

Update of the Strategic Plan for Education, Science, Research, Development, Innovation, Art and Other Creative Activities of Tomas Bata University in Zlín for 2011

Introduction

The long-term objective of Tomas Bata University in Zlín is to become an internationally acclaimed university. The Update of the Strategic Plan for Education, Science, Research, Development, Innovation, Art and Other Creative Activities of Tomas Bata University in Zlín (hereinafter referred to as 'TBU Strategic Plan' only) for 2011 is a part of the TBU Strategic Plan for 2011-2015. The Update of the Strategic Plan specifies the goals and objectives for the first period of the TBU Strategic Plan for 2011-2015 in connection with the long-term priorities of TBU.

Priorities of the Update of the Strategic Plan for 2011

1. Quality and Relevance

Number of students in 2011

Aim: To coordinate the numbers of students with the demographic development and the requirements of the labour market.

TBU as the dominant higher education institution in the Zlín Region will aim to achieve the following goals:

- Maintain balance in the numbers of students, thus aiming at preventing young people from leaving the Zlín Region.
- Gradual increase in the number of students in Doctoral programmes.
- Increase in the number of international students.
- Innovation in degree programmes depending on their excellence and on international employability of the graduates. The following accreditations are expected to be approved:

Faculty of Multimedia Communications

Accreditations:

- Bachelor's programme in Media and Communication Studies, degree course in Copywriting (full-time and part-time modes of study), taught in the Czech language
- Follow-up Master's programme in Visual Arts, degree course in Multimedia and Design, (full-time mode of study), taught in the English language
- Doctoral programme in Visual Arts, degree course in Multimedia and Design (full-time and part-time modes of study), taught in the English language
- Doctoral programme in Media and Communication Studies, degree course in Marketing Communications (full-time and part-time modes of study), taught in the Czech language

Faculty of Management and Economics

Accreditations:

- Bachelor's programme in Economic Policy and Administration, degree course in Management and Economics in Public Sector Administration (full-time and part-time modes of study), taught in the Czech language
- Follow-up Master's programme in System Engineering and Informatics, degree course in Industrial Engineering (full-time and part-time modes of study), taught in the Czech language

Faculty of Technology

Accreditations:

- Doctoral programme in Process Engineering, degree course in Process Engineering (full-time and part-time modes of study), taught in the Czech language

Faculty of Humanities

Accreditations:

- Bachelor's programme in Specializations in Health Care, degree course in Health Care and Social Work (full-time mode of study), taught in the Czech language
- Bachelor's programme in Midwifery, degree course in Midwife (part-time mode of study), taught in the Czech language
- Follow-up Master's programme in Secondary School Teaching, degree course in English Language and Literature Teaching at Secondary Schools (full-time mode of study), taught in the Czech language
- Follow-up Master's programme in Nursing, degree course in Nursing in Internal Medicine (full-time mode of study), taught in the Czech language
- Doctoral programme in Pedagogy, degree course in Pedagogy Focusing on Social Pedagogy, taught in the Czech language

Faculty of Applied Informatics

Accreditations:

- Bachelor's programme in Engineering Informatics, degree course in Information Technologies in Administrative Practice (full-time mode of study), taught in the Czech language
- Follow-up Master's programme in Engineering Informatics, degree course in Software Engineering (full-time mode of study), taught in the Czech language

Faculty of Logistics and Crisis Management

Accreditations:

- Bachelor's programme in Population Protection, degree course in Population Protection (part-time mode of study), taught in the Czech language

University Institute

Accreditations:

- Doctoral programme in Special Technology, degree course in Medical Polymers (joint-degree), taught in the English language

Tools:

Operational Programmes 'Education for Competitiveness': Support area 4.2 - Individual national project "Reform of Tertiary Education";

Development programmes;

Higher Education Development Fund;

TBU budget.

TBU structure and orientation

Aim: To optimize the structure of the TBU constituent parts.

- Optimize the structure of the respective TBU constituent parts depending on accepted projects in the Operational Programmes 'R&D for Innovations'.
- Evaluate qualitative parameters of remote workplaces and adopt appropriate measures.
- Build the educational and research infrastructure at the Faculty of Logistics and Crisis Management in accordance with the requirements set by the Accreditation Committee.
- Increase the accommodation capacities, improve the accommodation facilities and other social services provided to TBU students and staff.
- Create conditions for an improved offer of leisure activities.

Tools:

Operational Programme ‘Education for Competitiveness’: Support area 4.2 - Individual national project ‘Reform of Tertiary Education’, Individual national project ‘Quality Evaluation’, Individual national project Q-RAM (National Qualification Framework of Tertiary Education), Individual national project ‘Audit of R&D and Innovations’;

Operational Programme ‘R&D for Innovations’: Support areas 1.1 and 2.1.

Internal and external quality assurance

Aim: To develop the internal and external quality evaluation.

- Obtain the international assessment certificate “ECTS Label”.
- Further develop the control and protection system against plagiarism in cooperation with other higher education institutions.
- Develop information and communication technologies in accordance with current trends.
- Further develop the quality evaluation tools.

Tools:

Development programmes;

Operational Programme ‘Education for Competitiveness’: Support area 2.2, Support area 4.2.

Progressive educational forms and methods

Aim: To diversify the forms of study and the educational methods.

- Prepare projects to ensure innovations in educational programmes, support of interconnection between tuition and practice and further education of TBU employees.
- Extend the share of activating educational forms and methods in the tuition, e.g. project tuition, work in groups, tuition focusing on dealing with problems, tuition supported by modern information technologies.
- Develop a system of interconnection between educational programmes and R&D, innovations, arts and other creative activities and increase the participation of students in the respective projects.
- Develop a system of student internships (incl. international internships) and ensure interconnection between educational programmes and requirements of practical applications.
- Support the part-time and distance modes of study through e-learning.

- Support talented students, individualize the tuition offered to these students and involve them in the implementation of R&D projects.
- Implement a system of further education of the academic staff.

Tools:

Development programmes;

Higher Education Development Fund;

Operational Programme ‘Education for Competitiveness’: Support areas 2.2 and 2.4;

Operational Programme ‘R&D and Innovations’: Support area 4.1.

Responsibility for the employability of graduates and for their success in the labour market

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

- Support the development of such skills and competences of the students which will improve their success rate in the labour market (e.g. communication, management and organizational skills, their ability to flexibly solve problems in changing conditions).
- Innovate degree programmes in order to adapt them to the requirements of the labour market and depending on the employability of graduates.
- Carry out and deepen the cooperation with TBU graduates.

Tools:

Operational Programme ‘Education for Competitiveness’: Support areas 2.2 and 2.4, Support area 4.2 – Individual national project PTTO (Support of Technological and Scientific Disciplines).

Human resources for R&D and innovations

Aim: To ensure high-quality human resources for R&D and innovations.

- Prepare and implement a programme of postdoctoral studies and scholarships.
- Implement a project supporting the employment of international researchers at TBU and internships abroad intended for TBU researchers and academic staff.
- Prepare a project of further education of scientific staff.

Tools:

Operational Programme 'Education for Competitiveness': Support areas 2.3 and 2.4.

2. Openness

2.1 Internationalization

2.1.1 Internationalization in the education

Aim: To increase the competitiveness of TBU in the international environment.

- Increase the number of outgoing students participating in studies and internships abroad.
- Increase the number of international students at all levels of study and the number of international academic staff.
- Participate in EU Community programmes – Lifelong Learning Programme - and in shared degree programmes – joint/double/multiple degree.
- Prepare and implement scholarship programmes intended for international students.
- Develop the offer of degree programmes (Master's and Doctoral programmes in particular) accredited and implemented in a foreign language, and of shared degree programmes – joint/double/multiple degree.

Tools:

EU Community programmes;

Development programmes;

Operational Programme 'Education for Competitiveness': Support area 2.2;

Own resources.

2.2 International cooperation in the sphere of R&D and innovations

Aim: To intensively involve TBU in international cooperation in R&D and innovations.

- Prepare such strategy on the development of international cooperation in R&D and innovations at the TBU constituent parts that the level and amount of international cooperation are considered a priority task of the TBU constituent parts and of TBU as a whole.
- Prepare and implement a strategy on intellectual property protection at TBU in the international environment.
- Prepare projects to be submitted within the Calls of the 7th Framework Programme.

- Prepare and implement projects aimed at the development of international cooperation and focusing on increased participation of academic staff and researchers in international teams.

Tools:

Operational Programme ‘Education for Competitiveness’: Support areas 2.3 and 2.4.

Projects within the 7th Framework Programme.

Cooperation with Business and Industry

Aim: To make TBU the most important institution as regards the innovation potential in the region.

- Develop activities carried out in the centres of applied research, in the Technology Transfer Centre, and ensure an effective transfer of results of these activities into practice.
- Prepare a motivation project supporting the establishment of spin-off companies at TBU.
- Prepare and implement projects within the cross-border cooperation, aimed at increasing the competitiveness of the regions and zones.
- In cooperation with the regional administration, the Technology Innovation Centre and the private sector, to prepare and implement projects supporting an increase in the competitiveness of the Zlín Region.
- Support specialized internships of students at all levels of study and ensure their quality.
- Support volunteer activities done by TBU students, particularly in the social sphere.
- Extend and further deepen the cooperation with primary, secondary and tertiary technical schools.
- Prepare an offer of educational projects intended for industrial and institutional partners in the region.
- Start the implementation of projects aimed at the development of the research infrastructure according to the requirements set by regional and international partners.
- Actively use the possibilities offered within grant programmes (national and international) and supporting cooperation with regional administration authorities, non-profit institutions and industrial partners.

- Have more representatives of business and industry involved in Specialist Boards and in Boards of Degree Programmes.

Tools:

Development programmes;

Operational Programme ‘Education for Competitiveness’: Support areas 2.2, 2.3, 2.4, Support area 4.2 – Individual national project ‘Effective Knowledge Transfer’, Individual national project ‘Reform of Tertiary Education’, Individual national project PTTO (Support of Technological and Scientific Disciplines);

Operational Programme ‘R&D for Innovations’: Support areas 2.1, 3.1 and 3.2.

Lifelong Learning

Aim: To develop the system of implementation of Lifelong Learning.

- Stabilize the personnel structure in the Lifelong Learning and create an offer of educational programmes.
- Prepare and implement studies in LL programmes incl. study supports and e-learning courses.
- Implement a marketing strategy aimed at applicants for further education,
- Organize LL courses for academic and other employees.

Tools:

Operational Programme ‘Education for Competitiveness’: Support area 2.2, Support area 4.2 – Individual national project Q-RAM (National Qualification Framework of Tertiary Education), Individual national project ‘Quality Evaluation’, Individual national project PTTO (Support of Technological and Scientific Disciplines).

Accessibility of higher education

Aim: To remove barriers to access to education and those occurring during the studies.

- Systematically remove barriers to access to education.
- Prepare study supports with remote access.

Tools:

Operational Programme ‘Education for Competitiveness’: Support area 2.2.

Counselling services provided at TBU

Aim: To adapt the counselling services to the requirements of students and employees.

- Ensure the development of counselling services provided at TBU with the aim to increase the number of applicants for studies.
- Provide quality counselling services to students during their studies, and facilitate the placement of graduates in the labour market.
- Provide quality counselling services to TBU employees.
- Improve the personnel structure (academic and other TBU staff) with the aim to increase their competitiveness in the international environment.

Tools:

Operational Programme 'Education for Competitiveness': Support areas: 2.2, 2.3 and 2.4.

Promotion and marketing

Aims: To strengthen the good reputation of TBU.

- Prepare and implement the marketing strategy of the University, expected to support the main aims to be fulfilled on the regional, national and international levels.
- Prepare a promotion project aimed at supporting the recruitment of international students and staff.
- Prepare a promotion project aimed at supporting the applicants' interest in studies of technological programmes.

Tools:

Development programmes;

TBU Budget.

3. Effectiveness and Funding

Effective management of TBU

Aim: To introduce more effective management and a more effective operation at TBU.

- Develop the sphere of information and communication technologies in accordance with the latest trends in the sphere in question.

- Optimize and coordinate the management systems at TBU and at its constituent parts.
- Prepare a project of full-cost funding to ensure effective financial and executive management of the institution.
- Prepare and implement an evaluation and quality control system at TBU and at its constituent parts.

Tools:

Operational Programme ‘Education for Competitiveness’: Support area 4.2 - Individual national project ‘Reform of Tertiary Education’, Individual national project ‘Audit of R&D and Innovations’;

Development programmes.

Investment funding

Aim: To renew and develop the TBU infrastructure.

Within the completion of the investment infrastructure, the following investment priorities will be carried out:

- TBU Educational Complex
Funding: State budget (with financial participation by TBU)
- Laboratory Centre at the Faculty of Technology
Funding: Operational Programme ‘R&D for Innovations’, Priority Axis 4 (with financial participation by TBU)
- Centre of Polymer Systems
Funding: Operational Programme ‘R&D for Innovations’, Priority Axis 2
- ICT Technology Park
Funding: Operational Programme ‘Enterprise and Innovations’, supported by: Prosperity II (with financial participation by TBU)
- Research and Training Centre for Medical Device Production
Funding: MIT Operational Programmes (with possible financial participation by TBU)
- Centre for Security, Information and Advanced Technologies
Funding: Operational Programme ‘R&D for Innovations’, Priority Axis 2
- TBU Nursery School
Funding: TBU Budget, Operational Programme ‘Human Resources and Level of Employment’, Priority Axis 4.3 (with financial participation by TBU)
- Building of Photovoltaic Systems Producing Electricity and Other Systems Using

Renewable Resources

Funding: MIT Operational Programmes (with possible financial participation by TBU)

Funding of research, experimental development and innovations from institutional resources within the state budget

Aim: To increase the efficiency of financial resources used for research, experimental development and innovations, in the sphere of institutional support depending on results achieved in science, experimental development and innovations.

- Adopt measures to ensure the use of institutional resources only for research, experimental development and innovations producing eligible results in accordance with the valid methodology.
- Prepare and implement a strategy on the use of R&D results in accordance with the external evaluation and internal distribution of financial flows.
- Prepare and implement measures to create favourable conditions for achieving excellent results in the sphere of research, experimental development and innovations.
- Efficiently use the institutional resources intended for R&D and innovations depending on eligible results of R&D.
- Ensure the funding necessary to complete the implementation of the Research Plans.

Funding of research, experimental development and innovations from national and international project resources

Aim: To increase the amount of project funding of science, R&D, innovations, arts and other creative activities.

- Increase the participation of TBU in national and international grant programmes aimed at supporting R&D and innovations.
- Propose and implement measures to increase the competitiveness of research teams in international competitions organized in order to support R&D and innovations.
- Propose a strategy on the participation in projects and create conditions for participation of researchers in R&D and innovation projects.
- Adopt measures to support applied research, development and innovations in relation to the commercial sphere.
- Ensure the preparation of the full cost methodology in all types of projects.

Final Provisions

In accordance with § 15 Paragraph 2 Letter a) of the Law No. 111/1998 Coll. on Higher Education Institutions in the valid version, the TBU Board of Governors discussed and gave their opinion on the Update of the TBU Strategic Plan for 2011 on 13 September 2010. After the document in question had been discussed by the TBU Scientific Board on 7 September 2010, the TBU Academic Senate approved the Update of the TBU Strategic Plan on 21 September 2010, and that in accordance with the provisions of § 9 Paragraph 1 Letter i) of the Law.

Ing. Alena Macháčková, CSc.
Chairperson of the TBU Academic Senate

Doc. RNDr. Vojtěch Křesálek, CSc.
Vice-Rector authorized to fully act
on behalf of TBU in Zlín