visited by tourists from all over the world. National parks, rock towns or publicly accessible caves also belong among the most popular destinations for tourists.

The history of the Czech country is longer than 1,000 years. A number of personalities who have become renowned all over the world were born in the Czech lands. Music composers Antonín Dvořák and Bedřich Smetana, scholar Jan Ámos Komenský, Nobel laureates Jaroslav Heyrovský and Jaroslav Seifert or playwright and erstwhile president Václav Havel are among the most significant of them. The Czech Republic is famous for its products, such as glass, jewellery, Škoda and Tatra motor vehicles, pianos, and, last but not least, beer. Also excellent performances in sports have earned fame to the Czech Republic – particularly ice hockey players (every fan of this sport is familiar with the name of Jaromír Jágr, the most productive European player in the entire history of NHL) and athletes regularly win medals at Olympic Games and world championships.



 Tomas Bata University in Zlín

Photos: Ivan Němec (p. 3), Jan Salač (p. 5, 7, 10, 13, 19), TBU archive (p. 9),  
Julius Filip (p. 2), Filip Urban (p. 15), Libor Sváček (p. 17)

Graphics and pre-press: studio KUTULULU

Printing: Profi-tisk group s.r.o.

Published in 2020.

Contact us:

Tomas Bata University in Zlín

nám. T. G. Masaryka 5555

760 01 Zlín, Czech Republic

tel.: +420 576 031 111

e-mail: [kancler@utb.cz](mailto:kancler@utb.cz)

[www.utb.cz](http://www.utb.cz)

# TBU

