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UNIVERSITY IN ZLÍN
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**ANNUAL
ACTIVITY
REPORT
2010**

 Tomas Bata University in Zlín

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INTRODUCTION



This Annual Report portrays the activities of Tomas Bata University in Zlín (hereinafter referred to as “TBU”) in the tenth year of its existence.

In 2010 a series of significant changes occurred at the University, especially regarding the University management. Following the proposal submitted by the TBU Academic Senate, that voted in favour of the Rector’s removal from office on 6 April, Prof. Václav Klaus, President of the Czech Republic, removed Prof. Ing. Ignác Hoza, CSc., dr. h. c. from the office as the TBU Rector, and that with effect from 31 May. Afterwards, the University was headed by Doc. RNDr. Vojtěch Křesálek, CSc., as the Vice-Rector authorized to fully act on behalf of TBU in Zlín. On 19 October the TBU Academic Senate elected Prof. Ing. Petr Sáha, CSc. as the candidate to be appointed the new Rector. Prof. Sáha was appointed by the President of the Czech Republic with effect from 15 December. Changes in the management took place also at the Faculty of Logistics and Crisis Management. Ing. Vladimír Mrkvička, Ph.D., the Dean of the Faculty, was removed from office with effect from 31 August. The FLCM Academic Senate voted on the proposal regarding the removal of the Dean from office on 9 August. From 1 September onwards, the Faculty was headed by Ing. Romana Bartošíková, Ph.D., the Vice-Dean authorized to assume rights and duties of the Dean of the Faculty.

In the year 2010, the University extended the range of degree programmes and courses offered. The total number of degree courses accredited at TBU in the full-time and part-time modes of study within 82 degree programmes was 164. As of 31 October 2010, a total of 13,536 students were enrolled at TBU.

New study opportunities within the Lifelong Learning (LL) arose, a number of short-term courses for companies and professionals were carried out. In the year 2010, a total of 1,767 students attended the Lifelong Learning courses, out of which 1,230 were students of the University of the Third Age.

The University concluded 6 new international partnership agreements on mutual cooperation. The total number of international partnership agreements concluded is 69. Within the Erasmus programme, 195 agreements were registered. As of 31 October 2010, 822 international students from four continents studied at TBU, out of which approximately 76% came from Slovakia.

TBU participated in projects within the programmes of the Higher Education Development Fund and in the Development Programmes for Public Higher Education Institutions. The TBU staff also worked with great intensity on the preparation of projects funded from the EU Structural Funds. In 2010 the project application entitled ‘Technology Park’ and focusing on information and communication technologies (Operational Programme ‘Enterprise and Innovations’) was accepted for funding. The preparation of the Centre of Polymer Systems project (Operational Programme ‘R&D for Innovations’) and of the CEBIA Tech project (Operational Programme ‘R&D for Innovations’) was completed. TBU also participated in a number of projects implemented within the Operational Programme ‘Education for Competitiveness’.

In 2010, TBU employees submitted 35 applications for industrial rights (19 patents, 11 utility models, 1 trademark and 4 industrial designs). Compared to 2009, with 22 submitted applications, an increase is apparent. The highest number was submitted by the Faculty of Technology, by the Faculty of Applied Informatics and by the University Institute. A part of these applications was submitted abroad in the form of international patent applications or industrial designs of the Community, which provide legal protection in the entire European Union.

1.1 Names and Addresses of the University, Faculties and the Institute

Tomas Bata University in Zlín

- Shortened name: Tomas Bata University
- Abbreviation: TBU
- Address: nám. T. G. Masaryka 5555, 760 01 Zlín, Czech Republic

1.1.1 TBU Faculties and University Institute

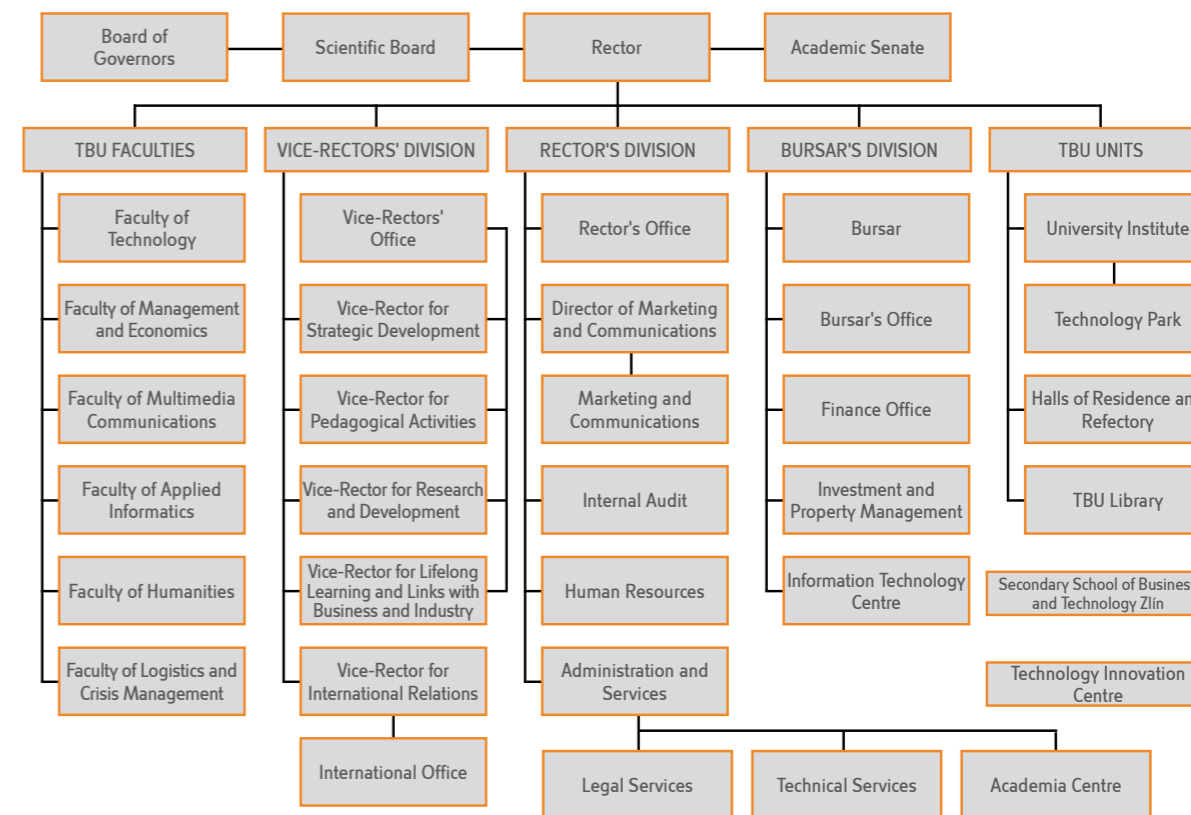
- Faculty of Technology (FT): náměstí T. G. Masaryka 275, 762 72 Zlín, Czech Republic
- Faculty of Management and Economics (FaME): Mostní 5139, 760 01 Zlín, Czech Republic
- Faculty of Multimedia Communications (FMC): Štefánikova 2431, 760 01 Zlín, Czech Republic
- Faculty of Applied Informatics (FAI): Nad Stráněmi 4511, 760 05 Zlín, Czech Republic
- Faculty of Humanities (FHS): Mostní 5139, 760 01 Zlín, Czech Republic
- Faculty of Logistics and Crisis Management (FLCM): Studentské nám. 1532, 686 01 Uherské Hradiště, Czech Republic
- University Institute (UNI): Nad Ovčírnou 3685, 760 01 Zlín, Czech Republic

1.1.2 TBU Buildings

- U1 FT: náměstí T. G. Masaryka 275, Zlín
- U2 FaME, FHS, Academia Centre: Mostní 5139, Zlín
- U3 UNI: Růmy 4046, Zlín
- U4 FMC, Refectory: Štefánikova 2431, Zlín
- U5 FAI, FT, FHS, Department of Physical Training (DPT), Refectory: Nad Stráněmi 4511, Zlín
- U6 Hall of Residence Antonínova: Antonínova 4379, Zlín
- U7 Hall of Residence Štefánikova: Štefánikova 150, Zlín
- U10 FHS, FMC, FaME: nám. T. G. Masaryka 1279, Zlín
- U11 UNI – Technology Park: Nad Ovčírnou 3685, Zlín
- U12 Hall of Residence Náměstí T. G. Masaryka: nám. T. G. Masaryka 3050, Zlín
- U13 University Centre – Library, Rectorate: nám. T. G. Masaryka 5555, Zlín

1.2 TBU Organizational Chart

Organizational Structure of TBU and Its Component Parts in 2010



1.3 Structure of TBU Bodies

1.3.1 Self-Governing Academic Bodies of TBU

Rector

Prof. Ing. Ignác HOZA, CSc., dr. h. c.
Doc. RNDr. Vojtěch KŘESÁLEK, CSc.

until 31/05/2010

*Vice-Rector authorized to fully act on behalf of TBU
(01/06/2010 – 14/12/2010)*

Prof. Ing. Petr SÁHA, CSc.

from 15/12/2010

Academic Senate

Composition until 06/03/2010

Chairperson

Ing. Alena MACHÁČKOVÁ, CSc.

Deputy Chairpersons

Doc. Dr. Ing. Vladimír PAVLÍNEK

Deputy Chairperson; Chairperson of the Academic Staff Chamber

Ing. Markéta ŠÍPALOVÁ

*Deputy Chairperson; Chairperson of the Student Chamber***Academic Staff**

Ing. Romana BARTOŠÍKOVÁ, Ph.D.

Doc. Mgr. Juraj FANDLI

Ing. František GAZDOŠ, Ph.D.

Ing. Bc. Bronislav CHRAMCOV, Ph.D.

Dr. Rostislav ILLÍK, M.F.A.

Ing. Mgr. Svatava KAŠPÁRKOVÁ, Ph.D.

Ing. et Ing. Jiří KONEČNÝ, Ph.D.

Doc. Ing. Vratislav KOZÁK, Ph.D.

Mgr. Věra KOZÁKOVÁ, Ph.D.

Mgr. Jana KŘEMENOVÁ

Doc. Ing. et Ing. Ivo KUŘITKA, Ph.D. et Ph.D.

JUDr. Jaromír MAŇÁSEK

Ing. Miroslav MATÝSEK, Ph.D.

JUDr. Pavel MAUER

from 02/02/2010

Mgr. Zdeněk MELICHÁREK, Ph.D.

Ing. Martin MIKESKA, Ph.D.

Ing. Eva MRÁČKOVÁ, Ph.D.

until 25/01/2010

Ing. Dobroslav NĚMEC

Mgr. Štěpán PRACHAŘ

Doc. Ing. Zdenka PROKOPOVÁ, CSc.

Ing. Roman SLAVÍK, Ph.D.

Mgr. Richard VODIČKA

Mgr. Magda ZÁLEŠÁKOVÁ

Students

Bc. Milan BAROŇ

Lucie JANIČATOVÁ

Ing. Roman KIMMEL

Vladan KRÁSNÝ

Jakub KRČMÁŘ

Bc. Jiří MAŇAS

Ondřej PLOCH

Michal RUDECKÝ

until 21/01/2010

Bc. Ivan SENČÁK

Bc. Pavel SOUSEDÍK

Ing. Kateřina SULOVSÁ

Ing. Radoslav ŠTEFÁNEK

*from 02/02/2010***Academic Senate***Composition from 08/03/2010***Chairperson**

Ing. Alena MACHÁČKOVÁ, CSc.

Deputy Chairpersons

Doc. Dr. Ing. Vladimír PAVLÍNEK

Deputy Chairperson; Chairperson of the Academic Staff Chamber

Bc. Milan BAROŇ

Deputy Chairperson; Chairperson of the Student Chamber, until 24/08/2010

Ing. Kamil KYAS

*Deputy Chairperson; Chairperson of the Student Chamber, from 12/10/2010***Academic staff**

Ing. Romana BARTOŠÍKOVÁ, Ph.D.

until 30/06/2010

Doc. Ing. Roman ČERMÁK, Ph.D.

Mgr. Jakub HLADÍK, Ph.D.

Ing. Petr HUMPOLÍČEK, Ph.D.

Ing. Bc. Bronislav CHRAMCOV, Ph.D.

Dr. Rostislav ILLÍK, M.F.A.

Ing. et Ing. Jiří KONEČNÝ, Ph.D.

Doc. Ing. Vratislav KOZÁK, Ph.D.

Doc. Ing. et Ing. Ivo KUŘITKA, Ph.D. et Ph.D.

JUDr. Jaromír MAŇÁSEK

Mgr. Libor MAREK

Ing. Miroslav MATÝSEK, Ph.D.

JUDr. Pavel MAUER

Mgr. Zdeněk MELICHÁREK, Ph.D.

Ing. Martin MIKESKA, Ph.D.

Ing. Přemysl PÁLKA

Ondřej PODZIMEK, M.F.A.

Mgr. Štěpán PRACHAŘ

until 14/10/2010

Doc. Ing. Zdenka PROKOPOVÁ, CSc.

Doc. Ing. Martin SYSEL, Ph.D.

Ing. Eva ŠVIRÁKOVÁ, Ph.D.

from 19/10/2010

Mgr. Marek TOMAŠTÍK, Ph.D.

from 14/09/2010

Mgr. Richard VODIČKA

Mgr. Magda ZÁLEŠÁKOVÁ

Students

Bc. Ladislav BURGR

Bc. František FRIEDL

until 10/06/2010

Josef HAMŠÍK

Lucie JANIČATOVÁ

until 08/06/2010

Vladan KRÁSNÝ
Ing. Martin KRŮMAL
Bc. Jiří MAŇAS
Bc. Ondřej PLOCH
Ing. Kateřina SULOVSKÁ *from 29/06/2010*
Zdeněk TRNČÁK
Silvie VODINSKÁ *from 12/10/2010*
Kristýna ZBOŘILOVÁ *from 12/10/2010*

Scientific Board

Chairperson

Prof. Ing. Ignác HOZA, CSc., dr. h. c. *Rector, Tomas Bata University in Zlín, until 31/05/2010*
Doc. RNDr. Vojtěch KŘESÁLEK, CSc. *Vice-Rector authorized to fully act on behalf of TBU (01/06/2010 – 14/12/2010)*
Prof. Ing. Petr SÁHA, CSc. *Rector, Tomas Bata University in Zlín, from 15/12/2010*

External Members

Prof. Ing. Vratislav DUCHÁČEK, DrSc. *Professor, Institute of Chemical Technology, Prague*
Doc. Ing. Jaromír HAVLICA, CSc. *Dean, BUT, Brno, Faculty of Chemistry*
Prof. Ing. Vladimír KUČERA, DrSc., dr.h.c. *Director, Masaryk Institute of Advanced Studies, Czech Technical University in Prague, Electro-Technical Faculty*
Ing. Libor LÁZNIČKA, Ph.D. *General Manager, Executive, Barum Continental, Otrokovice*
Prof. Ing. Petr LOŠŤÁK, DrSc. *Dean, University of Pardubice, Faculty of Chemical Technology*
Prof. Ing. Miroslav LUDWIG, CSc. *Rector, University of Pardubice*
Prof. RNDr. Milan MAREŠ, DrSc. *Head Researcher, Academy of Sciences of the Czech Republic, Prague, Institute of Information Theory and Automation*
Prof. Ing. Milan MAROUNEK, DrSc. *Head of Laboratory, Czech Academy of Sciences, Prague Department of Animal Physiology and Genetics*
Doc. Ing. Václav PETŘÍČEK, CSc. *General Manager, Chamber for Economic Relations with CIS*
Doc. Ing. Josef PRŮŠA, CSc. *Rector, University of West Bohemia in Plzeň*
Prof. Ing. Karel RAIS, CSc., MBA *Rector, BUT, Brno*
Ing. Jiří ROSENFELD, CSc. *General Manager, Moravian-Slovak Engineering Works, Uherský Brod*
Doc. PaedDr. Iva STUHLÍKOVÁ, CSc. *Head of Department, University of South Bohemia in České Budějovice, Faculty of Pedagogy*
Prof. PhDr. Valérie TÓTHOVÁ, Ph.D., R.N. *Vice-Dean, University of South Bohemia in České Budějovice, Faculty of Health and Social Studies*
Prof. Ing. Karel ULBRICH, DrSc. *Head of Department of Biomedical Polymers, Academy of Sciences of the CR, Prague, Institute of Macromolecular Chemistry*
Doc. Ing. Juraj WAGNER, Ph.D., dr. h. c. *Advisor to the Minister, Ministry of Education of the Slovak Republic*

Internal Members

Prof. Ing. Vladimír BOBÁL, CSc. *Professor, Faculty of Applied Informatics*
Doc. PhDr. Ing. Aleš GREGAR, CSc. *Vice-Rector for Pedagogical Activities*
Doc. Ing. Petr HLAVÁČEK, CSc. *Dean, Faculty of Technology*
Doc. MgA. Jana JANÍKOVÁ, ArtD. *Dean, Faculty of Multimedia Communications*
Doc. RNDr. Vojtěch KŘESÁLEK, CSc. *Vice-Rector for Research and Development*
Doc. Ing. Anežka LENGÁLOVÁ, Ph.D. *Vice-Dean, Faculty of Humanities*
Ing. Alena MACHÁČKOVÁ, CSc. *Chairperson, TBU Academic Senate*
Doc. PhDr. Vnislav NOVÁČEK, CSc. *Vice-Dean, Faculty of Management and Economics*
Prof. Dr. Ing. Drahomíra PAVELKOVÁ *Dean, Faculty of Management and Economics*
Doc. Dr. Ing. Vladimír PAVLÍNEK *Associate Professor, Faculty of Technology*
Prof. Ing. Roman PROKOP, CSc. *Professor, Faculty of Applied Informatics*
Prof. Ing. Petr SÁHA, CSc. *Vice-Rector for Strategic Development (until 15/12/2010)*
Prof. Pavel ŠKARKA, M.F.A. *Professor, Faculty of Multimedia Communications*
Prof. PhDr. Vlastimil ŠVEC, CSc. *Dean, Faculty of Humanities*
Prof. Ing. Vladimír VAŠEK, CSc. *Dean, Faculty of Applied Informatics*

Guest Members:

Doc. Ing. Roman BOBÁK, Ph.D. *Vice-Dean, Faculty of Management and Economics*
Prof. Ing. Antonín KLÁSEK, DrSc. *Vice-Dean, Faculty of Technology*

1.3.2 Other TBU Bodies

Bursar

RNDr. Alexander ČERNÝ *until 18/01/2010; authorized to perform the duties of Bursar from 23/09/2010*
Ing. Jiří KOSTEČKA *19/01/2010 – 05/11/2010*

Board of Governors

Chairperson

Ing. Michaela ŠOJDROVÁ *Deputy, Parliament of the CR*

Deputy Chairpersons

Libor LUKÁŠ *Deputy Commissioner, Zlín Region*
PhDr. Irena ONDROVÁ *Mayor, Statutory Town of Zlín*

Members

Ing. Eva BARTOŇOVÁ *1st Deputy Minister, Ministry of Education, Youth and Sports of the Czech Republic*
Sonja BATA *Bata Shoe Foundation*
PaedDr. Alena GAJDŮŠKOVÁ *Senator, 1st Deputy Chairperson of the Senate, Parliament of the CR*
Ing. Eduard JANOTA *Minister, Ministry of Finance of the Czech Republic*

Ing. Josef KUBÍČEK
Doc. Ing. Jiří VOLF, CSc.

*Bursar, Charles University, Prague
Deputy Minister, Ministry of Finance of the Czech Republic*

Secretary
Ing. Andrea KADLČÍKOVÁ

TBU Director of Marketing and Communications

1.3.3 TBU Advisory Bodies

TBU Management

Rector

Prof. Ing. Ignác HOZA, CSc., dr. h. c.
Doc. RNDr. Vojtěch KŘESÁLEK, CSc.

*until 31/05/2010
Vice-Rector authorized to fully act on behalf of TBU
(01/06/2010 – 14/12/2010)
from 15/12/2010*

Prof. Ing. Petr SÁHA, CSc.

Vice-Rectors

Prof. Ing. Petr SÁHA, CSc.

*Vice-Rector for Strategic Development (until 14/12/2010),
Vice-Rector authorized to fully act as the Statutory Deputy to
the Rector (until 07/03/2010)*

Doc. RNDr. Vojtěch KŘESÁLEK, CSc.

*Vice-Rector for Research and Development, Vice-Rector
authorized to fully act as the Statutory Deputy to the Rector
(08/03/2010 – 31/05/2010), Vice-Rector authorized to fully
act on behalf of TBU (01/06/2010 – 14/12/2010)*

Doc. PhDr. Ing. Aleš GREGAR, CSc.

*Vice-Rector for Pedagogical Activities, Vice-Rector authorized
to fully act as the Statutory Deputy to the Vice-Rector
authorized to fully act on behalf of TBU (01/06/2010 –
14/12/2010), Vice-Rector authorized to fully act as the
Statutory Deputy to the Rector (from 15/12/2010)*

Doc. Ing. Berenika HAUSNEROVÁ, Ph.D.

Vice-Rector for International Relations

Doc. Ing. David TUČEK, Ph.D.

Vice-Rector for LL and Links with Business and Industry

Bursar

RNDr. Alexander ČERNÝ

*until 18/01/2010; authorized to perform the duties of
Bursar from 23/09/2010*

Ing. Jiří KOSTEČKA

19/01/2010 – 05/11/2010

Director of Marketing and Communications

Ing. Andrea KADLČÍKOVÁ

Head of Administration and Services

Ing. Josef LÍZAL, CSc.

until 30/09/2010

Rector's Advisory Council

Rector

Prof. Ing. Ignác HOZA, CSc., dr. h. c.
Doc. RNDr. Vojtěch KŘESÁLEK, CSc.

*until 31/05/2010
Vice-Rector authorized to fully act on behalf of TBU
(01/06/2010 – 14/12/2010)
from 15/12/2010*

Prof. Ing. Petr SÁHA, CSc.

Vice-Rectors

Prof. Ing. Petr SÁHA, CSc.

*Vice-Rector for Strategic Development (until 14/12/2010),
Vice-Rector authorized to fully act as the Statutory Deputy to
the Rector (until 07/03/2010)*

Doc. RNDr. Vojtěch KŘESÁLEK, CSc.

*Vice-Rector for Research and Development, Vice-Rector
authorized to fully act as the Statutory Deputy to the Rector
(08/03/2010 – 31/05/2010), Vice-Rector authorized to fully
act on behalf of TBU (01/06/2010 – 14/12/2010)*

Doc. PhDr. Ing. Aleš GREGAR, CSc.

*Vice-Rector for Pedagogical Activities, Vice-Rector authorized
to fully act as the Statutory Deputy to the Vice-Rector
authorized to fully act on behalf of TBU (01/06/2010 –
14/12/2010), Vice-Rector authorized to fully act as the
Statutory Deputy to the Rector (from 15/12/2010)*

Doc. Ing. Berenika HAUSNEROVÁ, Ph.D.

Vice-Rector for International Relations

Doc. Ing. David TUČEK, Ph.D.

Vice-Rector for LL and Links with Business and Industry

Bursar

RNDr. Alexander ČERNÝ

*until 18/01/2010; authorized to perform the duties of
Bursar from 23/09/2010*

Ing. Jiří KOSTEČKA

19/01/2010 – 05/11/2010

Chairperson of the Academic Senate

Ing. Alena MACHÁČKOVÁ, CSc.

Deans of Faculties

Doc. Ing. Petr HLAVÁČEK, CSc.

Faculty of Technology

Prof. Dr. Ing. Drahomíra PAVELKOVÁ

Faculty of Management and Economics

Doc. MgA. Jana JANÍKOVÁ, ArtD.

Faculty of Multimedia Communications

Prof. Ing. Vladimír VAŠEK, CSc.

Faculty of Applied Informatics

Prof. PhDr. Vlastimil ŠVEC, CSc.

Faculty of Humanities

Ing. Vladimír MRKVIČKA, Ph.D.

*Faculty of Logistics and Crisis Management, until
31/08/2010*

Ing. Romana BARTOŠÍKOVÁ, Ph.D.

*Faculty of Logistics and Crisis Management, Vice-Dean
authorized to perform the duties of Dean from 01/09/2010*

Director of Marketing and Communications

Ing. Andrea KADLČÍKOVÁ

Head of Human Resources

Ing. Renata BARTOŠOVÁ

Chairperson of the Student Chamber of the Academic Senate

Ing. Markéta ŠÍPALOVÁ

until 06/03/2010

Bc. Milan BAROŇ

08/03/2010 – 24/08/2010

Ing. Kamil KYAS

*from 12/10/2010***Library Director**

PhDr. Ondřej FABIÁN

Director of Halls of Residence and Refectory

Ing. Josef ZELA

Head of Administration and Services

Ing. Josef LÍZAL, CSc.

*until 30/09/2010***Secretary to the Rector**

Ing. Petr TICHÁČEK

1.4 TBU Representation in Organizations Associating Czech Higher Education Institutions, in International Organizations, in Professional Organizations

TBU Representation in Organizations Associating Czech Higher Education Institutions, in International and Professional Organizations

Table 1

Organization	Country	Status
Czech Rectors' Conference (CRC)	CR	Prof. Ing. Ignác Hoza, CSc., dr. h. c., Rector – member, until 31/05/2010 Doc. RNDr. Vojtěch Křesálek, CSc., Vice-Rector authorized to fully act on behalf of TBU – member (01/06/2010 – 14/12/2010) Prof. Ing. Petr Sába, CSc., Rector – member, from 15/12/2010
Council of Higher Education Institutions	CR	Ing. Alena Macháčková, CSc. – representative in the Presidium Doc. PhDr. Ing. Aleš Gregar, CSc. – representative in the Assembly
		Lucie Janičatová – representative in the Student Chamber (until 08/06/2010)
		Bc. Michal Rudecký – representative in the Student Chamber (from 02/11/2010)
European University Association (EUA)	Belgium	TBU – member
Magna Charta Universitatum	Italy	TBU – member
Danube Rectors' Conference (DRC) – University of Zagreb	Croatia	TBU – member
Association for the Development of the Zlín Region	CR	TBU – member
European Federation of National Engineering Associations (FEANI)	Belgium	TBU – member
Moravian-Silesian Automotive Cluster	CR	TBU – member
Plastics Cluster	CR	TBU – member

Membership of TBU Academic Staff in Professional Organizations**Faculty of Technology**

- American Association for Advancement of Science
- American Diabetes Association
- American Chemical Society
- American Physical Society
- Archaeological Leather Group
- Czech Anthropological Society
- Czech Association of Hydrogeologists
- Czech Biotechnology Society
- Czech Physiological Society

- Czech Chamber of Chartered Engineers and Technicians
- Czech Medical Society of Jan Evangelista Purkyně
- Czech Footwear and Leather Association
- Czech Podiatry Association
- Czech Chemical Society
- Czech Society for Biochemistry and Molecular Biology
- Czech Society for New Materials and Technologies
- Czech National Clay Group
- Czech Society of Industrial Chemistry
- Czech Society of Engineering Technology
- Czech Mechanical Engineering Society
- Czech Technology Platform for Food
- Czechoslovak Microscopy Society
- Czechoslovak Society for Microbiology
- Czech Accreditation Institute, member of technical committee for sensory analysis
- Czech Association of Industrial Chemistry, Association of Rubber Technology Zlín
- European Center for Advanced Studies in Thermodynamics
- European Photochemical Society
- European Powder Metallurgy Association
- European Union of Research Institutes for Shoes
- Federation of Orthopaedic Prosthetics in Technical Fields
- Gesellschaft Deutscher Chemiker
- Czech and Slovak Crystallographic Association
- Institute of Electrical and Electronics Engineers
- International Association of Shoe Industry Technicians (Union Internationale des Techniciens de l'Industrie de la Chaussure)
- Internationals Astronautica Academia
- International Brain Research Organization
- International Institute of Acoustics and Vibrations
- International Society of Heterocyclic Chemistry
- International Union of Pure and Applied Chemistry
- International Society for Orthotics and Prosthetics, Czech branch
- Moravian and Silesian Society for Rationalization and Work Standardization
- Slovak Physical Society
- Slovak Chemical Society
- Society of Plastics Engineers
- Ioannes Marcus Marci Spectroscopic Society and Slovak Spectroscopic Society
- Czech Neuroscience Society
- Society of Psychosomatic Integration
- Society for Well-Balanced Nutrition
- Association for Blasting Techniques and Pyrotechnics
- Tool Factories Association of the Czech Republic
- The American Powder Metallurgy Institute

- The Honourable Cordwainers' Company
- The Polymer Processing Society
- The Society of Rheology
- United National Industrial Development Organization

Faculty of Management and Economics

- Accreditation Committee of the Ministry of Interior of the CR
- Accreditation Committee of the MEYS for Law
- Association of Clinical Psychologists of the CR
- Association of Area Studies and Public Administration
- Association of Management Trainers and Consultants
- Association of Public Economics
- Central and Eastern European International Research Team
- Central European Journal of International and Security Studies
- Cranfield University Network for International Human Resource Management
- Czech Bar Association
- Czech Association of Distance Teaching Universities
- Czech Association of Work and Organizational Psychologists
- Czech Association of University Sport
- Czech Demographic Society
- Czech Geographical Society
- Czech Gymnastics Federation
- Czech Medical Society of Jan Evangelista Purkyně
- Czech Marketing Association
- Czech Paediatric Society CMS J.E.P.
- Czech Society for Quality
- Czech Statistical Society
- Czech Association for Legal and Social Philosophy
- Czechoslovak TeX Users Group
- Czech Athletics Federation
- Czech Tennis Association
- Czech Volleyball Association
- European Association for Security
- European Business Ethics Network
- European Network for Business Studies and Languages (SPACE)
- European Network of Academic Sport Services
- European Regional Science Association
- European Society for Paediatric Infections Diseases
- European Accounting Association
- Expert activities – Council of Europe
- Higher Education Development Fund, Professional Commission for Social Sciences
- Golf Club Kostelec Spa
- Grant Agency of the CR

- International Association for Technology Management
- International Institute of Acoustics and Vibration
- International Network for Economy Research
- International Society of Paediatric Oncology
- South Moravian Tennis Association
- Club of Personnel Officers of the Czech Republic
- Regional Volleyball Association (Czech Sports Association)
- Masaryk Czech Sociological Society
- The International Association for Legal and Social Philosophy
- Multinational Association of Supportive Care in Cancer
- National Cluster Association
- New Initiatives and Challenges in Europe (NICE Network)
- Civic Association “Ethics of Enterprise and Public Sector”
- Specialist Board of the Doctoral degree programme taught at the Faculty of Law of Charles University in Prague
- Organisation for Economic Co-operation and Development
- Organization for the Disabled (Hvězda and Horizont)
- Swimming Club Zlín
- National Programme Council “Participation of Social Sciences in the Development of the Society“ (Ministry of Education of the Slovak Republic)
- Editorial Board of the *Economics and Management* journal
- Editorial Board of the *Management of Enterprise and Public Sector* journal
- Editorial Board of the *Notitiae ex Academia Bratislavensi Iusprudentiae* journal
- Editorial Board of the *Journal of Jurisprudence and Legal Practice*
- Editorial Board of the *Practical Psychology* journal
- Editorial Board of the *Regional Direct* journal
- Editorial Board of the *Regional Studies* journal
- Editorial Board of the *Transaction of The Universities of Košice* journal
- Editorial Board of the *Trends in Management and Economics* journal
- Regional Studies Association
- Appellate Committee of the Ministry of Agriculture
- Appellate Committee of the Office for the Protection of Competition
- Man in Motion Association
- Consumer Protection Association of the Czech Republic
- Slovak Academy of Management
- Slovak Society of Prenatal and Perinatal Psychology, Medicine and Social Sciences
- Society for Competitive Intelligence Professionals
- Society for Global Business and Economic Development
- Society of Plastic Engineers
- Project Management Association
- Strategic Management Society
- Czech Ski Association
- The Federation of Accountants

- Association of Processing Industry
- Tex Users Group
- The Competitiveness Institute
- The European Society for History of Law
- The International Research Society for Public Management
- Scientific Board of the *E+M* journal
- Zlín Astronomical Society

Faculty of Multimedia Communications

- Association of Czech Cinematographers
- Market Psychologists Association
- Czech Marketing Society
- Masaryk Czech Sociological Association
- Czech-Moravian Psychological Society
- European Society for Opinion and Marketing Research
- POPAI CENTRAL EUROPE
- Society for Intercultural Education, Training and Research United Kingdom
- Syndicate of Journalists of the Czech Republic
- Tuesday Business Network, Prague
- Union of Visual Artists of the Czech Republic

Faculty of Applied Informatics

- American Leather Chemists Association
- Association for Computing Machinery
- British Computer Society
- Centre for Nanotechnologies and Materials for Nanoelectronics of the Academy of Sciences of the CR
- Command, Control, Communication and Corporation of the Research and Development Council of the Ministry of Defence
- Czech Chemical Society
- Czech Society of Chemical Engineering
- Czech Society for New Materials and Technologies
- Czech Committee for Automation
- Donau-Adria Association for Automation and Manufacturing
- European Federation of Biotechnology
- European Association for Security
- International Federation of Automatic Control
- International United Environmental Commission of the World Leather Association
- Union of Czech Mathematicians and Physicists
- Manufacturing Enterprise Solutions Association

Faculty of Humanities

- School Psychology Association
- Association of University Guidance Counsellors
- Breast Surgery International
- Central European Teachers of English as a Foreign Language Forum
- Czech Association for the Study of English
- Czech and Slovak Association for American Studies
- Czech Anthropological Society
- Czech and Slovak Association for American Studies
- Czech Association of Pedagogical Research
- Czech Nurses Association
- Czech Diabetes Society CMS J.E.P.
- Czech Gastroenterological Society CMS J.E.P.
- Czech Surgery Society
- Czech Society for Oncology CMS J.E.P.
- Czech Pedagogical Society
- Czechoslovak TeX Users Group
- Ethics Forum of the CR – Civic association
- European Association for American Studies
- European Association for Phraseology
- European Association for Security
- Florence Network for Nursing and Midwifery
- Gesellschaft Collegium Bohemicum Prague/Munich
- International Society of Surgery
- International Study Association for Teachers and Teaching
- Committee for Ethnolinguistics, International Committee of Slavists
- Chamber of Court Appointed Interpreters and Translators of the Czech Republic
- Circle of Modern Philologists, Prague
- Czech Medical Society of Jan Evangelista Purkyně
- Masaryk Czech Sociological Society
- Mitteleuropäischer germanistischer Verband
- Moravian and Silesian Association of Teachers of English
- Organization of American Historians
- Polymer Processing Society
- Editorial Board, *Slowakische Zeitschrift für Germanistik*
- Editorial Board of the international scientific journal *Discourse and Interaction*.
- Institute of Linguistics (Slovak Academy of Sciences, Bratislava)
- Slovak Association of Disabled Persons
- Society of Plastics Engineers
- Association of German Scholars and Teachers, Prague
- Association of German Scholars / Germanistischer Verband of the CR, Prague
- Scientific Board JoLIE – Journal of Linguistic and Intercultural Education
- Wiener Linguistengesellschaft

Faculty of Logistics and Crisis Management

- Editorial Board, Geographical Research, Adam Mickiewicz University, Poland
- International Union for Quaternary Research
- International Association Technology Management – Wood
- Section of Hazardous Goods Forwarding of the Association of Logistics and Forwarding of the Slovak Republic
- The Nordic Logistic Research Network

1.5 Accredited Degree Programmes or Parts Thereof Implemented outside Zlín, Internships Not Included

Accredited Degree Programmes or Parts Thereof Implemented outside Zlín, Internships Not Included

Table 1a

Name and seat of the TBU independent unit offering the tuition in accredited degree programmes or parts thereof	Names of accredited degree programmes or parts thereof, implemented at the independent unit	Type of degree programme or of its part	Names of degree courses implemented at the independent unit	Mode of degree courses implemented at the independent unit (full-time, part-time)	Defences held at the independent unit (yes/no)	Final state examinations held at the independent unit (yes/no)
Secondary Vocational School and Apprentice Training Centre, Kroměříž	Chemistry and Food Technology	Bachelor's programme	Technology and Management in Gastronomy	Full-time and part-time	yes	yes
	Chemistry and Food Technology	Follow-up Master's programme	Technology, Hygiene and Economics of Food Production	Part-time	no	no
Tertiary Technical School of Food Industry and Secondary Technical School of Dairy Industry, Kroměříž	Chemistry and Food Technology	Bachelor's programme	Chemistry and Food Technology	Full-time and part-time	yes	yes
Secondary Technical School of Engineering, Vsetín	Process Engineering	Bachelor's programme	Technological Equipment	Full-time	no	no
Tertiary Technical School, Secondary Technical School, Secondary Vocational School, Bzenec	Chemistry and Food Technology	Bachelor's programme	Technology and Management in Gastronomy	Full-time and part-time	no	no
	Chemistry and Food Technology	Bachelor's programme	Chemistry and Food Technology	Full-time	no	no
Institute of Interdisciplinary Studies, Brno	Specialization in Pedagogy	Bachelor's programme	Social Pedagogy	Part-time	yes	yes
	Specialization in Pedagogy	Follow-up Master's programme	Social Pedagogy	Part-time	yes	yes
Regional Educational Centre, Prostějov	Economics and Management	Bachelor's programme	Logistics and Management	Full-time and part-time	no	no

Faculty of Logistics and Crisis Management, Uherské Hradiště	Economics and Management	Bachelor's programme	Logistics and Management	Full-time and part-time	yes	yes
	Process Engineering	Bachelor's programme	Risk Control	Full-time and part-time	no*	no*
	Population Protection	Bachelor's programme	Population Protection	Full-time	no**	no**
Department of Visual Arts, building of Regional Educational Centre, Uherské Hradiště	Visual Arts	Bachelor's programme	Multimedia and Design	Full-time	yes	yes
	Visual Arts	Follow-up Master's programme	Multimedia and Design	Full-time	no*	no*
Public Service Secondary School and Tertiary Technical School of Crime Prevention and Crisis Management, Prague	Engineering Informatics	Bachelor's programme	Security Technologies, Systems and Management	Part-time	no	no

* In this degree course, final state examinations and defences have not been held yet; current students attend the first and second year of studies in the academic year 2010/2011

** Newly accredited course, final state examinations and defences have not been held yet; current students attend the first year of studies in the academic year 2010/2011

Rector's Advisory Council

- a total of 7 women out of 21 members (33.3 %)

1.6 Female Representation on TBU Academic Bodies

In the year 2010 several changes occurred in relation to the composition of the TBU academic bodies. As of 31 December 2010, there were 27 women out of the total number of 107 members of the TBU academic bodies, which makes 25.2%. The highest proportional representation of women is in the TBU Board of Governors, with 5 women out of 9 members who sit on the Board.

1.6.1 TBU Self-Governing Academic Bodies

Academic Senate

- a total of 7 women out of 36 members (19.4 %)

Scientific Board

- a total of 6 women out of 32 members (18.8 %)

1.6.2 Other TBU Bodies

Board of Governors

- a total of 5 women out of 9 members (55.6 %)

1.6.3 TBU Advisory Bodies

TBU Management

- a total of 2 women out of 9 members (22.2 %)

2

QUALITY AND EXCELLENCE OF ACADEMIC ACTIVITIES



2.1 Numbers of Accredited Degree Programmes

Overview of Degree Programmes Accredited at TBU

Table 2a

Groups of accredited degree programmes	Degree programmes							Total
	Bachelor		Master		Follow-Up Master		Doctoral	
	F	P	F	P	F	P		
Natural sciences								
Technical sciences	8	5			7	4	16	40
Forestry, agriculture and veterinary sciences								
Health care, medical and pharmaceutical sciences	2	1						3
Social sciences and services	3	1			2	1		7
Economics	4	3			3	2	8	20
Law and public administration								
Pedagogy and social care	1	1			1	1		4
Psychological sciences								
Art and cultural sciences	2	1			2	1	2	8
Total	20	12			15	9	26	82

Note: F – full-time mode of study, P – part-time mode of study

In the year 2010, full-time and part-time Bachelor's, follow-up Master's and Doctoral programmes in technical and social sciences, economics, pedagogy, visual arts and health care were carried out at TBU. As of 31 December 2010, a total of 164 degree courses within 82 accredited degree programmes were accredited at TBU in the full-time as well as part-time mode of study. All degree programmes were accredited or re-accredited in accordance with the Bologna Declaration, i.e. as a two- or three-level study for a Bachelor's, follow-up Master's, or a Doctoral degree.

2.2 Degree Programmes Offered in Foreign Languages

2.2.1 Bachelor's Programmes

Faculty of Humanities

Degree programme in Philology, degree course in English for Business Administration

Faculty of Technology

Degree programme in Chemistry and Materials Technology, degree courses in Chemistry and

Materials Technology and in Environmental Protection Engineering

Faculty of Applied Informatics

Degree programme in Engineering Informatics, degree course in Information and Control Technologies

Faculty of Management and Economics

Degree programme in Economics and Management, degree course in Economics and Management

2.2.2 Follow-Up Master's Programmes

Faculty of Technology

Degree programme in Chemistry and Materials Technology, degree courses in Polymers Engineering, in Environmental Protection Engineering, in Footwear Health and Engineering and in Material Engineering

Faculty of Management and Economics

Degree programme in Economics and Management, degree course in Management and Marketing

Faculty of Applied Informatics

Degree programme in Engineering Informatics, degree course in Integrated Systems in Buildings

Faculty of Multimedia Communications

Degree programme in Media and Communications Studies, degree course in Marketing Communications

2.2.3 Doctoral Programmes

Faculty of Technology

Degree programme in Chemistry and Materials Technology, degree courses in Technology of Macromolecular Compounds and in Chemistry and Materials Technology
Degree programme in Chemistry and Food Technology, degree course in Food Technology

Faculty of Management and Economics

Degree programme in Economics and Management, degree course in Management and Economics
Degree programme in Economic Policy and Administration, degree course in Finance

Faculty of Applied Informatics

Degree programme in Engineering Informatics, degree course in Engineering Informatics and in Automatic Control and Informatics

2.2.4 Joint Degree Programmes

Tomas Bata University in Zlín participates in the implementation and preparation of other double/joint degree programmes.

In the year 2010, the Faculty of Technology of TBU in Zlín continued to organize a joint Doctoral programme together with Blaise Pascal University in France in the degree course in Technology of Macromolecular Compounds. The first contact was made regarding the joint accreditation of a joint-degree programme with the Chemnitz University of Technology in Germany.

Since the academic year 2010/2011 the Faculty of Management and Economics has been offering a double degree programme in cooperation with the Groupe ESC Troyes Champagne School of Management in France. The Faculty of Management and Economics also carries out the Bachelor's programme in BA European Business in cooperation with Huddersfield University Business School (HUBS) in Great Britain; after completing their first two years at TBU in Zlín, students have an opportunity to continue their third year at HUBS in Great Britain and complete the studies by passing the Bachelor's degree examination and receiving the degree of BA (Hons) European Business. When they return, they can pass the Bachelor's degree examination at the FaME as well, and thus obtain a Bachelor's degree at TBU.

The Faculty of Multimedia Communications began preparations for a Master's joint degree programme in cooperation with the New Bulgarian University in Bulgaria.

The Faculty of Applied Informatics started negotiations aimed at selecting partner institutions abroad and a degree course suitable for the double degree programme to be organized

Information on Joint/Double Degree Programmes

Table 2b

Programme	1. Double Degree Programme: Faculty of Management and Economics - Economics and Management Groupe ESC Troyes Champagne School of Management - Entrepreneurship and Innovation 2. Double Degree Programme: Faculty of Technology - Chemistry and Materials Technology Blaise Pascal University - Chemistry - Physics
Coordinator	
Partner institutions (Project consortium)	1. TBU - Groupe ESC Troyes Champagne School of Management 2. TBU - Blaise Pascal University
Affiliated institutions	
Implementation start date	1. 29 March 2010 2. 1 September 2009
Programme type ¹	1. Double degree 2. Double degree
Duration of studies	1. Two years 2. Three years
Degree ²	Follow-up Master's Doctoral

Number of credits	1. 120 2. -
Organization of studies (description), including student admission and completion of studies	1. Students must complete their first year of study at their home university and obtain at least 60 credits. Students shall complete their second year of study at the partner university. Students of both universities must defend their theses at TBU. Both universities nominate max. 5 students eligible for this programme. 2. Students spend the whole three years of study at Blaise Pascal University; consultations are held and examinations are to be taken at TBU as well. Admissions for students eligible for the programme are held at the home university.
Diploma and Diploma Supplement - Reception	1. Students of both universities shall receive diplomas from both HEIs together with the Diploma Supplement. 2. Students shall receive diplomas from both HEIs together with the Diploma Supplement.
Organization of student mobility	1. Both universities nominate max. 5 students eligible for this programme. Students must complete their first year of study at their home university. Students shall complete their second year of study at the partner university. Students of both universities must defend their theses at TBU. 2. The programme is intended for a particular student based on an individual agreement concluded.
Cooperation with EU countries	Agreements have been concluded.

¹ Joint/double/multiple degree

² Bachelor's/Master's/Follow-up Master's/Doctoral

Note: If the higher education institution offers more programmes of this type, please number the responses (1,2,3,...) directly in the table.

Overview of TBU Degree Programmes Accredited in a Foreign Language

Table 2c

Groups of accredited degree programmes	Degree programmes							Total
	Bachelor		Master		Follow-Up Master		Doctoral	
	F	P	F	P	F	P		
Natural sciences								
Technical sciences	2	1			2		8	13
Forestry, agriculture and veterinary sciences								
Health care, medical and pharmaceutical sciences								
Social sciences and services	1				1			2
Economics	1				1		4	6
Law and public administration								
Pedagogy and social care								
Psychological sciences								
Art and cultural sciences								
Total	4	1			4		12	21

Note: F – full-time mode of study, P – part-time mode of study

In the year 2010, full-time and part-time Bachelor's, follow-up Master's and Doctoral programmes accredited in a foreign language were carried out at TBU in economics, technical and social sciences. As of 31 December 2010, a total of 30 degree courses were accredited within 21 degree programmes in the full-time as well as part-time mode of study. All degree programmes were accredited or re-accredited in accordance with the Bologna Declaration, i.e. as a follow-up three-level study for a Bachelor's, Master's, or a Doctoral degree.

2.3 Accredited Degree Programmes Implemented Jointly by TBU and Tertiary Technical Schools

Accredited Degree Programmes Implemented Jointly by TBU and Tertiary Technical Schools

Table 2d

Tertiary technical school	Public higher education institution	Degree programme/Number of courses
Tertiary Technical School of Business in Zlín	TBU in Zlín	B-Economics and Management/2
Film School in Zlín	TBU in Zlín	B-Visual Arts/1
Tertiary Technical School of Food Technology in Kroměříž	TBU in Zlín	B-Food Chemistry and Technology/1
Nursing College in Zlín	TBU in Zlín	B-Nursing/1
		B-Midwifery/1

2.4 Overview of Lifelong Learning Courses at TBU

Numbers of Lifelong Learning Courses at TBU

Table 2e

Groups of programmes	Vocational courses			Hobby courses			USA	Total	Out of which the number of courses whose attendees have been admitted to study in accredited degree programmes in accordance with § 60 of the Higher Education Act
	Up to 15 lessons	Up to 100 lessons	More	Up to 15 lessons	Up to 100 lessons	More			
Natural sciences									
Technical sciences			2				9	11	
Forestry, agriculture and veterinary sciences							1	1	
Health care, medical and pharmaceutical sciences	1			1			3	5	

Social sciences and services				3	6		2	11	
Economics			10					10	6
Law and public Administration							3	3	
Pedagogy and social care	3	2	1					6	
Psychological sciences							3	3	
Art and cultural sciences				4				4	
Total	4	2	13	8	6		21	54	6

Note: U3A – University of the 3rd Age

2.5 Numbers of Attendees at Lifelong Learning Courses at TBU

Numbers of Attendees at Lifelong Learning Courses at TBU

Table 2f

Groups of programmes	Vocational courses			Hobby courses			U3A	Total	Out of which the number of attendees admitted to study in accredited degree programmes in accordance with § 60 of the Higher Education Act
	Up to 15 lessons	Up to 100 lessons	More	Up to 15 lessons	Up to 100 lessons	More			
Natural sciences									
Technical sciences			24/P				509	533	24/P
Forestry, agriculture and veterinary sciences							20	20	
Health care, medical and pharmaceutical sciences	18			10			103	131	
Social sciences and services				112	87		59	258	
Economics		2	75					77	21
Law and public Administration							123	123	
Pedagogy and social care	90	59	8					157	
Psychological sciences							93	93	
Art and cultural sciences				49			323	372	
Total	108	61	107	171	87		1,230	1,764	45

Note: P – Part-time mode of study, U3A – University of the 3rd Age

2.5.1 Lifelong Learning Programmes

Lifelong Learning comprises such types of education that enable its participants to gain, increase, broaden, renew or extend the knowledge, skills, qualification and professional competence necessary to perform specialized activities.

During 2010 TBU extended the range of programmes (courses) offered by means of Lifelong Learning (hereinafter referred to as “LL”) at the respective faculties; the relevant information is regularly updated on the faculty web pages in the section *Prospective Students/Lifelong Learning*. Complete information is posted on the University website in the same hierarchy in the section *Prospective Students/Lifelong Learning/All Lifelong Learning Programmes at TBU*. The programmes listed in this section comprise, as regards their specialization, a wide range of topics corresponding to the specializations of the six TBU faculties. The programmes are modifiable as regards their contents and specialization according to the requirements of the particular organizations.

The type of education as defined above is open to applicants from different age groups, independently of their expertise and previous education. The LL programmes offered at TBU include vocational and hobby courses and are divided into LL programmes implemented within accredited degree programmes and LL programmes which are not accredited.

Studies in a LL programme were implemented in the Czech and in the English language, in the full-time and part-time modes of study, and that in particular as specialized education, retraining, education aimed at extending the expertise, complementary education, furthermore as education offered within accredited degree programmes and education focusing on a particular topic, i.e. cycles, courses, specialized workshops, lectures, lecture series, seminars.

After successful completion of a LL programme offered at TBU the graduates receive a Certificate on Completion of a Lifelong Learning Course, or, in selected programmes, a Confirmation of Attendance. The certificate template is in accordance with the specification required by the respective state administration authorities and/or by the relevant institutions.

In 2010 the University prepared new rules and regulations for management in the sphere of Lifelong Learning and for the implementation of Lifelong Learning at TBU in the internal regulation entitled “Lifelong Learning Regulations” and in the Bursar’s Directive on Lifelong Learning Financial Management. A project submitted within the Operational Programme ‘Education for Competitiveness’ in the section Support for the Offer of Further Education (7.3.2.) and entitled “Extension and Innovation of the LL Courses Offered at TBU” was prepared for approval and implementation. During its implementation, another 27 LL programmes will be prepared or innovated subsequently (until August 2012).

2.5.2 University of the Third Age

The Lifelong Learning at TBU also includes the University of the Third Age (U3A) programmes designed for seniors. The U3A programmes have been carried out at TBU since 2002. The studies take the form of two-year series consisting of lectures on various subjects. In the first half of 2010, studies in the final semesters of the following lecture series continued to be carried out: Basics of the Theory of State and Law, Mental Development and Human Health, The Phenomenon of Zlín. In the course of the whole year, classes within the courses in Computers in Practice and in Internet

and Information Media, in the course in Visual Arts – Practical Studio Classes, in the lecture series Literature and Music, Man and Society and in History of Visual Arts were carried out. In October 2010, new, i.e. first years of the following series were started: Literature and Music, Culture in the History of Mankind and Basics of Medical Care, and that in Zlín, and for the first time also at FLCM in Uherské Hradiště. Other lectures intended for senior students were carried out in several different U3A lecture series organized at the independent units in Vsetín and in Kroměříž.

As of 31 May 2010, a total of 571 senior attendees were registered at the U3A, out of which 280 completed their studies and received the Certificate on the Completion of U3A during an official ceremony. As of 31 December 2010, a total of 670 attendees studied in the U3A lecture series and seminars held in Zlín, in Vsetín and in Kroměříž. The table 2f includes the total number of attendees in 2010. In the course of the year 2010, a total of 1,230 senior students attended the U3A lecture series, tutorials and seminars in 19 different specializations (the so-called U3A programme series).

2.6 Interest in Studying at TBU

Applicants' Interest in Studying at TBU

Table 3

Groups of accredited degree programmes	Numbers				
	Applications submitted ¹⁾	Applicants ²⁾	Accepted ³⁾	Admitted ⁴⁾	Enrolled ⁵⁾
Total	15,683	13,962	7,102	7,102	5,496
Natural sciences					
Technical sciences	3,425	2,704	2,413	2,413	2,014
Forestry, agriculture and veterinary sciences					
Health care, medical and pharmaceutical sciences	350	350	204	204	144
Social sciences and services	1,681	1,595	539	539	381
Economics	5,994	5,534	2,335	2,335	1,577
Law and public administration					
Pedagogy and social care	3,208	2,930	1,347	1,347	1,140
Psychological sciences					
Art and cultural sciences	1,025	849	264	264	240

1) Number of all applications submitted to TBU

2) Number of applicants who participated in the admission procedure

3) Number of all applications that received a positive response

4) Number of admitted applicants. The figure indicates the total number of individuals; the groups of programmes include the persons admitted more than once.

5) Number of students who enrolled for studies

The number of applications submitted by applicants for studies at TBU in the year 2010 reached 15,683. After the admission procedure, 5,496 students, i.e. 35% of the total number of applicants, were admitted and enrolled for studies. The applicants' interest in the relevant degree courses varies.

The ratio of admitted applicants to submitted applications ranges from 15% to 60% at the relevant component units.

The University pays great attention to attracting quality applicants for studies. Besides direct contact with a wide range of secondary schools and regular Open Days, also TBU's participation in the "Gaudeamus" European Education and Lifelong Learning Fair that was held in January 2010 in Prague and in November 2010 in Brno counts among significant activities performed in this respect. TBU took part in the Fair held in Brno for the ninth time and in the Fair held in Prague for the third time as an autonomous university. The participation in the fairs was assessed as a significant contribution to students' awareness and to attracting a number of applicants for study. Moreover, TBU participated for the fifth time in the "Akadémia" higher education fair, that took place in October in Slovakia. In 2010 TBU had an exhibition stand at the Antec Fair held in May in the USA – in Orlando (Florida).

2.7 Students in Accredited Degree Programmes

Overview of Numbers of Students in Accredited Degree Programmes at TBU as of 31/10/2010

Table 4

Groups of accredited degree programmes	Students in degree programmes								Total number of students
	Bachelor		Master		Follow-Up Master		Doctoral		
	F	P	F	P	F	P	F	P	
Natural sciences									
Technical sciences	1,964	827			700	557	152	132	4,332
Forestry, agriculture and veterinary sciences									
Health care, medical and pharmaceutical sciences	219	110							329
Social sciences and services	605	169			118	131			1,023
Economics	1,977	773			731	528	77	155	4,241
Law and public administration									
Pedagogy and social care	324	1,708			126	768			2,926
Psychological sciences									
Art and cultural sciences	425	55			169	31	2	3	685
Total	5,514	3,642			1,844	2,015	231	290	13,536

Note: F – full-time mode of study, P – part-time mode of study

As of 31 October 2010, a total of 13,536 students enrolled on full-time and part-time degree programmes at six TBU faculties (active studies regardless of the mode of funding). There were 4,332 students in technical courses, 4,241 students in economic courses, 1,023 students in social sciences, 2,926 students in pedagogically-oriented courses, 685 students in fine arts and 329 students in health care courses. There were altogether 9,156 students in Bachelor's courses, 3,859 students in Master's courses, and 521 students in Doctoral courses.

2.8 Graduates

Overview of Numbers of Graduates from Degree Programmes Accredited at TBU between 01/01/2010 and 31/12/2010

Table 5

Groups of accredited degree programmes	Degree programme graduates								Total number of graduates
	Bachelor		Master		Follow-Up Master		Doctoral		
	F	P	F	P	F	P	F	P	
Natural sciences									
Technical sciences	301	108			331	171	8	12	931
Forestry, agriculture and veterinary sciences									
Health care, medical and pharmaceutical sciences	83								83
Social sciences and services	181	51			47	47			326
Economics	578	130			256	220	3	15	1,202
Law and public administration									
Pedagogy and social care	109	531			45	285			970
Psychological sciences									
Art and cultural sciences	125	21			46	15			207
Total	1,377	841			725	738	11	27	3,719

2.8.1 Cooperation between TBU and Graduates

Within the monitoring and improving of the success rate of graduates in the labour market, TBU participated in the project “Reflex 2010: Employability and Success of HEI Graduates in the Labour Market”, focusing on the preparation, implementation and evaluation of the analysis of the success of HEI graduates in the labour market during 4 - 5 years after completing their studies. The project is a continuation of a similar international analysis entitled “Reflex” and carried out in 15 European countries including the Czech Republic between 2005 and 2007. The information obtained within the project shall not be used for national analyses only, but shall also be transferred to all participating institutions for further use. The results will also be used in the Q-RAM (Individual National Project) project. TBU shall process the obtained data during analyses and during the preparation of the examination report, during conducting of individual thematic studies, etc.

The project was aimed at responding to three basic groups of questions:

1. Which skills and competences must the HEI graduates have in order to fulfil the changing requirements in the labour market?
2. To what extent do the individual higher education institutions, faculties and specializations really develop these competences in their students?

3. What kind of problems may occur among graduates, higher education institutions, employees and other key participants and how to deal with them?

At some of the TBU faculties, projects have been started which aim at innovating the current follow-up Master’s programmes so that they correspond to requirements of practical applications and so that the graduates from the mentioned programmes are competitive in the labour market and well-oriented in the knowledge society.

In 2010 the “Alumni Portal” was still available to the graduates, offering them the possibility of communication with the university as well as with their fellow students. The University can use the portal to communicate with the graduates. During 2010, activities were done in order to modify the portal and enhance it with additional functionality, so that the portal project “TBU Career” can be launched in 2011. The portal is expected to create a sort of small labour market (students/employees/graduates/academic staff). The portal will help the graduates to avoid starting their collaboration with a particular organization all over again after each internship; furthermore, it will help to systematically develop cooperation (internships as well as applied research, etc.) particularly with enterprises in which TBU graduates are employed already (e.g. as managers, owners, etc.), to develop activities in other fields such as internships of TBU students, an extended offer of LL courses and others. The portal will also enable the registered graduates to assess the quality and structure of curricula in lectured course units, i.e. the teaching quality in particular degree courses.

2.8.2 Evaluation of Employability of Graduates

At TBU an evaluation of employability of graduates is carried out, in addition to the above-mentioned, based on the information obtained from the integrated portal of the Ministry of Labour and Social Affairs (MoLSA) where for the purposes of statistical monitoring the definition of a graduate is used as provided by MoLSA, i.e. a graduate is a job applicant registered at the Job Centre according to his/her permanent place of residence as of a particular date, with the time after his/her successful completion of studies not exceeding 2 years.

2.9 Unsuccessful Students at TBU

Overview of Numbers of Unsuccessful Students in Accredited Degree Programmes at TBU between 01/01/2010 and 31/12/2010

Table 6

Groups of accredited degree programmes	Unsuccessful students in degree programmes								Total number of students
	Bachelor		Master		Follow-Up Master		Doctoral		
	F	P	F	P	F	P	F	P	
Natural sciences									
Technical sciences	560	290			89	54	9	38	1,040

Forestry, agriculture and veterinary sciences									
Health care, medical and pharmaceutical sciences	29	8							37
Social sciences and services	65	13			10	13			101
Economics	314	189			49	108	3	35	698
Law and public administration									
Pedagogy and social care	26	96			2	46			170
Psychological sciences									
Art and cultural sciences	31	8			10				49
Total	1,025	604			160	221	12	73	2,095

In future, the measures leading to reducing the drop-out rates will be also aimed at specifying the information about the target profile of graduates from a particular specialization and at the issue of selection of a suitable specialization corresponding to the knowledge and abilities of a particular applicant interested in studying at TBU.

The University management pays an increased attention to the numbers of unsuccessful students. In selected subjects with high drop-out rates (e.g. mathematics and chemistry), remedial classes are organized, in which weaker students can broaden their knowledge. Further measures leading to reducing the drop-out rates include student evaluation of teaching quality, communication with students and a wide range of study support and materials on the faculties' websites. In 2010 the positive trend continued towards a wider use of e-learning in the support of teaching activities, and that not only for part-time but also for full-time students. Students who have difficulties with their studies may use the services provided by the TBU Counselling Centre, which provides professional psychological and pedagogical consultancy free of charge.

2.10 Use of the Credit System, Awarding the Diploma Supplement

All degree programmes at TBU use a unified credit system compatible with the European ECTS standard. The main features of the unified credit system are the following:

- One credit represents 1/60th of the average annual study load for the standard length of studies.
- Each course unit is allocated a number of credits which reflects the relative degree of study load required for a successful completion of a given course unit.
- On successfully completing a course unit, a student obtains the number of credits allocated to the given course unit.
- The credits obtained within one degree programme are added up.
- The number of credits obtained serves as a tool for checking the progress in studies.

This credit system and TBU students' good language proficiency are perceived as essential conditions for the University's entry into the European programme for student mobility and into the European educational area. Since 2004, the ECTS grading scale has been used at TBU. In 2006

and, subsequently, in 2009, Tomas Bata University in Zlín was awarded the Diploma Supplement Label by the European Commission, which increases its prestige among European higher education institutions. The Certificate is valid until 2013. At present, the University makes preparations for submitting the application for the "ECTS Label" certificate.

2.11 Specialized Cooperation with the Region, Interconnection between Theory and Practice, and Cooperation with the Consumer Sphere

The cooperation between TBU and business and industry has been developed and continued in various fields and at different levels; it is preferentially based on the respective specializations and course units offered at the University.

The University aims at improving cooperation with business and industry in the long term. Activities done during 2010 were focused on making TBU the most important institution as regards the innovation potential in the region. In order to achieve this aim, the University has prepared a number of preconditions. The fulfilment of this aim depends on the following cornerstones:

- Preparation of motivation projects supporting the establishment of spin-off companies to be established in the university milieu, and participation in building of industrial infrastructures
- Preparation and implementation of projects aimed at the development of cross-border cooperation focusing on support provided to the development of the region
- Development of activities carried out and services provided in the technology parks, in the Centre of Applied Economic Research and in the Technology Transfer Centre at TBU in Zlín in the field of applied research, information and communication technologies, development and innovations in accordance with the requirements set by regional partners; ensuring an effective transfer of results of these activities into practice
- Active cooperation with regional administration authorities and other partners in order to further increase the innovation potential of the region, and that in the following order: High-quality education offered – high-quality human resources – high-quality results of research – competitive region
- Active cooperation with industrial partners, particularly in the Zlín region, e.g. by establishing Industrial Councils
- Support of volunteer activities done by TBU students, particularly in the social sphere in the region
- Extension and further deepening of cooperation with primary, secondary and tertiary technical schools and with other non-profit institutions in the region
- Exchange of experience and knowledge through specialized seminars, workshops and conferences
- Involvement of experts with practical experience in theoretical course units offered within the tuition at the relevant faculties
- Consultations on Bachelor's and Master's theses, supervising and examining of the theses

- More representatives of business and industry involved in Scientific Boards at TBU and at its Faculties
- Specialized internships and traineeships offered to TBU students

Selected significant business and industry partners:

- 3M Belgium N.V., Zwijndrecht, Belgium
- 5M s.r.o., Kunovice
- Advanced Plastics s.r.o., Vrbno pod Pradědem
- AG Foods Group a.s., Velká Bíteš
- OSMA AGENCY a. s., Zlín
- Aliachem, a.s., Prague
- Ascoprot Biotech, s.r.o., Prague
- Autopal, s.r.o., Nový Jičín
- AWD Czech Republic, s.r.o, Brno
- Barum Continental, s. r. o., Otrokovice
- BAŤA, a. s., Zlín
- CGC Consulting s. r. o., Zlín
- Cominfo, a. s., Zlín
- Compuplast Int., Zlín
- Contipro Group, s. r. o., Dolní Dobrouč
- Controller-Institut, Contrast Consulting Prague, spol. s r. o.
- Cryptonic s. r. o., Prague
- Cutisin, a. s., Slavkov u Brna
- ČESKÝ MOBIL a. s., Prague
- ČEZ a. s., Chvaletice Power Station
- Deloitte Advisory s. r. o., Prague
- Engineering Works Dobrušské strojírny, a.s., Dobruška
- D-plast, a.s., Zlín
- DYNEON LLC, Oakdale, USA
- ECO2000, spol. s r.o., Zlín
- Fatra a.s., Napajedla
- Greiner Packaging Slušovice, s.r.o.
- The Rubber Plants - Gumárny Zubří, a.s.
- HAMÉ a.s., Babice
- HEXAGON Holding ApS, Kobenhavn, Denmark
- IBEROFON CZ, a.s., Uherský Brod
- IDS Scheer ČR, s. r. o., Brno
- INSTITUTE OF ACCOUNTING CERTIFICATIONS, a. s., Prague
- JVM-RPIC, spol. s r.o., Zlín
- KAPA Zlín, spol. s r.o.
- KBA - Grafitec, s.r.o., Dobruška
- KOITO CZECH s.r.o., Žatec
- Koryna, a.s., Koryčany
- Tomas Bata Regional Hospital, a. s., Zlín
- Regional Authority, Zlín
- LINEA, a. s., Nivnice
- LIKOV s. r. o., Kuřim
- Linet, s. r. o., Slaný
- MEDETRON s. r. o., Zlín
- MEP Postřelmov, a. s.
- MESIT holding, a. s., Uherské Hradiště
- Microsoft s. r. o., Prague
- MITAS, a. s., Prague
- MOLEDA, a. s., Zlín
- MORAVIA CHEM, s. r. o., Hrobice
- Moravian Monetary Institute, Zlín
- Regional Chamber of Commerce, Zlín
- ON SEMICONDUCTOR CZECH REPUBLIC, s. r. o., Rožnov pod Radhoštěm
- OPTAGLIO, s.r.o., Řež u Prahy
- Plastics Cluster, z. s. p. o., Zlín
- POZIMOS, a. s., Zlín
- Promens, a. s., Zlín – Příluky
- RADKA, spol. s r. o., Pardubice
- Regional Development Agency of East Moravia, Zlín
- Retrim-CZ, s. r. o., Zlín
- Robert Bosch, s. r. o., České Budějovice
- Rokospol, a. s., Biskupice u Luhačovic
- Rotary International, České Budějovice
- RUBENA, a. s., Hradec Králové
- Engineering Works Slovácké strojírny, a.s., Uherský Brod
- SOLAR, s. r. o., Jaroměř
- TAJMAC – ZPS, a. s., Zlín
- TART, s. r. o., Brno
- Association for District Heating of the Czech Republic, Pardubice
- Toma a. s., Otrokovice
- Trexima, spol. s r. o., Zlín
- T-Soft, spol. s r. o., Prague
- UNIS spol. s r. o., Brno
- UniCredit Bank Czech Republic, a. s., Prague
- Uni Reality s. r. o., Prague
- United Energy, a. s., Most – Komořany
- Office of Regional Solidarity Council of Central Moravia, Olomouc
- VALLECO, spol. s r. o., Vsetín
- Visteon – Autopal s. r.o., Nový Jičín
- Regional Authority, Zlín
- Z studio, spol. s r. o., Zlín

An important role in cooperation with companies in the region is played by the University Institute, which is a component part of TBU, and whose activities are strategically aimed at applied research and development. The Transfer Technology Centre and the Strategic Development Centre are constituent parts of the University Institute. The Technology Transfer Centre provides comprehensive professional services in the sphere of intellectual property protection and its transfer. The services of the Centre may be used by TBU employees as well as by firms and entrepreneurs from the Zlín Region.

The cooperation within the region is supported by the activities of the Technology Innovation Centres s. r. o. (TIC), which is a joint project of TBU in Zlín and of the Zlín Region. TIC activities are primarily focused on the development of the activities of the business incubator and of cluster initiatives in the region.

2.12 TBU Academic Staff

Tomas Bata University ranks among major employers in the Zlín Region. As of 31 December 2010, six faculties and other component parts of the University had 902 full-time and part-time employees.

TBU Academic Staff – Converted Numbers¹

Table 7a

Academic staff						Researchers
Total	Professors	Associate Professors	Senior Lecturers	Lecturers	Assistant Lecturers	
422.8	46.3	88.1	182.5	67.5	38.4	29.1

¹Ratio of the total number of hours actually worked by all employees during the monitored period to the overall annual working time fund falling on one full-time employee

TBU Academic Staff – Headcount

Table 7b

Academic staff						Researchers
Total	Professors	Associate Professors	Senior Lecturers	Lecturers	Assistant Lecturers	
454	48	101	197	73	35	35

Age Structure of TBU Academic Staff

Table 7c

Age	Academic staff										Researchers	
	Professors		Associate Professors		Senior Lecturers		Lecturers		Assistant Lecturers			
	Total	Women	Total	Women	Total	Women	Total	Women	Total	Women	Total	Women
Under 29 years	0	0	0	0	19	13	33	19	6	5	3	1

30 – 39 years	0	0	19	5	90	35	39	20	9	5	20	7
40 – 49 years	4	2	20	11	33	18	1	1	9	5	1	1
50 – 59 years	7	2	25	6	35	8	0	0	8	4	5	2
60 – 69 years	28	2	30	5	18	5	0	0	3	0	5	0
Over 70 years	9	0	7	0	2	0	0	0	0	0	1	0
Total	48	6	101	27	197	79	73	40	35	21	35	12

In order to achieve the aim set in the Strategic Plan of TBU in Zlín, i.e. to establish a personnel structure corresponding to the requirements set for an educational and research institution, attention is above all paid to the numbers of Professors, Associate Professors and researchers. Compared to 2009, the number of Associate Professors increased from 94 to 101, the number of researchers remained almost unchanged; however, the number of professors aged over 70 years decreased. Employees holding the degree of Professor or Associate Professor represent more than a one-third part of the academic staff and researchers.

An overwhelming majority of Professors is aged over 60 years. The age structure in the category of Associate Professors is well-balanced, 64% of them are aged between 30-60 years.

The situation developed positively with regard to the age structure of researchers; 82% of them are under 60 years of age and all employees in this category have completed Doctoral studies.

In all monitored categories men predominate significantly, the percentage of women is 38%. Nevertheless, the representation of women in the categories of Lecturers and Assistant Lecturers has increased, and that particularly in the younger age categories.

Overview of Numbers of Academic Staff at TBU

Table 7d

Personnel	Total	Prof.	Assoc. Prof.	Others	DrSc., CSc., Dr., Ph.D., Th.D.
Academic Staff Workloads	454	48	101	132	173
Up to 30%	15	0	5	5	5
Up to 50%	28	2	5	12	9
Up to 70%	14	6	6	2	0
Up to 100%	397	40	85	113	159

In the year 2010, TBU in Zlín showed a slight increase in the academic staff numbers. Almost 90% of them are employed full-time. Only 10% of the total number of academic employees has a lower workload than 50%. 70% of the academic staff hold a scientific degree.

The support of further education of academic staff is the main priority in the sphere of human resource development. An overwhelming majority of academic staff not holding a scientific degree is extending their scientific qualifications via part-time mode of study in accredited Doctoral programmes either directly at TBU, or at other Czech or foreign universities.

2.13 TBU Staff Training

In the year 2010, further education was offered to the TBU staff through a decentralized project implemented within Development Programmes of the MEYS. The project aimed to continue to enhance communication skills of the TBU employees with the emphasis on the acquisition of specific language skills necessary for teaching special course units in English and focused on broadening professional knowledge of other employees. The success of the project and of its outputs can definitively and conclusively be evaluated as regards the quantity, based on the number of degree programmes/courses and course units offered in the English language at the University. It is above all necessary to mention that, during the project implementation, the number of degree programmes/courses and course units offered in the English language at TBU considerably increased, which means that the University can be considered as a bilingual institution. At present the University offers a total of 158 course units to the international applicants, with the following participation of the Faculties: FT – 16, FaME – 24, FMC – 28, FAI – 40, FHS – 37, FLCM – 13 (The number of course units taught in English may slightly vary depending on the turnover and changing of personnel structure within the academic staff.). Besides the number of the degree programmes/courses and course units offered in English, the project may also be evaluated as regards its quality. The most positive result of the project is undoubtedly an enhancement of the level of language proficiency of teachers lecturing in English both in integral programmes and in the individual course units offered to incoming international students who participate in mobility programmes.

In the category of other employees, the project particularly aimed at improving English communication skills. The aim of the project was to achieve a standard ensuring good English communication skills in particular in the sections whose employees have direct contact with international students and staff.

2.14 Further Education Courses Offered to Academic Staff

In 2010 the Faculty of Management and Economics organized courses intended for the academic staff and focusing on the use of the Moodle system for providing tuition in part-time degree programmes and on the creation of study support tools in the ‘ProAuthor’ author system. Furthermore, within a project implemented in the Operational Programme “Education for Competitiveness” the distance learning course ‘Constructivism Applied at Higher Education Institutions’ was offered. The traditional event entitled “FaME Mondays”, i.e. specialized lectures and courses focusing on general skills and intended for the academic staff and PhD students, continued to be held.

In 2010 the Faculty of Multimedia Communications organized a total of five further education courses offered to academic staff: Improvement of Communication Skills, Evaluation of Outputs of Creative Activities Produced by Art Schools, Use of Grants Provided to HEIs for Funding of R&D Outputs, Practical Preparation of Project Subject Matter and Evaluation of Research, Development and Innovations in the Academic Milieu.

The Faculty of Applied Informatics held two courses intended for academic staff and focused on the Mathematica software in 2010.

The Faculty of Humanities organized a First Aid Course, a Moodle Course and a seminar on the use of the Stag system in 2010.

Overview of Further Education Courses Offered to TBU Academic Staff

Table 7e

Courses focused on pedagogical skills ¹	Courses focused on general skills ²	Specialized courses ³	Total
11 FaME	2 FaME	5 FaME	18
	5 FMC		5
		2 FAI	2
1 FHS	1 FHS	1 FHS	3

¹ Pedagogical skills (Use of various teaching methods, e.g.: ICT, use and suitability of various teaching forms, presentation of subjects and aims of study, motivation of students and use of activating methods in tuition, work with different groups of students, teaching styles, etc.)

² General skills (Communication skills – e.g.: Importance of communication in tuition/study, verbal and non-verbal communication, communication noise, distortion of information, communication strategies, suitable methods and tactics of communication and selection of suitable communication media; presentation – use and suitability of various presentation techniques; teamwork; project management; managerial skills; computer skills; knowledge of foreign languages, etc.)

³ Professional courses – courses aimed at improvement of own professional skills, development of special knowledge specific for the particular specialization

Overview of Numbers of Attendees at Further Education Courses Offered to TBU Academic Staff

Table 7f

Courses focused on pedagogical skills	Courses focused on general skills	Specialized courses	Total
109 FaME	57 FaME	72 FaME	238
	29 FMK		29
		32 FAI	32
25 FHS	10 FHS	10 FHS	45

2.15 Numbers of Newly Appointed Professors and Associate Professors

Numbers of Professors and Associate Professors Newly Appointed in the Year 2010

Table 7g

	Number	Average age
Professors appointed in 2010	4	53
Associate Professors appointed in 2010	9	46

2.16 Advancement of Research, Development, Art and Other Creative Activities at TBU and Strengthening the Links with Educational Activities

Research, development, art and other creative activities are carried out at the relevant faculties and at the University Institute. In accordance with the Strategic Plan, the research units are systematically reinforced as regards their material equipment and personnel.

A significant research unit focusing primarily on basic research is the Polymer Centre at the Faculty of Technology. Its main area of interest is research into the engineering aspects of technologies and materials based on polymer composite structures. The researchers mainly focus on the rheology of polymer melts and suspensions, electrorheology, unstable polymer flows, thermodynamics of polymer systems, physical ageing, properties of highly-filled polymer systems, percolation phenomena, molecular electronics, biodegradable polymers, interphase phenomena, and smart behaviour of polymer material.

The Strategic Development Centre, that is part of the UNI, provides information and services related to the preparation of project applications aimed at state as well as European subsidies and grants provided to support science, R&D and creative activities, to the preparation of development and innovation projects, preparation of applications for grants and subsidies. Moreover, it focuses on the planning, preparation and administrative management of strategic whole-university projects or projects exceeding the scope of the relevant faculties.

The applied and industrial research and development carried out in the Department of Applied Research focuses on two key areas, in which TBU has reached outstanding results in the long term. These activities are carried out at two specialized centres:

- Medical Materials Research Centre – focuses on polymer materials, technologies and products with special emphasis on medical applications of polymers
- Food Research Centre – deals with materials and technologies in food processing with focus on nutritional supplements

Emphasis is laid on the support of applied research conducted in cooperation with industrial companies, with focus on medical tubes; antibacterial, antibiotic and antiseptic materials; packaging for medical applications, pharmacy and food-processing; bioactive polymer systems; biodegradable polymer systems, collagen preparations, plastics for veterinary applications; PIM (Powder injection moulding) technology.

Another important research unit is the Centre of Applied Economic Research (CAER). CAER is one of the units focusing on the development and implementation of R&D strategy at FaME and at the entire TBU and also contributes to the support of cooperation with business and industry. The CAER is expected to:

- Improve the position of FaME in the sphere of R&D activity and practical application of results
- Increase the prestige, internationalization and research and project cooperation between FaME and other universities, research institutions, companies and the public sector

CAER aims at supporting the competitiveness of FaME in new conditions regarding the evaluation (and funding) of universities. CAER cooperates with partners from various institutions and companies

located in the Zlín Region, in the Czech Republic and abroad.

R&D activities done by CAER in general focus on managerial and economic reasons and aspects of performance and competitiveness and their development and measuring, in the context of both individual institutions (micro - level) and of clusters and regions (mezzo - level), and that in the conditions of the developing knowledge economics and various innovation frameworks. CAER focuses on the following research topics:

- Measuring and management of performance of organizations and their networks
- Knowledge management
- Healthcare management
- Innovations
- Social responsibility of organizations (related to innovations and performance).

At the Faculty of Multimedia Communications the strategy of research, development and creative activities is implemented in two directions. In the theoretical field, emphasis is laid on research focusing on marketing, marketing communications as well as on fields of culture and on the development of national cultural identity. In the field of creative activities done within art specializations, FMC participates in intensive preparation and in pilot testing of a system of evaluation of creative outputs in the field of art, implemented on the national level. Many international awards received and success achieved by students at exhibitions, festivals and in competitions can be considered significant accomplishments of R&D and creative activities done at the Faculty.

In 2010 the project “Technology Park for Information and Communication Technologies” funded by the Ministry of Industry and Trade was approved. Furthermore, a project submitted within the Operational Programme “R&D for Innovations” – Axis 2, entitled “Centre of Polymer Systems” and funded through MEYS was accepted for funding. Activities related to the CEBIA-Tech project (Centre for Security, Information and Advanced Technologies) were continued, with the project having been accepted for funding in January 2011.

The liaison between the educational and R&D/creative activities is being strengthened by the involvement of students, particularly students in Doctoral programmes, in the research project implementation.

In 2010 projects within the TBU Internal Grant Agency were implemented for the first time; those were aimed at supporting research activities done not only by PhD students but also by talented students in Master’s programmes. The total number of projects implemented at TBU was 80. For the implementation of these projects TBU received public funding support intended for specific university research purposes amounting to CZK 11,824 thousand.

Research activities were supported by domestic and international providers of financial resources in the form of projects (see Table 8).

Overview of Grants, Research Projects, Patents and Other R&D Activities at TBU

Table 8

Grants, research projects, patents, and other R&D activities	Source	Financial support (thousand CZK)
Multifunctional Composite Systems Based on Natural and Synthetic Polymers	C	22,934
Modelling and Control in Processing Procedures of Natural and Synthetic Polymers	C	10,792

Development of Materials for Electromagnetic Compatibility	C	330
Analysis of Instabilities in Extrusion of New Types of Viscoelastic Macromolecular Substances	C	250
Study of Polylactide Based Material for Packaging Applications	C	252
The Study of Footwear on Feet of Terracotta Army in Xi-An	C	169
Information Logistics of Transport, Production and Storing System	C	31
Novel Wood-Flour Reinforced Polyactide-Based Biocomposites	C	40
Research of a Model for Measurement of Cluster Performance and Efficiency of Cluster Policies incl. Case Studies of Selected Clusters from the Czech Republic and Slovenia	C	56
Footwear Fitting	C	89
Smart System for the Control of the Energetic System of a City Agglomeration	C	3,313
Study into Modern Processing Methods of Whey as Dairy By-Product	C	480
Predictive Control of Non-Linear Systems via Local Models Networks	B	268
Nanocrystal Heterogeneous Solar Cells	B	837
Smart Fluids and Composites with Tunable Structure	B	1,477
Rheological Modelling of Polymer Material Flows under High Pressure	B	1,018
Applied Rheology for Advanced Polymer Processing	B	582
Biodegradation Study of Polymeric Materials by Combination of Advanced Methods	B	784
Application of System Dynamics in Project Management	B	102
Knowledge Intensive Services - Their Meaning and Characterization	B	190
The Creation of Model for Measurement and Management of Company Performance	B	506
IAS/IFRS Usage in Small and Medium-Sized Enterprises and its Influence on Performance Measurement	B	735
Management, Measurement and Disclosure of Intellectual Capital in Knowledge-Intensive Organisations and Their Regional Clusters	B	312
Development of Managerial Tacit Knowledge	B	345
Faces of American Gay Novel After 1945	B	192
Cognitive and Non-Cognitive Determinants of the Self-Regulated Learning Development for Auxiliary Services Professions' Students	B	358
Determinants and Development Competences of Social Pedagogue in Professional Preparation	B	339
Study into Flow Behaviour of a New Class of Metallocene Polymers	GA AS ¹⁾	471
Hybrid Nanocomposites	GA AS ¹⁾	300
Innovation of Medical Devices Based on Polymers	C	2,553
Biostimulators and Inducers of Biological Resistance in Cereals and Oilseeds	C	320
MIT NPVII projects - 1 co-researcher	C	405
MIT projects - co-researchers - 6 projects	C	1,652
Centre of Applied Cybernetics - co-researchers	C	2,051
7th framework programme "Researchers' Night"	A	128
7th CERADA framework programme	A	287

7th PROMOVEO framework programme	A	939
7th Aero Portal framework programme	A	198
Ener Plast	A	416
Eurostars	C	523
Standard grants - co-researchers - 2 projects	B	1,048
Doctoral grant project - co-researchers - 2 projects	B	1,612

Note: A = international and foreign grants, B = grants of the GA CR, C = competent ministerial grants (including research plans of the MEYS, except for the HEDF)

¹⁾ Grant Agency of the Academy of Sciences of the CR

2.17 TBU Infrastructure

2.17.1 Material, Technical and Information Infrastructure

Teaching complexes and University buildings U1 to U5, U10, U11, U13 and also the leased premises situated at the address T. G. Masaryka 588, the Halls of Residence U6, U7 and U12 as well as the Regional Educational Centre in Uherské Hradiště (hereinafter referred to as "REC UH"), and the building of the 1st pavilion of Tomas Bata Regional Hospital in Zlín (KNTB) are all interconnected with a fibre-optic backbone network with a connection speed of 1 Gbit/s. All these complexes and buildings have structured cabling installed.

In 2010 the independent unit in Prostějov was connected to the CESNET2 network via a line with a connection speed of 100 Mbit/s; thus, the facility has been provided full connection to the university computer network. The University computer network is connected to the national research and educational network CESNET2 by two fibre-optic lines with the speed of 1 Gbit/s (via Palacký University in Olomouc and Masaryk University in Brno).

In the year 2010, there were 2,790 computers connected to the University computer network in the educational facilities, out of which almost 1,280 were placed in computer laboratories, student computer rooms and studios. The University Wi-Fi network with 70 access points in selected spaces of ten mostly educational facilities of TBU enables students and employees to connect their mobile devices to the European Eduroam network. At the end of the year 2010, there were over 5,200 registered accesses to the WiFi network.

The University Halls of Residence have a capacity of 839 connection ports; students connected 720 of their own computers and notebooks to the network, and another 20 computers were available in the student computer rooms in the Residence Halls.

Numbers of Computers Connected in the TBU Educational Buildings

Table 9a

Building	Student computer rooms, lecture rooms and laboratories	Other workplaces
U1 (FT)	33	278

U2 (FaME, FHS)	174	203
U3 (FAI, FT)	0	73
U4 (FMC, Refectory)	119	140
U5 (FT, FAI)	396	358
U10 (FaME, FMC, FHS)	33	47
U11 (UNI)	0	162
U13 (Library, Rectorate)	257	141
1st Pavilion of Tomas Bata Regional Hospital (FHS)	2	8
nám. T. G. Masaryka 588 (FAME, FT, FHS)	5	28
REC UH (FLCM, FMC, Library)	210	53
Prostějov (FLCM)	30	10

Numbers of Computers Connected in the Halls of Residence

Table 9b

Building	Capacity	PCs connected	Student computer rooms	Employees
U6 (Halls Antonínova)	235 *)	303 *)	6	3
U7 (Halls Štefánikova)	196	172	5	5
U12 (Halls TGM)	408 **)	245	8	3

*) The number of connected computers exceeds the capacity of connection ports; the insufficient capacity was resolved by using splitters

***) Including rooms for employees.

The following information systems and applications were run at TBU:

- Information system for economics management (SAP)
- Information system for studies administration (IS/STAG)
- University website
- Library information system (Aleph)
- Repository for electronic documents (DSpace)
- System for keeping records of publication activities (OBD^{PRO})
- Chip cards system (student and employee ID cards)
- Access system (entry into buildings, offices and classrooms)
- Catering and credit system (Kredit)
- Accommodation management system (AT – Koleje)
- Legal system (Beck-online)
- Reprographic services (printing, copying, scanning)
- Document management system (Content Manager)

Access to these systems is defined by the individual user access rights, so that the systems can provide information and services supporting the processes of education, science, research, development, and art and creative activities as well as of management.

2.17.2 Accessibility of Information Resources

In the year 2010, the TBU Library (hereinafter referred to as the “Library”) particularly focused on the improvement of the quality of access to electronic information resources. A major step in this sphere was the fact that access was provided to the Xerxes portal, which enables – through a federated search engine – a parallel search in a number of electronic information resources at the same time. Furthermore, the local repository DSpace was launched, containing full texts of Bachelor’s, Master’s and Doctoral theses by TBU graduates. Before the launch, the theses had been stored in the IS/STAG system, which is primarily intended for registration and administration of study. DSpace is a special platform designed for long-term archiving and for providing an efficient access to electronic documents. The website www.tomasbata.com, the main part of which is the bibliography of Tomas Bata compiled in the Library, also received a positive response.

The Library ensures information resources and services for all degree programmes carried out at TBU. Apart from its premises in the U13 building, it also provides its services in an on-site study room located in the REC UH. The Library, all its study rooms, as well as the on-site study room are equipped with appropriate technologies – WiFi network and self-service multifunctional devices that allow printing (including colour printing), copying and scanning of documents. Also available is the function of remote access to licensed information resources, thanks to which all databases and electronic journals are available for the users 24 hours a day. TBU students and employees can draw information from 69 databases accessible through the University computer network (1 of these is available on CD). Apart from traditional printed books, the Library makes accessible about 50,000 electronic periodicals, especially thanks to the INFOZ consortia which have been established in order to share electronic information resources. The Library provides its users with access to electronic books, the collection of which comprises several thousands of titles. The Library offers on its website also links to freely accessible information resources. The list of these is available on the website: <http://web.knihovna.utb.cz>.

In 2010, the Library staff organized for its users a total of 70 educational events, 10 consultations and expert discussions in cooperation with colleagues from other libraries. The Library also offers literature search services to its users; in 2010 a total of 50 literature searches were done. As regards interlibrary loan services, the total number of requests fulfilled by the Library was 582. Almost three quarters of them were requests submitted by the Library’s own users interested in borrowing documents from other libraries.

The expenses on the purchase of information resources were approximately CZK 7,900 thousand.

Other Library specifications are summarized in Table 9c.

The Library is a member of the ALIP (Association of Library and Information Professionals), and also a member of the ALCU (Association of Libraries of Czech Universities), where PhDr. Ondřej Fabián, Director of the TBU Library, is a member of the Executive Committee, and other employees work in professional committees of this organization.

The Library continues to actively contribute to the Union Catalogue of the National Library of the CR. The cooperation refers to the area of records and to building of the National Authority Files. The Library collections are part of the Uniform Information Gateway. An effective cooperation has also been started with the Virtual Polytechnic Library and the National Medical Library.

Table 9c

Book acquisitions in 2010	6,507
Library stock in total	100,043
Number of subscribed periodicals:	715
- paper copies	296
- electronic periodicals (estimate) ¹	419

The table includes only those periodicals that the Library itself subscribes (or receives as a present or in an exchange) in paper or electronic versions; other periodicals that are available for the Library users through consortia for full-text resources are not included.

2.17.3 Development of the Information Infrastructure

The development of University information systems was supported through a decentralized project implemented within Development Programmes: “Development of Information and Communication Technologies at TBU in Zlín” (CZK 6,041 thousand).

The monitoring system FlowMon was purchased and implemented in the University computer network. The system monitors the real-time and long-term operation of the data network in order to ensure its security and also for the purposes of detection of attacks, monitoring of network communications, more efficient administration and in order to detect defective configurations and bottlenecks in the network. The central active (control) unit of the University computer network was extended by adding a module with 10 Gbit/s ports. Through this module both the interconnection with the CESNET2 network and the connection of the monitoring FlowMon probe is made. Thus, the University is prepared for the connection of other selected TBU premises and buildings with a speed of 10 Gbit/s. The server infrastructure was enhanced, including the disc field for Library information systems comprising DSpace and the document system. In the portal part of the IS/STAG system, more modules were launched – web services, electronic application form and evaluation of teaching quality.

In the central server room located in the U13 building, an extensive modification of the cooling system was carried out. The inconvenient system was replaced by an independent efficient direct cooling system for server racks and active parts of the technology situated in the server room including the necessary monitoring.

Joint activities of six public higher education institutions (PHEI) continued in a project implemented within centralized development programmes “Development of Information Systems for the Support of Management in Economics, in Human Resources and for Document Circulation Management” (CZK 1,380,000). Within the project, virtual servers, on which the SAP system is operated, as well as the disc field for the mentioned system were fully checked. Based on the analysis carried out, the following recommended steps were or will be taken: Upgrade of the firmware and of the drivers in the server part, replacement of the outdated disc field, ensuring proactive services provided by all parts of the equipment. A detailed analysis was carried out for the planned introduction of electronic file service including a connection to the information system of data boxes. The OBD^{PRO} application was upgraded to the 3.0 version and extended by adding more complementary modules – Import and the Internal Grant Agency.



3

QUALITY AND
CULTURE OF
ACADEMIC LIFE

3.1 Social Matters of Students and Staff, Counselling Services, Disadvantaged Groups of Applicants and Students at TBU

One of the basic priorities of the TBU Strategic Plan for Education, Science, Research, Development, Art and Other Creative Activities is to ensure the development of counselling services at TBU with the aim to increase the number of applicants for study, provide high-quality counselling services to students during their studies and facilitate the placement of graduates in the labour market.

In order to fulfil this aim, the University implemented a project within Development Programmes in 2010. The main aim of the project was to provide psychological counselling aimed at the development of the students' personalities, with emphasis laid in particular on improving the level of counselling services provided to students in any way handicapped.

Counselling Services Provided

Table 10

Consultancy	Number of employees/ Converted number of workloads	Number of consultation hours per week	Number of consultations		
			Personal	By phone	By E-mail
Study			83	8	25
Psychological, social		18	52	2	5
Career			20		
Legal		4	45	8	
Other			15		
Total		22	215	18	30

The aims of activities done within the project can be summarized as follows:

- Support the activities of the Counselling Centre (CC) aiming at increasing the level of counselling services provided to students and teachers from the aspect of psychological, pedagogical – psychological and professional consultancy services
- Intensify the promotion and presentation of CC through web pages, leaflets, advertisements and in cooperation with Student Affairs Offices at all faculties and with the Student Union
- Enable a faster adaptation of first-year students and disadvantaged groups of applicants – those having a physical, economic or social handicap – when starting university studies, and that through counselling interventions based on requirements of the students and of the TBU academic staff

The psychologists provided individual psychological counselling services and psychological diagnostics amounting to 18 hours per week with the individual outputs necessary for dealing with problems arising from starting university studies.

During 2010 CC organized seminars on the following topics: “Principles of effective communication – social learning, verbal and non-verbal communication, communication partners, art of listening,

constructive argument” and “Social competences, empathy, formal relations between people, ethics, decency as an inborn property, politeness in conformity to social norms, tact. Partner relations, marriage. Family violence.”

Within the standard services provided by CC, therapies and autogenic training are offered to TBU academic and non-academic staff if required.

Legal counselling services were offered to those interested from among the TBU employees and students usually during 4 - 5 hours per week.

In 2010 already, preparations for another project leading to an improvement of social services provided to employees were started at TBU, i.e. for the TBU Nursery School (NS). The Nursery School is expected to open in the middle of 2011, and that also thanks to a project implemented within the Operational Programme ‘Education for Competitiveness’, submitted by the Faculty of Humanities. This project will help to build a two-class school and a babysitting room entitled ‘Koala’, to cover the running costs during 32 months and to obtain registration of the TBU Nursery School in the Register of Schools. This is necessary in order to fulfil the requirement of co-financing of salary costs by the MEYS in the following period (i.e. after the project termination).

3.2 Exceptionally Gifted Students

The support for exceptionally talented students is carried out on several levels. Students showing outstanding academic performance are eligible for merit scholarships. Students’ creative and expert activities (STOČ) and students’ scientific and expert activities (SVOČ) are supported – selected students participate in national and international competitions. Every year, the University representatives win prizes for top placement in the competitions. The prizes take form of valuable things, money prizes, as well as internships in companies. Some of the STOČ and SVOČ competitions are organized by the University faculties themselves. Exceptionally talented students have an opportunity to study simultaneously in another degree programme and they are the first to be offered internships abroad and mobility. The project entitled “Talented Students” is successfully implemented at the Faculty of Management and Economics for the third time in a row; within the project, a supplementary programme is organized for a selected group of Master’s degree students, involving lectures, workshops and internships and aimed at further professional development of the mentioned group of students. Students to participate in this programme are selected based on their own interest and according to the level of the academic performance achieved. Top managers and experts from a selected group of companies and institutions located in the region participate in the preparation and implementation of this selective programme.

3.3 Accommodation and Catering Services

In 2010, TBU students were accommodated in the University’s own facilities maintained by the Halls of Residence and Refectory (HRR) in Zlín. The University-owned accommodation facilities maintained

by the HRR include the Halls of Residence in buildings U6, U7 and U12. In order to meet the students’ demand for accommodation, the so-called additional accommodation options were offered in the accommodation facilities Chmelník, Křiby, tř. T. Bati and U Zimního stadionu. In future, TBU shall not provide accommodation in facilities that are not owned by the University, as TBU cannot guarantee the level and quality of services provided in such facilities. By 31 December 2010, the HRR satisfied completely the students’ demand for accommodation. The total number of satisfied applications for accommodation was 1,093; the total bed capacity is 858. The reason for the number of satisfied applications being higher than the total bed capacity is the student turnover rate. Students who had applied for accommodation cancelled their reservation and the same bed was assigned to another applicant for accommodation.

Catering services for students were provided in the HRR catering facilities. In the year 2010, the Refectory in the U4 building served 148,859 meals, the Refectory in the U5 building served 71,508 meals, the Cafeteria in the U2 building served 9,272 meals, the restaurant in the U13 building served 41,928 meals. Snack soups, ready-to-serve meals, meals made to order and pizzas are included in the number of meals served.

The following numbers of meals were served to students in external catering facilities established upon consent of the MEYS: Prostějov - 859 meals, Bzenec - 759 meals, Kroměříž - 1,564 meals, Uherské Hradiště - 12,797 meals.

During 2010 a total of 26,534 cold meals were sold to students in the TBU catering facilities. Cold packet meals, baguettes and 1/4 pizzas are included in the number of meals served. Cold meals were offered to students also in external catering facilities in Kroměříž (337 meals) and in Uherské Hradiště (2 meals).

The total number of hot meals served in all catering facilities was 287,546, out of which 221,887 were served to students. In 2010 the number of student meals served decreased by 6,140 in comparison with 2009. The total decrease in the number of meals served in 2010 compared to the numbers from the year 2009 was 8,299 meals.

Care for Students – Accommodation, Catering

Table 11

Total bed capacity of TBU Halls of Residence	858					
Bed capacity in rented facilities	According to contracts					
Number of applications for accommodation submitted by 31/12/2010	1,093					
Number of satisfied applications for accommodation as of 31/12/2010	1,093					
Percentage of satisfied applications for accommodation	100					
Number of days on which the accommodated persons used the accommodation service in 2010	220,459					
Number of meals served in 2010	Total					
	287,789					
	Out of which:					
	<table border="1"> <thead> <tr> <th>Students</th> <th>TBU Staff</th> <th>Others</th> </tr> </thead> <tbody> <tr> <td>222,130</td> <td>60,878</td> <td>4,781</td> </tr> </tbody> </table>	Students	TBU Staff	Others	222,130	60,878
Students	TBU Staff	Others				
222,130	60,878	4,781				



4

INTERNATIONALIZATION

4.1 TBU Strategies for International Cooperation, Priorities

Internationalization in the sphere of study, R&D as well as creative activities is one of the main priorities of the TBU Strategic Plan. Internationalization has a relatively high level at TBU and it is considered to be the strong point of TBU. The University promotes bilingualism in all spheres, and thus increases its capacity to communicate internationally. This facilitates evolution towards excellence in a number of fields/segments.

In order to support the internationalization at TBU, an increase in the number of international students is necessary, whose number has been increasing exponentially since 2005. In 2010, 822 international students from four continents studied at TBU.

The University continues to organize international mobility for students and staff within the programmes of cooperation between higher education institutions (Erasmus, CEEPUS, AKTION, etc.) and within direct cooperation between higher education institutions including free-mover mobility.

The University promotes the employment of international staff in order to internationalize the TBU personnel structure. In 2010 several dozens of international experts were employed as academic staff and researchers at TBU.

Every year, TBU continues to develop partnerships with foreign institutions and co-operators and puts great emphasis on the participation of TBU in international projects (Erasmus Mundus, Erasmus IP, Tempus, Leonardo da Vinci, Visegrad, etc.). TBU develops and contributes to creating a multicultural environment at the University, improves the conditions for study of international students and extends the offer of special course units taught in the English language and intended for students in degree programmes accredited to be taught in Czech.

4.2 TBU Participation in International Educational Programmes and R&D Programmes

4.2.1 Participation in International Educational Programmes

At the present time TBU participates in several programmes related to student and academic staff mobility – see Tables 12a, b, c.

4.2.2 Participation in International R&D Programmes

TBU involvement in international projects and creating networks of excellence are some of the significant priorities defined in the TBU Strategic Plan. The participation in international R&D programmes is supported by the activities of the Strategic Development Centre by means of regular monitoring of information on the support of research and development from public resources, by methodical leadership during the preparation of R&D projects, and by project administration.

In order to promote the University and to interconnect its activities within the European Union, TBU

participated in the joint project of European universities entitled “Researchers’ Night”. This event aims at acquainting the general public with the research activities carried out at TBU and with the scientists themselves. Selected research units are open to the inhabitants of university towns, popular science lectures are held, off-work and leisure activities of the researchers are presented. The event met with a good response from the inhabitants of Zlín, whose interest in participation grows every year.

Individual TBU units participate in international projects as well. The Department of Physics and Material Engineering at the Faculty of Technology participates in the implementation of the project of the 7th framework programme “AeroPortal Support for European Aeronautical SMEs” (AeroPortal) and in other international projects such as “From Design to Manufacturing: Instruments for Reducing the Energy Consumption and Carbon Emissions of the Polymer Supply Chain” (ENER-Plast).

In 2010, the Faculty of Applied Informatics participated in the implementation of the following project within the 7th EU framework programme: “Independent Living for Today’s Society: Understanding the Elderly and Disabled for Tomorrows Inclusive Smart Home Solution” (Promoveo).

The University Institute participated in the research team implementing the project within the 7th EU framework programme “Central European Research and Development Area” (CERADA).

The Faculty of Technology implemented 6 projects within the programme “Kontakt”, the Faculty of Applied Informatics 1 project and the Faculty of Management and Economics 1 project as well.

Foreign researchers from India, Russia, China, Japan and other countries work at TBU within the development of international cooperation. An increase in the ratio of R&D staff and PhD students from abroad at the individual faculties and in the centres of applied research currently in development is in accordance with the TBU Strategic Plan and receives goal-directed support from the TBU management.

4.3 Mobility of Students and Academic Staff

TBU Participation in International Educational Cooperation Programmes EU Programmes for Education and Job Preparation

Table 12a

Programme	LLP					Erasmus Mundus	Tempus
	Erasmus	Comenius	Grundtwig	Leonardo	Jean Monnet		
Number of projects	2					1	
Number of outgoing students	254						
Number of incoming students	85						
Number of outgoing academics	69						
Number of incoming academics	35						

Number of other outgoing employees	8						
Number of other incoming employees	0						
Grants (thousand CZK)	11,040					290	

The Erasmus programme, the largest programme of European cooperation in the sphere of higher education, is aimed at mobility and cooperation in higher education in Europe. Activities done within this programme are intended for HEI students who want to study and work abroad, for HEI teachers and supervisors from companies who want to teach abroad, and for university employees interested in receiving education abroad. Furthermore, Erasmus supports cooperation between higher education institutions in the form of intensive programmes, multilateral networks and multilateral projects. Since 2008, TBU has been participating in the three-year European programme Erasmus Mundus – Action 4 “Enhancing Attractiveness”, which is a joint project of 9 European universities. The programme aims to increase the attractiveness of European higher education by using a web information platform.

TBU Participation in International Educational Cooperation Programmes Other Programmes

Table 12b

Programme	CEEPUS	AKTION	MEYS Development Programmes	Others
Number of projects	3		1	
Number of outgoing students	12		32	
Number of incoming students	18	1		4
Number of outgoing academics	14			
Number of incoming academics	22			
Grants (thousand CZK)	916	40	1,250	547

Note: The column “Others” includes programmes which cannot be otherwise classified.

CEEPUS (Central European Exchange Programme for University Studies) is a Central European exchange university programme focused on regional cooperation within university networks. The programme is aimed at undergraduate students who have completed their second semester, postgraduate students and higher education teachers. Croatia, Slovakia and Poland were the countries that most attracted the outgoing students and academics in 2010. The highest number of incoming students and academics came from Slovakia, Poland and Hungary in 2010.

AKTION Czech Republic – Austria is a programme aimed at supporting bilateral cooperation in education and science in the tertiary sector. It is particularly intended for supporting study periods and research stays, summer language and professional schools and projects aimed at cooperation between Czech and Austrian educational institutions in the tertiary sector. Within this programme, 1 student from Austria studied at the TBU Faculty of Multimedia Communications in 2010.

In 2010, 32 students travelled abroad within the Development Project of the MEYS aimed at the support of student mobility. Within this project, which gives particular support to mobility in countries outside EU, TBU students travelled e.g. to Israel, South Korea or Indonesia.

The International Visegrad Fund (Other projects) promotes the development of closer cooperation between the Czech Republic, Hungary, Poland and Slovakia and strengthens mutual links between the mentioned countries. Within the Visegrad scholarships, support is provided to Master's and postgraduate students coming from the V4 countries and from affiliated countries. In 2010, 3 students (Poland, 2x Georgia) were awarded a scholarship funded from the Visegrad Fund; they study at the Faculty of Management and Economics.

Within its international development cooperation programme (Others), the Government of the Czech Republic offers to foreigners from developing countries scholarships aimed at supporting their studies at public higher education institutions in the CR. These so-called governmental scholarships are designed for the completion of the standard duration of studies in Bachelor's/Master's programmes taught in the Czech or English language. TBU registered 1 governmental scholarship holder in 2010, namely from Serbia.

Student and Academic Staff Mobility According to Countries

Table 12c

Country	Number of outgoing students	Number of incoming students	Number of outgoing academics	Number of incoming academics
Belgium	14	4	1	
Bulgaria	1	3	4	
Denmark	11		3	
Estonia	3	2		
Finland	11	1	1	
France	21	16	5	1
Georgia		2		
Croatia	5	4	4	2
Indonesia	2			
Ireland	2			
Italy	10		4	
Israel	5			
South Korea	4			
Cyprus	4			
Lithuania	1			
Latvia	4	5	1	
Hungary	5	3	2	5
Malta	2		2	
Germany	14		4	1

Netherlands	2			
Norway	14		1	
Poland	16	9	15	10
Portugal	41	18	4	3
Austria	19	1	1	1
Romania				1
Greece		2		
Serbia		2		1
Slovakia	20	20	15	28
Slovenia	16	4	2	1
Spain	9	3	1	
Sweden	6			
Switzerland	7		2	
Turkey	11	9	9	2
Great Britain	18		2	1
TOTAL	298	108	83	57

In the year 2010, it was Portugal, France and Slovakia that attracted greatest interest among outgoing students at TBU. The majority of students coming to TBU were from Slovakia, Portugal and France. Outgoing academics preferred mainly Slovakia, Poland and Turkey. The majority of incoming academics came from Slovakia, Poland and Hungary.

5

ENSURING QUALITY OF ACTIVITIES CARRIED OUT AT HIGHER EDUCATION INSTITUTIONS



5.1 System for Evaluating the Quality of Education

At present TBU is in a transition period from the extensive to the intensive growth of the University, which is evidenced by the fact that in 2010, for the first time in the history of the University, there was a decrease in the total number of students compared to the previous year.

It is a period when new principles are being established in the field of funding of public higher education institutions, and therefore both the University management and the MEYS lay a considerably greater emphasis on qualitative and performance indicators. Measurable indicators in science, international mobility and in the quality of degree programmes are being introduced. In connection with these facts, the previously used internal evaluation systems are being extended and gradually improved in terms of quality. Efforts have been made towards the certification of selected processes and towards the introduction of new evaluation elements for different spheres (e.g. activities related to the application for the international certificate 'ECTS Label' and to the inclusion of the University in the QS World Universities Rankings).

Nevertheless, it is necessary to mention that not all University component parts produce the same qualitative outputs. While the completed component parts of the University reach a considerable degree of competitiveness in the sphere of education, R&D and other creative activities, the newly built divisions have not yet achieved satisfying qualitative parameters in all spheres. The main aim of the evaluation system of the quality of education is to ensure that the outputs of internal evaluation applied at the entire University including its component parts are usable for evaluation carried out by external institutions.

5.2 Internal Evaluation

5.2.1 Formal Description

Several processes dealing with internal evaluation are implemented independently of each other at TBU. These include mainly the evaluation of pedagogical and R&D activities of the academic staff, carried out on a yearly basis. Every six months, graduate employability in the labour market is monitored by the TBU management, and overviews of quantitative indicators are being elaborated in the course of the year on the model of the European Universities Association and other institutions dealing with evaluation of higher education institutions.

5.2.2 Evaluation Process

Within the evaluation process focused on the academic staff, their pedagogical (e.g. the number of lectures and seminars held) and R&D activities – e.g. industrial rights authorship, publications in indexed journals, citations, lectures at conferences, and implementation of research and development projects – are evaluated using points. In the process of internal evaluation this system is expected to be more interlinked with world-renowned databases in future, in particular with the

Web of Science, and, moreover, with measurable indicators in R&D, international mobility and in the quality of degree programmes. In the course of the year, a number of studies are elaborated, which are based on quantitative indicators that compare the development of the University in the relevant years. These particularly include proportional indicators, when in the majority of cases the quantity given refers to the number of students. Furthermore, the University management regularly monitors the graduate employability in the labour market, which helps to evaluate the success of the relevant degree programmes. The evaluation of the quality of pedagogical activities is also based on cooperation with students. Students can express their opinion on the quality of the pedagogical performance of individual teachers in an anonymous survey which is evaluated twice a year. This evaluation is carried out at the faculty level and the evaluation findings are presented to the faculty managements and are published in the University information system. The results of the survey serve as feedback for improving the pedagogical performance.

5.2.3 Results of the Evaluation and Their Use

Strengths and weaknesses of the University activities were identified on the basis of the results of the evaluations and analyses carried out, particularly in the field of academic activities. The low number of publication records, citations and cited references related to TBU pedagogical staff and included in world-renowned databases, the low number of students in Doctoral programmes as well as of PhD graduates, the structure of employees qualified as university lecturers at some of the TBU faculties which is not quite optimal, the success rate of graduates from certain degree programmes in the labour market, all the mentioned values can still be considered as insufficient. A number of TBU research and development divisions do not reach the European or world level. On the basis of the analyses carried out and of newly set aims, the Strategic Plan for 2011 – 2015 was formulated. One of its important priorities is to put the internal and external quality evaluation systems applied at TBU in accordance with international standards.

5.3 External Evaluation

Degree programmes at the entire TBU are subject to an external evaluation of the quality of education made by the Accreditation Committee in charge of the assessment of applications for accreditations or extension of accreditations or for the extension of the validity period of accreditations. The MEYS has recently intensified their efforts to interlink the qualitative measurable indicators regarding the scientific performance, international mobility and structure of teachers' qualification with the system of funding of public higher education institutions.

The external evaluation of R&D activities at the faculties is carried out in connection with external examination procedures during the assessment of results of the implementation of research plans of the MEYS, research tasks of the GA of the CR and other projects within the Czech Republic and the European Union. All these evaluations were carried out by committees appointed by external institutions.

TBU also participates in the European University Association activities related to the evaluation of

universities. At the end of 2010 the University Management took the decision that TBU will apply for an inclusion in the QS World Universities Rankings. The first steps to achieve this aim have been made already.

5.4 Data on Financial Audit

5.4.1 Establishment, Maintenance and Efficiency of the Internal Audit System

The Department of Internal Audit, which forms, together with the management control, the cornerstone of the internal control system as defined in the Act No. 320/2001 Coll. on Financial Audit, has been operating at TBU for seven years. In agreement with the 2010 schedule of activities of the Department of Internal Audit, six audits were carried out in 2010 based on the risk analyses elaborated. Another audit was carried out at the direct request of the TBU Rector, in addition to the mentioned schedule. The results of the individual audits were discussed with the management of TBU, of the TBU faculties and of the relevant component units. All final audit reports were submitted to the Rector of the University. The audits carried out focused mainly on the following issues:

- Doctoral degree programmes
- Contracts for Services and Subcontract Agreements
- Use of lecture halls and rooms designed for scheduled lessons
- Evaluation system of pedagogical activities of academic staff
- Use of lecture halls and rooms in TBU buildings used by the individual faculties

5.4.2 Information on Cases of Suspected Corrupt Behaviour and on Proven Cases of Corrupt Behaviour

The TBU management accepted the order of the Minister of Education, Youth, and Sports No. 11/2010, which came into force on 2 April 2010. It is an updated ministerial internal anti-corruption programme of the MEYS, which aims to introduce into the management system such elements that would prevent the creation of potentially corrupt environment or the possibility for indirect preferential treatment. In 2010, no case of corrupt behaviour or suspicion thereof was investigated at TBU.

5.5 Evaluation of the Educational Activities Implemented outside the University Seat

In 2010, TBU implemented educational activities in accredited degree programmes outside the University seat in the following locations: Brno, Bzenec, Kroměříž, Prague, Prostějov, Uherské Hradiště, Vsetín. A detailed overview of the relevant degree programmes and courses is given in the Table 1a on page 23 of this Report. The quality evaluation of these educational activities is based on the conditions

laid down in the accreditation application and is particularly focused on the fulfilment of personnel, material, technical and organizational requirements set for the implementation of these studies. The quality evaluation system is identical to the system used at the entire University (see Chapter 5 of this Report). Deans of the respective Faculties are responsible for the quality control of the educational activities implemented outside the University seat depending on the degree programmes in question. The Accreditation Committee and the MEYS initiated a detailed audit and evaluation of educational activities, which was carried out at all workplaces outside the University seat from April to December 2010. The results of the audit and of the evaluation of quality of educational activities at workplaces which have the status of TBU independent units were discussed in the meeting of the Accreditation Committee and recommendations were adopted aiming at gradual integration of the tuition offered at the workplaces in question into the tuition offered at the seat of TBU in Zlín.



6

DEVELOPMENT OF THE UNIVERSITY

TBU participated in projects within the Higher Education Development Fund programmes in 2010. It succeeded in a total of 6 projects (see Table 13).

The focus was on projects included in the thematic group A: “Establishment, Development and Innovation of Laboratories, Studios, and Other Workplaces for Practical Teaching and Experimental Activities of Students Focusing on Devices, Appliances and Other Technical Equipment or Sets Thereof”. The projects “Innovation and Development of Laboratories for Rubber Processing Technology” and “Establishment and Development of Laboratories of Tensides and Cosmetics” contributed to the development of the material and technical background of TBU.

TBU Participation in the Higher Education Development Fund

Table 13

Thematic group	Number of accepted projects	Financial resources provided (thousand CZK)		
		Capital	Current	Total
A	2	3,447		3,447
B				
C				
E				
F	4		217	217
G				
Total	6	3,447	217	3,664

The Development Programmes fulfil the main priorities of the Strategic Plan of TBU and its Update for 2010. In the year 2010, 11 projects worth CZK 20,794 thousand were implemented. More than half of the resources (approx. 63 %) was spent on projects aimed at the development of instrumental equipment and modern technologies. Another significant priority was the programme aimed to support the development of international cooperation in higher education (approx. 24%).

The remaining financial resources were used for the programme aimed to support socially, economically and/or physically handicapped applicants, students and graduates during the admission/during their studies and immediately after the completion of their studies, for the programme to support human resource development at higher education institutions and for the programme aimed to remove the weaknesses and/or to support the strengths of the University.

TBU Participation in the Development Programmes for Public Higher Education Institutions in the Year 2010

Table 14

Development programmes for public higher education institutions	Number of projects accepted	Financial resources provided (thousand CZK)	
		Capital	Current
Programme to Develop Instrumental Equipment and Modern Technologies	4	12,625	527
Programme to Support International Cooperation in the Sphere of Higher Education	3		5,050
Programme to Support the Preparation of Projects to Be Submitted to Operational Programmes			
Programme to Support People Socially, Economically and/or Physically Handicapped during the Admission/during Their Studies and Immediately after the Completion of Their Studies	1		250
Programme to Support Human Resource Development at Higher Education Institutions	2		1,540
Programme to Support Further Education			
Programme to Support the Removal of Weaknesses and/or to Support the Strengths of the University	1		802
Centralized Development Projects (HEI as the Coordinator)			
Centralized Development Projects (HEI as the only Beneficiary)			
TOTAL	11	12,625	8,169



7

CONCLUSION

7.1 Summary of Significant Facts from the Individual Chapters

Activities at TBU in the year 2010 were carried out in agreement with the Update of the Strategic Plan for Education, Science, Research, Development, Art and Other Creative Activities at Tomas Bata University in Zlín for 2010.

In the pedagogical sphere, the range of degree programmes and courses offered was extended. The number of courses offered within the Lifelong Learning and the University of the Third Age increased as well. The number of students studying at TBU decreased by approximately 400 compared to the previous year; however, the number of applications submitted increased by almost 1,000 in comparison with 2009.

In the sphere of human resources, the qualification level of academic staff was further enhanced; emphasis was put on increasing the numbers of Professors, Associate Professors and researchers. Supporting further education of academic staff with the aim to enhance their career development remains the main priority in the sphere of human resource care at TBU in Zlín.

In science and research, activities in basic and applied research were developed. The basic research was significantly strengthened by the activities and published results produced by the Polymer Centre at the Faculty of Technology, which focuses mainly on research into engineering aspects of technologies and materials based on polymer composite structures. Within applied research, which was carried out particularly at the Technology Park, emphasis was laid on the development of polymer materials and medical products and on the development of technologies and products for food-processing.

In 2010 the University submitted a number of project applications, which enable to draw money from the EU Structural Funds. These are above all the projects included in the Operational Programme “Education for Competitiveness” and projects within the Operational Programme “R&D for Innovations”. During the preparation of project applications, the Strategic Development Centre of the University Institute played an essential role, as its staff provided methodological assistance and checked the correctness of all grant applications.

In the sphere of internationalization, the University’s integration into the international structures continued. Besides the efforts to increase the number of international students at TBU, the international cooperation focuses also on supporting international mobility of Czech students and teachers. Selected degree programmes taught in English were accredited. TBU continued to provide the Intensive Czech Language Course for Foreigners to foreign applicants interested in studying in the Czech Republic.

In 2010 intensive preparations were made at TBU in order to start the construction of other educational and research facilities. These are above all the following: Technology Park focused on information and communication technologies, the Centre of Polymer Systems (the University received funding for both projects from the EU Structural Funds), the TBU Educational Complex and the Laboratory Centre of the Faculty of Technology - their construction will started provided that financial resources are allocated by the state budget and by the EU Structural Funds respectively.

7.2 TBU SWOT Analysis

7.2.1 Strengths

- Highly dynamic development of TBU on regional and international scales
- Use of ECTS and Diploma Supplement at the entire University
- Operations of international scientific and research teams
- Background in terms of space and material equipment on the European level
- Investments in construction activities
- Offering a high number of study vacancies abroad
- A well-balanced structure of the courses taught as regards their specialization (chemical, food-oriented, ecological, economic, art-oriented, information, pedagogical, philological and health care)
- Ensured conditions for professional development
- Ability to react flexibly to the requirements of the practice and the labour market
- Attractiveness of TBU to applicants for study from Slovakia

7.2.2 Weaknesses

- A high workload for academic staff in the pedagogical process
- In long-term perspective, an inappropriate structure of research and development carried out at TBU, and, subsequently, also an inappropriate structure of subsidies and grants received for the implementation of accredited degree programmes and for the institutional support of R&D; the amount of financial resources received for the implementation of accredited degree programmes significantly predominates, while the amount of financial resources for the institutional support of R&D is stagnating; the revenues from cooperation contracts with the production and business spheres are very low
- A low ratio of students in Doctoral programmes to the total number of students
- A short history in comparison with some other universities
- Lack of awareness of the enterprise incubator among TBU students
- Weak cooperation between the TBU Faculties and the Technology Innovation Centre
- Redevelopment of the TBU website as an information portal
- Inconvenient location of Zlín in the Czech Republic

7.2.3 Opportunities

- Opportunity to take a part of the degree programme abroad and the support of mobility
- Monitoring the graduate employability
- Cooperation with international institutions; involvement in international projects
- Accreditation of new Doctoral programmes in English; increasing the number of students in Doctoral programmes
- Supporting the creation of further positions for R&D staff

- Recruitment of international employees
- Creating research centres in agreement with the defined priorities
- Cooperation among TBU faculties with the use of their strengths
- Taking advantage of the proximity between the region and Slovakia
- Completion of the preparation of the new look of the TBU website
- Provision of financial resources from the EU Structural Funds
- Cooperation with the Zlín Region

7.2.4 Threats

- Increasing competition in the sphere of higher education
- A limited number of qualified experts and a limited amount of financial resources in certain fields of study
- Stagnation in some of the traditional industries in the Czech Republic and Europe that the educational capacities of TBU have concentrated on
- Unfavourable demographic development in the CR
- Limited opportunities to obtain financial resources provided from the state budget to fund investment programmes

7.3 TBU Tasks for the Year 2011

The tasks set for the year 2010 were fulfilled. The following tasks arise for the year 2011 from the achieved results:

- to increase the number of accredited degree programmes taught in the English language
- to start tuition in degree programmes taught in the English language which are accredited but not implemented as yet
- to develop the activities of the TBU Technology Park; to create personnel and technical conditions for the work of international research teams; to support applied research
- to further develop the activities of the Technology Transfer Centre and to support research activities of the University staff
- to ensure the registration of the investment project regarding the construction of the TBU Educational Complex in Štefánikova Street and to obtain a decision on co-funding from the state budget
- to start the implementation of projects accepted for funding from the European funds (Centre of Polymer Systems, Technology Park focused on information and communication technologies, Centre for Security, Information and Advanced Technologies CEBIA Tech)
- to launch other investment projects financed by the European funds provided that the specification of parameters has been successfully completed as required by the MEYS for the project application (Laboratory Centre of the Faculty of Technology)
- to professionalize the relations between TBU and its graduates; to study and analyse the graduate employability
- to open the TBU Nursery School

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LIST OF THE MAIN ACRONYMS USED

AC	Academia Centre
CC	Counselling Centre
AS	Academic Senate
CAER	Centre of Applied Economic Research
TTC	Technology Transfer Centre
LL	Lifelong Learning
EUA	European University Association
FAI	Faculty of Applied Informatics
FaME	Faculty of Management and Economics
FHS	Faculty of Humanities
FLCM	Faculty of Logistics and Crisis Management
FMC	Faculty of Multimedia Communications
FT	Faculty of Technology
HEDF	Higher Education Development Fund
GA CR	Grant Agency of the Czech Republic
IS	information system
HRR	Halls of Residence and Refectory
MF	Ministry of Finance
MIT	Ministry of Industry and Trade
MEYS	Ministry of Education, Youth and Sports
OP	Operational programme
REC	Regional Educational Centre
DP	degree programme
STOČ	Students' creative and expert activities
SVOČ	Students' scientific and expert activities
SNS	Secondary Nursing School
TIC	Technology Innovation Centre
UH	Uherské Hradiště
NS	TBU Nursery School
UNI	University Institute
TBU	Tomas Bata University
U1 - U13	University buildings
U3A	University of the Third Age
TTS	tertiary technical school
TP	Technology Park
PHEI	public higher education institution

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