



ANNUAL ACTIVITY  
**REPORT 2023**  
OF TOMAS BATA  
UNIVERSITY IN ZLÍN

 Tomas Bata University in Zlín





# ANNUAL ACTIVITY REPORT 2023 OF TOMAS BATA UNIVERSITY IN ZLÍN



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The presented Annual Report portrays the activities of Tomas Bata University in Zlín in 2023.

In accordance with Act No. 111/1998 Coll., on Higher Education Institutions and on Alterations and Amendments to Other Acts (Higher Education Act), as amended, the Annual Activity Report 2023 of Tomas Bata University in Zlín was, in accordance with provisions of § 12 Paragraph 1 Letter k) of the Act, approved by the TBU Scientific Board on 26 April 2024. The TBU Academic Senate approved the Annual Activity Report on 4 June 2024, and that in accordance with the provisions of § 9 Paragraph 1 Letter d) of the Act. The Board of Governors of TBU in Zlín approved the document on 14 June 2024 in accordance with the provisions of § 15 Paragraph 2 Letter d) of the Act.



## 2023: RECTOR'S INTRODUCTORY WORDS

Dear readers,

over its more than twenty-year history, Tomas Bata University has established itself as a reputable and progressive educational institution. Despite the challenging tasks that we have to face at present, we remain determined to fulfil our mission and vision that we have set for ourselves.

Our main goal in the sphere of education is a continuous improvement in the quality of degree programmes, professional growth of academic staff and introduction of innovations in teaching. We believe that only a systematic effort aimed to raise standards will enable us to provide our students with the best possible conditions for their development and prepare them for a successful career in the global labor market.

Investments in the construction of a new building of the Faculty of Technology are one of the many steps we are taking to meet current requirements for a modern and attractive infrastructure intended for current and future generations of students.

However, a key part of our university is also science, R&D and creative activities, where we strive to achieve top quality and international prestige. The development of cooperation with the application sphere and the transfer of scientific knowledge to practice is also very important.

Moreover, in 2023, we strengthened cooperation with the Zlín Regional Authority and the Zlín Municipality, which enables us to better fulfil our next role – contributing to the development of the region. Thanks to the expansion of these partnerships, we were provided with new opportunities to implement new projects supporting innovations, research and education.

It is a great pleasure for me to see our students succeed in finding employment in their specializations. Together with their teachers, they contribute to the development of the region and achieve success on the global level.

In conclusion, I would like to thank all employees and students of TBU for their immense efforts, enthusiasm and loyalty. It is thanks to all of you that we are able to proudly fulfil the university motto “erudire et creare” (educate and create) and achieve other goals when fulfilling our vision.

Respectfully,

Prof. Mgr. Milan Adámek, Ph.D.  
Rector of Tomas Bata University in Zlín

# **NEWS FROM TBU**



# 2023: NEWS FROM TBU

## NEW RECTOR OF TOMAS BATA UNIVERSITY WAS OFFICIALLY INAUGURATED

The fourth Rector of Tomas Bata University in Zlín, Prof. Mgr. Milan Adámek, Ph.D., took the Rector's oath in front of the academic community on 28 March 2023, and was thus formally inaugurated into his office. The inauguration ceremony, which has been held at universities for centuries, encouraging the spirit of fellowship in the academic community and solidarity among all universities, was attended by more than 440 guests from all over the Czech Republic and abroad. Tomáš Baťa's great-grandson, Mr. Tomas Archer Bata, and the world-famous architect Professor Eva Jiřičná also attended the event.

During the ceremony, Professor Milan Adámek received academic symbols – the Rector's mace, a symbol of authority over the entire academic community, and chain, a sign of dignity of the highest academic office and a symbol of the rights conferred on the Rector – from his predecessor, Prof. Vladimír Sedlařík, Ph.D. Subsequently, he took the oath. New Vice-Rectors were also presented during the ceremony. The event was interspersed with two musical compositions performed by the well-known opera singer, soprano Kateřina Kněžíková, and pianist Vojtěch Červenka.

Prof. Milan Adámek was elected to the office of Rector by the Academic Senate of Tomas Bata University on 20 September 2022, and appointed by the former President of the Czech Republic Miloš Zeman with effect from 15 December 2022. Professor Milan Adámek has been associated with the University for 25 years. Professionally, he focuses on the fields of security technology and measurement. He completed the doctoral programme in Technical Cybernetics at the Faculty of Technology of Tomas Bata University in Zlín. In 2008, he was appointed Associate Professor, and in 2022, he was appointed Professor for the field of Machine and Process Control. After the establishment of the Faculty of Applied Informatics in 2006, he became its Vice-Dean, and from 2014 to 2022 he served as the Dean of the Faculty. In this way, he significantly contributed to its development and to the construction of the ICT Technology Park and the CEBIA-Tech Research Centre.



## STUDENTS OF THE UNIVERSITY OF THE THIRD AGE DISPLAYED THEIR PAINTINGS IN THE SENATE OF THE PARLIAMENT OF THE CZECH REPUBLIC

**Attendees of the University of the Third Age in Zlín presented their works of art in the Senate of the Parliament of the Czech Republic. The opening preview of the exhibition entitled “Bata-Related Zlín through the Eyes of Senior Citizens Attending the University of the Third Age” took place on 31 January 2023 in the building of the Senate in Wallenstein Square in Prague.**

Zlín skyscraper, Collective House, typical semi-detached brick houses, Morýs houses and other famous building constructed in the Bata period. Fifty colourful oil paintings were displayed in the Senate of the Parliament of the Czech Republic until 13 February. About sixty senior citizens who attend painting and drawing lessons taught by renowned designer MgA. Zuzana Oharek Bahulová, Ph.D. worked intensively on the paintings.

The exhibition was put on under the patronage of senators Patrik Kunčar and Josef Bazala and TBU Rector, Prof. Milan Adámek. In March, it was on display in Building 21, known as the Zlín Skyscraper, where the Regional Authority of the Zlín Region is located at present.

The University of the Third Age in Zlín offers lectures on various topics, such as history, art, physics, astronomy, textiles and clothing, health and psyche, food, geography and history of the Bata era. Senior citizens may attend arts-oriented or photography courses. Courses focused on English, computing and physical activities are also offered. At present, the U3A is attended by more than 1,500 senior citizens. Details are available on the [U3A website](#).

## RESEARCHERS' NIGHT AT TBU IN ZLÍN – ESCAPE GAMES, AI PAINTINGS, CONCERTS AND MORE EVENTS

**What is elephant's toothpaste? What micro world does the human body contain? What are the secrets of virtual reality? All this and more can attendees to the Researchers' Night at TBU in Zlín learn about on 6 October 2023. The Researchers' Night takes place throughout the Czech Republic on this day. Almost eighty organizers from universities, observatories, research centres and other scientific institutions have prepared a programme focusing on science. Before the Researchers' Night, a Pub Quiz about related topics will take place on Monday, 2 October.**

SECRET has been chosen as the topic of this year's Researchers' Night – and it is no secret that, this year again, Tomas Bata University has prepared a wide-ranging programme for both great and small do-it-yourselfer and researchers.

Attendees can look forward to demonstrations and experiments from all scientific fields pursued at TBU – from polymers, the environment, robots and virtual reality to arts, economics and humanities. In addition, they can experience the “Science Café” series of lectures, a section of the so-called “Pecha Kucha” short presentations, screenings of films shown before at the current edition of the Academia Film Olomouc festival, workshops in laboratories, an exhibition of works of art created by artificial intelligence as well as take an opportunity to paint or write fairy tales with the assistance of AI.

*“It is the sixteenth edition of the Researchers' Night held in Zlín – the programme of the event has always been primarily focused on children. However, for several years now, we have been trying to add such items to the programme that would be entertaining for the 15+ audience, i.e. for secondary school and university students, their parents, grandparents, in short, for the general public. We would like the parents not to be just the accompanying persons for their children, but to enjoy the event as well. Therefore, the programme comprises*



*workshops held in laboratories, lectures and debates with scientists as well as screenings of films shown before at the current edition of the Academia Film Olomouc festival,” says Iva Čermáková, event coordinator.*

Even younger visitors will have a good time there as the TGM Grammar School, the Experimentarium based in Otrokovice and the ROBOTA creative workshop have prepared a wide-ranging programme for them. Little do-it-yourself will have a chance for example, to work with a laser cutter, wear special drunk goggles, make elephant’s toothpaste or sit on a fakir’s chair. A completely new feature in the programme are two escape games – in one of them, the players will uncover the secrets of the TBU Library, the other one is intended for language enthusiasts who want to test their knowledge of English. The highlight of the night will be a concert by the Czech-Slovak jazz and blues legend Peter Lipa and his band held in the atrium of the TBU Rectorate.





*“This year we have prepared a bonus for the attendees – a pub quiz. It will take place in the Student Club in the Residence Hall on Štefánikova Street before the Researchers’ Night starts, on Monday, 2 October. Participants will have to respond to the usual 56 questions during 5 rounds. They can win special prizes sponsored by the organizers of the Researchers’ Night. The teams will also have a chance to compare their results with competitors in other cities,” adds Iva Čermáková.*

The Researchers’ Night programme will take place in the building of the Faculty of Technology and, for the first time, also in the TBU Rectorate building. All information about the programme is available on the [nocvedcu.cz](http://nocvedcu.cz) website. Entry to Peter Lipa’s concert will be free for all attendees, similarly as to the rest of the Researchers’ Night.

## **TBU IN ZLÍN LAUNCHES THE LABORATORY OF DIAGNOSTICS OF THE MUSCULOSKELETAL SYSTEM**

**Comprehensive assessment, diagnostics of the body and of soles of the feet as a whole, as well as the possibilities of subsequent therapy. All of this will be offered by experts in the newly opened Laboratory of Diagnostics of the Musculoskeletal System. The Laboratory will offer its services to the general public in the Footwear Research Centre established at the University Institute of Tomas Bata University in Zlín.**

In the newly opened laboratory, experts will perform a detailed analysis of the clients’ feet and evaluate the feet under static and dynamic load. Subsequently, they will assess the effect on the posture of the whole body.

*“The way how we are standing and walking affects the posture and functioning of the entire body. Improper use of feet in childhood, one-sided load and inappropriate footwear can be the cause of a number of health problems in later years of life,” says Tomáš Sáha, Director of the Footwear Research Centre.*

*“Based on the diagnostics and the parameters obtained, I can, after a professional consultation, prepare a specific tailor-made design for the client,” says Radim Šojdr, a physiotherapist, who will work in the counselling centre. This can be, for example, the design of suitable footwear or aids such as orthopaedic or prosthetic active insoles or insoles with a stimulating effect.*



The assessment of the musculoskeletal system and of soles of feet carried out in such an extent will produce a considerable amount of data and information for the Footwear Research Centre. The data/information collected will, subsequently, be included in a database and used as a basis for further scientific and research plans with emphasis on the health of users.

The Footwear Research Centre was established at the TBU University Institute four years ago. Since that, the Centre has been involved in a number of projects and in material and technological innovations developed in the footwear sector.

Prospective clients can make an appointment for musculoskeletal diagnostics by phone or by e-mail listed on the website of the Footwear Research Centre.

## **CZECH RESEARCHERS HAVE DEVELOPED SPECIAL WRAPPING PAPER FOR ELECTRONIC DEVICES AND EXPLOSIVES**

**A special type of paper which conducts electricity well and prevents undesirable effects of static electricity has been developed by Czech researchers thanks to the use of modified cellulose. The new material can be used for the packaging of electronic devices sensitive to static electric charge. More applications can be found, for example, in the packaging of explosive products, where static electricity could lead to an explosion. The project funded by the Technology Agency of the Czech Republic (TA CR) saw cooperation between researchers from the [Centre of Polymer Systems of Tomas Bata University in Zlín](#) and their colleagues from the Centre of Organic Chemistry and the Synpo company.**

As part of the Green Deal initiative, the trend is to switch to renewable packaging materials that are not plastic-based and can be reused. All manufacturers are, therefore, trying to leave plastic packagings and replace them with more environmentally friendly options that do not require the extraction of mineral resources and their subsequent release into the environment, either directly or in the form of carbon dioxide after their combustion.

*“Just for the packaging of electronic devices, the consumption of plastics is huge, and with the increasing percentage of online shops, their production, which pollutes the planet, is increasing. Therefore, any solution for switching to a different type of packaging is welcome and supported,”* said Petr Konvalinka, Chairman of the Technology Agency of the Czech Republic (TA CR), which accepted the project for funding, providing almost CZK twelve million from the EPSILON Programme.

For the production of packaging of sensitive electronic devices, explosives and other products that can be damaged by static discharges, it has not been possible to use paper packaging before without undesirable contamination of the paper substance. The paper substance must be supplemented with additives based on carbon fibres, graphite and the like, which are a foreign element in the paper.

*“The new approach to the production of paper with antistatic properties is based on a direct modification of the paper pulp. Thanks to a patented process, a conductive polymer is inserted into the paper pulp. The resulting cellulose has, therefore, the required surface resistance and is, by using a standard procedure, blended into the paper substance. Any electric charge can, thus, easily be transferred to the final paper product even with a relatively low concentration of polymers,”* explained Lubomír Kubáč from the Centre of Organic Chemistry, which has long been involved in innovative applications of conductive polymers.

In this manner, the paper acquires the ability of the so-called charge dissipation. This means that any electrical charge is completely diverted from the place where undesirable phenomena could occur.

*“Besides the development of special paper types, the project also included research into the possibilities of using modified cellulose fibres in order to improve the antistatic properties of polymer materials, which was actually our task. In this case, too, we have managed to develop a material with good antistatic properties, which can be used not only for packaging of electronic devices, but also for products intended for interior equipment of rooms, especially when there is a risk of explosion. Specifically, these are new types of floor coverings or paints,” said Prof. Vladimír Sedlařík, Director of the CPS.*

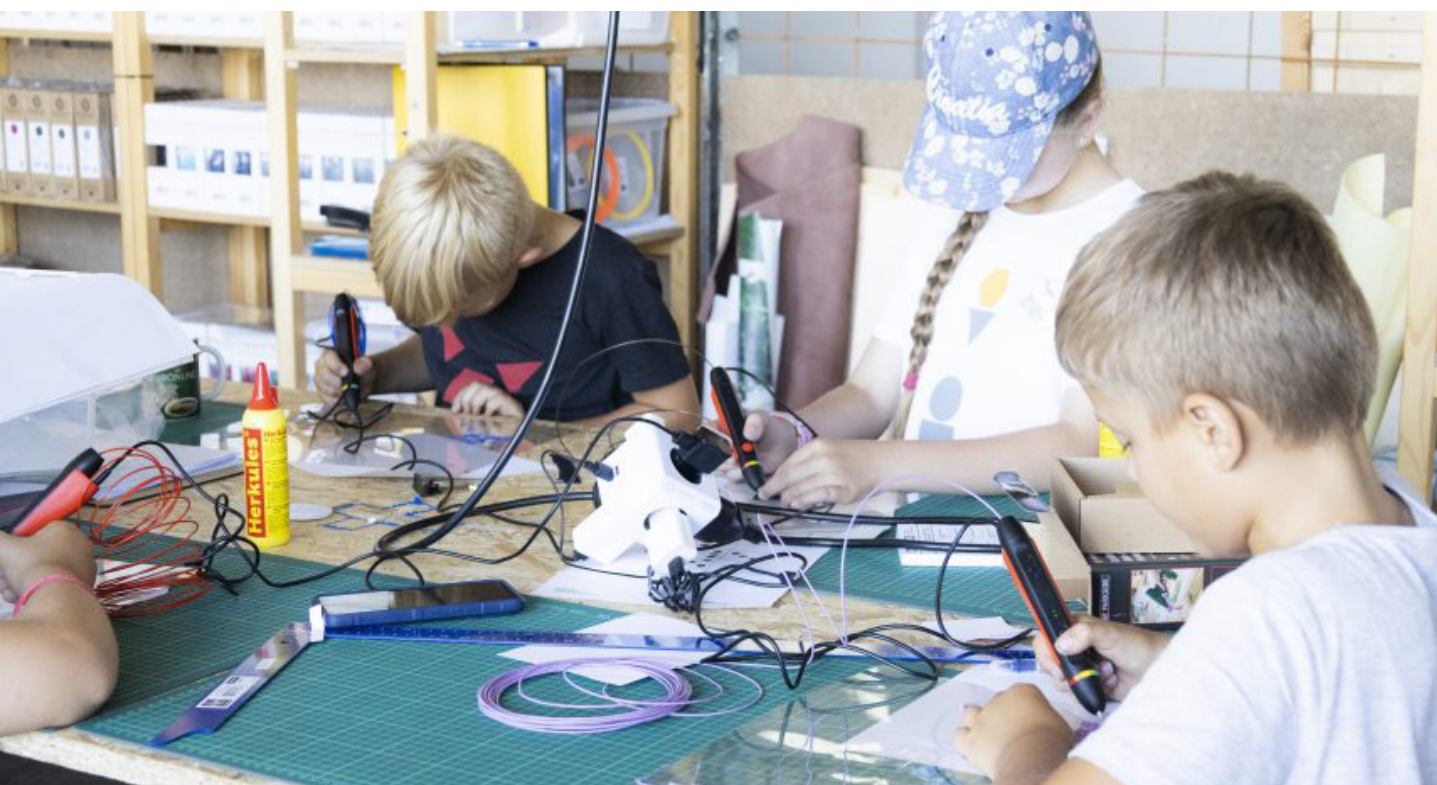
## **A WEEK AS A DESIGNER – THE FIRST RUN OF THE CREATIVE CAMP IN THE NEW ROBOTA WORKSHOP WAS A SUCCESS**

**In the newly opened ROBOTA creative workshop, located in the 44th building of the Svit Campus on Vavrečkova Street, the first edition of the camp “A Week as a Designer” took place from 17 to 21 July. The camp, which aimed to introduce children to the world of design, was a great success.**

*“It is inspiring to see how quickly the children adapted to the workshop environment and with what enthusiasm they threw themselves into the work we had prepared for them with our colleagues. During the five days of the camp, they got to know the concept of design, learned about the life of Tomas Bata and the history of the whole campus, and tried to design and produce their own products using modern digital technologies,” says Jitka Honsová, Head of the UPPER Centre for Creative Industries and Business at the Faculty of Multimedia Communications of Tomas Bata University in Zlín. “Their enthusiasm and creativity in creating robot prototypes and their own logos was amazing.”*

In the course of the week, 20 children between the ages of 6 and 14 learned what design is and how it relates to Tomas Bata’s personality. The practical part of the camp involved working with modern technology. Participants learned how to use a 3D scanner, tried out 3D printing, laser cutting and plotter work, and designed their own T-shirts and board games. At the end of the camp, the young designers presented the logos of their design studios and a prototype of a robot inspired by Bata’s motto: “Thinking to the people, labour to the machines.”

In autumn 2023, the ROBOTA creative workshop was officially opened to the public.





## BUSINESS DAY 2023

The 10th edition of the job opportunities fair – Business Day 2023 took place on 31 October 2023. A record number (86) of companies and institutions operating in various sectors presented themselves to students and graduates of Tomas Bata University in Zlín. The event was attended by 2,200 visitors.

As a result of the wide range of degree courses and specializations taught at TBU, the exhibitors included industrial companies, financial institutions, marketing companies, IT and telecommunication companies, logistics companies, healthcare and non-profit organizations and public administration authorities. In addition to exhibitors participating in the fair for a number of years, such as Trinity Bank, Continental Barum and Greiner, TBU hosted a number of new exhibitors, including, for example, Amazon, Dachser, H&M, VZP (General Health Insurance Company of the CR), Excalibur Army, etc.

More information and the list of all companies and institutions is available [businessday.utb.cz](https://businessday.utb.cz).



## TOMAS BATA UNIVERSITY ONCE AGAIN HOSTED A 24-HOUR MARATHON OF IDEAS

The [TBU Ideathon](#) competition is a 24-hour marathon of ideas where teams of students from all TBU Faculties develop solutions to specific tasks set by organizations or institutions based in the Zlín Region. Last year, the Municipality of Zlín, the Regional Gallery of Fine Arts in Zlín, the Alzheimer Home in Zlín, Tomas Bata University in Zlín and the Zlín office of the European Eurodesk information network presented their assignments. The aim of the event is to develop inter-faculty cooperation, connect students with practice and thus improve the environment in which we live. Participants work on real tasks and, in the case of successful ideas, have the chance to take part in the subsequent implementation.

*“The TBU Ideathon competition is slowly becoming a tradition. This is the third edition of the competition. The event is becoming increasingly popular with both students and sponsors. They are grateful for the different perspectives of young people on the issues they deal with in their organizations,” says Jitka Honsová, manager of the [UPPER Centre for Creative Industries and Business](#), who is responsible for communication with organizations, adding: “The students’ motivation is clear – to meet students from other faculties, to test their own creativity and work under pressure while dealing with a real problem, to establish cooperation with a prospective employer and to win a scholarship. The best team will obtain a scholarship of CZK 20,000.”*

The TBU Ideathon 2023 took place on 28–29 November at Vavrečkova 5262 in the building of the Technological Innovation Centre Zlín, which is a partner of the event together with the CzechInvest agency. During the two days of the event, the participants also attended two workshops. The first, led by Anežka Řepík, focused on the Design Thinking method, while Vojtěch Krmiček introduced students to the Elevator Pitch presentation technique. The use of both skills in meeting the challenges and the originality of the ideas were then evaluated by an expert jury consisting of representatives of sponsors, partners of the event and Deans of all Faculties of TBU.





## TBU EXCELS AT GAUDEAMUS BRNO

**Brno hosts a showcase for tuition and inspiration every year in the form of the European Higher Education and Lifelong Learning Exhibition – Gaudemus Brno. Attracting thousands of visitors, it gives educational institutions the tremendous opportunity to present themselves and reach out to potential students. A contest for the best stand is now a fixture of the event, and we're really excited to report that the award for 2023 went to the TBU!**

An awards ceremony was held on 1 November in the Rectorate of the Brno University of Technology. Everyone was on tenterhooks once the second and third places had been declared, until it was stated that this year's trophy was going to Tomas Bata University.

The secondary school pupils attending the fair essentially constituted the jury, voting anonymously as to the appearances of the exhibition stands, in addition to how well participating students' discussed the courses available and life at the various universities.

"I'm really proud of the entire promotional team and students, who prove indispensable to our presence at the exhibition. All of them did an outstanding job. This is the second time we've received the prize for the best stand, and I believe it won't be the last," said Ing. Andrea Kadlčíková, the Director of Marketing and Communications of TBU, about this great accomplishment.



## 2023: THIRD ROLE OF TBU/LL

### FACULTY OF TECHNOLOGY (FT)

**Science e-shop** – courses for secondary school students in the field of chemistry, physics, biology, and mechanical engineering which are carried out at the relevant secondary school in order to make the classes more attractive and promote science and scientific disciplines developed at the Faculty. In 2023, more than 100 individual lectures were held as part of this activity, in addition to lectures held at various events at secondary schools (e.g. Science and Technology Day held at the Grammar and Language School with State Language Examination Authorization in Zlín). In addition to the Science E-shop, academic staff from TBU Faculties travel to secondary schools to present degree programmes taught at the relevant Faculty. In 2023, more than forty such presentations were held.

**January excursions to the FT for secondary schools** – thematic excursions that take place during the winter examination period. The excursions were scheduled as a three-hour programme consisting of a specialized lecture, a workshop in a laboratory and a tour of FT laboratories and premises related to the topic of the excursion. In January 2023, 10 thematic excursions took place, and secondary school students from six different schools visited the FT.

**Science Café** – meeting with researchers coming not only from TBU, discussion on interesting topics, intended for the general public. In 2023, 14 regular Science Café lectures were held, and the Science Café Marathon took place as part of the TBU Researchers' Night.

**Science Wine** – podcasts for the general public prepared in cooperation with prominent researchers and focusing on their favourite topics. The podcasts' topics are similar to those of the Science Café lectures. Eight podcasts were published in 2023.

**Experience Science** – the first science festival in Zlín. A one-day event, held on 26 April 2023, whose programme consisted of twenty workshops focusing on various scientific topics, with all of them of key importance for the FT. Each of the workshops was held repeatedly – 6 times per day. Some of the workshops were reserved by secondary schools, afternoon workshops were intended for the general public. The workshops were attended by 750 secondary school students from 10 different schools, and almost 200 visitors attended the workshops intended for the general public.

**Researchers' Night** – an important public event held in the premises of the FT and of the TBU Rectorate and focusing on the popularization of science in the Zlín region. The topic of the 2023 Researchers' Night was "Secret". Lectures, workshops, experiments, contests, games and the supporting programme were inspired by the topic. All TBU Faculties were involved in the organization of the programme. Approximately 3,000 people attended the event in Zlín and another approx. 1,000 people in Uherské Hradiště.

**ZLÍN FILM festival: Mysterious Laboratory: Superheroes** – an important public event held in the náměstí Míru Square in Zlín during the ZLÍN FILM Festival for Children and Youth. The display mounted by the FT and accessible throughout the festival (1 June – 7 June 2023) included two KOMA modules where experiments were shown. The topic of the Zlín Film Festival was intergenerational relationships; the FT presentation was inspired by the phenomenon of superheroes – films, comics, books. More than 2,000 potential future scientists visited the modules.

## FACULTY OF MANAGEMENT AND ECONOMICS (FAME)

The FaME offers applicants the opportunity to study accredited Lifelong Learning courses in both Bachelor's and Master's programmes. In addition to regular lectures given by non-academic experts, which are included as part of career-oriented degree programmes, other activities beyond their scope were carried out – listed below in chronological order.

|                      |                                                                                                                                                                                        |
|----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 27 February 2023     | Lecture by Ing. Jiří Rusnok and Ing. Tomáš Salomon entitled “The Czech Pension System, Its Sustainability and Stability”                                                               |
| 6 March 2023         | Lecture by Mgr. Václav Novák, MBA, entitled “How to Turn a Company Worth a Few Million into a Company Worth Billions”                                                                  |
| 28 March 2023        | Discussion on digitization and SMART concept in the labour market within the ERASMUS project                                                                                           |
| 26 April 2023        | Rector's Sports Day including a lecture entitled “How to Deal with Stress Not Only in Top Sports” by MUDr. Jan Vojáček and Karel Nocar                                                 |
| 28 April 2023        | Lecture by Lumír Kajnar entitled “How Logos and Brand Identity Are Created”                                                                                                            |
| 4 May 2023           | Online lecture by Lukáš Veselý entitled “EU Enlargement and Neighbourhood Policies”                                                                                                    |
| 25–26 May 2023       | 17th edition of the Bata School of Management on the topic: Who Will Come Out Stronger from the Present Time? (Petr Zahradník, Václav Novák, Stanislav Martinec, Gabriela Končítíková) |
| 30 May 2023          | Financial Literacy in a Playful Manner for the Komenský Primary School in Zlín                                                                                                         |
| August–September     | 10th edition of the Academy of Industrial Engineer                                                                                                                                     |
| 8–12 September 2023  | Two rounds of the FaME Get-Together Camp for newly admitted FaME students                                                                                                              |
| 18 September 2023    | Matriculation ceremony for newly admitted Bachelor's students                                                                                                                          |
| 20–25 September 2023 | Sustainability Week at the FaME                                                                                                                                                        |
| 17 October 2023      | Czech National Bank Discussion Forum at the FaME                                                                                                                                       |
| 24 October 2023      | Marketing Day at the FaME on the subject of “Digital Trends in the World of Communication”                                                                                             |
| 31 October 2023      | First meeting of the Institutional Board of the FaME, where new degree programmes were presented                                                                                       |
| 20–24 November 2023  | Week for Digital Czechia offering the topics “Cryptoassets and Decentralized Finance and Benefits of Digital Transformation of Czech Companies”                                        |

## **FACULTY OF MULTIMEDIA COMMUNICATIONS (FMC)**

The FMC was involved as a partner in the international project of the Cooperative Partnership funded by the Erasmus+ programme and entitled “Support of Creativity and Creative Thinking in the Field of Education in Marketing Communications” with the aim of innovating educational methods and procedures and thus contributing to the attractiveness and accessibility of the specialization.

A consortium of partners, which was formed from an international summer school organized by the FMC, submitted an application and received a grant under the Erasmus Mundus Design Measures programme. This has deepened the relations established with the partners, and this connection will continue in the implementation of the project and subsequently also in the application for possible implementation of a joint Master’s programme under the Erasmus Mundus programme.

The FMC is working on intensive involvement in the European Creative Business Network and on international educational and research projects prepared by member institutions of this network. The FMC is also a partner of the European Commission’s New European Bauhaus initiative, which interconnects the Green Deal and living spaces/experiences, and expresses the EU’s ambition to create beautiful, sustainable and inclusive places, products and ways of life. As part of this initiative, the FMC expressed its intention to participate in several projects that are still at the formation stage.

The European Pact 4 Skills initiative aims to upskill, retrain and broaden Europeans’ competences. The FMC has joined the Large Skills Partnership for the Cultural and Creative Industries, a grouping of over 90 organizations across the cultural and creative industries working together to define and implement new skills needed in the sector. Cooperation on other international educational projects is a prerequisite.

The UPPER – Centre for Creative Industries and Business supports student business activities through student competitions, professional workshops, industry discussions and lectures. The UPPER Centre provides facilities for the development of business ideas of students and graduates in the newly opened ROBOTA creative workshop (from 9/2023). It is equipped with digital technologies for creative production. Through the ROBOTA, UPPER is also fulfilling the third role of the university, which is to raise awareness of the possibilities of using creativity through digital technologies among the general public, including children, whether through open days, creative or professional workshops or summer day camps. As every year, the FMC Talent student competition and Ideathon took place, while, at the same time, marketers kept meeting at the Meet&Greet discussion panels, and designers had the opportunity to learn from professionals how to become a freelance artist at a series of workshops called Build it UP!, and how to become a great lecturer or teacher at the “From Art to Learning” workshops.

Game masters were offered the opportunity to participate in a 48-hour hackathon as part of the Game Jam event or to chat with non-academic experts on the Bonfire@Zlín discussion panel.

## **FACULTY OF APPLIED INFORMATICS (FAI)**

Robogames – an event for enthusiasts in the field of informatics and robotics designed not only for primary and secondary school students. In 2023, a successful 5th edition of the competition took place, with more than 100 participants with their own autonomous robots. The robots competed in various disciplines, namely Robot Sumo, Mini-robot Sumo, Line Follower Robot and Cleaning Robot.

A Beer with an Expert – specialist scientific topics presented in an unconventional environment. The aim of the event is to introduce academics and industry experts in a non-academic environment and



to support interest in education and scientific activities. The event is held regularly several times per semester and is intended for TBU students and the general public.

Faculty of Ghosts – an event designed for families with children with prospects of developing an interest in technical education. Participants have the opportunity to take part in an escape room, which takes place on the FAI premises, and solve puzzles and brain teasers in order to unravel all the mysteries and get a well-deserved reward. The event includes a supporting programme, such as the unveiling of the invisible colour spectrum or skill activities.

Science Fair – FAI regularly participates in the largest educational event in the Czech Republic, which is organized annually by the Academy of Sciences of the Czech Republic. This event focuses on a wide range of scientific disciplines and provides visitors with a fascinating overview of natural sciences, engineering, humanities and social sciences. Its aim is to present to the public the most interesting things Czech science has to offer in a compact format and in one place. In addition to popularising of science, the Science Fair also aims to support the recruitment of new students, help graduates find employment and contribute to the development of teachers.

Students' Creative and Expert Activities – The FAI annually co-organizes, in cooperation with the University of Ostrava, the Secondary School Creative and Expert Activities, where students coming not only from the FAI have the opportunity to present their scientific outputs and compete in several categories, namely in Applied Informatics and Information Systems, Robotic Systems, HW and SW Applications, Automatic Control Systems, Measuring and Diagnostic Systems, Cyber Security and Safety Management, Creative Activity of Secondary School Students.

Assistance in the implementation of interfaculty events, e.g. Game Jam, Ideathon, Researchers' Night, Job Opportunities Fair.

## **FACULTY OF HUMANITIES (FHS)**

|                                               |                                                                                                   |
|-----------------------------------------------|---------------------------------------------------------------------------------------------------|
| 22 March 2023                                 | Show-off English presentation skill contest                                                       |
| 8 April, 17 June, 14 October, 9 December 2023 | Cambridge exams                                                                                   |
| 31 October 2023                               | Cambridge English Testing – 100 students at the Business Days                                     |
| 10 – 13 October 2023                          | Workshop: Developing of Academic Writing Skills in English                                        |
| 22 August 2023                                | Health Day                                                                                        |
| 22 September 2023                             | Perioperative Care Day                                                                            |
| 30 November 2023                              | Knowledge of Faculty Professional Preparation with Regard to the Role of the Accompanying Teacher |
| 18 December 2023                              | Surgeon as a Specific Helping Profession: An Example of Interdisciplinary Collaboration           |

## **FACULTY OF LOGISTICS AND CRISIS MANAGEMENT (FLCM)**

As part of the classes at the Faculty of Logistics and Crisis Management of TBU, specialist lectures by representatives of companies and the public sector were organized for students of all degree programmes.

An accredited Lifelong Learning course (accredited in accordance with the Act No. 312/2002 Coll. on Officials of Territorial Self-Governing Units, educational programme focused on continuous education intended for civil servants) “International Conference – Crisis Management and Emergency Response – CrisCon” was implemented, between 13 and 14 September 2023. It is an educational programme for officials, employees of a self-governing territorial unit involved in the performance of administrative activities related to ensuring the protection of the population and crisis management.

FLCM employees are involved as lecturers in the implementation of U3A courses held at TBU in Uherské Hradiště.

Academic staff of the FLCM offered and implemented courses as part of the TBU Summer School.

## **TECHNOLOGY TRANSFER CENTRE (TTC)**

In 2023, the Technology Transfer Centre organized the following seminars for students and staff of TBU in Zlín:

On the basis of the Implementation Plan of the TBU Strategic Plan 21+ and the Activity Set in the Implementation Plan of the TBU Strategic Plan for 2023, an educational seminar entitled “Optimizing the Management of the Intellectual Property of TBU in Zlín in Terms of Ensuring Its Effective Legal Protection and Efficient Commercialization” was held on 24 October 2023 and attended by 41 participants.

On 14 November 2023, another seminar on “Intellectual Property Dispute Resolution” was held, attended by 30 participants.

The TTC team also held an educational seminar on “Intellectual Property Protection and Dispute Resolution” for students of the FMC of TBU in Zlín. The seminar took place at the FMC on 22 November 2023 and was attended by a total of 29 students.



**FULFILMENT OF  
PRIORITIES SET  
IN THE STRATEGIC  
PLAN OF TOMAS BATA  
UNIVERSITY IN ZLÍN  
FOR THE 21+ PERIOD**



# 1. FULFILMENT OF PRIORITIES SET IN THE STRATEGIC PLAN OF TOMAS BATA UNIVERSITY IN ZLÍN FOR THE 21+ PERIOD

## MISSION, PRIORITIES, VISION AND VALUES OF TBU FOR THE 21+ PERIOD

The 21+ Strategic Plan of Tomas Bata University in Zlín (hereinafter referred to as the “TBU 21+ Strategy”) specifies the mission, vision, priorities and values of TBU for the 21+ period. Simultaneously, it enshrines the “Strategy of Tomas Bata University in Zlín for Education, R&D and Innovation for 2021–2025” (Pillars A and B) and the “21+ Strategy for Internationalization” (Pillar C) of Tomas Bata University in Zlín within a single text as these are documents complementary to each other, which cannot be segmented in each of their activities in terms of actual strategic management of TBU.

### MISSION: “ERUDIRE ET CREARE”

Tomas Bata University in Zlín (hereinafter referred to as “TBU”) is a **multidisciplinary university with strong focus on the field of engineering sciences**, a university that seeks to closely link educational and R&D and creative activities in all areas of its activities and puts emphasis on their social usefulness.

As part of its activities, TBU in Zlín supports the development of the Zlín Region and of the Czech Republic, contributing to the creation of knowledge potential and knowledge transfer in the global context. All of its Faculties, research centres and specialized service units are involved in these activities, seeking innovative and transfer activities in line with the concept of Industry 4.0, state digitization, technological trends and societal challenges.

As one of few universities worldwide, it offers education to students in accordance with the principles of responsible entrepreneurship defined within the entrepreneurial philosophy of Tomas Bata, whose name the University bears. Within this concept, TBU is being developed as an open international centre of education, which continuously creates a transformable creative potential.

Like Tomas Bata, we believe that: “Nothing is impossible for a determined and knowledgeable person.”

### VISION OF TOMAS BATA UNIVERSITY IN ZLÍN FOR 2030:

- An internationally acclaimed university.
- A university with a solid reputation in the educational system, a university that provides high-quality conditions for study and is the centre for development of education in the Zlín Region.

- An open and flexible university that reflects technological development, socio-economic changes and new societal needs and challenges in its development.
- A university that prepares graduates for a successful career on the global labour market.
- A university that conducts research on an excellent level, thus co-participating in a long-term sustainable development and competitiveness of both the region and the Czech Republic.
- A university that places emphasis on education focusing on personal responsibility, developing creativity and entrepreneurial mindset, and creates room for new business opportunities through a stable support system.
- A university that is a strong partner in directing the development of the region in all fields of work and social life.
- A green university that reflects environmental protection in all forms of education, R&D and creative activities and in its day-to-day operation.

## VALUES

The implementation of the vision of TBU in Zlín is based on five core values::

- (1) An **Entrepreneurial mindset** inspired by the Bata-inspired tradition and representing not only the transfer of knowledge and skills to business and industry, but also the ability of individuals to shape and reshape their surroundings.
- (2) **Openness** to people, partnerships, cooperation, and changes, which presents the willingness to learn new things, the will to adapt to changing conditions, and the desire to enter unexplored spaces.
- (3) **Usefulness**, that means for us that all knowledge and education is expected to purposefully serve the community and society with the aim of generating profit and prosperity.
- (4) **Creativity**, that brings new knowledge, products and services through the ability of an individual to deal with problems freely, in an original and unique manner, and to face societal challenges.
- (5) **Responsibility** for the sustainable development of the University and its surroundings through economic, social and environmental measures that are reflected in the University's activities.

The fulfilment of these five values is a bond between TBU in Zlín and the society, a bond between the institution and its employees who fulfil its mission by carrying out their day-to-day work, and a bond between the University and its students, who not only acquire knowledge and skills, but also continuously form their system of values.

## TARGET INDICATORS FOR THE FULFILMENT OF THE MISSION AND VISION OF TBU IN 2030

The focus of TBU in Zlín on the implementation of the vision refers to an increased competitiveness on the national, and, particularly, on the international level. All qualitative advancements are based on the quality of human resources as well as on the quality of their work/outputs. People are key to success. Therefore, all employees need to know about how their work contributes to the achievement of the vision and mission of TBU.

Target indicators present a basic benchmark against which the achieved fulfilment of the mission and vision of TBU can be measured. Through synergy and cooperation involving all of the component parts of TBU, target indicators will be achieved by 2030 as listed below:

- 10,000 students, at least 15% of which will be international students.
- Institutional accreditation will be extended to all key fields of education carried out at TBU in Zlín.
- A stable HR structure of academic staff with the percentage of Associate Professors and Professors being 30% and 15%, respectively. At least 15% of academics will be from abroad.
- More than 80% of academics with at least one scientific output of high quality indexed in the Web of Science or Scopus database (most of the outputs will be at the level of Q1 or Q2 quartile).<sup>1</sup>
- A stable position in the first half of The Times of Higher Education – World University Ranking (THE).

A key milestone for the monitoring of the fulfilment of target indicators will be the year 2025, when the Progress Report on the Implementation of the TBU 21+ Strategy for the Period from 2021 to 2025 will be prepared after the end of the year 2025.

## FULFILMENT OF THE TARGET INDICATORS SET IN THE STRATEGIC PLAN OF TOMAS BATA UNIVERSITY IN ZLÍN FOR THE 21+ PERIOD

**Target indicator: 10,000 students, out of which 15% will be international students**

**TABLE 1: STUDENTS ENROLLED ON ACCREDITED DEGREE PROGRAMMES; NUMBER AND PERCENTAGE OF INTERNATIONAL STUDENTS**

| Year<br>(Source: IS STAG; as at 31 October) | 2020  | 2021   | 2022  | 2023  | Planned in<br>2025 | Planned in<br>2030 |
|---------------------------------------------|-------|--------|-------|-------|--------------------|--------------------|
| Total number of students                    | 9,674 | 10,228 | 9,156 | 8,933 | 9,850              | 10,000             |
| Out of which international students         | 997   | 1,115  | 1,123 | 1,129 | 1,250              | 1,500              |
| Percentage of international students        | 10 %  | 11 %   | 12 %  | 13 %  | 13 %               | 15 %               |

<sup>1</sup> In compliance with the Methodology for the Evaluation of Research Organizations and for the Evaluation of Programmes Aimed at Public Funding Support for Research, Development and Innovations in Accordance with the M17+ Methodology <https://www.vyzkum.cz>

**Target indicator: Institutional accreditation granted for all key areas of education offered by TBU in Zlín**

Institutional accreditation granted to TBU in Zlín:

- a) Courses in economics (FaME, FMC)
- b) Chemistry (FT, UNI)
- c) Food processing (FT)
- d) Arts (FMC)

Potential for expanding of the institutional accreditation:

- Courses in security (FLCM, FAI)
- 
- Informatics (FAI)
- 
- Media and communication studies (FMC)
- 
- Non-teacher training (FHS)
- 
- Mechanical engineering, technology and materials (FT)

**Target indicator: A stable structure of academics with the percentage of Associate Professors and Professors of at least 30% and 15%, respectively. At least 15% of academics will be from abroad.**



**TABLE 2: BASIC HR STRUCTURE OF TBU (AVERAGE CONVERTED NUMBERS)**

| Data as at 31 December of the relevant calendar year)                                                                               | 2020            |                                | 2021             |                                | 2022             |                                | 2023             |                                | Planned in 2025 |                                | Planned in 2030 |                                |
|-------------------------------------------------------------------------------------------------------------------------------------|-----------------|--------------------------------|------------------|--------------------------------|------------------|--------------------------------|------------------|--------------------------------|-----------------|--------------------------------|-----------------|--------------------------------|
| Staff category                                                                                                                      | Academic staff  | Out of which foreign nationals | Academic staff   | Out of which foreign nationals | Academic staff   | Out of which foreign nationals | Academic staff   | Out of which foreign nationals | Academic staff  | Out of which foreign nationals | Academic staff  | Out of which foreign nationals |
| <b>Professors (Percentage of the total number of academics)</b>                                                                     | 38,8<br>(8,3 %) | 12,4                           | 42,6<br>(9 %)    | 12,2                           | 41,69<br>(8,6 %) | 10,97                          | 42,5<br>(8,7 %)  | 8,3                            | 55<br>(11,6 %)  | 20                             | 75<br>(15 %)    | 25                             |
| <b>Associate Professors (Percentage of the total number of academics)</b>                                                           | 94<br>(20,1 %)  | 11,6                           | 93,9<br>(19,4 %) | 11,5                           | 95<br>(19,7 %)   | 12,49                          | 95,5<br>(19,7 %) | 13,7                           | 125<br>(26,3 %) | 25                             | 150<br>(30 %)   | 40                             |
| <b>Total number of academics, out of which foreign nationals (percentage of foreign nationals in the total number of academics)</b> | <b>466,7</b>    | <b>49</b><br>(10 %)            | <b>483,1</b>     | <b>52,7</b><br>(10,9 %)        | <b>482,5</b>     | <b>53,3</b><br>(11 %)          | <b>486</b>       | <b>52,4</b><br>(10,8 %)        | <b>475</b>      | <b>60</b><br>(12 %)            | <b>500</b>      | <b>75</b><br>(15 %)            |
| <b>Total number of researchers</b>                                                                                                  | 95              |                                | 96,5             |                                | 97               |                                | 95               |                                | 125             |                                | 150             |                                |
| <b>Total number of other employees</b>                                                                                              | 373             |                                | 375,4            |                                | 379,5            |                                | 393              |                                | 385             |                                | 400             |                                |
| <b>Total number of TBU employees</b>                                                                                                | <b>934,7</b>    |                                | <b>955</b>       |                                | <b>959</b>       |                                | <b>974</b>       |                                | <b>985</b>      |                                | <b>1,050</b>    |                                |

*Out of which the category of academic staff (comprising the category of Associate Professor/Professor); percentage of the category of Associate Professors/Professors in the total number of academics, researchers and other employees; number of foreign nationals among academics (comprising the category of Associate Professor/Professor), percentage of foreign nationals among academics in the total number of academics.*

**Target indicator: More than 80% of academics publishing at least one scientific output of good quality, indexed in the Web of Science database (most of the outputs at the Q1 or Q2 level)**

**TABLE 3: OVERVIEW OF PUBLICATION ACTIVITY BY PERSON AND PERCENTAGE OF THE TOTAL NUMBER OF ACADEMICS**

| Data as at 31 December of the relevant calendar year                                                                   | 2020 | 2021 | 2022 | 2023 | Planned in 2025 | Planned in 2030 |
|------------------------------------------------------------------------------------------------------------------------|------|------|------|------|-----------------|-----------------|
| <b>Number of academics who are authors of publications at the level of the Q1/Q2 quartile</b>                          | 252  | 276  | 316  | 330  | 330             | 400             |
| <b>Percentage of publishing academics out of the total number of academics</b> (average converted number of academics) | 56 % | 57 % | 65 % | 71 % | 69 %            | 80 %            |

**Target indicator: Stable ranking spot of TBU in the first half of The Times of Higher Education – World University Ranking (THE)**

**TABLE 4: TBU'S RANK IN THE TIMES OF HIGHER EDUCATION UNIVERSITY RANKING**

| Year                    | 2020  | 2021  | 2022  | 2022  | Planned in 2025 | Planned in 2030 |
|-------------------------|-------|-------|-------|-------|-----------------|-----------------|
| <b>Rank held by TBU</b> | 1001+ | 1001+ | 1201+ | 1201+ | 1001+           | Not above 801+  |

Source: <https://www.timeshighereducation.com/world-university-rankings/tomas-bata-university-zlin> (4/2023)



**FULFILMENT  
OF THE TBU  
21+ STRATEGY  
IN 2023**



## 2. FULFILMENT OF THE TBU 21+ STRATEGY IN 2023

*The TBU 21+ Strategy is based on five pillars, each of them corresponding to the three basic roles of public higher education institutions – the educational role, the research role, and the so-called third role. At the same time, two other areas (perceived as strategic horizontal topics) are set out as separate pillars, namely the field of internationalization and the field of strategic management of the University, including human resource management, rules for a managerial approach to the management of internal processes, and the reduction of administrative load. For each of the pillars, a key priority has been defined for the upcoming period.*

### PILLAR A: EDUCATION

**Priority 1:** Implement open, flexible and high-quality education responding to the needs of the labour market and to the societal challenges of the 21st century.

### PILLAR B: RESEARCH AND R&D AND CREATIVE ACTIVITIES

**Priority 2:** Fulfil the Research Strategy of TBU in Zlín in order to increase the competitiveness of R&D and creative activities in specific areas of expertise and the international competitiveness of R&D and creative activities.

### PILLAR C: INTERNATIONALIZATION

**Priority 3:** Fulfil the Internationalization Strategy of TBU in Zlín for the 21+ Period with the aim of developing the international environment at TBU in Zlín and enhance the international cooperation in all activities of TBU.

### PILLAR D: THIRD ROLE OF TBU IN ZLÍN

**Priority 4:** Strengthen the position of TBU in Zlín as a strategic partner in the preparation of national/regional policies and strategies, during the implementation of strategic projects in the region, and creation of public-social partnerships in the town of Zlín and the Zlín Region. Strengthen activities in the field of social responsibility both internally and externally and get involved in sustainable development of the society.

### PILLAR E: HUMAN RESOURCES, FUNDING, INTERNAL ENVIRONMENT AT TBU IN ZLÍN AND STRATEGIC MANAGEMENT

**Priority 5:** Develop the internal environment at TBU in Zlín as an environment that inspires and motivates to work and study, to collaborate internally and externally, that nurtures the sense of community among TBU employees/students and the importance of its values, and respects the observance of TBU internal regulations.

## PILLAR A: EDUCATION

Education is the cornerstone for the future development of society. It is essential to innovate degree programmes in such a manner that they respond to technological development and new societal challenges. In this way, the employability of graduates in a dynamically changing labour market is being increased. High-quality education should be open to the public in order to increase the adaptability of the workforce to changes in the labour market. It is important to continuously improve and develop open and non-discriminatory access to education so that all groups in society are equally involved in the education process. In this way, we can achieve sustainable development based, among other things, on knowledge and innovations.

In 2023, the following measures were a priority for the area of education:

- Implementation of measures requiring innovation in degree programmes, including Lifelong Learning, with the aim of responding to labour market needs and societal challenges.
- Digitization of education – Finalize technical facilities and develop professional capacities for professional preparation of digital materials and for implementation of distance and blended learning, including the setting up of tools designed to ensure the safety of distance forms of study and the provision of educational or counselling services for academic staff and researchers and students.

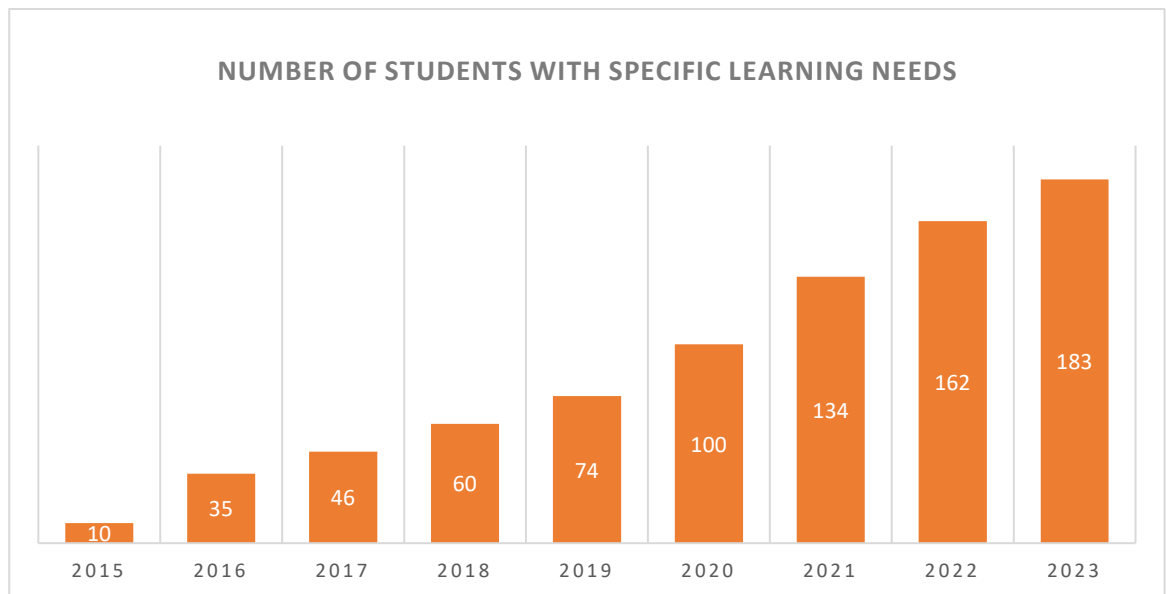
### Improve the quality and develop open and non-discriminatory access to education

In 2023, one of the goals set in the Strategic Plan at TBU in Zlín was to increase the success rate at all levels of study, and to create conditions for flexibility of studies in relation to the individual needs of students. As part of support for the establishment and operation of student associations, the activities of student associations that developed activities related to the reduction of dropout rates were welcomed. The internal regulation SR/30/2023 “Rules for Supporting Student Associations Registered at TBU in Zlín” was issued, and a meeting was held between the TBU Management Board and representatives of the Student Union in order to discuss possibilities of cooperation in the field of teaching and other activities.

The Methodology for Reduction of Dropout Rates at TBU was implemented. A survey for dropouts from degree programmes carried out at TBU was conducted in the IS/STAG throughout the entire 2022/2023 AY; after the survey was completed, the results were processed, including the comments of dropouts on their studies, and the main causes of student dropout rates at TBU were defined. The results of the survey were presented at meetings of the Rector’s Advisory Council and of the TBU AS, and also discussed at a meeting of Vice-Deans for Study, including the possibilities of remediation in areas that can be influenced by TBU and by TBU Faculties.

The QRAM was largely implemented in the IS STAG with emphasis on interconnection between theoretical course units and the implemented practical training. The QRAM was implemented in the IS STAG for course unit sheets in the winter and summer semester of the 2022/2023 AY and, subsequently, in the WS of the 2023/2024 AY. The implementation of the missing QRAM in the IS/STAG will be fully completed for all courses offered within TBU degree programmes in the following period. In 2023, remedial classes were also provided and implemented at TBU Faculties in course units with higher dropout rates.

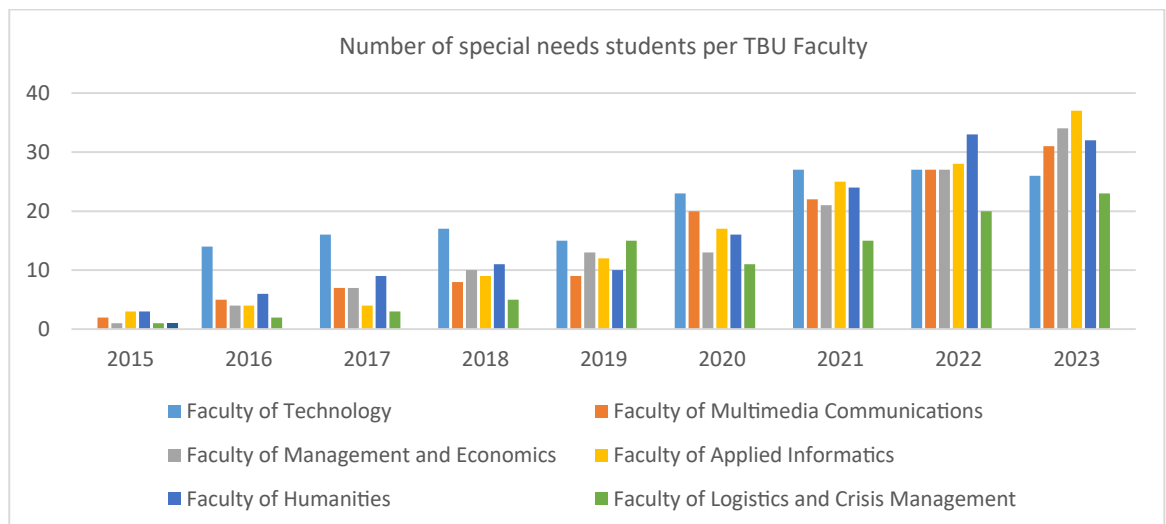
TBU in Zlín also aims to develop the conditions for equal access to education, in accordance with the Charter of Fundamental Rights and Freedoms (Constitutional Act No. 2/1993 Coll.). One of the priorities is to support the operation of the Counselling Centre, including the Centre for Special Needs Students, which is a constituent part of the Counselling Centre.



**GRAPH 1: NUMBER OF STUDENTS REGISTERED IN THE CENTRE FOR SPECIAL NEEDS STUDENTS**

Faculty coordinators and tutors are in charge of mediating the relevant services at all six TBU Faculties. Assistance service is provided mainly by students of TBU. By 2023, 183 special needs students were registered in the Centre, while their number is continuously increasing every year, as illustrated in Graph 1 above.

Numbers of students with special needs in 2023 by TBU Faculty are shown in Graph 2.



**GRAPH 2: NUMBER OF STUDENTS WITH SPECIFIC LEARNING NEEDS AT TBU FACULTIES.**

*Note: Data on the number of special needs students is based on student registration at the Centre for Special Needs Students as of 31 October 2023.*

Other important constituent parts of the Counselling Centre were also largely involved in the counselling activities. In 2023, the Psychological Support Centre provided 409 individual consultations for 246 students and staff (or their family members). In 2023, legal advice was provided to a total of 60 persons, out of which 12 were international students. Counselling on social issues was provided to 21 students. In view of the assessment of their specific socio-economic situation, 19 students were awarded extraordinary scholarships.

These measures help create an inclusive and supportive environment for all students.



**FIGURE 1: PSYCHOLOGICAL COUNSELLING, COUNSELLING ON SOCIAL ISSUES AND LEGAL ADVICE**

In 2023, a number of services for students were also implemented. Services for students caring for children were supported at all TBU Faculties. As in previous years, the Nursery School was in operation, and a wide range of activities for children were on offer, such as Junior University, summer English courses and ROBOTA Planet creative camps.

In an effort to systematically support the involvement of students in internships and traineeships with TBU external partners, to seek new opportunities for cooperation with business and industry and cooperation in the preparation of academic qualification theses, TBU in Zlín aimed to:

- Support the operation of the Job Centre so that it is more widely used by students for work experience and internships during their studies and for future employment.
- Organize the job opportunities fair – “Business Days 2023”.
- Continue to implement internships and work placements and develop students’ soft skills to prepare them for their future career in the labour market.

TBU operates the TBU Job Portal, which connects students and graduates with potential employers. The portal offers job opportunities, internships, placements and the possibility of arranging topics for academic qualification theses. In 2023, 160 employers and 2,443 TBU students and graduates used the services of the portal. In addition to career counselling, the TBU Job Centre also held a number of courses, workshops, lectures, coaching sessions, and launched a mentoring programme, which was attended by 178 students in 2023.



In April 2023, a spring job opportunities fair was organized by the student association IAESTE of TBU in Zlín. The event was attended by 26 exhibitors and about 600 visitors. In November 2023, the “Business Day 2023” job opportunities fair was organized by the TBU Job Centre in cooperation with the TBU Student Union. This fair attracted a total of 86 exhibitors and around 2,200 visitors, mainly students.

Ongoing training of supervisors and external examiners of academic qualification theses on the methodology and procedures for producing high-quality theses and their evaluation also continued to be provided. Training on the update of citation standards took place in the autumn of 2023.

### **Innovate degree programmes in connection with technological development and new societal challenges in order to enhance the career prospects of graduates on the changing labour market**

At TBU Zlín, we strive to improve the quality of the educational environment in terms of the output competencies of graduates. New educational and support tools for gifted students are being introduced, and new degree programmes are being developed. With funding provided by the NRP project, a total of six career-oriented degree programmes were prepared and largely accredited in 2023, both Bachelor's and Master's programmes focusing on adult education, health, food processing, sustainable development and sports management. Furthermore, an action plan was being developed for creation of a follow-on Master's programme in footwear production in 2023. Discussions were also underway with FDDI India regarding the development of a joint PhD programme.

As part of the activities of the University of the Third Age (U3A) of TBU in Zlín, the implementation of courses popular among the students over a longer period of time continued. Newly offered and implemented courses focused on medicine, food quality and safety, gardening, psychology in film, personalities from the history of the region and basics of visual communication and aesthetics. In 2023, the U3A was attended by more than 1,500 senior citizens.

### **Digitization**

At TBU, great emphasis is placed on an improvement in the quality and relevance of full-time and part-time modes of study. This effort also comprises rules for a comprehensive assurance of study security, including the provision of tools for distance and blended learning.

Another goal of the Strategic Plan was to implement the Strategy for the Digitization of Degree Programmes Carried Out at TBU Faculties according to their areas of expertise and key degree programmes, including the building up of professional capacity for professional preparation of digital materials and the implementation of distance modes of study. In 2023, members of the working group standardized the process of digitization in education – from assignments to proposals for forms and levels of teaching improvement and digitization (blended learning), sample types and output formats. These will be presented at TBU Faculties; an internal competition for innovation/digitization of teaching for 2024 is planned to be announced.

In 2023, methodological recommendations aimed to support teaching were developed and implemented with funding provided by the NRP project. A manual for Moodle 4.0 was created and distributed to TBU Faculties and presented in the Moodle environment of all TBU Faculties by 30 June 2023 in accordance with the NRP's requirements. As part of the same project, the Methodology for Creating of Sample Blended and Distance Learning Courses was developed. This Methodology represents a further step towards an improvement in the quality of the learning environment at TBU.

The Zlín Regional Authority provided TBU with a grant amounting to a total of CZK 30 million for the years 2023-2025. This grant is intended to support post-doctoral positions at TBU component parts and to support young talented PhD students. The funding was allocated to the development and support of selected projects, such as the Zlín Design Week and Rosteme (Growing).

In addition, TBU continued to implement a tool for rewarding of excellent performance of academic staff and employees in educational activities and in practical training sessions.

### Entrepreneurial spirit and creativity

In 2023, TBU supported students' entrepreneurship and creativity through various forms of education, involvement in R&D and creative activities, and systemic tools designed to support the implementation of students' specific business plans.

Cooperation with the TIC in educational and R&D and creative activities and in the third role was intensive. The Business Academy I and II was implemented for TBU students, and the students were subsequently involved in the My First Million competition, the essence of which was the elaboration of a business plan and its development. Colleagues from the TIC also participated in lectures invited by TBU Faculties. They actively supported the preparation and implementation of research projects at TBU Faculties, especially at the FaME/FMC. Through internships taken in the TIC, students participated in a number of projects aimed at improving the quality of life in Zlín and in the Zlín region.

The activities of the UPPER Centre for Creative Industries and Business were also implemented, with the aim of providing the services of the existing innovation ecosystem designed to support student start-up projects, based on the principle of collaboration between TBU Faculties and the public sector.

The following activities were implemented as part of the services offered for 2023:

- UPPER: Connecting students with companies and organizations through competitions. In March 2023, the FMC Talent contest took place, where FMC students were required to deal with real-life tasks assigned by 10 companies and public institutions.
- A series of workshops featuring experts from business and industry and entitled "Build it UP!" was held. This project received funding through an IGA-K project, and that from the Zlín Regional Authority.
- Preparation and implementation of the 3rd year of the student competition Ideathon organized on the institutional level, a 24-hour competitive workshop that gives students the opportunity to deal with challenges set by organizations and institutions in the Zlín region in a short period of time.

In 2023, the creative workshop ROBOTA was opened in the 44th building of the former Svit premises, where a constituent part of the TBU Faculty of Multimedia Communications is based. Its aim is to develop the potential of TBU students and graduates and to enable them to enter the labour market more easily. It is a concept of an open workshop for TBU students/graduates and the public interested in the development in the field of technology.

### **Open up opportunities for high-quality education to the public in order to increase the adaptability of the workforce to changes in the labour market**

The building of a functional and cooperative system of further education remains a priority for TBU in Zlín. The Lifelong Learning Strategy of TBU in Zlín has been implemented since 2022. As part of this Strategy, a total of 13 vocational and 16 hobby LL courses were implemented in 2023, attended by a total of 478 people. Vocational courses were mainly focusing on social sciences, technology, production and construction, and information technology. Most of the hobby courses were offered in humanities and arts.

Work on new LL programmes continued during 2023. A total of five new career-oriented courses were developed with funding provided by a two-year NRP project. These courses will be based on micro-certificates. Another three new vocational courses in plastics processing technology and chemistry were prepared by the Centre of Polymer Systems, and the Counselling Centre developed a course in Basics of Sign of Language.

During the monitored period, an analysis of the possibilities for the development of the Centre of Education for Industry 4.0 was carried out, linking professional capacities across TBU and ensuring their participation in the Centre's educational programmes.

## **PILLAR B: RESEARCH AND R&D AND CREATIVE ACTIVITIES**

The strategic goal of this Pillar is to fulfil the Research Strategy of TBU in Zlín in order to increase international competitiveness in the field of research, development and innovations as well as competitiveness in research, development and innovations in the relevant areas of expertise. The fulfilment of this strategic goal is also important for TBU's mission to provide excellent education and contribute to the development of society.

The following measures were prioritized for 2023:

- Implement measures to increase the volume and quality of R&D and creative activities, in particular to increase the number of publications indexed in monitored databases (especially WoS and Scopus) and to increase the number and quality of results of artistic activities.
- Finalize the infrastructure for effective evaluation of academic staff and researchers at TBU in Zlín.

### **Increase the extent and quality of basic research**

In the course of 2023, educational activities and development of services aimed at improving the competences of staff of TBU in Zlín in the field of scientific publishing continued, for example by updating the information portal for researchers, namely by adding new documents related to scientific publishing, to the use of artificial intelligence and of research data management.

In order to ensure research standards, two Ethics Committees for Research were established in 2023, namely the Ethics Committee for Research in Humanities, Social and Health Sciences and the Ethics Committee for Biomedical Research.

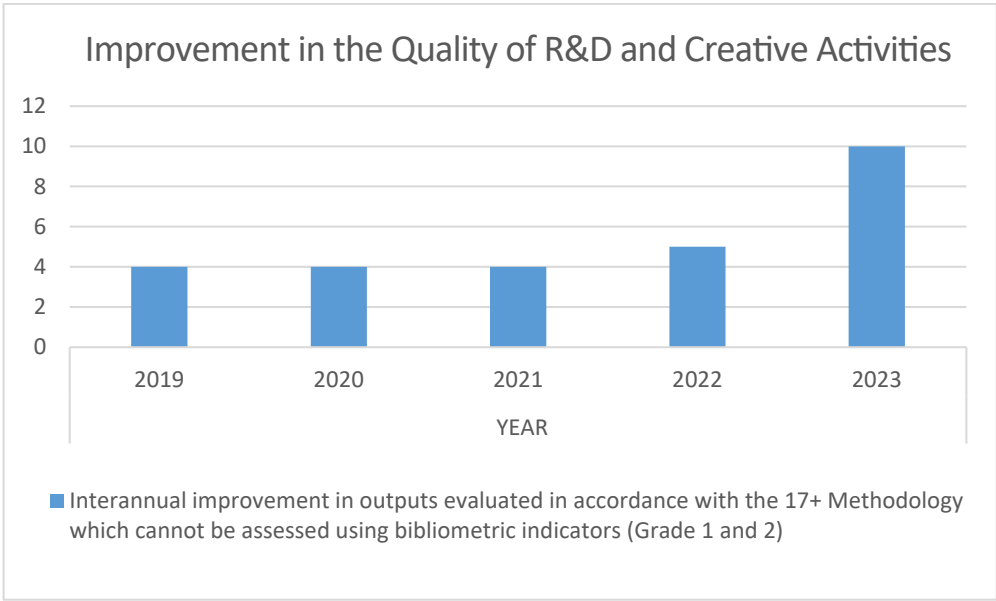
The Ethics Committee for Biomedical Research deals with ethical aspects of research conducted at TBU and involving human subjects and work with biological material of human origin in the fields of biomedical research, research into medical devices, biomaterials and cosmetics.

The Ethics Committee for Research in Humanities, Social Sciences and Health Sciences deals with ethical aspects of research carried out at TBU and involving human subjects and also work with biological material of human origin, and that in humanities, social sciences and non-medical health sciences, with the exemption of research which is within the competence of the Ethics Committee for Biomedical Research.

Following the evaluation by the International Evaluation Panel in 2020, a regular audit was carried out in 2023 focusing on implementation of recommendations given by the above-mentioned Panel. The audit focused in particular on evaluation reports for modules M3 to M5, including annexes.

Subsequent to the aforementioned audit, an internal regulation was issued, defining the specifics of the internal evaluation of R&D and creative activities, including the implementation of the evaluation. The general principles of evaluation are defined in the internal regulation entitled “Full Version of the Rules Governing the System of Quality Assurance of Educational, R&D, Creative and Related Activities and Internal Evaluation of Quality of Educational, R&D, Creative and Related Activities at TBU”, as amended. In accordance with the issued internal regulation, a detailed evaluation of R&D and creative activities will be conducted for the period from 2019 to 2023. This evaluation will encompass both TBU component parts and the university as a whole.

Additionally, efforts were directed towards improving the assessment of the outputs applied within the Module 1 of the M17+ Methodology (see graph below). Study materials were developed to facilitate the preparation of documents for evaluation within the M17+ Module 1.



**Graph 3: Improvement in the Quality of R&D and Creative Activities**

Support was provided for the preparation and implementation of projects focusing on infrastructure and human resources for the implementation of the EOSC initiative, i.e. provision of access to research data in accordance with the FAIR principles.

As part of the efforts aimed to increase the quality of the results of artistic activities, one of the FMC activities is of key importance, where a methodology for the support of excellent outputs included in the RAO was implemented, focusing on cooperation between theoreticians, artists and designers. In the course of 2023, a detailed analysis of the reporting of creative activities for the years 2021–2022 was prepared as well, and that also in the national context, and a Methodology for Inclusion of Creative Performances into the RAO was prepared and implemented. At all FMC Studios, the strengths and weaknesses, possibilities of mutual cooperation and the focus on the ways of presenting of artistic outputs were evaluated. The 2022 outputs registered in 2023 recorded a significant increase.

Also in 2023, the aim was to increase the percentage of creative outputs produced in collaboration with foreign partners (strategic extension of integration into the international research infrastructure). The creation of networking research structures was supported in order to increase the number of R&D outputs generated with foreign partners, e.g. within the European Universities Initiative. The cooperation was carried out with permanent support provided by the TBU Project Management Office and by project management offices of TBU component parts.

### **Increased number of R&D&I projects with an emphasis on the implementation of internationally recognized research**

Within the sub-goal defining an increase in the allocation of public funding to R&D and contract research within the funding provided to TBU in Zlín, the creation of project capacities at TBU component parts was supported in order to strengthen interdisciplinary research. Support was provided for the preparation and implementation of projects implemented in collaboration with the application sphere with emphasis on specific common research plans, future applicability of results and building of long-term partnerships. Attention was also focused on increasing the percentage of basic and applied research projects submitted or co-investigated in cooperation with foreign partners. Project research capacities for preparation of international projects and integration into international structures were created, especially at TBU component parts.

The following activities were supported in cooperation with the TBU Project Management Office and with project management offices of TBU component parts:

- Preparation and implementation of R&D projects, in particular those funded by Horizon Europe and Marie Skłodowska-Curie COFUND Action.
- Preparation and implementation of projects aimed at modernizing of the research infrastructure and e-infrastructure.
- Preparation and implementation of projects focused on top research projects addressing societal challenges and excellence in social sciences and humanities.



### **Implement qualitative changes in the system of doctoral programmes in order to increase their attractiveness**

Within the sub-goal defining an increase in the attractiveness and quality of doctoral programmes, students were involved in both internal (IGA/DRO projects) and external sources of funding for R&D&I as well as in targeted PR. In addition, PhD students were involved in real research activities and dealing with topics within research teams; thus, good conditions for their work and for a smooth transition to employment were created.

In cooperation with the Zlín Regional Authority, a support system for PhD students and post-docs was created in 2024. The provision of funding will start in 2024 within the project “Creativity, Intelligence & Talent for the Zlín Region”. As part of this project, conditions for the support of PhD graduates were created, and competitions for postdoctoral positions were announced at TBU component parts.

In order to achieve the sub-goal defining an increase in the attractiveness of PhD programmes through an internal grant competition for PhD students, projects were prepared for PhD students in order to improve the quality of infrastructure. Grant funds were used effectively for individual development of talented PhD students. A PhD Student Conference was held in September 2023 with the aim of fulfilling this goal.

The education in generic, pedagogical and scientific skills offered to PhD students was extended.

### **Continue to further develop the Technology Transfer Centre with focus on strengthening the professional capacity in counselling and supporting services**

Commercialization and cooperation with business and industry is a prioritized activity of the TTC. The TTC activities include comprehensive services in the field of intellectual property protection, consultancy and information activities related to licensing, support for commercialization of R&D results and also participation in the implementation of transfer projects on the national and international level.

In the legislative area, the Commercialization Strategy – “Procedures and Rules for Commercialization of Results Produced by TBU” was implemented within the Internal Grant Support for Commercialization. The Rector’s Directive SR/26/2019 including all related annexes (currently SR/1/2024) was updated. As part of the further development of commercialization, proof-of-concept projects continued to be implemented, including a qualitative selection of R&D results with practical applications. The results of proof-of-concept projects found practical applications, as evidenced by the List of Technology Transfer Contracts compiled as at 31 December 2023 and by the List of TBU Licences Concluded by TBU compiled as at 31 December 2023. Furthermore, the pilot project entitled “Internal Grant Support for Commercialization” was finalized. As a further step in the finalization process, the updated Rector’s Directive SR/26/2019 (currently SR/1/2024) was prepared for inclusion in the Internal Grant Support for Commercialization – Pilot Project document, and a proposal for inclusion of other new TTC directives was prepared, whose approval is expected in 2024.

The quality of staffing for technology transfer and intellectual property protection was maintained, with emphasis on sufficient professional capacity of staff providing specialized services in the area of effective communication and collaboration with industrial partners and the public sector.

In 2023, training sessions for TBU staff in the field of technology transfer and intellectual property protection took place. Topics of seminars and implementations were planned, which took place in the second half of 2023: On 24 October 2023, a seminar entitled “Optimizing the Management of TBU’s Intellectual

Property in Terms of Ensuring Its Effective Legal Protection and Efficient Commercialization” was held, attended by 41 participants; on 14 November 2023, a seminar entitled “Resolving of Intellectual Property Disputes” was held, attended by 30 participants. The TTC team also organized an educational seminar on “Intellectual Property Protection and Dispute Resolution” for students of the FMC of TBU in Zlín. The seminar was held at the FMC on 22 November, and was attended by 29 students.

R&D results were actively applied in collaboration with industrial partners, in accordance with innovative and transformative intents, as part of promotion of TBU in Zlín as an Entrepreneurial University.

## **PILLAR C: INTERNATIONALIZATION**

TBU in Zlín aims to develop an international environment and extend international cooperation in all its activities by implementing the Strategy for Internationalization of TBU in Zlín for the 21+ Period.

The internationalization of TBU in Zlín is strengthened by increasing the number of international students and staff, supporting their social integration and moderating their cooperation with “domestic” students and staff. Another step in the implementation of the internationalization strategy is the promotion of international mobility of students and academic/non-academic staff of TBU in Zlín. A further step in the implementation of the internationalization strategy is the support of international mobility of students and academic/non-academic staff of TBU in Zlín. Last but not least, it is essential to support strategic cooperation, partnerships and building of capacity for the purpose of internationalization.

For 2023, the following measures were prioritized:

- Implement activities resulting from the Strategy for Internationalization of TBU in Zlín, the Strategy for Internationalization in Research and Development of TBU in Zlín (FHS, FaME, FMC, FT, FLCM), the Strategy for Internationalization in Research and Development of the FAI and the Strategy for Internationalization in Research and Development and the CPS.
- Implement activities listed in the MICHE Action Plan for 2021–2023.

### **Strengthen internationalization at TBU in Zlín by increasing the number of students and employees from abroad, supporting their social integration and facilitating their cooperation with “home” students and employees**

Measures were implemented to increase the number of international students in degree programmes accredited to be taught in English, and that within the fulfilment of the goal: Increase the number of international students enrolled in degree programmes accredited in Czech and English. and motivate the students to successfully complete their studies.

In 2023, the transition from [apply.utb.cz](https://apply.utb.cz) to the [prihlaska.utb.cz](https://prihlaska.utb.cz) website was fully implemented. There was a slight increase in the number of applications compared to numbers recorded in the same period of the previous year, therefore, the number of applications is, again, expected to increase compared to last year. Promotion of degree programmes continues to take place on the [studyin.cz](https://studyin.cz) portal.

The operation of the Bata Centre in Vietnam continued to be supported.

In accordance with efforts aimed to ensure the continuity of the scholarship programme for international students enrolled on accredited degree programmes carried out in English with participation by

component parts of TBU in Zlín, it can be stated that the scholarship programme is running according to the original plan – the first 12 months of PhD studies are financed from the resources of the Rectorate, subsequently, from the resources of TBU component parts.

Another objective is to support short-term mobility of international students coming to TBU in Zlín. By continuously updating of courses and traineeship offers on the website (last update April 2023):

<https://www.utb.cz/en/university/international/students/exchange-students/incoming-students/courses/>, measures were implemented in order to increase the number of international students on short-term placements through a high-quality portfolio of partnership agreements and an updated offer of attractive educational courses.

TBU cooperates with the Czech National Agency for International Education and Research on the promotion of degree programmes/courses carried out at TBU continued, including mutual support of social networks (utb.international), participation in career fairs – e.g. EAIE, participation in recruitment webinars, etc.

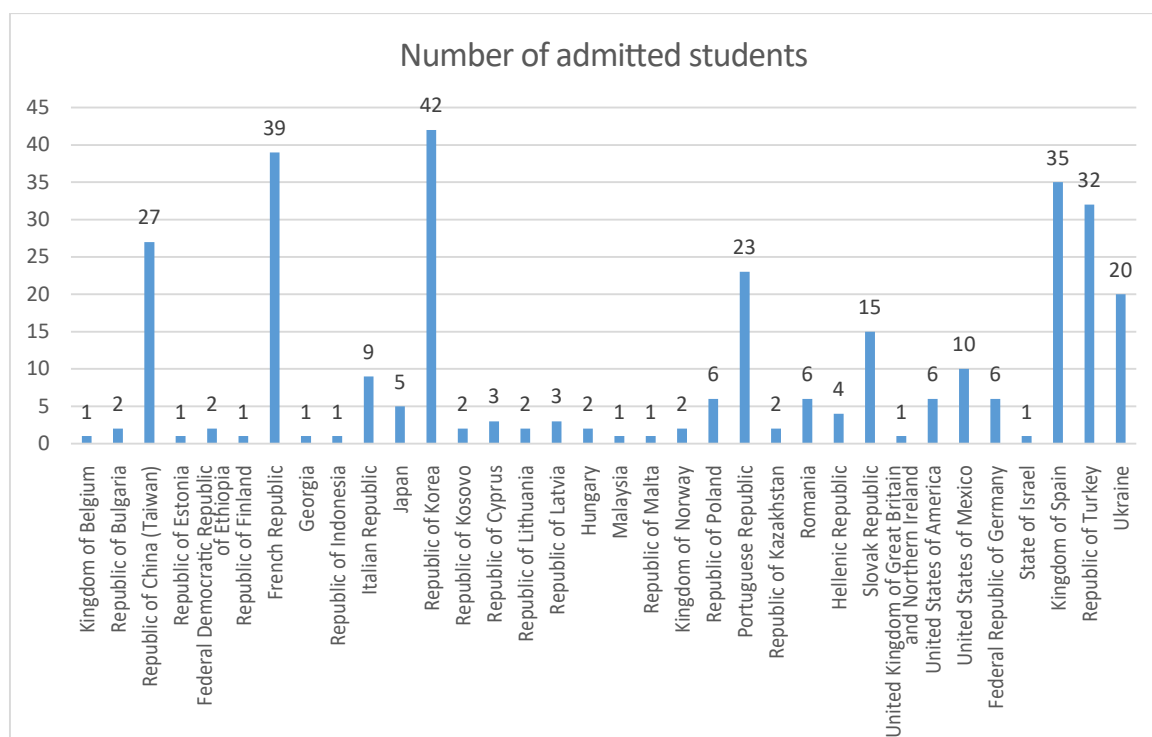
Within the support of mobility of students coming from countries with deteriorated socio-economic conditions, seven students from Belarus were supported in 2023. Students from Ukraine received support through the F Fond.

TBU in Zlín strives to continue the harmonization of the Erasmus Without Papers admission procedure in accordance with the Erasmus Without Papers implementation schedule. The conclusion of inter-institutional agreements went according to plan in 2023; a significant majority of agreements were concluded. Failure to conclude some of the inter-institutional agreements was due to technical difficulties on the part of the partner universities. The signing of the Learning Agreement and amendments thereof can also be done through the IS STAG system. Further implementations will take place according to the schedule set by the European Commission.





The graph below shows the number of incoming students by country.



**GRAPH 4: NUMBER OF ADMITTED STUDENTS**

TBU in Zlín strives to develop the international environment of the university in such a manner that all units provide services in Czech and English, to develop a system of services and support for the integration of international students and staff, and to do promotion abroad.

Within this goal, the measures set in the 2023 Strategy for Internationalization were implemented. Furthermore, comprehensive information, integration, counselling and supporting services were provided to international applicants, students and staff. The services provided most frequently included counselling and integration services (in particular accompaniment to doctors, accommodation, interpreting services at state authorities, etc.).

TBU in Zlín aims to provide financial support for implementation of prestigious mobility periods of academic staff and researchers from foreign institutions. In accordance with this goal, the internal competition entitled “Support for International Cooperation – Mobility of PhD Students, Staff and Researchers” was held in June 2023, during which 12 projects were accepted for funding: <https://www.utb.cz/en/university/international/support-of-international-cooperation/>

Efforts to increase the number of international staff and to support their long-term stay at TBU in Zlín have not yet been very successful at any of TBU Faculties; the forthcoming support for such job positions provided in cooperation with the Zlín Regional Authority gives a better prospect for the future to come.



### **Support international mobility of students as well as members of academic and non-academic staff of TBU in Zlín**

Another goal of TBU in Zlín is to increase the percentage of members of academic and non-academic staff who have completed study periods/traineeships abroad or have gained significant professional experience in such places, and remove formal and informal barriers to the integration of such persons into the life of the academic community.

Within this goal, an incentive system for participation in mobility periods for academic and non-academic staff was developed, whereby the implementation of teaching, educational, creative or training mobility abroad at a university or at another prestigious research institution is rewarded by a bonus of 4 PP in accordance with the Rector's Directive "SR/7/2022 – Evaluation and Management of the Development of Teaching, R&D and Creative, Managerial and Other Activities Carried Out by TBU Academic Staff and Researchers". Other bonuses are set out in Directives issued by TBU Faculties.

In 2023, eight long-term academic and researcher mobility periods received funding through an internal competition. An international collaboration implemented in June 2023 was also accepted for funding. In all cases, the mobility periods took place at prestigious institutions. Non-academic staff had the opportunity to apply for a selection procedure for a mobility period funded by the Erasmus+ programme. Academic staff had the opportunity to apply for a selection procedure for a mobility period funded by Erasmus+ teaching mobility calls at the TBU component part which they are affiliated with.

In order to simplify the processes of recognition of results achieved during mobility periods abroad, the modules <https://stag.utb.cz/> (ECTS – departures and arrivals) were updated in 2023. The update was carried out on the basis of a supply contract between TBU and the University of West Bohemia. Currently, it is already possible to sign Learning Agreements and inter-institutional agreements online.

Special needs students and socially handicapped students were also supported so that they could complete their study periods/traineeships abroad. A scholarship programme was implemented in collaboration with the Counselling Centre; a promotion of study periods for special needs students took place in the autumn of 2023.

The scholarship programme continued with the established system of funding, where the basic amount provided by the Rectorate for the Freemover programme was CZK 15,000. The remaining amount was to be provided by the relevant TBU component part. In 2023, seven students (2 Bachelor's, 3 follow-up Master's and 2 PhD students) were eligible for such a type of scholarship. Within the the internal competition "Support for International Cooperation" held in June 2023, three long-term mobility periods of PhD students received funding.

The promotion of mobility periods abroad in 2023 was also done through social networks, on the websites: [xchange.utb.cz](https://xchange.utb.cz), [international.utb.cz](https://international.utb.cz), and also at events held directly at TBU in Zlín.

### **Foster strategic collaboration, partnership and building of capacity for the purpose of internationalization**

Support of accreditation and implementation of joint/double/multiple degree programmes in cooperation with international strategic partners was another of the sub-goals set in the 2023 Strategic Plan. The development of these programmes was supported through financial incentives and by provision of methodological support. However, in 2023, TBU Faculties failed to develop a joint/double/multiple degree programme. An increased overall percentage of national and international educational

projects accepted for funding, including those implemented in cooperation with strategic international partners (extension of integration into the international research infrastructure) was another sub-goal set for TBU for 2023. The system of support for the preparation and submission of international education and mobility project applications was further developed through the use of established networks, the search for funding opportunities and advice on project preparation. The International Office assisted with the submission of several Erasmus+ projects (in particular KA1 and KA2). The intent to cooperate with strategic partners was published on the TBU website, and the list was continuously updated. Project opportunities were continuously presented at Vice-Deans' meetings and at meetings of the Rector's Advisory Council, and were sent by e-mail to all Vice-Deans.

Support of the involvement in international networks and support of strategic partnerships were also prioritized. TBU is involved in international networks that correspond to the profile, preferences and long-term goals of TBU in Zlín. TBU is a member of the PIONEER consortium, within which TBU submitted a project proposal to the European University Initiative.

## **PILLAR D: THIRD ROLE OF TBU IN ZLÍN**

The aim of this Pillar is to strengthen the position of TBU in Zlín as a strategic partner in the preparation of national/regional policies and strategies, during the implementation of strategic projects in the region, and creation of public-social partnerships in the town of Zlín and in the Zlín Region. In order to fulfil the third role, employees strive to strengthen activities in the field of social responsibility both internally and externally and get involved in sustainable development of the society.

The following measures were selected as priorities for 2023:

- Cooperate in the intensive development of the Zlín Region, to participate in the preparation of strategic projects of the Zlín Region and of the ITI Zlín agglomeration.
- Collaborate to address societal challenges on the regional and national level.

**Actively participate in the creation, preparation and implementation of national and regional strategies, including development strategies of the Municipality of Zlín and other municipalities in the region, contribute to the development of the non-profit sector in cultural and social fields and cooperate with external actors during the implementation of development projects.**

Building of an active representation of TBU in Zlín in structures for the production and management of key strategic documents and, and the same time, participation in their implementation through TBU's own projects/partnerships with the aim of influencing the public life was one of the sub-goals of the Implementation Plan of the Strategic Plan for 2023.

TBU, through representatives of the TBU Management Board, was successfully involved in updating of the analytical part and of the part containing proposals of the Strategic Development Plan of the Zlín Region 2030. TBU representatives were members of the Zlín Regional Authority advisory working groups ("Economy and Labour Market" and "People and the Quality of Life") active in the preparation of the Region's strategy and development plan in the field of economic development, labour market, social and educational needs of the Region.

The TBU's priorities and common goals were also developed by representatives of TBU in Zlín in the Management Board of the Regional Innovation Strategy of the Zlín Region.

TBU in Zlín also cooperated with the Statutory Town of Zlín on the development of the Zlín metropolitan area, including cooperation in the implementation of the Zlín 2030 Strategy and the Zlín 2030 Agglomeration Strategy through membership of committees.

As part of the preparation of strategic development projects of TBU, especially within the Zlín agglomeration, TBU was involved in the preparation of intersectoral cooperation projects. Five component parts were involved in the ITI OP JAC (CZK 210 million) and one component part in the ITI OP TAC (where the financial limit has not yet been set).

In 2023, the preparatory stage of the sports facilities project to be implemented in the U5 premises and in the area of Jižní Svahy also took place.

Another goal of TBU in Zlín for 2023 was to cooperate with the Municipality of Zlín and the Zlín Regional Authority in order to systematically remove barriers in the everyday life of international students and employees with the aim of making Zlín a university town with an international dimension – to cooperate on projects to build up a welcoming region for foreigners. As part of its activities, the Welcome Centre assisted KACPU with the integration of Ukrainian refugees. Currently, the cooperation is not as intense, as the need for cooperation decreased during 2023.

### **Membership of scientific associations**

TBU in Zlín tries to maintain and extend its active representation in professional associations, i.e. clusters, cluster platforms, industrial associations, other international communities, etc.

In 2023, TBU was a member of the following associations:

- Czech Rectors' Conference (CRC)
- Association of University Staff
- Plastics Cluster
- Moravian Aerospace Cluster, z. s.
- Moravian-Silesian Automobile Cluster
- Czech Automotive Industry Association
- Czech Chamber of Commerce
- Association of District Heating of the Czech Republic
- Association for the Development of the Zlín Region
- CESNET, interest association of legal entities
- Czech Membrane Platform
- Confederation of Industry of the Czech Republic

### **Non-profit and association activities at TBU**

The long-term goal of TBU in Zlín is to support the non-profit sector and charitable projects, cultural and sporting activities, especially where employees or students of TBU in Zlín are directly involved or where student projects are involved.

A directive was drawn up to regulate the creation and dissolution of student associations, including the possibility of receiving contributions for their operation. A communication campaign was launched to encourage the creation of new student associations, and a total of eight student associations were registered.

The four existing student associations (TBU Student Union, ESN Zlín, TBU for Action on the Climate and the Student Union in Uherské Hradiště) were joined in 2023 by four completely new student associations (TBU Board Games Club, TBU Debate Club, TBU U DANCE and TBU Fire-Fighting Sport Club).

Once the associations were established, the next step was to communicate with the associations' management boards, create a visual identity for the associations, promote recruitment of new members, and provide the necessary support. For example, the purchase of jerseys for the TBU Fire Sports Club, purchase of board games for the TBU Board Games Club or the provision of premises for the TBU U DANCE club.

### **Strengthen the position of TBU as a leader in the development of learning and of the level of education in the Zlín Region**

In 2023, TBU in Zlín aimed to prepare and implement projects of cooperation with nursery/primary/secondary schools aiming at the development of the education system in the Zlín Region, and cooperate in projects focusing on support of talented pupils and students.

Within the project entitled "Implementation of the Regional Action Plan for the Development of Education in the Zlín Region" (IKAP), key activities focused on polytechnic education, support for literacy development and equal opportunities in education were addressed.

The TBU Faculties were involved in cooperation with pupils and students of primary and secondary schools through the following specialized projects: at the FHS – Using Chess to Promote Equal Opportunities in Education, at the FT – POLY University, and at the FAI – Mathematical Literacy.

Two projects entitled Growing Up (FT) and the aforementioned Mathematical Literacy (FAI) were also funded by a grant provided by the Zlín Regional Authority.

### **Promote the town of Zlín and the Zlín Region as a high-quality place to study and live through building of the reputation of TBU in Zlín, including spreading of the legacy of Tomas Bata**

Another goal of TBU in Zlín is to strengthen the good reputation and promotion of TBU in Zlín on the national/international level, and foster the reputation of the University, including spreading of the legacy of Tomas Bata. The following activities were planned in order to fulfil this goal:

- Actively promote the life and work of Tomas Bata
- Ensure participation in post-secondary education fairs
- Implement a PPC recruitment campaign on AdWords, Sklik and social media platforms
- Actively participate in the supporting programme of the Zlín Film Festival
- Develop the prestige of TBU in Zlín by improving the activities of the Alumni Club

In 2023, the publication With Moravia through Three Parts of the World: The Bata Sea Voyage 1932–1935 was published.

As every year, TBU presented itself at the post-secondary education fair Gaudeamus Prague from 24 to 26 January, which was attended by a total of 11,188 people. TBU also participated in the post-secondary education fairs Gaudeamus Brno, Gaudeamus Bratislava, Gaudeamus Nitra and ProEduco Košice, where the total number of visitors exceeded 48,000. Prospective applicants to TBU were also attracted by an online recruitment campaign.

Events taking place during the Zlín Film Festival:

- “Star Honorary Doctorates” were conferred on Tereza Ramba and Jan Cina.
- Students and employees had the opportunity to join the bone marrow donor register.
- All TBU Faculties were very actively involved. A FT Mystery Lab for children and parents was set up in KOMA modules placed in the Peace Square (náměstí Míru). The FHS programme (workshops, prevention programmes) took place in Komenský Park; FHS students provided guest services and health surveillance. FMC organized the presentation of the book “Take Care of Your Feet”, a playful guide for parents, educators and children on how to take care of healthy foot development. FMC students also provided broadcasts from the new Fénix Digitalization Centre throughout the week.
- The Rector of TBU presented one of the awards during the final gala evening.

The results of education, R&D were promoted among the general public, and new knowledge, results of R&D activities and examples of good practice were actively spread among the general public, among other things, via events such as Science Fair, Experience Science, 2023 Researchers’ Night and ZLINFEST.

The promotion of TBU in Zlín was developed through other targeted events for the public: The Junior University, the Health Day for children of TBU employees, three-week courses of the Holiday School of English with TBU for primary and secondary schools.

TBU was also involved in the Sustainable Travel to School and Work project of the European Sustainability Week.

Media releases were published for all events.

Many events were also held at TBU Faculties, for example:

- Open Day 2023
- Regional round of the Economic Olympiad
- WS Industry 4.0
- Blockchain 2023 conference
- Zlín-based BARCAMP 2023
- 17th Bata School of Management Run
- 10th Academy of Industrial Engineering



- ICFME 2023 conference (Vietnam)
- DOKBAT 2023 conference
- CNB Discussion Forum
- Marketing Day at the FaME
- Week for Digital Czechia
- First meeting of the FaME Institutional Council
- Science Fair
- Experience Science
- Researchers' Night 2023
- Zlin Design Week 2023
- Design on the Edge 2023
- ZLINFEST – Koma modules with robots located in the square, creative laboratories, etc.
- Science Fair – June
- Experience Science – March (at the FT)
- G18 – exhibitions, guided tours, workshops (in 2023, a total of 15 events of this type were held)
- Exhibitions of individual studios
- Diplomky 2023 (Master's projects)
- ROBOTA Open Workshop Project
- In cooperation with the Zlín Regional Authority and units of the Integrated Rescue System, the FLCM took part in the organization of the Security Week of the Zlín Region
- Health Day for Children of TBU Employees – What We Know about Life in the Dark
- Exit English Room escape game
- White Crayons Collection Days – with participation by FHS students
- How to get a Job in EU Institutions, lecture by Mgr. Martin Páv
- Volunteer activities of the FHS (Pre-Christmas Charity Jumble Sale, Poinsettia Charitable Sale, Christmas Collection for Furry Friends, Pre-Christmas Café for FHS Students, St. Nicholas visits to nursery schools and the ALZHEIMER HOME)

- Let's Give a Chance for Life! Join the Bone Marrow Register! – lecture
- Robogames 1 February 2023
- Students' Creative and Expert Activities contest – Ostrava, 26 April 2023

### **Work with graduates**

Within the cooperation with alumni, active motivation to register with the TBU Alumni Club, which had a total of 5,500 members as of 31 December 2023, was continued. In 2023, 4 newsletters were sent to alumni so as to inform them about events and news at TBU, while other types of communication and activities were carried out by TBU Faculties. Preparations were underway for the Bata's Legacy to the World event to be held at TBU on 24-25 April 2024.

## **PILLAR E: HUMAN RESOURCES, FUNDING, INTERNAL ENVIRONMENT AT TBU IN ZLÍN AND STRATEGIC MANAGEMENT**

The aim of Pillar E is to develop the internal environment of TBU in Zlín as an environment that inspires and motivates people to work and study, to cooperate internally and externally, to nurture a sense of community among people in at TBU foster its values, and to respect the internal rules of the university.

For 2023, the following measures were prioritized:

- Continue to build up the human resources system, including the computerization of HR tasks at TBU in Zlín.
- Continue to work on the digitization of TBU in Zlín, including the removal of internal administrative bureaucratic barriers.

### **Set up efficient internal processes and strategically manage the development of TBU in Zlín**

Security is a long-term priority at TBU. As part of the implementation of the TBU Security Strategy 22+, security policies were issued.

In 2023, the process of development of the information system of TBU in Zlín continued with the aim of fully computerizing all segments and reducing the administrative burden. The digitization of activities directly related to the provision of educational activities and administrative tasks related to the studies' administration continued. In applying the new EU regulations to the higher education environment, TBU proceeded in coordination with other public universities. A test stage of the transition to Mifare DESFire smart cards was implemented, and a pilot stage of the replacement of the electronic access control system was carried out, while a security concept for the IT area was being developed. In addition, a gradual transition to the exclusive use of electronic signatures, supported by TBU information systems, was initiated.

Steps were taken with the aim of improving and developing of centrally provided services in order to reduce duplicity of capacities at component parts of TBU in Zlín, and in order to reduce the administrative burden in the internal environment. Recommendations given by the internal "Audit of Duplicity of Activities No. 2/2022" in the area of centralization of services were implemented. The job descriptions of some employees were modified, and the organizational structure of the Rectorate was optimized by amending the Organizational Regulations.

In 2023, it was important for TBU in Zlín to ensure a sufficient staff capacity in order to stabilize the activities of the Project Management Office in the context of readiness for effective participation in the OP JAC and OP TAC, which was achieved by recruiting of two new members for the Office. Staff capacity for the preparation of analytical documents was maintained.

As part of the preparation for systemization of job positions, a project application was prepared, to be submitted to the Ministry of Labour and Social Affairs in 2023, focusing on the “flexible environment at TBU”, and a project funded by the Human Resource Management Central Development Programme (with MUNI acting as the main coordinator).

Internal communication was strengthened by, among other things, a regular distribution of an internal newsletter containing monthly news and interesting facts from TBU, as well as an offer of internal workshops and training events, which are well attended and appreciated by the staff. Other internal communication tools included a meeting between staff and employees of the Rectorate, which took place in the autumn.

Students and staff were motivated to express their needs and concerns through regular qualitative and quantitative surveys. A more systematic approach to student involvement in the operation of TBU was developed, and events such as the TBU Gala Ball, the Blood Donation Campaign for the Regional Tomas Bata Hospital, Let's Give a Chance for Life – Join the Bone Marrow Register, the TBU Gala Evening and Rag Day were organized in cooperation with students or by students.

### **Finalize the internal system of assurance and evaluation of quality of educational, R&D, creative and related activities carried out at TBU in Zlín**

TBU in Zlín is committed to implementing an internal system for evaluating the quality of R&D and creative activities in accordance with recommendations given by the Ministry of Education, the NAB methodology and Methodology 17+, and to develop evaluation methods for the purpose of assurance of the quality of education, R&D and creative activities and the third role of TBU.

In 2023, a survey of employers' needs related to career-oriented degree programmes and LL programmes was planned, but only the preparatory stage took place; the actual survey was scheduled for early 2024.

Another planned activity was an internal survey focusing on TBU services not directly related to education (Residence Halls, Refectory, sports facilities, student clubs). However, in the context of the preparation of the project “Flexible Environment at TBU”, this survey focused more on the attitudes of employees towards the possibilities of a flexible working environment. Nevertheless, the HRR regularly monitors the satisfaction of boarders and residents in its facilities, and evaluates the results twice a year at the Accommodation and Catering Council meetings.

In addition to the above-mentioned surveys, TBU was consistently evaluating and ensuring the quality of international mobility for incoming and outgoing students through a questionnaire survey, always conducted at the end of the semester. Student satisfaction is regularly presented at the meetings of the Vice-Deans for International Relations.

### **Ensure the financial stability of TBU in Zlín**

In 2023, TBU in Zlín aimed to develop internal mechanisms for distribution of funds and employee remuneration that take into account the implementation of the Strategic Plan of TBU in Zlín and support development in the defined prioritized areas.

The internal distribution of these funds will respect the principle of merit and take into account the actual performance and qualitative results achieved by the individual organizational units.

In the allocation and use of institutional support funds for the long-term conceptual development of the research organization, the prioritized objectives set by the Ministry of Education, Youth and Sports and TBU in Zlín (systemic measures aimed to support high-quality research, a system of career development for academic and scientific staff, etc.) were consistently taken into consideration, with an emphasis on greater centralization of processes.

### **Strengthen the strategic management of human resources**

In 2023, the implementation of the goals and measures listed in the Human Resources Development Strategy was continued in accordance with the sub-methods and the schedule set out in the Action Plan. The Human Resources Development Office was stabilized in terms of staff in 2023.

In 2023, cooperation with Czech universities continued within the Centralized Development Programme project entitled “Prevention of Unethical Behaviour on Campus and Promotion of Competence in Victim Care” (a follow-up project to the project entitled “Social Security at Czech Universities in the Context of Academic Ethics”).

Activities carried out in 2023:

- An analysis of relevant internal regulations and practices was carried out to strengthen social security.
- A concept of social security at TBU, including a system of recommendations for implementation of follow-up steps, was proposed to the TBU Management Board.
- Awareness-raising activities were carried out.
- Methodological materials and a proposal for a new web section on the given subject within the TBU website were prepared.

TBU in Zlín is committed to the development of a strategic recruitment system. Its aim is to attract academic and scientific staff from the external environment.

During 2023, tools were actively used to develop a professional recruitment and hiring system, that included:

- A new website [www.kariera.utb.cz](http://www.kariera.utb.cz) offering job vacancies across TBU and a database of TBU applicants.
- A guide “How to Recruit – Interviewing from A to Z” for non-HR staff.
- Onboarding and offboarding activities (onboarding training, onboarding documents, exit questionnaire).
- Presentation of offers on [euraxess.com](http://euraxess.com), [academicpositions.com](http://academicpositions.com), Czech and Slovak job portals, Job Centre portal.

## HR Award

TBU pursues the goal of further preparing the conditions for the extension of the HR Award certificate to all parts of the TBU in Zlín, including the preparation of a project to be submitted to the OP JAC and preparation of the application for the HR Award.

In 2023, the Endorsement Letter of the principles of the Charter was prepared, and the preparation for the HR Award was launched; an OTM-R (Open Transparent Merit-based Recruitment) Checklist was prepared as well. An update of the GEP Action Plan in line with the HRD Strategy was prepared, as well as a report on the implementation of the objectives according to the GEP Action Plan for review by the TBU Management Board. The implementation of the objectives and actions listed in the GEP continued in accordance with the timetable set out in the Action Plan.

## Development of internal infrastructure and an increased adaptability thereof to climate changes including the implementation of measures aimed to reduce the carbon footprint

TBU is committed to implementing measures in order to fulfil the Long-Term Sustainability Strategy of TBU in Zlín with the aim of developing the environmental responsibility of TBU in Zlín.

Within the sustainable development, sub-projects supporting the environmental responsibility of the TBU in Zlín and activities within the CRP project UNILEAD II, namely Sustainability Week, SWAP, etc. were implemented. Furthermore, a project application was prepared to be submitted to the Call announced by the NRP programme and focused on the development of green skills, where the main activities include the preparation (updating) of new course units and degree programmes, LL courses, creation of a strategy and partnership of TBU in the field of sustainable development.

In 2023, projects were prepared and implemented, aimed to reduce TBU's dependence on fossil fuels. Specifically, photovoltaic systems were installed on U6 and U12 buildings, which were connected in 2023 and funded by an OP Environment grant.

## Open Access and digitization

Another goal set for 2023 was to maintain and develop the infrastructure for educational, R&D and creative activities of TBU in Zlín, including the development of the TBU Library and support for availability of the Library's information resources.

The Strategy for Open Access to Scientific Information was implemented, including appropriate methodological support. In addition, the distribution of tokens for Open Access publishing with selected publishers was launched in 2023.

The R&D&I data management system was completed in 2023. On 1 January 2023, the Rector's Directive on Secure Research Data Management at TBU came into force. After a pilot test and evaluation of the operation of the entire system, the policy was updated in autumn 2023.

The technological equipment of the TBU Library, including the TBU University Press, was optimized and a completely new workflow for printing orders and binding of theses was created.

Information and educational resources for students and academic staff of TBU in Zlín and for the general public were extended and offered via a single portal. A comprehensive offer of printed and electronic



information resources was provided. The offer of information resources was updated according to the specific needs of students and teachers.

The test operation of the server room in the U13 building was carried out, and the functions of its individual elements were optimized.

The construction of infrastructure and technical facilities for professional preparation of digital teaching materials was also finalized in 2023. In June, the FENIX Digitization Centre was put into operation. The training of staff and the filming of the first materials took place there.

## **Investments**

The design and legislative preparation of the “TBU – New U1 Building” project continued. The Subtitle 133 22R was updated, the original U1 building was demolished, a zoning decision for the new U1 building was obtained, construction documentation for the new U1 building was prepared and a part of the required subsidy was acquired. The co-financing of the construction of the new U1 building from grant sources, in particular from the OP Environment, was not achieved as no call had been announced.

The design and engineering work for the zoning decision for the “U5 Multifunctional Sports Hall” project continued. Another planned activity was the development of an accommodation concept for students and staff from abroad, which will take into account current requirements regarding the quality of accommodation services and international standards. The concept is expected to be developed in 2024.

**TEXT SUPPLEMENT  
TO THE ANNUAL  
ACTIVITY REPORT 2023  
OF TBU IN ZLÍN**

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## 3. TEXT SUPPLEMENT TO THE ANNUAL ACTIVITY REPORT 2023 OF TBU IN ZLÍN

### 1 BASIC INFORMATION ON TBU

#### Tomas Bata University in Zlín

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

#### 1. A BASIC STRUCTURE OF TBU

##### Component parts of TBU

- Faculty of Technology (FT): Vavrečkova 5669, 760 01 Zlín
- Faculty of Management and Economics (FaME): Mostní 5139, 760 01 Zlín
- Faculty of Multimedia Communications (FMC): Univerzitní 2431, 760 01 Zlín
- Faculty of Applied Informatics (FAI): Nad Stráněmi 4511, 760 05 Zlín
- Faculty of Humanities (FHS): Štefánikova 5670, 760 01 Zlín
- Faculty of Logistics and Crisis Management (FLCM): Studentské nám. 1532, 686 01 Uherské Hradiště
- University Institute (UNI): Nad Ovčírnou 3685, 760 01 Zlín
- Library: nám. T. G. Masaryka 5555, 760 01 Zlín
- Halls of Residence and Refectory (HRR): Štefánikova 150, 760 01 Zlín

##### Research centres

- Centre of Polymer Systems (CPS)
- Centre for Security, Information and Advanced Technologies (CEBIA-Tech)
- Footwear Research Centre

### **Legal entities where TBU has a capital share**

- Technology Innovation Centre s.r.o., Identification No.: 26963574  
(Commercial company, TBU is a 50% owner, the Zlín Regional Authority is a 50% owner)
- TBU Nursery School, ID: 01889893  
(school registered as a legal entity)

### **Self-governing academic bodies of Tomas Bata University in Zlín**

- Academic Senate
- Rector
- Scientific Board
- Internal Evaluation Board
- Disciplinary Committee
- Board of Governors
- Bursar

### **Vice-Rectors**

- Vice-Rector for Research, Development and Creative Activities
- Vice-Rector for Pedagogical Activities
- Vice-Rector for Internationalization
- Vice-Rector for Internal and External Relations
- Vice-Rector for Development

### **Rectorate – Division managed by Rector**

- Rector's Office
- Marketing and Communications
- Rector's Secretariat
- Human Resources
- Legal Services

### **Rectorate – Division managed by Bursar**

- Bursar's Office
- Finance Office
- Investment and Property Management
- Information Technology Centre
- Technical Services
- Corporate Services
- Project Management Office
- Academia Centre

### **Rectorate – Division managed by Vice-Rectors**

- Vice-Rector for Pedagogical Activities
- Vice-Rector for Research, Development and Creative Activities
- Vice-Rector for Internationalization Vice-Rector for Internal and External Relations
- Vice-Rector for Development
- Job Centre
- Counselling Centre

### **TBU Advisory Bodies**

- TBU Management Board
- Rector's Advisory Council
- International Board
- Committee for Cyber Security Management
- Ethics Committee

### **Faculties and component parts**

- Faculty of Technology
- Faculty of Management and Economics
- Faculty of Multimedia Communications
- Faculty of Applied Informatics
- Faculty of Humanities
- Faculty of Logistics and Crisis Management
- University Institute
- Library
- Halls of Residence and Refectory

### **Research units and science and technology parks**

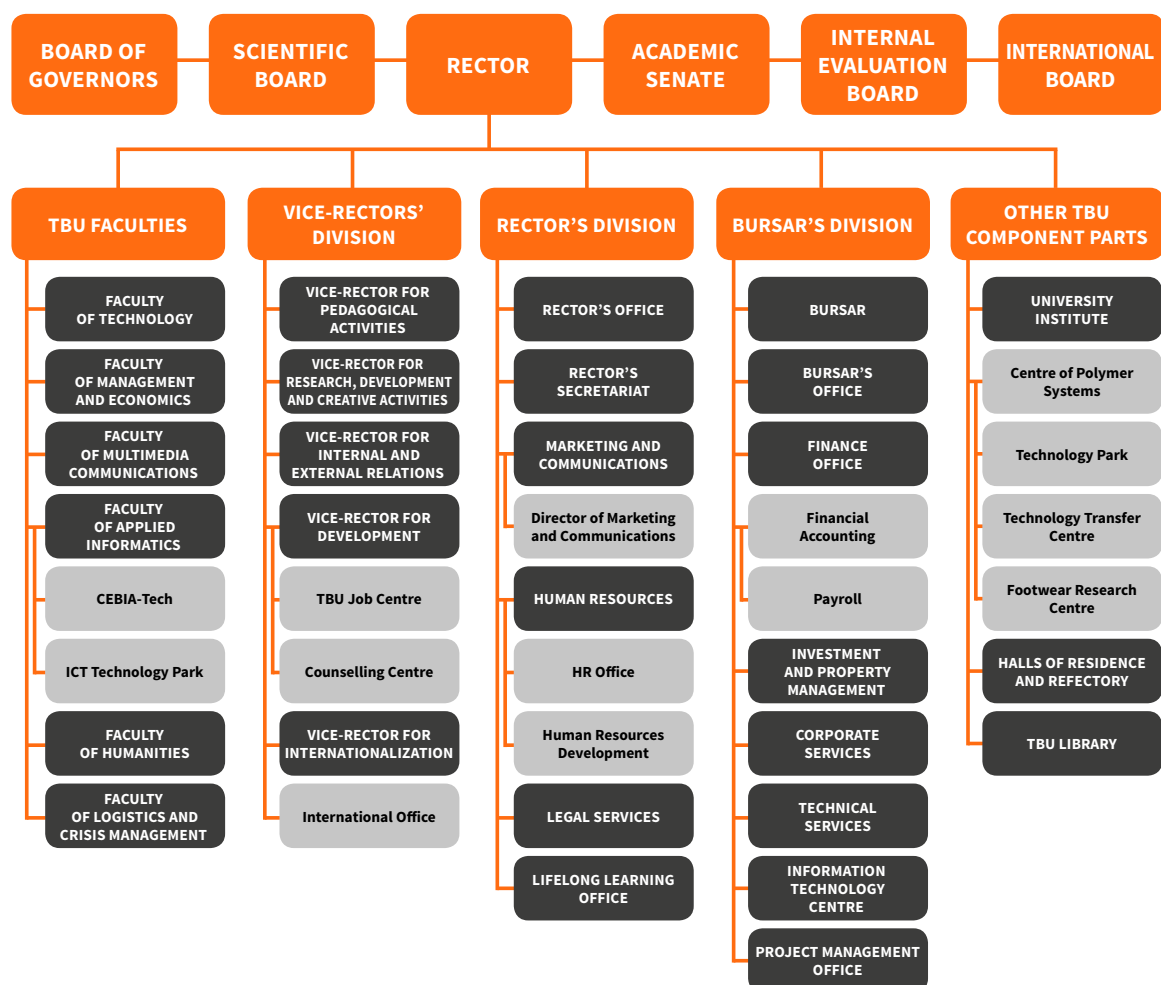
- Centre for Applied Economic Research
- Centre of Polymer Systems
- Technology Transfer Centre
- Footwear Research Centre
- CEBIA-Tech
- Research Centre of the FHS
- Technology Park
- ICT Technology Park
- Technology Innovation Centre

### **Other constituent parts**

- UPPER – Centre of Creative Industries and Business (FMC)
- Bata Centre – Ton Duc Thang University
- Centre for Education for Industry 4.0, Identification No.: 11931302 (Co-founders: TBU in Zlín, CE-PA, Regional Chamber of Commerce of the Zlín Region, TREXIMA)



## 1.B TBU ORGANIZATIONAL CHART



\* Rector's Office (Advisor to Rector, Internal Auditor, Data Protection Officer, Occupational Safety Officer, Cyber Security Manager, Physical Security Manager, Ombudsman)



## 1.C STRUCTURE OF THE SCIENTIFIC BOARD, BOARD OF GOVERNORS, ACADEMIC SENATE AND OTHER BODIES (INCL. SPECIFICATION OF CHANGES OCCURRED IN THE GIVEN YEAR) IN ACCORDANCE WITH TBU INTERNAL REGULATIONS

### Scientific Board

#### Chairperson

- Prof. Mgr. Milan Adámek, Ph.D., Rector of TBU in Zlín

#### External Members

##### Members

Prof. Ing. Libor Čapek, Ph.D.  
 doc. Ing. Petr Dvořák, Ph.D.  
 Prof. Ing. Radim Farana, CSc., FEng.  
 Prof. PhDr. Tomáš Janík, Ph.D., M.Ed.  
 Prof. Mgr. Michal Koleček, Ph.D.  
 doc. Mgr. Petr Kopecký, Ph.D.  
 Prof. Dr. Ing. Jan Mareš  
 Prof. RNDr. Ivana Márová, CSc.  
 Prof. Dr. Ing. Pavel Němeček  
 Ing. Jiří Rosenfeld, CSc.  
 Prof. RNDr. Václav Snášel, CSc.  
 Prof. Dr. Ing. Miroslav Svitek, dr.h.c.  
 Prof. RNDr. Jitka Ulrichová, CSc.  
 Ing. Čestmír Vančura  
 Prof. Ing. Martin Weiter, Ph.D.

##### Employed at

University Pardubice  
 Prague University of Economics and Business  
 Mendel University in Brno  
 Masaryk University  
 University of Jan Evangelista Purkyně  
 University of Ostrava  
 Mendel University in Brno  
 Brno University of Technology  
 Technical University of Liberec  
 Moravian-Slovak Engineering Works  
 VSB – Technical University of Ostrava  
 Czech Technical University in Prague  
 Palacký University Olomouc  
 VIVA, Forging Company  
 Brno University of Technology

#### Internal Members

##### Members

Prof. Ing. Roman Čermák, Ph.D.  
 Prof. Ing. Berenika Hausnerová, Ph.D.  
 Prof. Ing. Petr Humpolíček, Ph.D.  
 Prof. Mgr. Roman Jašek, Ph.D., DBA  
 Mgr. Josef Kocourek, Ph.D.  
 doc. Ing. et Ing. Ivo Kuřitka, Ph.D. et Ph.D.  
 Mgr. Libor Marek, Ph.D.  
 Prof. Ing. Jiří Mlček, Ph.D.  
 Prof. Dr. Ing. Drahomíra Pavelková  
 Prof. Ing. Petr Sába, CSc.  
 Prof. Ing. Vladimír Sedlařík, Ph.D.  
 Prof. Ing. Michal Staněk, Ph.D.  
 Prof. MgA. Petr Stanický, M.F.A.  
 doc. Ing. Martin Sysel, Ph.D.  
 Prof. Ing. David Tuček, Ph.D.  
 doc. Ing. Zuzana Tučková, Ph.D.  
 Prof. Ing. Vladimír Vašek, CSc.  
 doc. Ing. Jiří Vojtěšek, Ph.D.

##### Employed at

FT of TBU in Zlín  
 FT of TBU in Zlín  
 FT of TBU in Zlín  
 FAI of TBU in Zlín  
 FMC of TBU in Zlín  
 CPS of TBU in Zlín  
 FHS of TBU in Zlín  
 FT of TBU in Zlín  
 FaME of TBU in Zlín  
 UNI of TBU in Zlín  
 CPS of TBU in Zlín  
 FT of TBU in Zlín  
 FMC of TBU in Zlín  
 FAI of TBU in Zlín  
 FaME of TBU in Zlín  
 FLCM of TBU in Zlín  
 CEBIA-Tech of TBU in Zlín  
 FAI of TBU in Zlín

## TBU Board of Governors

### Chairperson

- Ing. Libor Lázníčka, Ph.D., General Manager and Managing Director, Continental Barum

### Deputy Chairpersons

- Libor Lukáš (Deputy Chairperson until 21 May 2023)
- PaedDr. Alena Gajdůšková, Chairperson of the Social Affairs Committee of the Assembly of the Zlín Region
- Ing. Michaela Šojdrová, Member of the European Parliament (Deputy Chairperson from 1 December 2023)

### Members

- Ing. Eva Bartoňová, Secretary to the Municipality of Česká Lípa, Member of the Committee for Formation, Education and Employment of the Regional Assembly of the Liberec Region
- Thomas Archer Bata, CEO and Founder at Mont Gele Gear, CEO at Triple B Investments
- Prof. Ing. Eva Jiříčná, CBE, M. Arch., architect and designer, AI – DESIGN, s.r.o., Eva Jiricna Architects Limited
- Libor Lukáš, Chairman of the Association for the Development of Transport Infrastructure in Moravia, Managing Director of the Road Administration and Maintenance of the Zlín Region, s.r.o.
- Prof. Ing. Jaromír Veber, CSc., Professor, member of the Department of Economics and Management of the University of Chemistry and Technology, Prague
- doc. Ing. Jiří Volf, CSc., Chairman of the Board of Directors of the Prague University of Economics and Business, member of the Engineering Academy of the Czech Republic

## Academic Senate

### Chairperson

- doc. Ing. Martin Sysel, Ph.D.

### Deputy Chairpersons

- Ing. Martina Juříková, Ph.D. Deputy Chairperson; Chairperson of the Academic Staff Chamber (until 9 January 2023)
- Ing. Martin Mikeska, Ph.D. Deputy Chairperson; Chairperson of the Academic Staff Chamber (from 21 February 2023)
- Ing. Jan Hanzlík Deputy Chairperson; Chairperson of the Student Chamber

### Academic Staff Chamber

- Mgr. Lucie Cejpek Blašíková, Ph.D.
- Mgr. Petr Dujka
- Mgr. Markéta Dvořáčková (from 10 January 2023)
- Ing. Eva Hoke, Ph.D.
- doc. Ing. Markéta Julínová, Ph.D.
- Mgr. Eliška Káčerková, Ph.D.
- Ing. et Ing. Jiří Konečný, Ph.D. (from 21 February 2023)
- Mgr. Helena Maňasová Hradská, Ph.D.
- Mgr. Zdeněk Melichárek, Ph.D.
- Ing. Martin Mikeska, Ph.D.
- prof. Ing. Jiří Mlček, Ph.D.



- Mgr. Michal Navrátil
- doc. Ing. Petr Novák, Ph.D.
- Ing. Milana Otrusínová, Ph.D.
- doc. Mgr. Zuzana Pátíková, Ph.D.
- Ing. Martin Pospíšilík, Ph.D.
- Ing. Jakub Rak, Ph.D. (until 31 January 2023)
- doc. Ing. Michal Sedlačík, Ph.D.
- PhDr. Helena Skarupská, Ph.D.
- Ing. Radomila Soukalová, Ph.D.
- Prof. Ing. Michal Staněk, Ph.D.
- Ing. Jan Strohmandl, Ph.D.
- Ing. Tomáš Sysala, Ph.D.
- doc. Ing. Pavel Valášek, CSc. LL.M.

### **Student Chamber**

- Bc. Eva Bedáňová (until 11 September 2023, later included in the list of alternate members)
- Bc. Daniel Cindler
- Ing. Jan Hanzlík
- Bc. Nela Hasová
- Ing. Barbora Kotlánová
- Bc. Dalibor Malý
- Ing. Zdenko Metzker
- Bc. Daniel Procházka (until 24 May 2023)
- Ing. Magdaléna Rybová
- Aneta Smetánková (until 8 June 2023)
- Michal Svoboda (from 26 September 2023)
- Mgr. Eva Učňová
- Bc. Michal Vojdan

## **Internal Evaluation Board**

### **Chairperson**

- Prof. Mgr. Milan Adámek, Ph.D., Rector of TBU in Zlín

### **Deputy Chairperson**

- doc. Ing. Roman Bobák, Ph.D. (TBU in Zlín) (until 19 March 2023)
- Prof. Ing. Jiří Mlček, Ph.D. (TBU in Zlín) (from 20 April 2023)

### **Members**

- doc. Ing. Mgr. Radim Bačuvčík, Ph.D. (TBU in Zlín)
- doc. Ing. Martin Bednařík, Ph.D. (TBU in Zlín) (from 20 March 2023)
- Prof. Dr. Ing. Aleš Bernatík (VŠB – Technical University of Ostrava) (from 20 March 2023)
- doc. Ing. Roman Bobák, Ph.D. (TBU in Zlín)
- Prof. Ing. Jiří Brožek, CSc. (University of Chemistry and Technology, Prague)
- Prof. RNDr. Leona Buňková, Ph.D. (TBU in Zlín) (until 19 March 2023)
- Prof. Ing. Radim Farana, CSc. (Mendel University in Brno)
- Ing. Klára Fučíková (TBU in Zlín) (from 20 March 2023)
- Dr. Rostislav Illík, M.F.A. (TBU in Zlín)
- Bc. Marek Kos (TBU in Zlín) (from 19 March 2023)

- doc. PhDr. Jitka Němcová, Ph.D. (Medical College in Prague)
- doc. Ing. Ladislav Rolínek, Ph.D. (University of South Bohemia in České Budějovice)
- doc. Ing. Martin Sysel, Ph.D. (TBU in Zlín)
- RNDr. Jakub Trojan, MSc, Ph.D. (TBU in Zlín) (until 19 March 2023)
- doc. Mgr. Roman Trušík, Ph.D. (TBU in Zlín) (from 20 March 2023)
- Ing. Čestmír Vančura (VIVA, Forging Company)
- Prof. Ing. Dušan Vičar, CSc. (Masaryk University Brno) (until 19 March 2023)

## Rector

- Prof. Mgr. Milan Adámek, Ph.D.

## Bursar

- RNDr. Alexander Černý (until 31 May 2023)
- Mgr. Monika Hrabáková – authorized to perform duties of the Bursar (from 1 June 2023 to 30 September 2023)
- Ing. Silvie Vodinská (from 1 October 2023)

## Disciplinary Committee

### Academic staff

- doc. Ing. et Ing. Ivo Kuřitka, Ph.D. et Ph.D.
- Prof. Ing. Petr Humpolíček, Ph.D.

### Students

- Ing. Danila Gorgol
- Ing. Eliška Dařová
- Ing. Dominika Hanušová

## 1.D TBU REPRESENTATION IN ORGANIZATIONS ASSOCIATING CZECH HIGHER EDUCATION INSTITUTIONS

### Czech Rectors' Conference (CRC)

- Prof. Mgr. Milan Adámek, Ph.D., Rector, member

### Council of Higher Education Institutions (CHEI)

- doc. Ing. Martin Sysel, Ph.D. – representative in the Presidium
- Ing. Alena Macháčková, CSc. – representative in the Assembly
- BcA. Eva Šišková – representative in the Student Chamber (until 21 February 2023)
- Ing. Magdaléna Rybová – deputy representative in the Student Chamber (until 21 February 2023)
- Ing. Jan Hanzlík, representative in the Student Chamber (from 21 February 2023)
- Ing. Barbora Kotlánová, deputy representative in the Student Chamber (from 21 February 2023)
- doc. Ing. Miloslava Chovancová, CSc. – representative of the FaME in the Assembly
- Mgr. Helena Maňasová Hradská, Ph.D. – representative of the FMC in the Assembly
- Ing. Miroslav Matýšek, Ph.D. – representative of the FAI in the Assembly
- PhDr. Helena Skarupská, Ph.D. – representative of the FHS in the Assembly
- Prof. Ing. Michal Staněk, Ph.D. – representative of the FT in the Assembly
- RNDr. Jakub Trojan, MSc., MBA, Ph.D. – representative of the FLCM in the Assembly



## 1.E CHANGES REGARDING INTERNAL REGULATIONS IN 2023

### Statute of Tomas Bata University in Zlín

The amendment was related to Article 31 regulating the status and operation of the TBU Internal Evaluation Board.

### Rules Governing the System of Quality Assurance of Educational, R&D, Creative and Related Activities and Governing the Evaluation of Quality of Educational, R&D, Creative and Related Activities of Tomas Bata University in Zlín

Minor grammatical corrections have been made, and Article 6, which concerns the internal evaluation of the quality of Lifelong Learning courses, has been amended.

### Lifelong Learning Regulations of TBU in Zlín

The Lifelong Learning Regulations were issued as a new internal regulation of Tomas Bata University in Zlín.

## 2 DEGREE PROGRAMMES, ORGANIZATION OF STUDIES AND EDUCATIONAL ACTIVITIES

### 2.A ACCREDITED DEGREE PROGRAMMES

In the year 2023, full-time and part-time degree programmes in technical and social sciences, economics, pedagogy, visual arts and healthcare were carried out at TBU. As at 31 December 2023, a total of 278 degree programmes were accredited at TBU in the full-time as well as part-time mode of study, compared to 264 degree programmes in 2022. The numbers of accredited Bachelor's, non-follow-up Master's, follow-up Master's and doctoral programmes were 90, 2, 91 and 95 respectively. In 2023, out of the total number of accredited degree programmes, 69 were accredited as degree programmes taught in a foreign language (with all of them accredited in English).

#### TBU has four institutional accreditations:

- Fields of Economics (FaME, FMC)
- Chemistry (FT, UNI)
- Food processing (FT)
- Arts (FMC)

#### The following double degree programmes were carried out in cooperation with higher education institutions abroad in 2023:

- Accredited Bachelor's programme in Economics and Management and in European Business carried out at the FaME in cooperation with the University of Huddersfield Business School (Great Britain)
- Accredited follow-up Master's programme in Economics and Management and in International Business Management carried out at the FaME in cooperation with the University of Huddersfield Business School (Great Britain)

- Accredited doctoral programme in Process Engineering carried out at the FT in cooperation with the Slovak University of Technology in Bratislava

In 2023, TBU did not implement any of its degree programmes jointly with another higher education institution or a public research institution that have a registered office in the Czech Republic. In accordance with the Qualification Framework of Higher Education of the Czech Republic, Bachelor's and Master's programmes are described within the IS STAG system. In 2023, six degree programmes were described. In total, 95 degree programmes are described (no degree programme was described in 2020, 31 degree programmes were described in 2021, 58 degree programmes were described in 2022). The number of degree programmes described does not include programmes comprising degree courses where the degree courses carried out are described.

With funding provided from projects funded by the National Recovery Plan (hereinafter referred to as the "NRP"), four of the six new career-oriented degree programmes were accredited in 2023, namely Gastronomy and Nutrition (BP, FT), Sustainable Development Management (FUMP, FaME, FLCM, CPS), Sports Management (BP, FaME) and Adult Development and Education Specialist (BP, FHS). As regards the two remaining degree programmes, Home Care and Hospice Care (FUMP, FHS) and Nursing in Surgery (FUMP, FHS), the accreditation process is still ongoing.

## **2.B PARTICIPATION OF THE APPLICATION SPHERE IN CREATION AND IMPLEMENTATION OF DEGREE PROGRAMMES**

In 2023, the application sphere significantly participated in the creation and implementation of degree programmes; a total of 1,135 persons were involved in the cooperation, both in the form of a defined employment relationship and in another legal form of cooperation:

- Number of persons involved in teaching – 417
- Number of persons acting as supervisors of academic qualification theses – 57
- Number of persons working as supervisors in practical training – 661

Representatives of the application sphere were involved in direct teaching in selected course units, e.g. in the form of single lectures, or a series of specialized lectures given within selected degree programmes. TBU regularly consulted the application sphere about the content of degree programmes, and that particularly thanks to guarantors of degree programmes/specializations, and, subsequently, the content was discussed at meetings of guarantors with the Management Boards at TBU Faculties. To name one example, the FAI had appointed members of the Industrial Board, that has an advisory role, in order to support closer cooperation with business and industry; in 2023, the Institutional Board was established at the FaME. Members of the Industrial Board were representatives of employers, professional chambers and specialized associations. One of the main tasks of the Board was to participate in the creation of curricula and contents of individual course units according to the requirements of the application sphere. At the FHS, a significant link with the application sphere was represented by mentoring given to students during practical training in Bachelor's programmes in Nursing and in Midwifery, thus providing the supervised students with experience necessary for performing of specialist activities.

The involvement of the application sphere in the creation and implementation of degree programmes is evaluated on a regular basis, both in the TBU Annual Activity Report and in annual reports describing activities of TBU component parts as well as in the Report on Internal Evaluation of Quality of Educational, R&D, Creative and Related Activities of Tomas Bata University in Zlín (it is one of quantitative indicators of the evaluation of educational activities).

## 2.C OTHER EDUCATIONAL ACTIVITIES CARRIED OUT IN ADDITION TO ACCREDITED DEGREE PROGRAMMES

Since its establishment in 2001, TBU has been open to the public. Besides activities carried out within its third role, TBU offers Lifelong Learning (LL) educational programmes for adults who are not university students. Within the Lifelong Learning courses offered by TBU, a total of 13 vocational courses and 16 hobby courses were run in 2023. These 29 Lifelong Learning courses were attended by a total of 432 persons. The vocational courses offered were mostly focusing on social sciences, also on technology, manufacturing and civil engineering and, last but not least, on information technology. The absolute majority of hobby courses was focused on the category of humanities and arts.

In the course of 2023, work on the development of new Lifelong Learning programmes was in progress. A total of five new vocational courses are being prepared with funding provided by a two-year project accepted for funding by the National Recovery Plan and implemented at TBU since 2022. These courses will be based on micro-credentials. Another three new vocational courses were prepared by the University Institute – Centre of Polymer Systems. These courses in plastics technology and in chemistry were accredited by the Ministry of Education, Youth and Sports and had already been offered to the public before. In the monitored period, the Sign Language Course was also created and accredited. In order to establish and develop cooperation with the business sector, TBU in Zlín co-founded the Education Centre for Industry 4.0 at the end of 2021. In the course of 2023, several meetings were held with the aim of setting of rules for cooperation processes and define responsibilities and competencies.

Lifelong Learning was offered in two basic spheres – Lifelong Learning courses carried out within accredited degree programmes, and other educational programmes focused on the acquisition, extension or change of qualification, or hobby courses. The planning, organization and provision of Lifelong Learning courses was fully within the competence of the individual component parts. In 2023, the following Lifelong Learning programmes/courses took place at the TBU component parts:

### FaME

- Lifelong Learning programmes carried out within accredited degree programmes intended for secondary school graduates: Accounting and Taxes, Industrial Engineering
- Lifelong Learning programme carried out within accredited degree programmes intended for Bachelor's graduates: Management a Marketing

### FMK

- Marketing Communication, a Lifelong Learning programme carried out within an accredited degree programme

### FAI

- EMC course – Electromagnetic Compatibility for Industrial Applications, a course for the general public revealing the pitfalls of EMC in the life cycle of electronic products
- Cybersecurity for the Hospice Vršovice, a course held at the request of the client
- Practical measurements of HVAC parameters, a course held at the request of the client – Airflow Lufttechnik, GmbH

### FHS

- Studies in educational sciences for teachers of the higher primary and secondary school teachers, held from September 2023 under the name “Study of Educational Sciences Aimed to Obtain a Qualification as Higher Primary School/Secondary School Teacher”
- Czech language course

## FLCM

- Crisis Management and Dealing with Crisis Situations – CrisCon, an accredited Lifelong Learning programme for employees of self-governing territorial units involved in the performance of administrative activities while ensuring the protection of the population and crisis management

In 2023, TBU extended the offer of U3A courses by adding multiple new topics; a total of 76 courses attended by 1,533 students were run. U3A students are usually people of post-productive age. The U3A includes solely hobby courses containing cycles of lectures or practical exercises from various fields such as culture and arts, history, psychology, natural sciences and technology, computer teaching, English courses and various creative activities.

Senior citizens show greater interest precisely in creative fields: Courses in digital photography, calligraphy, drawing, painting and creative writing were fully booked. Drawings by students of visual arts were on display during an exhibition held in the Senate of the Parliament of the Czech Republic in Prague and at the Regional Office in Zlín, and, at the end of the year, a 2024 calendar was published containing the drawings depicting various themes of the town of Zlín and created by U3A students.

A practical course in the field of food industry taught in the laboratories of the Faculty of Technology was a great novelty. For several years now, interest in English language courses has been increasing. Students of this U3A course had the opportunity to take an excursion to the University of Porto, where they attended a joint language course together with Portuguese seniors.

The U3A is organized by the TBU Rectorate, classes are held in Zlín and Uherské Hradiště. Thanks to cooperation with partner institutions, classes are also held at other locations in the region – in the towns of Vsetín, Kroměříž and Uherský Brod.

**TABLE 2.1: NUMBERS OF ACCREDITED DEGREE PROGRAMMES AT TBU**

| Tomas Bata University in Zlín                |      | Degree programmes |     |          |     |                    |     |          |     | TOTAL |
|----------------------------------------------|------|-------------------|-----|----------|-----|--------------------|-----|----------|-----|-------|
|                                              |      | Bachelor's        |     | Master's |     | Follow-up Master's |     | Doctoral |     |       |
|                                              |      | F                 | P/D | F        | P/D | F                  | P/D | F        | P/D |       |
| Faculty of Technology                        |      |                   |     |          |     |                    |     |          |     |       |
| ISCED-F broad fields                         | Code |                   |     |          |     |                    |     |          |     |       |
| Natural sciences, mathematics and statistics | 05   |                   |     |          |     | 3                  | 2   | 3        | 4   | 12    |
| Information and communication technologies   | 06   |                   |     |          |     |                    |     | 1        |     | 1     |
| Engineering, manufacturing and construction  | 07   | 7                 | 6   |          |     | 15                 | 9   | 12       | 11  | 60    |
| Faculty in total                             | X    | 7                 | 6   | 0        | 0   | 18                 | 11  | 16       | 15  | 73    |
| Faculty of Management and Economics          |      |                   |     |          |     |                    |     |          |     |       |
| ISCED-F broad fields                         | Code |                   |     |          |     |                    |     |          |     |       |
| Business, administration and law             | 04   | 12                | 8   |          |     | 14                 | 9   | 10       | 10  | 63    |
| Faculty in total                             | X    | 12                | 8   | 0        | 0   | 14                 | 9   | 10       | 10  | 63    |

| Tomas Bata University in Zlín               | Degree programmes |     |          |     |                    |     |          |     | TOTAL |    |
|---------------------------------------------|-------------------|-----|----------|-----|--------------------|-----|----------|-----|-------|----|
|                                             | Bachelor's        |     | Master's |     | Follow-up Master's |     | Doctoral |     |       |    |
|                                             | F                 | P/D | F        | P/D | F                  | P/D | F        | P/D |       |    |
| Faculty of Multimedia Communications        |                   |     |          |     |                    |     |          |     |       |    |
| ISCED-F broad fields                        | Code              |     |          |     |                    |     |          |     |       |    |
| Arts and humanities                         | 02                | 9   |          |     |                    | 9   | 1        | 4   | 4     | 27 |
| Social sciences, journalism and information | 03                | 1   | 1        |     |                    | 2   | 1        |     |       | 5  |
| Business, administration and law            | 04                | 1   | 1        |     |                    | 2   | 1        |     |       | 5  |
| Faculty in total                            | X                 | 11  | 2        | 0   | 0                  | 13  | 3        | 4   | 4     | 37 |
| Faculty of Applied Informatics              |                   |     |          |     |                    |     |          |     |       |    |
| ISCED-F broad fields                        | Code              |     |          |     |                    |     |          |     |       |    |
| Information and communication technologies  | 06                | 3   | 1        |     |                    | 2   | 1        | 8   | 8     | 23 |
| Engineering, manufacturing and construction | 07                | 2   | 1        |     |                    | 2   | 1        |     |       | 6  |
| Services                                    | 10                | 3   | 2        |     |                    | 4   | 2        |     |       | 11 |
| Faculty in total                            | X                 | 8   | 4        | 0   | 0                  | 8   | 4        | 8   | 8     | 40 |
| Faculty of Humanities                       |                   |     |          |     |                    |     |          |     |       |    |
| ISCED-F broad fields                        | Code              |     |          |     |                    |     |          |     |       |    |
| Education and formation                     | 01                |     | 2        | 2   |                    | 2   | 3        | 2   | 2     | 13 |
| Arts and humanities                         | 02                | 2   |          |     |                    | 4   |          |     |       | 6  |
| Health and welfare                          | 09                | 10  | 7        |     |                    |     |          |     |       | 17 |
| Faculty in total                            | X                 | 12  | 9        | 2   | 0                  | 6   | 3        | 2   | 2     | 36 |
| Faculty of Logistics and Crisis Management  |                   |     |          |     |                    |     |          |     |       |    |
| ISCED-F broad fields                        | Code              |     |          |     |                    |     |          |     |       |    |
| Engineering, manufacturing and construction | 07                | 2   | 1        |     |                    |     |          |     |       | 3  |
| Services                                    | 10                | 5   | 3        |     |                    | 1   | 1        |     |       | 10 |
| Faculty in total                            | X                 | 7   | 4        | 0   | 0                  | 1   | 1        | 0   | 0     | 13 |
| TBU Centralized Constituent Part            |                   |     |          |     |                    |     |          |     |       |    |
| ISCED-F broad fields                        | Code              |     |          |     |                    |     |          |     |       |    |
| Engineering, manufacturing and construction | 07                |     |          |     |                    |     |          | 8   | 8     | 16 |
| TBU Centralized Constituent Part in total   | X                 | 0   | 0        | 0   | 0                  | 0   | 0        | 8   | 8     | 16 |

| Tomas Bata University in Zlín                   | Degree programmes |     |          |     |                    |     |          |     | TOTAL |     |
|-------------------------------------------------|-------------------|-----|----------|-----|--------------------|-----|----------|-----|-------|-----|
|                                                 | Bachelor's        |     | Master's |     | Follow-up Master's |     | Doctoral |     |       |     |
|                                                 | F                 | P/D | F        | P/D | F                  | P/D | F        | P/D |       |     |
| Tomas Bata University in Zlín                   |                   |     |          |     |                    |     |          |     |       |     |
| ISCED-F broad fields                            | Code              |     |          |     |                    |     |          |     |       |     |
| Generic programmes and qualifications           | 00                |     |          |     |                    |     |          |     |       | 0   |
| Education and formation                         | 01                |     | 2        | 2   |                    | 2   | 3        | 2   | 2     | 13  |
| Arts and humanities                             | 02                | 11  |          |     |                    | 13  | 1        | 4   | 4     | 33  |
| Social sciences, journalism and information     | 03                | 1   | 1        |     |                    | 2   | 1        |     |       | 5   |
| Business, administration and law                | 04                | 13  | 9        |     |                    | 16  | 10       | 10  | 10    | 68  |
| Natural sciences, mathematics and statistics    | 05                |     |          |     |                    | 3   | 2        | 3   | 4     | 12  |
| Information and communication technologies      | 06                | 3   | 1        |     |                    | 2   | 1        | 9   | 8     | 24  |
| Engineering, manufacturing and construction     | 07                | 11  | 8        |     |                    | 17  | 10       | 20  | 19    | 85  |
| Agriculture, forestry, fisheries and veterinary | 08                |     |          |     |                    |     |          |     |       | 0   |
| Health and welfare                              | 09                | 10  | 7        |     |                    |     |          |     |       | 17  |
| Services                                        | 10                | 8   | 5        |     |                    | 5   | 3        |     |       | 21  |
| TBU IN TOTAL                                    | X                 | 57  | 33       | 2   | 0                  | 60  | 31       | 48  | 47    | 278 |



**TABLE 2.2: NUMBERS OF DEGREE PROGRAMMES ACCREDITED IN A FOREIGN LANGUAGE AT TBU**

| Tomas Bata University in Zlín                |      | Degree programmes |     |          |     |                    |     |          |     | TOTAL |
|----------------------------------------------|------|-------------------|-----|----------|-----|--------------------|-----|----------|-----|-------|
|                                              |      | Bachelor's        |     | Master's |     | Follow-up Master's |     | Doctoral |     |       |
|                                              |      | F                 | P/D | F        | P/D | F                  | P/D | F        | P/D |       |
| Faculty of Technology                        |      |                   |     |          |     |                    |     |          |     |       |
| ISCED-F broad fields                         | Code |                   |     |          |     |                    |     |          |     |       |
| Natural sciences, mathematics and statistics | 05   |                   |     |          |     | 1                  |     | 1        | 2   | 4     |
| Information and communication technologies   | 06   |                   |     |          |     |                    |     | 1        |     | 1     |
| Engineering, manufacturing and construction  | 07   |                   |     |          |     | 5                  |     | 6        | 5   | 16    |
| Faculty in total                             | X    | 0                 | 0   | 0        | 0   | 6                  | 0   | 8        | 7   | 21    |
| Faculty of Management and Economics          |      |                   |     |          |     |                    |     |          |     |       |
| ISCED-F broad fields                         | Code |                   |     |          |     |                    |     |          |     |       |
| Business, administration and law             | 04   | 4                 |     |          |     | 5                  |     | 5        | 5   | 19    |
| Faculty in total                             | X    | 4                 | 0   | 0        | 0   | 5                  | 0   | 5        | 5   | 19    |
| Faculty of Multimedia Communications         |      |                   |     |          |     |                    |     |          |     |       |
| ISCED-F broad fields                         | Code |                   |     |          |     |                    |     |          |     |       |
| Arts and humanities                          | 02   |                   |     |          |     |                    |     | 2        | 2   | 4     |
| Social sciences, journalism and information  | 03   |                   |     |          |     | 1                  |     |          |     | 1     |
| Business, administration and law             | 04   |                   |     |          |     | 1                  |     |          |     | 1     |
| Faculty in total                             | X    | 0                 | 0   | 0        | 0   | 2                  | 0   | 2        | 2   | 6     |
| Faculty of Applied Informatics               |      |                   |     |          |     |                    |     |          |     |       |
| ISCED-F broad fields                         | Code |                   |     |          |     |                    |     |          |     |       |
| Information and communication technologies   | 06   | 1                 |     |          |     | 1                  |     | 4        | 4   | 10    |
| Engineering, manufacturing and construction  | 07   | 2                 |     |          |     | 1                  |     |          |     | 3     |
| Services                                     | 10   |                   |     |          |     | 2                  |     |          |     | 2     |
| Faculty in total                             | X    | 3                 | 0   | 0        | 0   | 4                  | 0   | 4        | 4   | 15    |
| TBU Centralized Constituent Part             |      |                   |     |          |     |                    |     |          |     |       |
| ISCED-F broad fields                         | Code |                   |     |          |     |                    |     |          |     |       |
| Engineering, manufacturing and construction  | 07   |                   |     |          |     |                    |     | 4        | 4   | 8     |
| TBU Centralized Constituent Part in total    | X    | 0                 | 0   | 0        | 0   | 0                  | 0   | 4        | 4   | 8     |

| Tomas Bata University in Zlín                | Degree programmes |     |          |     |                    |     |          |     | TOTAL |    |
|----------------------------------------------|-------------------|-----|----------|-----|--------------------|-----|----------|-----|-------|----|
|                                              | Bachelor's        |     | Master's |     | Follow-up Master's |     | Doctoral |     |       |    |
|                                              | F                 | P/D | F        | P/D | F                  | P/D | F        | P/D |       |    |
| Tomas Bata University in Zlín                |                   |     |          |     |                    |     |          |     |       |    |
| ISCED-F broad fields                         | Code              |     |          |     |                    |     |          |     |       |    |
| Arts and humanities                          | 02                |     |          |     |                    |     |          | 2   | 2     | 4  |
| Social sciences, journalism and information  | 03                |     |          |     |                    | 1   |          |     |       | 1  |
| Business, administration and law             | 04                | 4   |          |     |                    | 6   |          | 5   | 5     | 20 |
| Natural sciences, mathematics and statistics | 05                |     |          |     |                    | 1   |          | 1   | 2     | 4  |
| Information and communication technologies   | 06                | 1   |          |     |                    | 1   |          | 5   | 4     | 11 |
| Engineering, manufacturing and construction  | 07                | 2   |          |     |                    | 6   |          | 10  | 9     | 27 |
| Services                                     | 10                |     |          |     |                    | 2   |          |     |       | 2  |
| TBU IN TOTAL                                 | X                 | 7   | 0        | 0   | 0                  | 17  | 0        | 23  | 22    | 69 |

**TABLE 2.3: JOINT/DOUBLE/MULTIPLE DEGREE PROGRAMMES CARRIED OUT IN COOPERATION WITH FOREIGN HEIS**

| Tomas Bata University in Zlín                                         |                                                                         |
|-----------------------------------------------------------------------|-------------------------------------------------------------------------|
| <b>Degree programme 1</b>                                             | <b>Process Engineering</b>                                              |
| Partner institutions                                                  | Slovak University of Technology in Bratislava                           |
| Programme type (Joint/Double/Multiple Degree)                         | Double Degree                                                           |
| Degree programme (Bachelor's, follow-up Master's, Master's, doctoral) | doctoral                                                                |
| <b>Number of active studies as at 31/12</b>                           | 5                                                                       |
| <b>Degree programme 2</b>                                             | <b>1) Economics and Management 2) European Business</b>                 |
| Partner institutions                                                  | University of Huddersfield Business School, Great Britain               |
| Programme type (Joint/Double/Multiple Degree)                         | Double Degree                                                           |
| Degree programme (Bachelor's, follow-up Master's, Master's, doctoral) | Bachelor's                                                              |
| <b>Number of active studies as at 31/12</b>                           | 1                                                                       |
| <b>Degree programme 3</b>                                             | <b>1) Economics and Management 2) International Business Management</b> |
| Partner institutions                                                  | University of Huddersfield Business School, Great Britain               |
| Programme type (Joint/Double/Multiple Degree)                         | Double Degree                                                           |
| Degree programme (Bachelor's, follow-up Master's, Master's, doctoral) | Follow-up Master's                                                      |
| <b>Number of active studies as at 31/12</b>                           | 1                                                                       |

**TABLE 2.3: INFORMATION SUMMARIZING TABLE 2.3**

| <b>Tomas Bata University in Zlín</b>    | <b>Bachelor's</b> | <b>Master's</b> | <b>Follow-up Master's</b> | <b>Doctoral</b> | <b>TOTAL</b> |
|-----------------------------------------|-------------------|-----------------|---------------------------|-----------------|--------------|
| Number of degree programmes             | 1                 |                 | 1                         | 1               | 3            |
| Numbers of students in these programmes | 1                 |                 | 1                         | 5               | 7            |

**TABLE 2.4: ACCREDITED DEGREE PROGRAMMES IMPLEMENTED JOINTLY BY TBU AND ANOTHER HIGHER EDUCATION INSTITUTION OR A PUBLIC**

| <b>Tomas Bata University in Zlín</b>                                | <b>n/a</b> |
|---------------------------------------------------------------------|------------|
| <b>Degree programme 1</b>                                           |            |
| <b>ISCED-F broad field</b>                                          |            |
| Partner HEI/research institution                                    |            |
| Programme type (Bachelor's, follow-up Master's, Master's, doctoral) |            |
| <b>Number of active studies as at 31/12</b>                         | 0          |
| <b>Degree programme 2</b>                                           |            |
| <b>ISCED-F broad field</b>                                          |            |
| Partner HEI/research institution                                    |            |
| Programme type (Bachelor's, follow-up Master's, Master's, doctoral) |            |
| <b>Number of active studies as at 31/12</b>                         | 0          |

**TABLE 2.4: INFORMATION SUMMARIZING TABLE 2.4**

| <b>Tomas Bata University in Zlín</b>          | <b>Bachelor's</b> | <b>Master's</b> | <b>Follow-up Master's</b> | <b>Doctoral</b> | <b>TOTAL</b> |
|-----------------------------------------------|-------------------|-----------------|---------------------------|-----------------|--------------|
| Number of degree programmes                   |                   |                 |                           |                 | 0            |
| Numbers of active studies in these programmes |                   |                 |                           |                 | 0            |



**TABLE 2.5: ACCREDITED DEGREE PROGRAMMES IMPLEMENTED JOINTLY BY TBU AND TERTIARY TECHNICAL SCHOOLS**

| <b>Tomas Bata University in Zlin</b>                                | <b>n/a</b> |
|---------------------------------------------------------------------|------------|
| <b>Degree programme 1</b>                                           |            |
| <b>ISCED-F broad field</b>                                          |            |
| Partner tertiary technical school                                   |            |
| Programme type (Bachelor's, follow-up Master's, Master's, doctoral) |            |
| <b>Number of active studies as at 31/12</b>                         | 0          |
| <b>Degree programme 2</b>                                           |            |
| <b>ISCED-F broad field</b>                                          |            |
| Partner tertiary technical school                                   |            |
| Programme type (Bachelor's, follow-up Master's, Master's, doctoral) |            |
| <b>Number of active studies as at 31/12</b>                         | 0          |

**TABLE 2.5: INFORMATION SUMMARIZING TABLE 2.5**

| <b>Tomas Bata University in Zlin</b>          | <b>Bachelor's</b> | <b>Master's</b> | <b>Follow-up Master's</b> | <b>Doctoral</b> | <b>TOTAL</b> |
|-----------------------------------------------|-------------------|-----------------|---------------------------|-----------------|--------------|
| Number of degree programmes                   |                   |                 |                           |                 | 0            |
| Numbers of active studies in these programmes |                   |                 |                           |                 | 0            |

**TABLE 2.6: LIFELONG LEARNING (LL) COURSES OFFERED AT TBU (NUMBERS OF COURSES RUN)**

| Tomas Bata University in Zlín                            |      | Vocational courses |                        |                       | Hobby courses    |                        |                       | U3A | IN TOTAL |
|----------------------------------------------------------|------|--------------------|------------------------|-----------------------|------------------|------------------------|-----------------------|-----|----------|
|                                                          |      | Up to 15 lessons   | From 16 to 100 lessons | More than 100 lessons | Up to 15 lessons | From 16 to 100 lessons | More than 100 lessons |     |          |
| ISCED-F broad fields                                     | Code |                    |                        |                       |                  |                        |                       |     |          |
| Generic programmes and qualifications                    | 00   | 1                  |                        |                       |                  |                        |                       | 1   | 2        |
| Education and formation                                  | 01   |                    |                        | 1                     |                  |                        |                       | 0   | 1        |
| Arts and humanities                                      | 02   |                    |                        |                       | 14               |                        | 1                     | 43  | 58       |
| Social sciences, journalism and information              | 03   |                    |                        |                       |                  |                        |                       | 8   | 8        |
| Business, administration and law                         | 04   |                    |                        | 8                     | 1                |                        |                       | 2   | 11       |
| Natural sciences, mathematics and statistics             | 05   |                    |                        |                       |                  |                        |                       | 2   | 2        |
| Information and communication technologies               | 06   | 1                  |                        |                       |                  |                        |                       | 12  | 13       |
| Engineering, manufacturing and construction              | 07   | 1                  | 1                      |                       |                  |                        |                       | 2   | 4        |
| Agriculture, forestry, fisheries and veterinary sciences | 08   |                    |                        |                       |                  |                        |                       | 2   | 2        |
| Health and welfare                                       | 09   |                    |                        |                       |                  |                        |                       | 2   | 2        |
| Services                                                 | 10   |                    |                        |                       |                  |                        |                       | 2   | 2        |
| TOTAL                                                    | X    | 3                  | 1                      | 9                     | 15               | 0                      | 1                     | 76  | 105      |



**TABLE 2.7: LIFELONG LEARNING (LL) COURSES OFFERED AT TBU (NUMBERS OF ATTENDEES, HEADCOUNT)**

| Tomas Bata University in Zlín                            | Vocational courses |                        |                       | Hobby courses    |                        |                       | U3A | IN TOTAL | Out of which the number of attendees admitted to study in accredited degree programmes in compliance with § 60 of the Higher Education Act |    |
|----------------------------------------------------------|--------------------|------------------------|-----------------------|------------------|------------------------|-----------------------|-----|----------|--------------------------------------------------------------------------------------------------------------------------------------------|----|
|                                                          | Up to 15 lessons   | From 16 to 100 lessons | More than 100 lessons | Up to 15 lessons | From 16 to 100 lessons | More than 100 lessons |     |          |                                                                                                                                            |    |
| ISCED-F broad fields                                     | Code               |                        |                       |                  |                        |                       |     |          |                                                                                                                                            |    |
| Generic programmes and qualifications                    | 00                 | 160                    |                       |                  |                        |                       |     | 9        |                                                                                                                                            |    |
| Education and formation                                  | 01                 |                        |                       | 84               |                        |                       |     | 0        |                                                                                                                                            |    |
| Arts and humanities                                      | 02                 |                        |                       |                  | 62                     |                       | 51  | 725      |                                                                                                                                            |    |
| Social sciences, journalism and information              | 03                 |                        |                       |                  |                        |                       |     | 321      |                                                                                                                                            | 15 |
| Business, administration and law                         | 04                 |                        |                       | 21               | 40                     |                       |     | 50       |                                                                                                                                            |    |
| Natural sciences, mathematics and statistics             | 05                 |                        |                       |                  |                        |                       |     | 33       |                                                                                                                                            |    |
| Information and communication technologies               | 06                 | 20                     |                       |                  |                        |                       |     | 183      |                                                                                                                                            |    |
| Engineering, manufacturing and construction              | 07                 | 25                     | 15                    |                  |                        |                       |     | 30       |                                                                                                                                            |    |
| Agriculture, forestry, fisheries and veterinary sciences | 08                 |                        |                       |                  |                        |                       |     | 46       |                                                                                                                                            |    |
| Health and welfare                                       | 09                 |                        |                       |                  |                        |                       |     | 97       |                                                                                                                                            |    |
| Services                                                 | 10                 |                        |                       |                  |                        |                       |     | 39       |                                                                                                                                            |    |
| TOTAL                                                    | X                  | 205                    | 15                    | 105              | 102                    |                       | 51  | 1,533    | 2,011                                                                                                                                      |    |

**TABLE 2.8: LIFELONG LEARNING (LL) COURSES OFFERED AT TBU (NUMBERS OF COURSES AND ATTENDEES) – MICROCREDENTIALS**

|                                                          |             | Number of courses     |                  |          | IN<br>TOTAL | Number of attendees   |                  |     | IN<br>TOTAL |
|----------------------------------------------------------|-------------|-----------------------|------------------|----------|-------------|-----------------------|------------------|-----|-------------|
|                                                          |             | Vocational<br>courses | Hobby<br>courses | U3A      |             | Vocational<br>courses | Hobby<br>courses | U3A |             |
| <b>Tomas Bata University in Zlín</b>                     |             |                       |                  |          |             |                       |                  |     |             |
| <b>ISCED-F broad fields</b>                              | <b>Code</b> |                       |                  |          |             |                       |                  |     |             |
| Generic programmes and qualifications                    | 00          |                       |                  |          | 0           |                       |                  |     |             |
| Education and formation                                  | 01          |                       |                  |          | 0           |                       |                  |     |             |
| Arts and humanities                                      | 02          |                       |                  |          | 0           |                       |                  |     |             |
| Social sciences, journalism and information              | 03          |                       |                  |          | 0           |                       |                  |     |             |
| Business, administration and law                         | 04          |                       |                  |          | 0           |                       |                  |     |             |
| Natural sciences, mathematics and statistics             | 05          |                       |                  |          | 0           |                       |                  |     |             |
| Information and communication technologies               | 06          |                       |                  |          | 0           |                       |                  |     |             |
| Engineering, manufacturing and construction              | 07          |                       |                  |          | 0           |                       |                  |     |             |
| Agriculture, forestry, fisheries and veterinary sciences | 08          |                       |                  |          | 0           |                       |                  |     |             |
| Health and welfare                                       | 09          |                       |                  |          | 0           |                       |                  |     |             |
| Services                                                 | 10          |                       |                  |          | 0           |                       |                  |     |             |
| <b>TOTAL</b>                                             | <b>X</b>    | <b>0</b>              | <b>0</b>         | <b>0</b> | <b>0</b>    |                       |                  |     |             |

### 3 STUDENTS

#### 3.A MEASURES TO REDUCE DROPOUT RATES

Since the start of the academic year 2022/2023, the dropout rates were dealt with in the Methodology for Reducing Dropout Rates at TBU including an action plan developed in 2021 with funding provided by the TBU DUO project (Key activity 7). The aim is to reduce the student dropout rates at all levels of degree programmes and, thus, create conditions for improving the so-called TBU graduation rate index.

In 2023, the online version of a booklet, the TBU Student Guide, was updated on the TBU website. An adaptation week was held at the individual TBU Faculties, with new students getting acquainted with the operation of the Faculty/University/TBU Library. Consultations and study-related counselling services were provided at each of TBU Faculties and in the TBU Academic Counselling Centre in order to reduce the dropout rates. At selected TBU Faculties, a multi-level assessment of studies of Bachelor's/ Master's students was introduced, which should help reduce the dropout rates.

Throughout the 2022/2023 academic year, a survey for dropouts was conducted through the IS STAG system, with the aim of monitoring the causes of dropouts among students who had dropped out of any of degree programmes carried out at TBU and, subsequently, with the aim of analysing the results in order to search for and adopt measures that can reduce dropout rates in future. The TBU Faculties also deal with the dropout rates by following individual procedures. Those usually involve an extended offer of seminars related to course units producing high dropout rates, and also individual remedial classes given by senior students, and courses organized at all TBU Faculties. Some of TBU Faculties also offer preparatory courses intended for graduates and for applicants for study at TBU.

#### 3.B LEGITIMATE DECISIONS ON THE STATEMENT OF INVALIDITY OF STATE EXAMINATIONS OR PARTS THEREOF, OR DOCTORAL THESIS DEFENCE OR OF APPOINTMENT AS ASSOCIATE PROFESSOR

In 2023, no legitimate decision was taken on the invalidity of a state examination or of a part thereof or of a doctoral thesis defence in compliance with § 47c, § 47f and § 47g, of the Act No. 111/1998 Coll., Higher Education Act, or of an appointment as Associate Professor in compliance with § 74a, § 74d and § 74e of the Act No. 111/1998 Coll., Higher Education Act.

#### 3.C MEASURES TO REDUCE EXTENSION OF STUDIES

Measures aimed to reduce an extension of studies are adopted individually at each of the TBU Faculties. The TBU Faculties monitor students' attendance and performance in the course of and after the first semester, including setting the minimum number of credits necessary for enrolment in the next academic year. If a student fails to meet the requirements set in internal regulations, his/her studies are terminated. Another measure is the obligation to pay a tuition fee imposed on students whose extension of studies has exceeded the standard length of study by more than twelve months.

### 3.D SCHOLARSHIP PROGRAMMES

The eligibility for scholarships at TBU is governed by the Scholarship Regulations of Tomas Bata University in Zlín. Scholarship programmes are administered by the Faculties, which take advantage of the possibilities given by applicable law and internal rules and regulations of TBU. PhD students, in particular, receive higher scholarship amounts funded by IGA or IGA-K projects.

### 3.E COUNSELLING SERVICES

In 2023, the TBU Counselling Centre provided the following counselling services to students and employees who had the opportunity to use the following services in the Psychological, Social and Legal Counselling Centre:

- Individual psychological counselling (in-person, online)
- Pedagogical and psychological diagnostics of possible causes of learning difficulties
- Diagnostics and counselling focused on the adaptation to academic requirements and coping with study-related stress
- Coping with problems in partnership or in other interpersonal relations
- Dealing with work-related problems (workplace relationships, burnout, etc.)
- Diagnostics and counselling focused on personality development
- Intercultural counselling for international students provided in English
- Career diagnostics for students
- Social counselling
- Legal counselling

During 2023, the Psychological Counselling Centre provided 409 individual consultations to 246 students and employees (or their family members). Psychological consultations took place in person and online according to the clients' preferences. An online booking system was newly established for an easier and more efficient way of making an appointment. Students and employees contacted the Psychological Counselling Centre in order to deal with their personal, family, relationship, somatic and psychiatric problems.

Study-related problems included topics related to doubts regarding the degree programme/course chosen, coping with study-related requirements, inner feeling of motivation loss and loss of importance of one's studies, learning/attention/memory disorders. Somatic and psychological problems were reflected in anxiety, depression, feelings of irritability, aggression and impulsiveness, sleep disorders, alcohol abuse and others.

Relationship and family issues related to break-ups or conflicts with partners, frustration in the relationship, physical and psychological illnesses of close persons, loss of a loved one or serious conflicts between family members.

We register an increase in consultations provided to employees, where conflicts in the workplace, relations with colleagues, strategies in team management, crisis situations with students were dealt with. A psychiatric evaluation for three students was arranged. The services provided free of charge by the Counselling Centre, which were independent, confident and impartial, were also used by international students. A total of 51 students underwent career diagnostics followed by a psychological interview.

The services of the Social Counselling Centre were used by 21 students, mainly in the form of personal consultations as well as through telephone consultations. Information on the submission of applications

for a scholarship and on scholarship eligibility was provided. Three students were advised to seek assistance outside the University due to their serious financial situation in which they found themselves.

In 2023, the Legal Advice Centre provided a total of 60 legal consultations, out of which 12 were provided to international students.

Legal advice was provided in the following areas:

- Counselling on studies' administration and on student rights arising from applicable legislation and TBU internal rules and regulations
- Dealing with private legal relations between employees, in particular with those related to family law and in the social area; counselling for employees on debt relief.
- Labour-law matters of employees – taking of annual leave, obstacles on the part of employees, obstacles on the part of the employer, performance of work for another employer, problems of co-existence at the workplace, suspected violation of the TBU Code of Ethics, etc.
- Labour law issues for students
- Counselling on administrative proceedings
- Counselling on how to obtain citizenship of the Czech Republic
- Dealing with the social situation of students, including assistance/provision of legal representation in commenced court proceedings
- Legal support for the assertion of PhD students' claims in commenced insolvency proceedings
- Dealing with rules set for legitimate performance of work of TBU employees for another employer
- Counselling for students on starting a business using the student's academic qualification thesis
- Dealing with personal data protection of employees and handling of such data

Moreover, career counselling is provided to TBU students through the TBU Job Centre, which offers career and job counselling to TBU students and graduates. In 2023, the JC offered the following services to students/graduates:

- Counselling in the sphere of career orientation
- Help with the selection of an appropriate job
- Career counselling regarding the preparation of a CV, cover letter
- Comprehensive listing of resources with job offers
- Personal help with seeking suitable employers
- Provision of courses aimed at the development of soft skills
- Self-development and self-experiential workshops
- Coaching
- Mentoring
- Student internships at TBU

In the course of 2023, a total number of 453 students and graduates of Tomas Bata University in Zlín were registered by the Job Centre, and 140 of these graduates were successfully provided with a job. In 2023, 295 individual consultations were provided in total; 178 students attended courses/workshops/coaching/mentoring/lectures organized by the JC. In November, the Job Centre organized – in cooperation with the Student Union – the Business Day 2023 career opportunities fair, which attracted a total of 86 exhibitors and approximately 2,200 attendees.

In 2023, the operation of the TBU Job Portal, which interlinks students/graduates and employers with the aim of mediating job offers, organizing internships/traineeships, and offering topics for academic qualification theses, successfully continued. In 2023, 160 employers and 2,443 students/graduates of TBU used the services provided by the portal.

### **3.F IDENTIFICATION AND SUPPORT OF SPECIAL NEEDS STUDENTS**

The Centre for Special Needs Students (hereinafter referred to as “Centre”) is a specialized TBU constituent part operating at the institutional level and providing support and counselling for students with specific learning needs (hereinafter referred to as “special needs students”). The Centre is a component part of the TBU Counselling Centre and provides comprehensive counselling, technical, consulting and intervention services and other support services to special needs applicants and students according to the standards set by the MEYS of the CR in relation to funding of increased costs related to studies of special needs students

Faculty coordinators and tutors are in charge of mediating the relevant services at all of the 6 TBU Faculties. Assistance service is provided mainly by students of TBU. Rules for the provision of support to applicants/students with special needs are set out in the Rector’s Directive SR 16/2021 Support for Special Needs Applicants and Students at TBU in Zlín.

The number of students registered by the Centre is continuously increasing. By 2023, 183 special needs students were registered in the Centre. The numbers of students at the TBU Faculties was almost equal. Future special needs students are often identified during the admissions already, when, as applicants, they state in the application form whether and which type of specific needs they have. Conditions during the admissions organized by TBU are adapted to specific requirements according to the type of disability of each applicant.

### **3.G EXCEPTIONALLY GIFTED STUDENTS AND APPLICANTS FOR STUDY**

Exceptionally talented students can participate in projects submitted to the “Quality Support at TBU in Zlín” competition (hereinafter referred to as “IGA-K”), which contribute to the support of educational, R&D and creative and other activities at TBU aimed at fulfilling the strategic goals of TBU. In 2023, one internal competition was held, with funding provided by the Trinity Bank (IGA-K-Trinity), a major partner of TBU.

At the FT, talented students are eligible for merit scholarship to be granted in accordance with the FT internal regulations.

As regards the support of talented students, the FaME has been implementing the “Talented Students” project in the long-term. During the project implementation, students meet with important managers from companies/institutions based not only in the Zlín Region in classes in the course units “Management of Organizations 1” and “Management of Organizations 2”. They cooperate with the selected companies in the long term and work on independent projects that they defend in front of company representatives. At present, 22 partner institutions are involved in the project. This project has a 13-year tradition at the FaME.

At the FMC, the creative activities of exceptionally talented students are funded by the Arts Activities Fund and by the IGA. Thanks to these sources of funding, students can produce artistic outputs of high-quality and present them not only in their home country but also abroad.



At the FAI, exceptionally talented students are offered student research positions and can join projects as co-investigators. Such opportunities allow them to gain practical experience and contribute to research carried out at the FLCM.

Exceptionally gifted students are supported at the FHS in many ways. Talented students can get involved in R&D activities of the Faculty and hold student research positions. In addition, the students have the opportunity to participate in internal IGA grant competitions and submit their own projects. The FHS also organizes contests in specific areas of expertise, such as a contest seeking the best prevention programme or the Show-Off contest focused on presentation skills in English. These activities help students develop their potential.

FLCM students are involved in IGA projects, thus being given opportunities to participate in specialized conferences and other R&D and creative activities. Talented students also collaborate with academics while holding student research positions and participating in R&D and creative activities at the FLCM. The FLCM also supports participation in conferences and workshops for Bachelor's students.

### **3.H IDENTIFICATION AND SUPPORT OF SOCIALLY HANDICAPPED STUDENTS**

Socially handicapped students received, among other types of support, need-based scholarships given to students using the grant provided by the MEYS in compliance with § 91 Letter 3 of the Higher Education Act. 12 students received a total amount of CZK 439,050; the average scholarship amount was CZK 4,325 per month and per student. Depending on the assessment of a particular social and financial situation, students could be eligible for an extraordinary scholarship in compliance with § 91 Paragraph 2 Letter d) of the Higher Education Act. In this manner, a total number of 19 students received support; the average scholarship amount was CZK 8,395. Students submit scholarship applications at their own discretion, depending on how they are advised by Student Affairs Officers at the relevant Faculty, the Counselling Centre or the employee in charge of special needs students.

### **3.I SUPPORT OF PARENTS AMONG STUDENTS**

The most important benefit for parents among students was the existence of the TBU Nursery School with a capacity of 61 children. By running this facility, TBU helped parents among students to coordinate their family life and studies, as it offered services intended for children from the age of 2 years. There are two classes with 24 children each; the final class is composed of 13 children of preschool age, who were provided with individual care focused on their preparation for the entry to the 1st grade. The opening hours of the TBU Nursery School (06:30 – 17:00) were in accordance with the requirements of parents among TBU students.

**TABLE 3.1: NUMBERS OF STUDENTS IN ACCREDITED DEGREE PROGRAMMES (NUMBERS OF STUDIES)**

| Tomas Bata University in Zlín                            | Bachelor's |     | Master's |     | Follow-up Master's |     | Doctoral |     | TOTAL |       |
|----------------------------------------------------------|------------|-----|----------|-----|--------------------|-----|----------|-----|-------|-------|
|                                                          | F          | P/D | F        | P/D | F                  | P/D | F        | P/D |       |       |
| Faculty of Technology                                    |            |     |          |     |                    |     |          |     |       |       |
| ISCED-F broad fields                                     | Code       |     |          |     |                    |     |          |     |       |       |
| Natural sciences, mathematics and statistics             | 05         |     |          |     |                    | 29  | 28       | 23  | 4     | 84    |
| Engineering, manufacturing and construction              | 07         | 617 | 256      |     |                    | 149 | 91       | 46  | 23    | 1,182 |
| Faculty in total                                         | X          | 617 | 256      | 0   | 0                  | 178 | 119      | 69  | 27    | 1,266 |
| Out of which the number of women at the FT               | X          | 302 | 153      |     |                    | 77  | 72       | 41  | 12    | 657   |
| Out of which the number of foreign nationals at the FT   | X          | 37  | 18       |     |                    | 33  | 9        | 6   | 8     | 111   |
| Faculty of Management and Economics                      |            |     |          |     |                    |     |          |     |       |       |
| ISCED-F broad fields                                     | Code       |     |          |     |                    |     |          |     |       |       |
| Business, administration and law                         | 04         | 997 | 201      |     |                    | 336 | 355      | 47  | 56    | 1,992 |
| Faculty in total                                         | X          | 997 | 201      |     |                    | 336 | 355      | 47  | 56    | 1,992 |
| Out of which the number of women at the FaME             | X          | 625 | 136      |     |                    | 186 | 264      | 20  | 22    | 1,253 |
| Out of which the number of foreign nationals at the FaME | X          | 173 | 22       |     |                    | 73  | 29       | 37  | 34    | 368   |
| Faculty of Multimedia Communications                     |            |     |          |     |                    |     |          |     |       |       |
| ISCED-F broad fields                                     | Code       |     |          |     |                    |     |          |     |       |       |
| Arts and humanities                                      | 02         | 397 |          |     |                    | 179 | 23       | 13  | 8     | 620   |
| Social sciences, journalism and information              | 03         | 154 | 105      |     |                    | 93  | 93       |     |       | 445   |
| Business, administration and law                         | 04         | 15  | 11       |     |                    |     | 2        |     |       | 28    |
| Faculty in total                                         | X          | 566 | 116      | 0   | 0                  | 272 | 118      | 13  | 8     | 1,093 |
| Out of which the number of women at the FMC              | X          | 394 | 70       |     |                    | 183 | 75       | 6   | 7     | 735   |
| Out of which the number of foreign nationals at the FMC  | X          | 139 | 6        |     |                    | 67  | 10       | 1   | 3     | 226   |
| Faculty of Applied Informatics                           |            |     |          |     |                    |     |          |     |       |       |
| ISCED-F broad fields                                     | Code       |     |          |     |                    |     |          |     |       |       |
| Information and communication technologies               | 06         | 450 | 105      |     |                    | 118 | 146      | 31  | 28    | 878   |
| Engineering, manufacturing and construction              | 07         | 139 | 42       |     |                    | 25  | 15       | 5   | 14    | 240   |
| Services                                                 | 10         | 152 | 63       |     |                    | 49  | 67       |     |       | 331   |
| Faculty in total                                         | X          | 741 | 210      | 0   | 0                  | 192 | 228      | 36  | 42    | 1,449 |
| Out of which the number of women at the FAI              | X          | 87  | 25       |     |                    | 29  | 34       | 13  | 10    | 198   |
| Out of which the number of foreign nationals at the FAI  | X          | 139 | 28       |     |                    | 59  | 32       | 20  | 13    | 291   |

[illegible]

| Tomas Bata University in Zlín                      | Bachelor's |       | Master's |     | Follow-up Master's |       | Doctoral |     | TOTAL |       |
|----------------------------------------------------|------------|-------|----------|-----|--------------------|-------|----------|-----|-------|-------|
|                                                    | F          | P/D   | F        | P/D | F                  | P/D   | F        | P/D |       |       |
| Tomas Bata University in Zlín                      |            |       |          |     |                    |       |          |     |       |       |
| ISCED-F broad fields                               | Code       |       |          |     |                    |       |          |     |       |       |
| Education and formation                            | 01         | 571   | 194      | 228 | 0                  | 74    | 137      | 5   | 4     | 1,213 |
| Arts and humanities                                | 02         | 727   | 242      | 0   | 0                  | 179   | 23       | 13  | 8     | 1,192 |
| Social sciences, journalism and information        | 03         | 154   | 105      | 0   | 0                  | 93    | 93       | 0   | 0     | 445   |
| Business, administration and law                   | 04         | 1,012 | 212      | 0   | 0                  | 336   | 357      | 47  | 56    | 2,020 |
| Natural sciences, mathematics and statistics       | 05         | 0     | 0        | 0   | 0                  | 29    | 28       | 23  | 4     | 84    |
| Information and communication technologies         | 06         | 450   | 105      | 0   | 0                  | 118   | 146      | 31  | 28    | 878   |
| Engineering, manufacturing and construction        | 07         | 756   | 298      | 0   | 0                  | 174   | 106      | 88  | 54    | 1,476 |
| Services                                           | 10         | 701   | 429      | 0   | 0                  | 191   | 304      | 0   | 0     | 1,625 |
| TBU IN TOTAL                                       | X          | 4,371 | 1,585    | 228 | 0                  | 1,194 | 1,194    | 207 | 154   | 8,933 |
| Out of which the total number of women             | X          | 2,426 | 918      | 221 | 0                  | 622   | 676      | 103 | 59    | 5,025 |
| Out of which the total number of foreign nationals | X          | 571   | 90       | 0   | 0                  | 240   | 85       | 80  | 63    | 1,129 |

**TABLE 3.2: NUMBERS OF SELF-PAYING STUDENTS (NUMBERS OF STUDIES)**

|                                                  |             | Bachelor's |          | Master's |          | Follow-up<br>Master's |          | Doctoral  |           | TOTAL      |
|--------------------------------------------------|-------------|------------|----------|----------|----------|-----------------------|----------|-----------|-----------|------------|
|                                                  |             | F          | P/D      | F        | P/D      | F                     | P/D      | F         | P/D       |            |
| <b>Tomas Bata University in Zlín</b>             |             |            |          |          |          |                       |          |           |           |            |
| <b>Faculty of Technology</b>                     |             |            |          |          |          |                       |          |           |           |            |
| <b>ISCED-F broad fields</b>                      | <b>Code</b> |            |          |          |          |                       |          |           |           |            |
| Natural sciences, mathematics and statistics     | 05          |            |          |          |          |                       |          | 1         | 2         | 3          |
| Engineering, manufacturing and construction      | 07          |            |          |          |          | 9                     | 0        | 3         | 4         | 16         |
| <b>Faculty in total</b>                          | <b>X</b>    | <b>0</b>   | <b>0</b> | <b>0</b> | <b>0</b> | <b>9</b>              | <b>0</b> | <b>4</b>  | <b>6</b>  | <b>19</b>  |
| <b>Faculty of Management and Economics</b>       |             |            |          |          |          |                       |          |           |           |            |
| <b>ISCED-F broad fields</b>                      | <b>Code</b> |            |          |          |          |                       |          |           |           |            |
| Business, administration and law                 | 04          | 4          | 0        |          |          | 40                    | 0        | 31        | 31        | 106        |
| <b>Faculty in total</b>                          | <b>X</b>    | <b>4</b>   | <b>0</b> | <b>0</b> | <b>0</b> | <b>40</b>             | <b>0</b> | <b>31</b> | <b>31</b> | <b>106</b> |
| <b>Faculty of Multimedia Communications</b>      |             |            |          |          |          |                       |          |           |           |            |
| <b>ISCED-F broad fields</b>                      | <b>Code</b> |            |          |          |          |                       |          |           |           |            |
| Social sciences, journalism and information      | 03          |            |          |          |          | 7                     | 0        |           |           | 7          |
| <b>Faculty in total</b>                          | <b>X</b>    | <b>0</b>   | <b>0</b> | <b>0</b> | <b>0</b> | <b>7</b>              | <b>0</b> | <b>0</b>  | <b>0</b>  | <b>0</b>   |
| <b>Faculty of Applied Informatics</b>            |             |            |          |          |          |                       |          |           |           |            |
| <b>ISCED-F broad fields</b>                      | <b>Code</b> |            |          |          |          |                       |          |           |           |            |
| Information and communication technologies       | 06          | 2          | 0        |          |          | 29                    | 0        | 14        | 7         | 52         |
| Engineering, manufacturing and construction      | 07          | 12         | 0        |          |          | 6                     | 0        | 0         | 0         | 18         |
| <b>Faculty in total</b>                          | <b>X</b>    | <b>14</b>  | <b>0</b> | <b>0</b> | <b>0</b> | <b>35</b>             | <b>0</b> | <b>14</b> | <b>7</b>  | <b>70</b>  |
| <b>TBU Centralized Constituent Part</b>          |             |            |          |          |          |                       |          |           |           |            |
| <b>ISCED-F broad fields</b>                      | <b>Code</b> |            |          |          |          |                       |          |           |           |            |
| Engineering, manufacturing and construction      | 07          |            |          |          |          |                       |          | 14        | 2         | 16         |
| <b>TBU Centralized Constituent Part in total</b> | <b>X</b>    | <b>0</b>   | <b>0</b> | <b>0</b> | <b>0</b> | <b>0</b>              | <b>0</b> | <b>14</b> | <b>2</b>  | <b>16</b>  |
| <b>Tomas Bata University in Zlín</b>             |             |            |          |          |          |                       |          |           |           |            |
| <b>ISCED-F broad fields</b>                      | <b>Code</b> |            |          |          |          |                       |          |           |           |            |
| Social sciences, journalism and information      | 03          | 0          | 0        | 0        | 0        | 7                     | 0        | 0         | 0         | 7          |
| Business, administration and law                 | 04          | 4          | 0        | 0        | 0        | 40                    | 0        | 31        | 31        | 106        |
| Natural sciences, mathematics and statistics     | 05          | 0          | 0        | 0        | 0        | 0                     | 0        | 1         | 2         | 3          |
| Information and communication technologies       | 06          | 2          | 0        | 0        | 0        | 29                    | 0        | 14        | 7         | 52         |
| Engineering, manufacturing and construction      | 07          | 12         | 0        | 0        | 0        | 15                    | 0        | 17        | 6         | 50         |
| <b>TBU IN TOTAL</b>                              | <b>X</b>    | <b>18</b>  | <b>0</b> | <b>0</b> | <b>0</b> | <b>91</b>             | <b>0</b> | <b>63</b> | <b>46</b> | <b>218</b> |

**TABLE 3.3: STUDENT DROPOUT RATE IN 1ST YEAR OF STUDY (PERCENTAGE)**

| Tomas Bata University in Zlín              | Bachelor's |       |       | Master's |      |       | Follow-up Master's |       |       | Doctoral |       |       | TOTAL |
|--------------------------------------------|------------|-------|-------|----------|------|-------|--------------------|-------|-------|----------|-------|-------|-------|
|                                            | F          | P/D   | TOTAL | F        | P/D  | TOTAL | F                  | P/D   | TOTAL | F        | P/D   | TOTAL |       |
| Faculty of Technology                      | 69.0%      | 65.0% | 68.0% | 0.0%     | 0.0% | 0.0%  | 24.0%              | 32.0% | 27.0% | 0.0%     | 14.0% | 7.0%  | 62.0% |
| Faculty of Management and Economics        | 44.0%      | 67.0% | 48.0% | 0.0%     | 0.0% | 0.0%  | 36.0%              | 61.0% | 50.0% | 10.0%    | 19.0% | 15.0% | 48.0% |
| Faculty of Multimedia Communications       | 10.0%      | 48.0% | 17.0% | 0.0%     | 0.0% | 0.0%  | 12.0%              | 23.0% | 16.0% | 0.0%     | 33.0% | 13.0% | 17.0% |
| Faculty of Applied Informatics             | 47.0%      | 61.0% | 51.0% | 0.0%     | 0.0% | 0.0%  | 23.0%              | 38.0% | 31.0% | 21.0%    | 17.0% | 20.0% | 44.0% |
| Faculty of Humanities                      | 39.0%      | 28.0% | 36.0% | 25.0%    | 0.0% | 25.0% | 13.0%              | 29.0% | 23.0% | 0.0%     | 0.0%  | 0.0%  | 33.0% |
| Faculty of Logistics and Crisis Management | 48.0%      | 49.0% | 48.0% | 0.0%     | 0.0% | 0.0%  | 22.0%              | 30.0% | 27.0% | 0.0%     | 0.0%  | 0.0%  | 42.0% |
| TBU Centralized Constituent Part           | 0.0%       | 0.0%  | 0.0%  | 0.0%     | 0.0% | 0.0%  | 0.0%               | 0.0%  | 0.0%  | 0.0%     | 0.0%  | 0.0%  | 0.0%  |
| TBU IN TOTAL                               | 49.0%      | 54.0% | 50.0% | 25.0%    | 0.0% | 25.0% | 25.0%              | 41.0% | 34.0% | 7.0%     | 16.0% | 11.0% | 44.0% |



**TABLE 3.4: SCHOLARSHIPS GRANTED TO STUDENTS ACCORDING TO SCHOLARSHIP TYPES (HEADCOUNT)**

| <b>Tomas Bata University in Zlín</b>                                                                                        |                            |                                   |
|-----------------------------------------------------------------------------------------------------------------------------|----------------------------|-----------------------------------|
| <b>Type of scholarship</b>                                                                                                  | <b>Numbers of students</b> | <b>Average scholarship amount</b> |
| For outstanding academic performance in compliance with § 91 Paragraph 2 Letter a)                                          | 480                        | 9,436                             |
| For significant results of scientific, R&D, arts or other creative activities in compliance with § 91 Paragraph 2 Letter b) | 90                         | 8,862                             |
| For R&D and innovation activities in accordance with the relevant specific legal regulation, § 91 Paragraph 2 Letter c)     | 161                        | 49,690                            |
| As financial assistance in an extremely serious financial situation in compliance with § 91 Paragraph 2 Letter d)           | 16                         | 6,469                             |
| As financial assistance in an extremely serious financial situation in compliance with § 91 Paragraph 3                     | 13                         | 33,935                            |
| In cases deserving special consideration in compliance with § 91 Paragraph 2 Letter e)                                      | 4,140                      | 6,459                             |
| <b>Out of which accomodation scholarships</b>                                                                               | <b>3,652</b>               | <b>5,558</b>                      |
| As a study abroad scholarship in compliance with § 91 Paragraph 4 Letter a)                                                 | 32                         | 21,373                            |
| Scholarship aimed to support students studying in the Czech Republic in compliance with § 91 Paragraph 4 Letter b)          | 64                         | 47,056                            |
| Doctoral scholarships in compliance with § 91 Paragraph 4 Letter c)                                                         | 164                        | 67,736                            |
| Other scholarships                                                                                                          |                            |                                   |
| <b>TOTAL</b>                                                                                                                | <b>5,160</b>               | <b>10,740</b>                     |



**TABLE 3.5: AVERAGE MONTHLY INCOME OF PHD STUDENTS (HEADCOUNT)**

| Tomas Bata University in Zlín                                                               | Full-time          |             |              | Part-time, distance |             |              | TOTAL              |                  |                  |
|---------------------------------------------------------------------------------------------|--------------------|-------------|--------------|---------------------|-------------|--------------|--------------------|------------------|------------------|
|                                                                                             | Number of students | Scholarship | Total income | Number of students  | Scholarship | Total income | Number of students | Scholarship      | Total income     |
| Faculty of Technology                                                                       | 83                 | 15,169      | 23,038       | 14                  | 0           | 8,823        | 97                 | 1,259,027        | 2,035,676        |
| Faculty of Management and Economics                                                         | 71                 | 12,385      | 13,366       | 15                  | 0           | 21,583       | 86                 | 879,335          | 1,272,731        |
| Faculty of Multimedia Communications                                                        | 24                 | 9,722       | 14,433       | 5                   | 0           | 20,067       | 29                 | 233,328          | 446,727          |
| Faculty of Applied Informatics                                                              | 50                 | 12,396      | 20,188       | 29                  | 0           | 22,119       | 79                 | 619,800          | 1,650,851        |
| Faculty of Humanities                                                                       | 6                  | 12,453      | 27,134       | 3                   | 0           | 26,798       | 9                  | 74,718           | 243,198          |
| Faculty of Logistics and Crisis Management – irrelevant, no doctoral programmes carried out |                    |             |              |                     |             |              | 0                  | 0                | 0                |
| University Institute                                                                        | 42                 | 11,250      | 26,728       | 8                   | 0           | 12,545       | 50                 | 4,72,500         | 1,222,936        |
| <b>TBU IN TOTAL</b>                                                                         | <b>276</b>         |             |              | <b>74</b>           |             |              | <b>350</b>         | <b>3,538,708</b> | <b>6,872,119</b> |

**TABLE 3.6: STUDENT NUMBERS PER MEMBER OF ACADEMIC STAFF**

| Tomas Bata University in Zlín              | Bachelor's  |              | Master's    |             | Follow-up Master's |             | Doctoral    |             | TOTAL        |              |
|--------------------------------------------|-------------|--------------|-------------|-------------|--------------------|-------------|-------------|-------------|--------------|--------------|
|                                            | Women       | Total        | Women       | Total       | Women              | Total       | Women       | Total       | Women        | Total        |
| Faculty of Technology                      | 4.37        | 8.39         | 0.00        | 0.00        | 1.43               | 2.85        | 0.51        | 0.92        | 6.31         | 12.16        |
| Faculty of Management and Economics        | 10.92       | 17.18        | 0.00        | 0.00        | 6.46               | 9.91        | 0.60        | 1.48        | 17.97        | 28.57        |
| Faculty of Multimedia Communications       | 6.93        | 10.19        | 0.00        | 0.00        | 3.85               | 5.82        | 0.19        | 0.31        | 10.98        | 16.32        |
| Faculty of Applied Informatics             | 1.51        | 12.86        | 0.00        | 0.00        | 0.85               | 5.68        | 0.31        | 1.06        | 2.68         | 19.60        |
| Faculty of Humanities                      | 11.53       | 13.41        | 2.22        | 2.29        | 1.93               | 2.12        | 0.07        | 0.09        | 15.75        | 17.90        |
| Faculty of Logistics and Crisis Management | 10.54       | 23.99        | 0.00        | 0.00        | 4.88               | 9.94        | 0.00        | 0.00        | 15.42        | 33.93        |
| University Institute                       | 0.00        | 0.00         | 0.00        | 0.00        | 0.00               | 0.00        | 0.72        | 1.62        | 0.72         | 1.62         |
| <b>TBU IN TOTAL</b>                        | <b>6.88</b> | <b>12.26</b> | <b>0.45</b> | <b>0.47</b> | <b>2.67</b>        | <b>4.91</b> | <b>0.33</b> | <b>0.74</b> | <b>10.34</b> | <b>18.85</b> |



## 4 GRADUATES

### 4.A COOPERATION AND COMMUNICATION BETWEEN TBU AND GRADUATES

Communication with graduates was carried out on various levels (institutional, faculty, departmental as well as by individual academics/researchers). Events organized at the TBU Faculties were of major importance, with the following activities carried out by TBU graduates:

- Cooperation during the preparation and implementation of educational and research projects
- Practical training and internship mediators for students/graduates within their institution/company
- Lecturers and speakers at specialized seminars
- Supervisors, consultants and external examiners of Bachelor's and Master's theses
- Members of final state examination boards
- Participants in surveys, thus providing feedback on the quality of education offered and on conditions for study
- Participants in the mentoring programme
- Attendees at educational workshops, seminars/conferences, etc.

In 2019, the TBU Alumni Club was formed. Graduates can register and join the Club via the TBU website any time, obtain the Alumni ID Card and enjoy any of the benefits offered. As of 31 December 2023, the number of the Alumni Club members was 5,500. Two to four newsletters per year are sent to graduates, informing them about academic events and news from TBU.

Another tool used for communication with TBU graduates is the career portal of the Job Centre: <http://jobcentrum.utb.cz>. The portal provides communication not only with graduates, but also among other groups, besides graduates formed also by students, educational institutions, research institutions, representatives of companies and of the public sector.

### 4.B EMPLOYMENT/UNEMPLOYMENT RATE OF GRADUATES

The analysis of the employment rate of TBU graduates is based on documents obtained from the Ministry of Labour and Social Affairs (MoLSA). For the purposes of statistical monitoring, the definition of a graduate is used as provided by the MoLSA, i.e. a graduate is a job applicant registered at the Employment Office according to his/her permanent place of residence as at a particular date (job applicants registered at the Employment Office by 30 April and by 30 September), with the time after his/her successful completion of studies not exceeding 2 years.

The unemployment rate is used for comparing the employability of graduates of the individual higher education institutions and faculties throughout the CR. In 2023, the unemployment rate of TBU graduates reached 1.1 % in Bachelor's graduates, 0.9 % in Master's graduates and 0.0 % in PhD graduates

### 4.C COOPERATION WITH EMPLOYERS

The Job Centre in cooperation with the Student Union organized the job fair "Business Day 2023". The whole event took place in the University and Congress Centre buildings. A total of 86 exhibitors participated in the job fair, which was attended by approximately 2,200 attendees.

A wide-ranging supporting programme featuring analyses of CV with professional HR officers/testing of English language skills and presentations of internships and traineeships offered was prepared for TBU students within the fair. During the fair, company representatives presented job offers, opportunities for specialized internships or offers of topics for Bachelor's and Master's theses, etc., and discussed all of the topics with TBU students.

A spring career opportunities fair was organized by the student organization IAESTE TBU Zlín and held in the spring 2023, with a total number of 26 exhibitors and 600 attendees.

In 2023, Tomas Bata University continued to partner with the Trinity Bank company, a major partner of TBU for the second year in a row, and the Continental company, a partner of TBU in 2023.

**TABLE 4.1: NUMBERS OF GRADUATES OF ACCREDITED DEGREE PROGRAMMES (NUMBERS OF COMPLETED STUDIES)**

|                                                          |             | Bachelor's |           | Master's |          | Follow-up Master's |            | Doctoral  |          | TOTAL      |
|----------------------------------------------------------|-------------|------------|-----------|----------|----------|--------------------|------------|-----------|----------|------------|
|                                                          |             | F          | P/D       | F        | P/D      | F                  | P/D        | F         | P/D      |            |
| <b>Tomas Bata University in Zlín</b>                     |             |            |           |          |          |                    |            |           |          |            |
| <b>Faculty of Technology</b>                             |             |            |           |          |          |                    |            |           |          |            |
| <b>ISCED-F broad fields</b>                              | <b>Code</b> |            |           |          |          |                    |            |           |          |            |
| Engineering, manufacturing and construction              | 07          | 86         | 36        |          |          | 96                 | 49         | 11        | 8        | 286        |
| <b>Faculty in total</b>                                  | <b>X</b>    | <b>86</b>  | <b>36</b> | <b>0</b> | <b>0</b> | <b>96</b>          | <b>49</b>  | <b>11</b> | <b>8</b> | <b>286</b> |
| Out of which the number of women at the FT               | X           | 42         | 26        |          |          | 38                 | 30         | 6         | 3        | 145        |
| Out of which the number of foreign nationals at the FT   | X           | 2          | 0         |          |          | 35                 | 0          | 5         | 0        | 42         |
| <b>Faculty of Management and Economics</b>               |             |            |           |          |          |                    |            |           |          |            |
| <b>ISCED-F broad fields</b>                              | <b>Code</b> |            |           |          |          |                    |            |           |          |            |
| Business, administration and law                         | 04          | 188        | 20        |          |          | 107                | 121        | 15        | 3        | 454        |
| <b>Faculty in total</b>                                  | <b>X</b>    | <b>188</b> | <b>20</b> | <b>0</b> | <b>0</b> | <b>107</b>         | <b>121</b> | <b>15</b> | <b>3</b> | <b>454</b> |
| Out of which the number of women at the FaME             | X           | 111        | 15        |          |          | 75                 | 87         | 3         | 3        | 294        |
| Out of which the number of foreign nationals at the FaME | X           | 52         | 0         |          |          | 12                 | 0          | 15        | 2        | 81         |
| <b>Faculty of Multimedia Communications</b>              |             |            |           |          |          |                    |            |           |          |            |
| <b>ISCED-F broad fields</b>                              | <b>Code</b> |            |           |          |          |                    |            |           |          |            |
| Arts and humanities                                      | 02          | 80         | 0         |          |          | 63                 | 11         | 8         | 3        | 165        |
| Social sciences, journalism and information              | 03          | 60         | 32        |          |          | 41                 | 21         |           |          | 154        |
| Business, administration and law                         | 04          | 69         | 0         |          |          | 17                 | 2          |           |          | 88         |
| <b>Faculty in total</b>                                  | <b>X</b>    | <b>209</b> | <b>32</b> | <b>0</b> | <b>0</b> | <b>121</b>         | <b>34</b>  | <b>8</b>  | <b>3</b> | <b>407</b> |
| Out of which the number of women at the FMC              | X           | 142        | 14        |          |          | 77                 | 29         | 5         | 3        | 270        |
| Out of which the number of foreign nationals at the FMC  | X           | 51         | 0         |          |          | 10                 | 0          | 1         | 0        | 62         |

| Tomas Bata University in Zlín                                                        |      | Bachelor's |     | Master's |     | Follow-up Master's |     | Doctoral |     | TOTAL |
|--------------------------------------------------------------------------------------|------|------------|-----|----------|-----|--------------------|-----|----------|-----|-------|
|                                                                                      |      | F          | P/D | F        | P/D | F                  | P/D | F        | P/D |       |
| Faculty of Applied Informatics                                                       |      |            |     |          |     |                    |     |          |     |       |
| ISCED-F broad fields                                                                 | Code |            |     |          |     |                    |     |          |     |       |
| Information and communication technologies                                           | 06   | 130        | 22  |          |     | 31                 | 27  | 4        | 3   | 217   |
| Engineering, manufacturing and construction                                          | 07   | 14         | 1   |          |     | 2                  | 2   |          |     | 19    |
| Services                                                                             | 10   | 16         | 10  |          |     | 9                  | 14  |          |     | 49    |
| Faculty in total                                                                     | X    | 160        | 33  | 0        | 0   | 42                 | 43  | 4        | 3   | 285   |
| Out of which the number of women at the FAI                                          | X    | 25         | 5   |          |     | 3                  | 6   | 0        | 2   | 41    |
| Out of which the number of foreign nationals at the FAI                              | X    | 46         | 0   |          |     | 11                 | 0   | 4        | 0   | 61    |
| Faculty of Humanities                                                                |      |            |     |          |     |                    |     |          |     |       |
| ISCED-F broad fields                                                                 | Code |            |     |          |     |                    |     |          |     |       |
| Education and formation                                                              | 01   | 181        | 81  | 33       | 0   | 37                 | 60  | 0        | 1   | 393   |
| Social sciences, journalism and information                                          | 02   | 31         |     |          |     |                    |     |          |     | 31    |
| Health and welfare                                                                   | 09   | 11         | 4   |          |     |                    |     |          |     | 15    |
| Faculty in total                                                                     | X    | 223        | 85  | 33       | 0   | 37                 | 60  | 0        | 1   | 439   |
| Out of which the number of women at the FHS                                          | X    | 201        | 80  | 33       |     | 32                 | 56  | 0        | 1   | 403   |
| Out of which the number of foreign nationals at the FHS                              | X    | 25         | 0   | 0        |     | 0                  | 0   | 0        | 0   | 25    |
| Faculty of Logistics and Crisis Management                                           |      |            |     |          |     |                    |     |          |     |       |
| ISCED-F broad fields                                                                 | Code |            |     |          |     |                    |     |          |     |       |
| Services                                                                             | 10   | 84         | 70  |          |     | 40                 | 71  |          |     | 265   |
| Faculty in total                                                                     | X    | 84         | 70  | 0        | 0   | 40                 | 71  | 0        | 0   | 265   |
| Out of which the number of women at the FLCM                                         | X    | 44         | 23  |          |     | 19                 | 28  |          |     | 114   |
| Out of which the number of foreign nationals at the FLCM                             | X    | 1          | 0   |          |     | 0                  | 0   |          |     | 1     |
| TBU Centralized Constituent Part                                                     |      |            |     |          |     |                    |     |          |     |       |
| ISCED-F broad fields                                                                 | Code |            |     |          |     |                    |     |          |     |       |
| Engineering, manufacturing and construction                                          | 07   |            |     |          |     |                    |     | 14       | 2   | 16    |
| TBU Centralized Constituent Part in total                                            | X    | 0          | 0   | 0        | 0   | 0                  | 0   | 14       | 2   | 16    |
| Out of which the number of women at the TBU Centralized Constituent Part             | X    |            |     |          |     |                    |     | 9        | 1   | 10    |
| Out of which the number of foreign nationals at the TBU Centralized Constituent Part | X    |            |     |          |     |                    |     | 9        | 0   | 9     |



| Tomas Bata University in Zlín                      |      | Bachelor's |     | Master's |     | Follow-up Master's |     | Doctoral |     | TOTAL |
|----------------------------------------------------|------|------------|-----|----------|-----|--------------------|-----|----------|-----|-------|
|                                                    |      | F          | P/D | F        | P/D | F                  | P/D | F        | P/D |       |
| Tomas Bata University in Zlín                      |      |            |     |          |     |                    |     |          |     |       |
| ISCED-F broad fields                               | Code |            |     |          |     |                    |     |          |     |       |
| Education and formation                            | 01   | 181        | 81  | 33       | 0   | 37                 | 60  | 0        | 1   | 393   |
| Arts and humanities                                | 02   | 111        | 0   | 0        | 0   | 63                 | 11  | 8        | 3   | 196   |
| Social sciences, journalism and information        | 03   | 60         | 32  | 0        | 0   | 41                 | 21  | 0        | 0   | 154   |
| Business, administration and law                   | 04   | 257        | 20  | 0        | 0   | 124                | 123 | 15       | 3   | 542   |
| Information and communication technologies         | 06   | 130        | 22  | 0        | 0   | 31                 | 27  | 4        | 3   | 217   |
| Engineering, manufacturing and construction        | 07   | 100        | 37  | 0        | 0   | 98                 | 51  | 25       | 10  | 321   |
| Health and welfare                                 | 09   | 11         | 4   | 0        | 0   | 0                  | 0   | 0        | 0   | 15    |
| Services                                           | 10   | 100        | 80  | 0        | 0   | 49                 | 85  | 0        | 0   | 314   |
| TBU IN TOTAL                                       | X    | 950        | 276 | 33       | 0   | 443                | 378 | 52       | 20  | 2,152 |
| Out of which the total number of women             | X    | 565        | 163 | 33       | 0   | 244                | 236 | 23       | 13  | 1,277 |
| Out of which the total number of foreign nationals | X    | 177        | 0   | 0        | 0   | 68                 | 0   | 34       | 2   | 281   |

## 5 INTEREST IN STUDIES

### 5.A ENTRANCE EXAMINATIONS

Requirements for admission to study varied, as they had been determined by the relevant TBU Faculty.

#### FT

No entrance examinations were held within the admission procedure for the academic year 2023/2024. In accordance with the relevant internal regulation issued by the Faculty, decisions on admission to the FT were taken by the Dean and based on the recommendation of the admission committee whose members were: Vice-Dean for Pedagogical Activities in Bachelor's Studies at the FT (Chairperson of the admission committee), Vice-Dean for Pedagogical Activities in Master's Studies at the FT, Chairperson of the Academic Senate of the FT or a member of the Academic Senate of the FT authorized by the Chairperson, and the Chairperson of the Degree Programme Board of the FT or a member of the Degree Programme Board of the FT authorized by the Chairperson.

#### FaME

No entrance examinations are held at the FaME. Applicants are considered as qualified for admission to study in Bachelor's programmes depending on the grade point average achieved in the third year of secondary school, and that in a ranking to be compiled by the admission committee and depending on the number of students allowed to be admitted in accordance with accreditations and limits set by TBU. All applicants who have completed a Bachelor's programme in the relevant field are qualified for admission to a Master's programme.

## **FMC**

BP in arts: Entrance examinations comprise two rounds. An examination consists of two parts, namely of an aptitude test and an oral examination. The first round of the entrance examination: The applicant submits his/her homework for evaluation. The second round of the entrance examination consists of: a written examination, a creative examination and an oral examination.

FUMP in arts: Entrance examinations consist of two parts, namely of an aptitude test and an oral examination.

BP in Marketing Communications: The entrance examination for full-time and part-time degree programmes/courses takes place in writing and tests general study prerequisites (general knowledge).

FUMP in Marketing Communications: The entrance examination takes place in writing. The examination for full-time and part-time degree programmes/courses contains a written test of knowledge in the field of marketing communications.

FUMP in Marketing Communication carried out in English: The rules for admissions and requirements related to admission to study in the FUMP in MC are set out in the Dean's Directive on Publicly Announced Admissions, which is updated annually and posted on the FMC official board. The requirements for admission to study are specified here. Admission to study is conditional on the submission of proof of a Bachelor's/Master's degree attained, compatibility of previously completed education, confirmation of English language level, letter of recommendation and essay on a given topic; all of the documents shall be submitted in English.

Entrance examinations are organized by FMC teachers.

## **FAI**

The FAI admits applicants to three degree programmes without an entrance examination, namely Information Technology in Administration, Security Technologies, Systems and Management, Applied Informatics in Industrial Automation with specializations in Intelligent Systems with Robots and Industrial Automation. To be admitted to the degree programme in Software Engineering, applicants must pass a test in mathematics within the NCE, or successfully pass their school-leaving examination in mathematics or physics.

Applicants for study in a Master's programme are exempted from entrance examinations.

## **FHS**

For applicants to the Master's course in Lower Primary School Teacher Training and to Bachelor's programmes (i.e. to all "post-secondary" degree programmes), the entrance examinations in the form of a written test are prepared by an external supplier ([www.scio.cz](http://www.scio.cz), s.r.o.).

For the follow-up Master's programme in Social Pedagogy, the FHS holds a full-time entrance examination in the form of a written test; the admissions for the follow-up Master's programme Pedagogy of Preschool Age take place without an entrance examination.

For the doctoral programme, the examination contains an entrance examination with a written and oral part, with both of them to be attended in person.

## **FLCM**

Applicants for Bachelor's courses in Applied Logistics, in Population Protection and in Risk Management were exempted from entrance examinations. Applicants were accepted according to the grade point

average achieved by the applicants – secondary school students until the maximum number of accepted applicants was reached, which was determined by the Dean and posted on the Faculty's website.

Applicants for the follow-up Master's programme in Security of the Society (full-time and part-time mode of study) were exempted from entrance examinations as well. Applicants for the relevant specializations were admitted to study based on the date of submission of the e-application and payment of the admission fee, including the submission of all required requirements, until the maximum number of accepted applicants as determined by the Dean was reached, which was posted on the Faculty's website. For the full-time and part-time Bachelor's programme in Risk Management and the full-time follow-up Master's programme in Security of the Society, the admission procedure comprised two rounds.

## UNI

Entrance examinations for doctoral programmes organized in the UNI/CPS were held on two occasions for the academic year 2022/2023. For each admission procedure, a separate admission committee was established. Applicants for degree programmes accredited to be taught in Czech were required to appear in person in front of the committee. International applicants for degree programmes accredited to be taught in English participated in an online interview.

## 5.B COOPERATION WITH SECONDARY SCHOOLS IN THE FIELD OF PROMOTION

The University communicated with secondary schools in order to attract high-quality applicants for study. For this reason, TBU actively communicated directly with prospective applicants for study, mainly with those studying in their final year at secondary schools, as well as with education counsellors at secondary schools in the Czech Republic and in Slovakia. Numerous activities were carried out online in 2023 as well, and that in particular during the first six months of the year.

TBU cooperates with secondary schools on several levels. As regards recruitment and promotion, the following key activities can be named:

- Physical Open Days
- Displays by TBU at Education and Lifelong Learning Fairs (Gaudeamus Prague, Gaudeamus Brno, Gaudeamus Nitra, Gaudeamus Bratislava, Pro Educo Košice)
- Participation in education fairs held online (vysokeskoly.cz)
- TBU presentation at the vysokeskoly.cz portal
- Sending of the so-called promotional sets to secondary schools in the Czech Republic and Slovakia. The sets contain information about TBU and promotional materials.
- Visits by students to their home secondary schools
- TBU Lecture e-shop – a special microsite containing an offer of lectures, workshops and excursions for secondary schools. Teachers from TBU visit secondary schools or, vice versa, students from secondary schools come to TBU.
- TBU website and microsites (Start Differently, Study at TBU, TBU News, be.utb.cz showroom)
- E-application to study at TBU
- Paid campaigns on social networks, namely on Facebook, Instagram and YouTube
- PPC advertising campaigns (Google AdWords platforms)
- Podcasts created in cooperation with the TBU Library
- Merchandising
- Universal magazine – distributed to education counsellors at secondary schools
- TBU Rag Day – participation by secondary school students
- International Students' Day – participation by secondary school students

Cooperation with secondary schools also takes place at all TBU Faculties.







## FT

The Faculty of Technology decided to prefer direct contact with secondary schools, their teachers and students in the long term. The activities implemented in 2023 are listed below:

- Science e-shop – popular science lectures offered to secondary schools
- Experience Science – A one-day festival whose programme features workshops held in FT laboratories. The morning programme of this festival is offered exclusively to secondary schools that book the workshops offered to entire classes or groups of their students.
- Open Day – In 2023, the Open Day took place directly in the FT buildings on two days. Applicants for study could attend presentations on degree programmes/courses offered, visit teaching and laboratory premises, ask current Bachelor's students questions, visit Student Affairs Offices, where they could get detailed information about the admissions and requirements to be fulfilled to study at the FT. The Open Day also featured a supporting programme.
- Excursions for secondary schools – throughout the year, excursions to the FT buildings are organized, either general programmes presenting the FT as a whole, or thematic excursions focused on the individual fields of study.
- Online campaign informing about the admissions – The campaign was running on online platforms and social networks using a series of videos presenting all R&D and study specializations pursued at the Faculty. Secondary school students were the target group of these campaigns, with the events adapted to this purpose.
- Gaudeamus – a series of higher education fairs promoting the possibilities of studying at universities. In 2023, the Faculty of Technology joined the TBU presentation on display at higher education fairs held in Prague, Brno, Bratislava and Nitra.

## FaME

As regards cooperation with secondary schools, the FaME cooperates with the following institutions, the so-called faculty secondary schools, on a long-term basis:

- Baltaci Secondary School
- Business Secondary School and Tertiary Technical School
- Grammar School and Language Institute for Final State Examinations Zlín
- EDUCA – Secondary Technical School
- T. Bata Business Academy in Zlín and Tertiary Technical School of Business Zlín
- Secondary Technical School and Business Academy Uherský Brod

The FaME communicates with applicants for study in particular during the preparation of the Open Day (26 January 2023). Communication also includes online campaigns running on social networks and in the media. Special attention was paid to cooperation with faculty secondary schools. Recently, cooperation has been extended to the whole Czech Republic within the partnership established at the Economic Olympiad, an economic and financial competition for secondary schools held in the Czech Republic. On 30 January 2023, the regional round of the contest was held at the FaME; FaME representatives contested the final of this competition held in the buildings of the Czech National Bank; they presented the FaME and its degree programmes on this occasion.

The mentioned secondary schools are regularly informed about planned events or projects aimed to promote the FaME, the FaME's learning environment and degree programmes offered (Open Day, Researchers' Night, TBU Lecture E-Shop, etc.). The faculty secondary schools are regularly supplied with printed and digital materials designed to promote the FaME and the degree programmes offered at the FaME, which are "tailored" to be in line with the specialization of the relevant secondary school. Representatives and students of these secondary schools are also regularly invited to attend important events held at the FaME (Open Day, lectures, workshops, discussion panels, etc.).

The FaME Marketing Department also enables current students enrolled on any of FaME degree programmes to travel to any secondary school in the Czech Republic and Slovakia and organize a presentation and discussion about student experience gained at the FaME. The Marketing Department has prepared a special presentation with a new graphic design, informing about the FaME environment, study and student life in Zlín for these “trips” (the so-called “roadshow”). The FaME students are rewarded for such presentation trips with an extraordinary scholarship for promotion of the FaME.

### **FMC**

In the case of secondary schools, the activities carried out mostly involved popularization with an overlap into the communication of the FMC, including a possible recruitment of applicants for study. The most frequently applied model featured a current student of the FMC who presented his/her student experience, his/her work and degree programmes/courses carried out at the FMC at his or her home secondary school. In addition, lectures were held as part of the institutional programme for secondary schools “Science E-shop”. In 2023, the operation of the ROBOTA creative workshop was intensified, which also contributed to an interconnection between the FaME and nursery, primary and secondary schools, especially in the Zlín Region.

### **FAI**

The FAI has established a network of seven faculty secondary schools, with which it has a close cooperation. Besides other activities, the FAI organizes regular promotional trips to secondary schools in the Czech Republic and Slovakia, among them almost thirty trips in 2023. As part of these promotional trips, academics and students present the study at the FAI and in Zlín to the applicants, outline the possibilities and activities and career prospects after graduation.

In addition to promotional trips, the FAI also offers excursions where FAI laboratories and facilities are presented. Last year, the FAI organized approximately 20 excursions.

The FAI regularly prepares an Open Day for applicants, which allows those interested to experience the atmosphere of the university and view the TBU premises (lecture rooms, laboratories). The tours are supplemented by professional presentations by academic staff and students of the FAI.

The FAI regularly participates in education fairs organized for prospective applicants for study at higher education institutions, e.g. Gaudeamus, Where to Go to University.

### **FHS**

During admissions (January–March), the FHS sends students of all degree programmes to secondary schools where they have previously studied (nationwide) and where they present their studies in the given programmes as part of the promotion of degree programmes/courses carried out at the FHS.

Secondary schools are also visited by teachers as part of the promotion of degree programmes carried out at the FHS – as agreed upon with teachers at the secondary schools (Grammar School Zlín – Lesní čtvrť, Grammar School and Language Institute for Final State Examinations in Zlín, Secondary School of Business and Tertiary Technical School, Tomas Bata Business Academy and Tertiary Technical School of Business, Secondary School Kostka in Vsetín, Secondary Nursing School and Tertiary Technical School in Zlín).

Important activities and tools for maintaining of contact with secondary schools is the traditional Show-off contest featuring presentations in English (12th edition held in 2023), which is regularly attended by students of secondary schools based in the Zlín Region, who usually visit the FHS with their teachers and



fellow students on the day when the contest takes place. For the third year in a row, the holiday English courses for secondary school students are always filled to capacity. In case of both events, secondary school students have the opportunity to get acquainted with the FHS environment and with degree programmes/courses carried out at the FHS.

## FLCM

The FLCM cooperates with selected secondary schools who are entitled to use the designation of faculty schools. The Faculty staff are also involved in the TBU Lecture E-shop project, within which they give invited lectures at secondary schools (e.g. on the topic of cyber security). The FLCM also collaborates with secondary schools within marketing activities, consisting of regular visits and promotional meetings with students or teaching staff held directly at the relevant secondary schools. Secondary school students are offered interesting specialized lectures held directly at the FLCM and comprising a tour of teaching laboratories and specialized lecture rooms, or held directly at their secondary school.

Secondary schools are regularly informed about activities carried out at the FLCM, about Open Days. Secondary school students are the target group within online marketing campaigns providing information about degree programmes/courses carried out at the FLCM, about admissions and about aspects of university studies. Every year, the FLCM participates in education fairs organized for students and graduates of secondary schools, e.g. the Gaudeamus fairs held in Brno, Prague, Bratislava and others.

The FLCM also cooperated with secondary schools during the organization and implementation of the Researchers' Night.

**TABLE 5.1: INTEREST IN STUDIES AT TBU**

| Bachelor's                                  |          | Number of applicants (headcount) | Applications submitted | Students admitted | Students enrolled |
|---------------------------------------------|----------|----------------------------------|------------------------|-------------------|-------------------|
| Faculty of Technology                       | Code     |                                  |                        |                   |                   |
| Engineering, manufacturing and construction | 07       | 1,165                            | 1,332                  | 906               | 646               |
| <b>Faculty in total</b>                     | <b>X</b> |                                  | <b>1,332</b>           | <b>906</b>        | <b>646</b>        |
| Faculty of Management and Economics         |          |                                  |                        |                   |                   |
| Business, administration and law            | 04       | 2,247                            | 2,138                  | 848               | 664               |
| <b>Faculty in total</b>                     | <b>X</b> |                                  | <b>2,138</b>           | <b>848</b>        | <b>664</b>        |
| Faculty of Multimedia Communications        |          |                                  |                        |                   |                   |
| Arts and humanities                         | 02       | 852                              | 853                    | 136               | 136               |
| Social sciences, journalism and information | 03       | 584                              | 586                    | 108               | 108               |
| <b>Faculty in total</b>                     | <b>X</b> |                                  | <b>1,439</b>           | <b>244</b>        | <b>244</b>        |
| Faculty of Applied Informatics              |          |                                  |                        |                   |                   |
| Information and communication technologies  | 06       | 578                              | 632                    | 306               | 233               |
| Engineering, manufacturing and construction | 07       | 315                              | 340                    | 221               | 102               |
| Services                                    | 10       | 266                              | 286                    | 174               | 137               |
| <b>Faculty in total</b>                     | <b>X</b> |                                  | <b>1,258</b>           | <b>701</b>        | <b>472</b>        |

| Bachelor's                                        |          | Number of applicants (headcount) | Applications submitted | Students admitted | Students enrolled |
|---------------------------------------------------|----------|----------------------------------|------------------------|-------------------|-------------------|
| <b>Faculty of Humanities</b>                      |          |                                  |                        |                   |                   |
| Education and formation                           | 01       | 1,230                            | 1,391                  | 503               | 417               |
| Arts and humanities                               | 02       | 659                              | 703                    | 228               | 187               |
| <b>Faculty in total</b>                           | <b>X</b> |                                  | <b>2,094</b>           | <b>731</b>        | <b>604</b>        |
| <b>Faculty of Logistics and Crisis Management</b> |          |                                  |                        |                   |                   |
| Services                                          | 10       | 865                              | 944                    | 699               | 504               |
| <b>Faculty in total</b>                           | <b>X</b> |                                  | <b>944</b>             | <b>699</b>        | <b>504</b>        |
| <b>Bachelor's at TBU in total</b>                 |          |                                  |                        |                   |                   |
| Education and formation                           | 01       | 1,230                            | 1,391                  | 503               | 417               |
| Arts and humanities                               | 02       | 1,511                            | 1,556                  | 364               | 323               |
| Social sciences, journalism and information       | 03       | 584                              | 586                    | 108               | 108               |
| Business, administration and law                  | 04       | 2,247                            | 2,138                  | 848               | 664               |
| Natural sciences, mathematics and statistics      | 06       | 578                              | 632                    | 306               | 233               |
| Information and communication technologies        | 07       | 1,480                            | 1,672                  | 1,127             | 748               |
| Services                                          | 10       | 1,131                            | 1,230                  | 873               | 641               |
| <b>TBU IN TOTAL</b>                               | <b>X</b> | <b>8,761</b>                     | <b>9,205</b>           | <b>4,129</b>      | <b>3,134</b>      |

| Master's                        |          | Number of applicants (headcount) | Applications submitted | Students admitted | Students enrolled |
|---------------------------------|----------|----------------------------------|------------------------|-------------------|-------------------|
| <b>Faculty of Humanities</b>    |          |                                  |                        |                   |                   |
| Education and formation         | 01       | 200                              | 200                    | 87                | 64                |
| <b>Faculty in total</b>         | <b>X</b> |                                  | <b>200</b>             | <b>87</b>         | <b>64</b>         |
| <b>Master's at TBU in total</b> |          |                                  |                        |                   |                   |
| Education and formation         | 01       | 200                              | 200                    | 87                | 64                |
| <b>TBU IN TOTAL</b>             | <b>X</b> | <b>200</b>                       | <b>200</b>             | <b>87</b>         | <b>64</b>         |

| Follow-up Master's                           |          | Number of applicants (headcount) | Applications submitted | Students admitted | Students enrolled |
|----------------------------------------------|----------|----------------------------------|------------------------|-------------------|-------------------|
| <b>Faculty of Technology</b>                 |          |                                  |                        |                   |                   |
| Natural sciences, mathematics and statistics | 05       | 40                               | 41                     | 30                | 29                |
| Engineering, manufacturing and construction  | 07       | 224                              | 262                    | 167               | 121               |
| <b>Faculty in total</b>                      | <b>X</b> |                                  | <b>303</b>             | <b>197</b>        | <b>150</b>        |

| Follow-up Master's                                |          | Number of applicants (headcount) | Applications submitted | Students admitted | Students enrolled |
|---------------------------------------------------|----------|----------------------------------|------------------------|-------------------|-------------------|
| <b>Faculty of Management and Economics</b>        |          |                                  |                        |                   |                   |
| Business, administration and law                  | 04       | 1,285                            | 1,418                  | 592               | 473               |
| <b>Faculty in total</b>                           | <b>X</b> |                                  | <b>1,418</b>           | <b>592</b>        | <b>473</b>        |
| <b>Faculty of Multimedia Communications</b>       |          |                                  |                        |                   |                   |
| Arts and humanities                               | 02       | 152                              | 156                    | 98                | 98                |
| Social sciences, journalism and information       | 03       | 207                              | 226                    | 107               | 102               |
| <b>Faculty in total</b>                           | <b>X</b> |                                  | <b>382</b>             | <b>205</b>        | <b>200</b>        |
| <b>Faculty of Applied Informatics</b>             |          |                                  |                        |                   |                   |
| Information and communication technologies        | 06       | 255                              | 282                    | 192               | 145               |
| Engineering, manufacturing and construction       | 07       | 64                               | 65                     | 38                | 23                |
| Services                                          | 10       | 103                              | 109                    | 90                | 79                |
| <b>Faculty in total</b>                           | <b>X</b> |                                  | <b>456</b>             | <b>320</b>        | <b>247</b>        |
| <b>Faculty of Humanities</b>                      |          |                                  |                        |                   |                   |
| Education and formation                           | 01       | 66                               | 73                     | 60                | 27                |
| Arts and humanities                               | 02       | 107                              | 111                    | 80                | 72                |
| <b>Faculty in total</b>                           | <b>X</b> |                                  | <b>184</b>             | <b>140</b>        | <b>99</b>         |
| <b>Faculty of Logistics and Crisis Management</b> |          |                                  |                        |                   |                   |
| Services                                          | 10       | 288                              | 314                    | 279               | 218               |
| <b>Faculty in total</b>                           | <b>X</b> |                                  | <b>314</b>             | <b>279</b>        | <b>218</b>        |
| <b>Follow-up Master's at TBU in total</b>         |          |                                  |                        |                   |                   |
| Education and formation                           | 01       | 66                               | 73                     | 60                | 27                |
| Arts and humanities                               | 02       | 259                              | 267                    | 178               | 170               |
| Social sciences, journalism and information       | 03       | 207                              | 226                    | 107               | 102               |
| Business, administration and law                  | 04       | 1,285                            | 1,418                  | 592               | 473               |
| Natural sciences, mathematics and statistics      | 05       | 40                               | 41                     | 30                | 29                |
| Information and communication technologies        | 06       | 255                              | 282                    | 192               | 145               |
| Engineering, manufacturing and construction       | 07       | 288                              | 327                    | 205               | 144               |
| Services                                          | 10       | 391                              | 423                    | 369               | 297               |
| <b>TBU IN TOTAL</b>                               | <b>X</b> | <b>2,791</b>                     | <b>3,057</b>           | <b>1,733</b>      | <b>1,387</b>      |

| Doctoral                                     |          | Number of applicants (headcount) | Applications submitted | Students admitted | Students enrolled |
|----------------------------------------------|----------|----------------------------------|------------------------|-------------------|-------------------|
| <b>Faculty of Technology</b>                 |          |                                  |                        |                   |                   |
| Natural sciences, mathematics and statistics | 05       | 15                               | 15                     | 9                 | 7                 |
| Information and communication technologies   | 06       | 2                                | 2                      | 0                 | 0                 |
| Engineering, manufacturing and construction  | 07       | 12                               | 13                     | 8                 | 8                 |
| <b>Faculty in total</b>                      | <b>X</b> |                                  | <b>30</b>              | <b>17</b>         | <b>15</b>         |
| <b>Faculty of Management and Economics</b>   |          |                                  |                        |                   |                   |
| Business, administration and law             | 04       | 63                               | 65                     | 21                | 21                |
| <b>Faculty in total</b>                      | <b>X</b> |                                  | <b>65</b>              | <b>21</b>         | <b>21</b>         |
| <b>Faculty of Multimedia Communications</b>  |          |                                  |                        |                   |                   |
| Arts and humanities                          | 02       | 6                                | 6                      | 4                 | 4                 |
| <b>Faculty in total</b>                      | <b>X</b> |                                  | <b>6</b>               | <b>4</b>          | <b>4</b>          |
| <b>Faculty of Applied Informatics</b>        |          |                                  |                        |                   |                   |
| Information and communication technologies   | 06       | 21                               | 23                     | 14                | 13                |
| <b>Faculty in total</b>                      | <b>X</b> |                                  | <b>23</b>              | <b>14</b>         | <b>13</b>         |
| <b>Faculty of Humanities</b>                 |          |                                  |                        |                   |                   |
| Education and formation                      | 01       | 7                                | 7                      | 5                 | 5                 |
| <b>Faculty in total</b>                      | <b>X</b> |                                  | <b>7</b>               | <b>5</b>          | <b>5</b>          |
| <b>TBU Centralized Constituent Part</b>      |          |                                  |                        |                   |                   |
| Engineering, manufacturing and construction  | 07       | 6                                | 6                      | 3                 | 3                 |
| <b>Faculty in total</b>                      | <b>X</b> |                                  | <b>6</b>               | <b>3</b>          | <b>3</b>          |
| <b>Doctoral at TBU in total</b>              |          |                                  |                        |                   |                   |
| Education and formation                      | 01       | 7                                | 7                      | 5                 | 5                 |
| Arts and humanities                          | 02       | 6                                | 6                      | 4                 | 4                 |
| Business, administration and law             | 04       | 63                               | 65                     | 21                | 21                |
| Natural sciences, mathematics and statistics | 05       | 15                               | 15                     | 9                 | 7                 |
| Information and communication technologies   | 06       | 23                               | 25                     | 14                | 13                |
| Engineering, manufacturing and construction  | 07       | 18                               | 19                     | 11                | 11                |
| <b>TBU IN TOTAL</b>                          | <b>X</b> | <b>132</b>                       | <b>137</b>             | <b>64</b>         | <b>61</b>         |

## 6 STAFF

### 6.A CAREER REGULATIONS FOR ACADEMIC STAFF

TBU has issued no career regulations for the academic staff at the institutional level. The career advancement process is administered by the relevant Faculties, that also determine the motivation tools for remuneration of employees depending on the results achieved and in accordance with the evaluation systems set by the relevant Faculty upon the condition that these motivation tools must be in accordance with the institutional system of evaluation of academics and researchers as well as the valid Salary Regulations of Tomas Bata University in Zlín.

Rules for the system of evaluation of academics and researchers are set in the relevant Rector's Directive, which regulates both the areas of work of academics and researchers (teaching, R&D and creative, managerial and other activities) that are the subject of evaluation, as well as their specific scope, content, method of evaluation in the so-called performance points and the actual system of feedback implementation. The purpose of the evaluation system is to provide all employees with systematic and objective feedback on their professional activities, to identify barriers and opportunities for further development. The key component of the evaluation system comprises regular interviews led by senior executives with employees, within which a career plan of activities for a period of one to two years is drawn up and evaluated. The career plan is monitored by Heads of Departments and Deans of TBU Faculties.

The TBU Faculties, in accordance with their career programmes, individually allow academic staff and researchers to participate free of charge in educational programmes, participate in mobility abroad, be provided with sabbatical leave and enabled a modification of professional duties.

Tomas Bata University in Zlín is continuously expanding the current offer of benefits provided to employees. In 2023, the offer of benefits was again extended. The rules for the provision of contributions from the social fund are governed by the Rector's Directive, which extends the offer of benefits provided in addition to pension contributions by contributions to non-monetary payment in the form of benefit cards. The conditions to be met in order to be eligible for the provision of the contributions are adjusted in such a manner that carers of a person in need of long-term care, parents of young children, persons with disabilities and persons temporarily unable to work are prioritized. Contributions in compliance with this Directive were first provided for the month of January 2023.

### 6.B DEVELOPMENT OF PEDAGOGICAL SKILLS OF ACADEMIC STAFF

The development of teaching skills of academic staff at TBU is dealt with within the organization of educational and development activities carried out by the Human Resources Development Office (HRDO), within the internal activities of TBU Faculties and component parts. At the institutional level, the improvement of the English skills of employees also continues.

Within the implementation of the TBU A.D.A.P.T. project (NRP), the competences of academic staff are being developed in areas that meet the objectives listed below.

Specific goal A1 (SG A1): Digitization of Educational Activity and Studies' Administration:

- Focusing on the modernization and development of the technical infrastructure needed for the creation of blended and distance forms of learning
- Focusing on educating of academic staff in the use of computer technology and information systems for digital forms of teaching.

- Focusing on increasing the technical skills of academic staff for the implementation of blended and distance forms of learning.

In 2023, a training cycle aimed at enhancing skills in using the available functions of the LMS Moodle and MS Teams continued within the implementation of the SG A1.

Specific goal A2 (SGA2) Development in the area of distance learning, online learning and blended learning:

- Focusing on the creation of an institutional environment for the conceptual development of blended and distance forms of learning at TBU and on the preparation and development of human resources for this activity.

In 2023, within the Specific Goal A1, a training cycle continued, which was aimed at extending pedagogical-psychological skills related to the preparation of professional educational materials for blended and distance learning, and at strengthening of teaching and presentation skills of academic staff with regard to teaching in the online environment.

**TABLE 6.1: TOTAL NUMBERS OF ACADEMICS, RESEARCHERS AND OTHER EMPLOYEES (AVERAGE CONVERTED NUMBERS)**

|                                         | Academics                      |            |                      |                  |           |                     |                                                                |                    | Researchers                           |                                              |                                 | Other employees | Total number of staff |
|-----------------------------------------|--------------------------------|------------|----------------------|------------------|-----------|---------------------|----------------------------------------------------------------|--------------------|---------------------------------------|----------------------------------------------|---------------------------------|-----------------|-----------------------|
|                                         | Total number of academic staff | Professors | Associate Professors | Senior Lecturers | Lecturers | Assistant Lecturers | Researchers and R&D staff participating in teaching activities | Adjunct Professors | Postdoctoral researchers ("postdocs") | Researchers not included in other categories | Other researchers and R&D staff |                 |                       |
| <b>FT</b>                               | 104.1                          | 18.8       | 29.3                 | 51.2             | 2.8       | 1.0                 |                                                                | 1.0                |                                       | 2.4                                          | 13.3                            | 35.3            | 155.1                 |
| Out of which women                      | 49.3                           | 4.4        | 12.0                 | 29.1             | 2.8       | 0.0                 |                                                                | 1.0                |                                       | 0.0                                          | 11.7                            | 27.7            | 88.8                  |
| <b>FaME</b>                             | 69.7                           | 5.5        | 16.0                 | 42.9             | 3.4       | 2.0                 |                                                                |                    | 2.7                                   | 2.8                                          | 0.1                             | 28.8            | 104.1                 |
| Out of which women                      | 32.0                           | 2.5        | 7.2                  | 21.1             | 0.2       | 1.0                 |                                                                |                    | 0.0                                   | 0.9                                          | 0.0                             | 23.9            | 56.8                  |
| <b>FMC</b>                              | 67.0                           | 4.3        | 15.2                 | 35.0             | 12.4      | 0.0                 |                                                                |                    |                                       |                                              | 1.0                             | 38.9            | 106.9                 |
| Out of which women                      | 28.0                           | 0.0        | 5.2                  | 16.6             | 6.3       | 0.0                 |                                                                |                    |                                       |                                              | 1.0                             | 27.2            | 56.2                  |
| <b>FAI</b>                              | 73.9                           | 7.1        | 13.5                 | 46.3             | 6.1       | 1.0                 |                                                                |                    | 6.0                                   | 14.2                                         | 6.9                             | 24.0            | 125.0                 |
| Out of which women                      | 11.4                           | 1.1        | 2.9                  | 3.5              | 4.0       | 0.0                 |                                                                |                    | 0.0                                   | 2.8                                          | 0.4                             | 17.6            | 32.1                  |
| <b>FHS</b>                              | 99.7                           | 3.9        | 13.0                 | 54.7             | 7.8       | 20.3                |                                                                |                    |                                       |                                              | 0.1                             | 21.8            | 121.5                 |
| Out of which women                      | 73.2                           | 1.0        | 6.0                  | 43.0             | 7.8       | 15.3                |                                                                |                    |                                       |                                              | 0.1                             | 17.8            | 91.0                  |
| <b>FLCM</b>                             | 38.1                           | 1.6        | 6.4                  | 25.5             | 2.6       | 2.1                 |                                                                |                    |                                       | 0.4                                          | 0.0                             | 13.3            | 51.8                  |
| Out of which women                      | 9.6                            | 0.0        | 1.0                  | 7.5              | 0.7       | 0.5                 |                                                                |                    |                                       | 0.4                                          | 0.0                             | 11.5            | 21.5                  |
| <b>UNI</b>                              | 33.4                           | 1.3        | 2.1                  | 29.9             | 0.0       | 0.0                 |                                                                |                    | 11.7                                  | 14.2                                         | 18.0                            | 17.9            | 95.2                  |
| Out of which women                      | 8.2                            | 0.0        | 1.0                  | 7.2              | 0.0       | 0.0                 |                                                                |                    | 7.2                                   | 4.7                                          | 10.5                            | 14.0            | 44.7                  |
| <b>Other constituent parts in total</b> | 0.0                            | 0.0        | 0.0                  | 0.0              | 0.0       | 0.0                 |                                                                |                    |                                       | 1.0                                          | 0.0                             | 213.0           | 214.0                 |
| Out of which women                      | 0.0                            | 0.0        | 0.0                  | 0.0              | 0.0       | 0.0                 |                                                                |                    |                                       | 0.0                                          | 0.0                             | 136.7           | 136.7                 |
| <b>TOTAL</b>                            | 485.9                          | 42.5       | 95.5                 | 285.4            | 35.1      | 26.4                | 0.0                                                            | 1.0                | 20.5                                  | 34.9                                         | 39.3                            | 393.1           | 973.6                 |
| Total number of women                   | 211.7                          | 9.1        | 35.2                 | 128.0            | 21.7      | 16.8                | 0.0                                                            | 1.0                | 7.2                                   | 8.8                                          | 23.7                            | 276.3           | 527.7                 |



**TABLE 6.2: AGE STRUCTURE OF ACADEMIC AND R&D STAFF AND OTHER EMPLOYEES  
(HEADCOUNT)**

|                                               | Under<br>29 years | 30 – 39<br>years | 40 – 49<br>years | 50 – 59<br>years | 60 – 69<br>years | Over 70<br>years | TOTAL       |
|-----------------------------------------------|-------------------|------------------|------------------|------------------|------------------|------------------|-------------|
| Professors                                    |                   |                  | 13               | 20               | 10               | 10               | 53          |
| Women                                         |                   |                  | 1                | 9                | 2                | 1                | 13          |
| Associate Professors                          |                   | 7                | 44               | 22               | 21               | 15               | 109         |
| Women                                         |                   | 1                | 17               | 11               | 11               | 1                | 41          |
| Senior Lecturers                              | 2                 | 97               | 127              | 42               | 33               | 8                | 309         |
| Women                                         | 1                 | 39               | 62               | 23               | 14               | 2                | 141         |
| Lecturers                                     | 7                 | 27               | 4                |                  |                  |                  | 38          |
| Women                                         | 5                 | 14               | 2                |                  |                  |                  | 21          |
| Assistant Lecturers                           | 7                 | 6                | 9                | 5                |                  |                  | 27          |
| Women                                         | 5                 | 4                | 5                | 3                |                  |                  | 17          |
| Adjunct Professors                            |                   |                  |                  |                  |                  | 1                | 1           |
| Women                                         |                   |                  |                  |                  |                  | 1                | 1           |
| Postdoctoral researchers („postdocs“)         |                   | 16               | 3                |                  |                  |                  | 19          |
| Women                                         |                   | 4                | 2                |                  |                  |                  | 6           |
| Researchers not falling into other categories |                   | 12               | 19               | 4                | 2                |                  | 37          |
| Women                                         |                   | 2                | 6                | 2                |                  |                  | 10          |
| Other researchers and R&D staff               | 13                | 21               | 12               | 4                | 6                | 1                | 57          |
| Women                                         | 4                 | 11               | 10               | 3                | 5                |                  | 33          |
| Other employees                               | 24                | 88               | 141              | 99               | 48               | 5                | 405         |
| Women                                         | 16                | 56               | 97               | 77               | 37               | 2                | 285         |
| <b>TOTAL</b>                                  | <b>53</b>         | <b>274</b>       | <b>372</b>       | <b>196</b>       | <b>120</b>       | <b>40</b>        | <b>1055</b> |
| <b>Out of which women</b>                     | <b>31</b>         | <b>131</b>       | <b>202</b>       | <b>128</b>       | <b>69</b>        | <b>7</b>         | <b>568</b>  |



**TABLE 6.3: NUMBERS OF ACADEMIC AND R&D STAFF ACCORDING TO WORKLOADS AND TO HIGHEST COMPLETED EDUCATION**

|                                     | Academics |       |              |       |                                |       |        |       | Researchers | TOTAL | Out of which women |    |
|-------------------------------------|-----------|-------|--------------|-------|--------------------------------|-------|--------|-------|-------------|-------|--------------------|----|
| Faculty of Technology               |           |       |              |       |                                |       |        |       |             |       |                    |    |
|                                     | Prof.     |       | Assoc. Prof. |       | DrSc., CSc., Dr., Ph.D., Th.D. |       | Others |       | TOTAL       | Women |                    |    |
| Workloads                           | TOTAL     | Women | TOTAL        | Women | TOTAL                          | Women | TOTAL  | Women |             |       |                    |    |
| Up to 0.3                           | 2         | 2     | 1            |       | 2                              |       |        |       | 1           |       | 6                  | 2  |
| 0.31–0.5                            |           |       | 4            |       | 2                              |       | 1      |       |             |       | 7                  | 0  |
| 0.51–0.7                            |           |       | 1            |       |                                |       |        |       |             |       | 1                  | 0  |
| 0.71–1.0                            | 19        | 4     | 28           | 15    | 48                             | 29    | 3      | 2     | 2           |       | 100                | 50 |
| TOTAL                               | 21        | 6     | 34           | 15    | 52                             | 29    | 4      | 2     | 3           | 0     | 114                | 52 |
| Faculty of Management and Economics |           |       |              |       |                                |       |        |       |             |       |                    |    |
|                                     | Prof.     |       | Assoc. Prof. |       | DrSc., CSc., Dr., Ph.D., Th.D. |       | Others |       | TOTAL       | Women |                    |    |
| Workloads                           | TOTAL     | Women | TOTAL        | Women | TOTAL                          | Women | TOTAL  | Women |             |       |                    |    |
| Up to 0.3                           |           |       | 2            | 1     | 1                              | 1     |        |       |             |       | 3                  | 2  |
| 0.31–0.5                            | 3         | 1     | 4            | 2     | 5                              | 4     | 4      | 1     | 1           | 1     | 17                 | 9  |
| 0.51–0.7                            |           |       | 1            |       | 2                              | 3     |        |       |             |       | 3                  | 3  |
| 0.71–1.0                            | 4         | 2     | 13           | 6     | 39                             | 16    | 5      | 2     | 4           |       | 65                 | 26 |
| TOTAL                               | 7         | 3     | 20           | 9     | 47                             | 24    | 9      | 3     | 5           | 1     | 88                 | 40 |
| Faculty of Applied Informatics      |           |       |              |       |                                |       |        |       |             |       |                    |    |
|                                     | Prof.     |       | Assoc. Prof. |       | DrSc., CSc., Dr., Ph.D., Th.D. |       | Others |       | TOTAL       | Women |                    |    |
| Workloads                           | TOTAL     | Women | TOTAL        | Women | TOTAL                          | Women | TOTAL  | Women |             |       |                    |    |
| Up to 0.3                           |           |       |              |       | 1                              | 1     |        |       |             |       | 1                  | 1  |
| 0.31–0.5                            |           |       |              |       | 1                              |       |        |       |             |       | 1                  | 0  |
| 0.51–0.7                            |           |       | 1            |       | 1                              |       |        |       | 1           |       | 3                  | 0  |
| 0.71–1.0                            | 8         | 2     | 12           | 2     | 46                             | 4     | 7      | 3     | 18          | 2     | 91                 | 13 |
| TOTAL                               | 8         | 2     | 13           | 2     | 49                             | 5     | 7      | 3     | 19          | 2     | 96                 | 14 |

|                                            | Academics |       |              |       |                                |       |        |       | Researchers | TOTAL | Out of which women |    |
|--------------------------------------------|-----------|-------|--------------|-------|--------------------------------|-------|--------|-------|-------------|-------|--------------------|----|
| Faculty of Multimedia Communications       |           |       |              |       |                                |       |        |       |             |       |                    |    |
|                                            | Prof.     |       | Assoc. Prof. |       | DrSc., CSc., Dr., Ph.D., Th.D. |       | Others |       | TOTAL       | Women |                    |    |
| Workloads                                  | TOTAL     | Women | TOTAL        | Women | TOTAL                          | Women | TOTAL  | Women |             |       |                    |    |
| Up to 0.3                                  | 1         |       |              |       |                                |       |        |       |             |       | 1                  | 0  |
| 0.31–0.5                                   | 3         |       | 3            | 1     | 2                              |       | 5      |       |             |       | 13                 | 1  |
| 0.51–0.7                                   |           |       |              |       |                                |       |        |       |             |       | 0                  | 0  |
| 0.71–1.0                                   | 3         |       | 13           | 5     | 27                             | 15    | 19     | 9     |             |       | 62                 | 29 |
| TOTAL                                      | 7         | 0     | 16           | 6     | 29                             | 15    | 24     | 9     | 0           | 0     | 76                 | 30 |
| Faculty of Logistics and Crisis Management |           |       |              |       |                                |       |        |       |             |       |                    |    |
|                                            | Prof.     |       | Assoc. Prof. |       | DrSc., CSc., Dr., Ph.D., Th.D. |       | Others |       | TOTAL       | Women |                    |    |
| Workloads                                  | TOTAL     | Women | TOTAL        | Women | TOTAL                          | Women | TOTAL  | Women |             |       |                    |    |
| Up to 0.3                                  |           |       | 1            |       |                                |       |        |       |             |       | 1                  | 0  |
| 0.31–0.5                                   | 1         |       | 1            |       |                                |       | 2      | 1     | 1           | 1     | 5                  | 2  |
| 0.51–0.7                                   |           |       | 1            |       | 1                              |       |        |       |             |       | 2                  | 0  |
| 0.71–1.0                                   | 1         |       | 5            | 1     | 25                             | 7     | 4      | 1     |             |       | 35                 | 9  |
| TOTAL                                      | 2         | 0     | 8            | 1     | 26                             | 7     | 6      | 2     | 1           | 1     | 43                 | 11 |
| Faculty of Humanities                      |           |       |              |       |                                |       |        |       |             |       |                    |    |
|                                            | Prof.     |       | Assoc. Prof. |       | DrSc., CSc., Dr., Ph.D., Th.D. |       | Others |       | TOTAL       | Women |                    |    |
| Workloads                                  | TOTAL     | Women | TOTAL        | Women | TOTAL                          | Women | TOTAL  | Women |             |       |                    |    |
| Up to 0.3                                  |           |       |              |       |                                |       |        |       |             |       | 0                  | 0  |
| 0.31–0.5                                   | 4         | 2     | 6            | 4     | 8                              | 6     | 2      | 2     |             |       | 20                 | 14 |
| 0.51–0.7                                   | 1         |       |              |       |                                |       |        |       |             |       | 1                  | 0  |
| 0.71–1.0                                   |           |       | 10           | 4     | 49                             | 37    | 31     | 27    |             |       | 90                 | 68 |
| TOTAL                                      | 5         | 2     | 16           | 8     | 57                             | 43    | 33     | 29    | 0           | 0     | 111                | 82 |
| University Institute                       |           |       |              |       |                                |       |        |       |             |       |                    |    |
|                                            | Prof.     |       | Assoc. Prof. |       | DrSc., CSc., Dr., Ph.D., Th.D. |       | Others |       | TOTAL       | Women |                    |    |
| Workloads                                  | TOTAL     | Women | TOTAL        | Women | TOTAL                          | Women | TOTAL  | Women |             |       |                    |    |
| Up to 0.3                                  |           |       |              |       | 1                              | 1     |        |       | 3           | 3     | 4                  | 4  |
| 0.31–0.5                                   |           |       |              |       | 1                              |       |        |       | 2           | 1     | 3                  | 1  |
| 0.51–0.7                                   |           |       |              |       |                                |       |        |       | 1           |       | 1                  | 0  |
| 0.71–1.0                                   | 2         |       | 3            | 1     | 30                             | 7     |        |       | 21          | 8     | 56                 | 16 |
| TOTAL                                      | 2         | 0     | 3            | 1     | 32                             | 8     | 0      | 0     | 27          | 12    | 64                 | 21 |

|                                  | Academics |       |              |       |                                |       |        |       | Researchers | TOTAL | Out of which women |     |
|----------------------------------|-----------|-------|--------------|-------|--------------------------------|-------|--------|-------|-------------|-------|--------------------|-----|
| Other constituent parts in total |           |       |              |       |                                |       |        |       |             |       |                    |     |
|                                  | Prof.     |       | Assoc. Prof. |       | DrSc., CSc., Dr., Ph.D., Th.D. |       | Others |       | TOTAL       | Women |                    |     |
| Workloads                        | TOTAL     | Women | TOTAL        | Women | TOTAL                          | Women | TOTAL  | Women |             |       |                    |     |
| Up to 0.3                        |           |       |              |       |                                |       |        |       |             |       | 0                  | 0   |
| 0.31–0.5                         |           |       |              |       |                                |       |        |       |             |       | 0                  | 0   |
| 0.51–0.7                         |           |       |              |       |                                |       |        |       |             |       | 0                  | 0   |
| 0.71–1.0                         |           |       |              |       |                                |       |        |       | 1           |       | 1                  | 0   |
| TOTAL                            | 0         | 0     | 0            | 0     | 0                              | 0     | 0      | 0     | 1           | 0     | 1                  | 0   |
| Tomas Bata University in Zlín    |           |       |              |       |                                |       |        |       |             |       |                    |     |
|                                  | Prof.     |       | Assoc. Prof. |       | DrSc., CSc., Dr., Ph.D., Th.D. |       | Others |       | TOTAL       | Women |                    |     |
| Workloads                        | TOTAL     | Women | TOTAL        | Women | TOTAL                          | Women | TOTAL  | Women |             |       |                    |     |
| do 0,3                           | 3         | 2     | 4            | 1     | 5                              | 3     |        |       | 4           | 3     | 16                 | 9   |
| 0,31–0,5                         | 11        | 3     | 18           | 7     | 20                             | 10    | 14     | 4     | 4           | 3     | 67                 | 27  |
| 0,51–0,7                         | 1         |       | 4            |       | 4                              | 2     |        |       | 2           |       | 11                 | 2   |
| 0,71–1                           | 37        | 8     | 84           | 34    | 263                            | 116   | 69     | 44    | 46          | 10    | 499                | 212 |
| IN TOTAL                         | 52        | 13    | 110          | 42    | 292                            | 131   | 83     | 48    | 56          | 16    | 593                | 250 |
| TBU IN TOTAL                     | 52        | 13    | 110          | 42    | 292                            | 131   | 83     | 48    | 56          | 16    | 593                | 250 |

**TABLE 6.4: SENIOR EXECUTIVES (HEADCOUNT)**

| Tomas Bata University in Zlín                                                 | Rector/Dean | Vice-Rector/Vice-Dean | Academic Senate | Scientific/Artistic/ Academic Board | Bursar/ Secretary | Board of Governors | Director of institute, university agricultural or forestry farm and of other constituent parts | Head of department/institute/ research unit | Senior executives in total |
|-------------------------------------------------------------------------------|-------------|-----------------------|-----------------|-------------------------------------|-------------------|--------------------|------------------------------------------------------------------------------------------------|---------------------------------------------|----------------------------|
| <b>Rectorate</b>                                                              |             |                       |                 |                                     | 1                 |                    |                                                                                                |                                             | 86                         |
| Out of which women                                                            | 0           | 3                     | 15              | 5                                   | 1                 | 4                  |                                                                                                |                                             | 28                         |
| <b>Faculty of Technology</b>                                                  | 1           | 4                     | 12              | 36                                  | 1                 |                    |                                                                                                | 8                                           | 62                         |
| Out of which women                                                            | 0           | 2                     | 6               | 9                                   | 0                 |                    |                                                                                                | 2                                           | 19                         |
| <b>Faculty of Management and Economics</b>                                    | 1           | 4                     | 11              | 34                                  | 1                 |                    |                                                                                                | 8                                           | 59                         |
| Out of which women                                                            | 0           | 0                     | 6               | 7                                   | 0                 |                    |                                                                                                | 3                                           | 16                         |
| <b>Faculty of Multimedia Communications</b>                                   | 1           | 5                     | 11              | 29                                  | 1                 |                    |                                                                                                | 16                                          | 63                         |
| Out of which women                                                            | 0           | 1                     | 7               | 8                                   | 1                 |                    |                                                                                                | 6                                           | 23                         |
| <b>Faculty of Applied Informatics</b>                                         | 1           | 4                     | 9               | 31                                  | 1                 |                    |                                                                                                | 9                                           | 55                         |
| Out of which women                                                            | 0           | 1                     | 4               | 3                                   | 1                 |                    |                                                                                                | 1                                           | 10                         |
| <b>Faculty of Humanities</b>                                                  | 1           | 4                     | 10              | 26                                  | 1                 |                    |                                                                                                | 6                                           | 48                         |
| Out of which women                                                            | 0           | 3                     | 5               | 13                                  | 0                 |                    |                                                                                                | 3                                           | 24                         |
| <b>Faculty of Logistics and Crisis Management</b>                             | 1           | 2                     | 11              | 28                                  | 1                 |                    |                                                                                                | 4                                           | 47                         |
| Out of which women                                                            | 1           | 0                     | 3               | 3                                   | 1                 |                    |                                                                                                | 1                                           | 9                          |
| <b>University Institute</b>                                                   |             |                       |                 | 19                                  |                   |                    | 1                                                                                              | 3                                           | 23                         |
| Out of which women                                                            |             |                       |                 | 4                                   |                   |                    | 0                                                                                              | 1                                           | 5                          |
| <b>Other constituent parts in total</b>                                       |             |                       |                 |                                     |                   |                    | 1                                                                                              | 0                                           | 1                          |
| Out of which women                                                            |             |                       |                 |                                     |                   |                    | 0                                                                                              | 0                                           | 0                          |
| <b>Faculties, university departments and other constituent parts in total</b> | 6           | 23                    | 64              | 203                                 | 6                 |                    | 2                                                                                              | 54                                          | 358                        |
| Out of which women                                                            | 1           | 7                     | 31              | 47                                  | 3                 |                    | 0                                                                                              | 17                                          | 106                        |
| <b>TBU IN TOTAL</b>                                                           | 7           | 28                    | 100             | 237                                 | 7                 | 9                  | 2                                                                                              | 54                                          | 444                        |
| Out of which women                                                            | 1           | 10                    | 46              | 52                                  | 4                 | 4                  | 0                                                                                              | 17                                          | 134                        |



**TABLE 6.5: FOREIGN NATIONALS IN THE ACADEMIC AND R&D STAFF (AVERAGE CONVERTED NUMBERS)**

| Tomas Bata University<br>in Zlín                                   | Academic staff |                      |                  |             |                     |                                                                         | Research staff                           |                                                  |                                    | Other employees |
|--------------------------------------------------------------------|----------------|----------------------|------------------|-------------|---------------------|-------------------------------------------------------------------------|------------------------------------------|--------------------------------------------------|------------------------------------|-----------------|
|                                                                    | Professors     | Associate Professors | Senior Lecturers | Lecturers   | Assistant Lecturers | Researchers and R&D staff<br>participating in pedagogical<br>activities | Postdoctoral researchers<br>("postdocs") | Researchers not falling into<br>other categories | Other researchers and R&D<br>staff |                 |
| <b>Faculty of Technology</b>                                       | <b>1,75</b>    | <b>4,67</b>          | <b>0,33</b>      | <b>1,00</b> |                     |                                                                         |                                          | <b>0,03</b>                                      |                                    | <b>0,10</b>     |
| Slovakia                                                           | 0,75           | 2,67                 | 0,33             | 1,00        |                     |                                                                         |                                          |                                                  |                                    |                 |
| Other EU member countries                                          |                | 1,00                 |                  |             |                     |                                                                         |                                          |                                                  |                                    |                 |
| Other countries outside the EU                                     | 1,00           | 1,00                 |                  |             |                     |                                                                         |                                          | 0,03                                             |                                    | 0,10            |
| Women out of the total<br>headcount (regardless of<br>nationality) | 1,25           | 3,67                 | 0,33             | 1,00        |                     |                                                                         |                                          |                                                  |                                    |                 |
| <b>Faculty of Management and<br/>Economics</b>                     | <b>1,96</b>    | <b>0,65</b>          | <b>4,58</b>      | <b>0,33</b> |                     |                                                                         | <b>2,66</b>                              | <b>1,76</b>                                      |                                    | <b>0,39</b>     |
| Slovakia                                                           | 1,96           | 0,15                 | 4,09             | 0,17        |                     |                                                                         |                                          |                                                  |                                    | 0,15            |
| Other EU member countries                                          |                |                      |                  |             |                     |                                                                         |                                          | 0,19                                             |                                    |                 |
| Other countries outside the EU                                     |                | 0,50                 | 0,50             | 0,17        |                     |                                                                         | 2,66                                     | 1,57                                             |                                    | 0,24            |
| Women out of the total<br>headcount (regardless of<br>nationality) | 1,50           |                      | 2,00             | 0,17        |                     |                                                                         |                                          |                                                  |                                    | 0,15            |
| <b>Faculty of Multimedia<br/>Communications</b>                    | <b>2,50</b>    | <b>3,87</b>          | <b>4,50</b>      | <b>1,17</b> |                     |                                                                         |                                          |                                                  |                                    | <b>0,72</b>     |
| Slovakia                                                           | 2,50           | 3,87                 | 4,50             | 1,17        |                     |                                                                         |                                          |                                                  |                                    | 0,72            |
| Women out of the total<br>headcount (regardless of<br>nationality) |                | 3,00                 | 2,00             | 1,00        |                     |                                                                         |                                          |                                                  |                                    | 0,22            |
| <b>Faculty of Applied<br/>Informatics</b>                          |                | <b>1,00</b>          | <b>2,00</b>      | <b>1,00</b> |                     |                                                                         |                                          | <b>1,00</b>                                      | <b>2,70</b>                        | <b>1,00</b>     |
| Slovakia                                                           |                | 1,00                 | 2,00             | 1,00        |                     |                                                                         |                                          |                                                  | 1,00                               | 1,00            |
| Other EU member countries                                          |                |                      |                  |             |                     |                                                                         |                                          |                                                  | 1,71                               |                 |
| Other countries outside the EU                                     |                |                      |                  |             |                     |                                                                         |                                          | 1,00                                             |                                    |                 |
| Women out of the total<br>headcount (regardless of<br>nationality) |                |                      | 1,00             | 1,00        |                     |                                                                         |                                          |                                                  | 0,05                               | 1,00            |
| <b>Faculty of Humanities</b>                                       | <b>2,04</b>    | <b>2,00</b>          | <b>6,50</b>      |             | <b>1,00</b>         |                                                                         |                                          |                                                  |                                    | <b>0,33</b>     |
| Germany                                                            | 1              |                      |                  |             |                     |                                                                         |                                          |                                                  |                                    |                 |
| Slovakia                                                           | 1,04           | 2,00                 | 4,50             |             |                     |                                                                         |                                          |                                                  |                                    | 0,33            |
| Other countries outside the EU                                     |                |                      | 2,00             |             | 1,00                |                                                                         |                                          |                                                  |                                    |                 |
| Women out of the total<br>headcount (regardless of<br>nationality) | 0,54           | 2,00                 | 3,50             |             |                     |                                                                         |                                          |                                                  |                                    |                 |

| Tomas Bata University<br>in Zlín                                   | Academic staff |                      |                  |           |                     |                                                                         | Research staff                           |                                                  |                                    | Other employees |
|--------------------------------------------------------------------|----------------|----------------------|------------------|-----------|---------------------|-------------------------------------------------------------------------|------------------------------------------|--------------------------------------------------|------------------------------------|-----------------|
|                                                                    | Professors     | Associate Professors | Senior Lecturers | Lecturers | Assistant Lecturers | Researchers and R&D staff<br>participating in pedagogical<br>activities | Postdoctoral researchers<br>("postdocs") | Researchers not falling into<br>other categories | Other researchers and R&D<br>staff |                 |
| <b>Faculty of Logistics and<br/>Crisis Management</b>              |                | 0,50                 | 3,00             |           |                     |                                                                         |                                          |                                                  |                                    | 1,00            |
| Slovakia                                                           |                | 0,50                 | 3,00             |           |                     |                                                                         |                                          |                                                  |                                    | 1,00            |
| Women out of the total<br>headcount (regardless of<br>nationality) |                |                      | 2,00             |           |                     |                                                                         |                                          |                                                  |                                    | 1,00            |
| <b>University Institute</b>                                        |                | 1,00                 | 5,00             |           |                     |                                                                         | 5,08                                     | 8,38                                             | 4,66                               |                 |
| Slovakia                                                           |                | 1,00                 | 2,00             |           |                     |                                                                         | 0,92                                     | 1,23                                             |                                    |                 |
| Other EU member countries                                          |                |                      |                  |           |                     |                                                                         |                                          | 1,00                                             | 0,20                               |                 |
| Other countries outside the EU                                     |                |                      | 3,00             |           |                     |                                                                         | 4,16                                     | 6,15                                             | 4,46                               |                 |
| Women out of the total<br>headcount (regardless of<br>nationality) |                | 1,00                 | 1,00             |           |                     |                                                                         | 4,18                                     | 1,26                                             | 2,80                               |                 |
| <b>Other constituent parts in<br/>total</b>                        |                |                      |                  |           |                     |                                                                         |                                          | 1,00                                             |                                    | 6,11            |
| Slovakia                                                           |                |                      |                  |           |                     |                                                                         |                                          |                                                  |                                    | 4,614           |
| Other countries outside the EU                                     |                |                      |                  |           |                     |                                                                         |                                          | 1,00                                             |                                    | 1,50            |
| Women out of the total<br>headcount (regardless of<br>nationality) |                |                      |                  |           |                     |                                                                         |                                          |                                                  |                                    | 3,26            |
| <b>TBU IN TOTAL</b>                                                | 8,25           | 13,69                | 25,92            | 3,50      | 1,00                |                                                                         | 7,74                                     | 12,18                                            | 7,36                               | 9,65            |
| Germany                                                            | 1              |                      |                  |           |                     |                                                                         |                                          |                                                  |                                    |                 |
| Slovakia                                                           | 6,25           | 11,19                | 20,42            | 3,33      |                     |                                                                         | 0,92                                     | 1,23                                             | 1,00                               | 7,81            |
| Other EU member countries                                          |                | 1,00                 |                  |           |                     |                                                                         |                                          | 1,19                                             | 1,90                               |                 |
| Other countries outside the EU                                     | 1,00           | 1,50                 | 5,50             | 0,17      | 1,00                |                                                                         | 6,82                                     | 9,76                                             | 4,46                               | 1,84            |
| Women out of the total<br>headcount (regardless of<br>nationality) | 3,29           | 9,67                 | 11,83            | 3,17      |                     |                                                                         | 4,18                                     | 1,26                                             | 2,85                               | 5,96            |

**TABLE 6.6: NUMBERS OF NEWLY APPOINTED ASSOCIATE PROFESSORS AND PROFESSORS**

| Tomas Bata University in Zlín          | Number       |                                     |                                                              | Average age of newly appointed Professors and Associate Professors |
|----------------------------------------|--------------|-------------------------------------|--------------------------------------------------------------|--------------------------------------------------------------------|
|                                        | At TBU       |                                     | Permanent staff employed at TBU and appointed at another HEI |                                                                    |
|                                        | Total number | Out of which permanent staff of TBU |                                                              |                                                                    |
| Faculty of Technology                  |              |                                     | 4                                                            | 44                                                                 |
| Professors appointed in 2023           | 1            | 1                                   | 2                                                            | 50                                                                 |
| Out of which women                     |              |                                     |                                                              |                                                                    |
| Associate Professors appointed in 2023 | 4            | 4                                   | 2                                                            | 43                                                                 |
| Out of which women                     | 3            | 3                                   | 1                                                            | 43                                                                 |
| Faculty of Management and Economics    | 1            | 1                                   |                                                              | 37                                                                 |
| Professors appointed in 2023           |              |                                     |                                                              |                                                                    |
| Out of which women                     |              |                                     |                                                              |                                                                    |
| Associate Professors appointed in 2023 | 1            | 1                                   |                                                              | 37                                                                 |
| Out of which women                     |              |                                     |                                                              |                                                                    |
| Faculty of Multimedia Communications   | 2            | 1                                   |                                                              | 54                                                                 |
| Professors appointed in 2023           | 1            | 1                                   |                                                              | 54                                                                 |
| Out of which women                     |              |                                     |                                                              |                                                                    |
| Associate Professors appointed in 2023 | 1            |                                     |                                                              | 53                                                                 |
| Out of which women                     | 1            |                                     |                                                              | 53                                                                 |
| Faculty of Applied Informatics         | 2            | 1                                   |                                                              | 42                                                                 |
| Professors appointed in 2023           | 1            | 1                                   |                                                              | 43                                                                 |
| Out of which women                     | 1            | 1                                   |                                                              | 43                                                                 |
| Associate Professors appointed in 2023 | 1            |                                     | 1                                                            | 40                                                                 |
| Out of which women                     |              |                                     |                                                              |                                                                    |
| TOTAL – Professors                     | 3            | 3                                   | 2                                                            | 49                                                                 |
| Out of which women                     | 1            | 1                                   |                                                              | 43                                                                 |
| TOTAL – Associate Professors           | 7            | 5                                   | 3                                                            | 43                                                                 |
| Out of which women                     | 4            | 3                                   | 1                                                            | 46                                                                 |





## 7 INTERNATIONALIZATION

### 7.A SUPPORT OF STUDENTS PARTICIPATING IN INTERNATIONAL MOBILITY PROGRAMMES

In 2023, TBU students were offered opportunities to take a study period/traineeship anywhere around the world. The TBU International Office had a wide range of partner institutions, constantly broadening the offer, nevertheless, with great emphasis on the quality of the academic mobility. Towards the end of the year, the TBU International Office finally used the EWP system to sign first contracts. The International Office provided comprehensive services during mobility abroad.

The Erasmus+ programme (namely KA103 and KA131) was the most frequently used mobility programme, where the portfolio of partnership agreements involved the absolute majority of programme countries, thus offering a wide range of mobility opportunities to TBU students and staff. The follow-up programme of the Erasmus+ KA103 programme intended for non-programme countries was the Erasmus+ KA107, focusing on Israel, Kazakhstan, the Republic of South Africa, Kosovo and Bhutan, with TBU involved in projects implemented within this programme. The TBU International Office ensured a sufficient amount of funding as well as a constant increase in financial resources provided by the Erasmus+ programme in such a manner that anyone interested in taking a study period/traineeship abroad who had fulfilled the relevant requirements was enabled to participate. TBU also supported student mobility outside the Erasmus+ programme, with funding provided by MEYS resources, in particular by the Programme Aimed to Support the Strategic Management of Higher Education Institutions. In 2023, the University was involved in other programmes supporting mobility such as CEEPUS, EEA Grants, and others.

The TBU International Office organized regular online meetings for students providing them with information on mobility opportunities, on funding and administration of mobility periods and on safety and health protection. Moreover, TBU placed great emphasis on enhancing of activities related to student mobility. For this purpose, online meetings were held where students presented their experience gained abroad to their colleagues. Interviews with students were posted on the website [international.utb.cz](http://international.utb.cz); the special web presentation ([xchange.utb.cz](http://xchange.utb.cz)), designed to provide a comprehensive overview of institutions abroad where TBU students took a study period/traineeship, proved very useful. Reviews by students were an added value, as they provided information of great benefit to applicants for mobility abroad.

The International Office put great emphasis on the monitoring of mobility periods, and that at all stages of the mobility. The quality of international academic student mobility counts among the most important indicators. The TBU International Office provided students with counselling and monitoring prior to, during, as well as after the arrival from the mobility. Students could also contact experts specializing in international mobility, and that at any of TBU Faculties. Questionnaire surveys of student satisfaction with mobility periods were usually organized.

Within the support of international mobility, TBU organized several physical and on-line events in 2023, which contributed to a better provision of information about mobility at TBU to students and academics (on-line Erasmus Days, Country Presentation, etc.).

The mobility administration process at TBU was organized in a transparent and clear manner. The University carefully selected its partner institutions based on the curricula of degree programmes offered abroad. The recognition of study periods/traineeships taken at an international institution was carried out in compliance with the Rector's Directive 13/2023 "International Mobility of TBU Students and Mobility of Incoming International Students at TBU". The Learning Agreement, i.e. the basic document for the drawing up of a curriculum abroad, was approved for the relevant student in the TBU internal system by the Faculty coordinator (Head of Studio, course unit guarantor, degree course guarantor or

Head of the relevant Department). The Learning Agreement was used to identify in the Information System for Studies' Administration those course units taught at TBU which are to be recognized for the students after successful completion of the relevant course units abroad. During the preparation of the Learning Agreement, attention was paid to the fact that study periods abroad should not complicate the completion of study in the standard period of time. Study periods taken abroad by PhD students were recognized in compliance with internal regulations issued by the relevant Faculty. Such students obtained internal credits in compliance with regulations issued by the relevant Faculty which were subsequently added up to other types of activities necessary for a successful completion of a doctoral programme. Results obtained during mobility were included in the Diploma Supplement issued for the graduate.

In 2023, the internal competition "Support of International Cooperation 2023" was announced, which included the category "Support for International Mobility of TBU Students". 4 student mobility periods were approved by the TBU Rector.

In 2023, the implementation of graduate traineeships with funding provided by the Erasmus+ programme continued; graduate traineeships were organized by TBU in cooperation with an external company. Thanks to this service, students had the opportunity to take a useful traineeship abroad aimed to facilitate their access to the labour market. 13 TBU graduates participated in the programme.

## **7.B PSUPPORT OF INTERNATIONAL MOBILITY OF ACADEMIC AND NON-ACADEMIC STAFF**

TBU academics had an opportunity to participate in international mobility in accordance with their career plans, taking into consideration their professional and personal development. Traditionally, Erasmus+ was a very popular programme for the implementation of international academic mobility. Requirements regarding the participation in mobility programmes were set in the Rector's Directive 34/2023 "Mobility of TBU Staff Funded by the Erasmus+ Programme". The International Office did not register a great interest among employees in participation in online mobility

In 2023, the internal competition "Support of International Cooperation 2023" was announced, which included the category "Support for International Mobility of TBU Employees". The mobility of 8 academics and researchers was approved by the TBU Rector.

The CEEPUS programme, which was actively used at four of TBU Faculties, counted among the popular programmes supporting mobility as well.

In 2023, an increased interest in mobility comprising staff training and funded by the Erasmus+ programme was registered. This type of mobility was offered primarily to members of non-academic staff, who, in the most cases, did not have other opportunities to participate in mobility programmes. The relevant requirements were set in the Rector's Directive "Mobility of TBU Staff Funded by the Erasmus+ Programme".

All employees had an opportunity to describe their mobility experience and post it on the [xchange.utb.cz](https://xchange.utb.cz) website, thus providing valuable advice and experience to their colleagues who plan to participate in international mobility. The quality of mobility is monitored by the International Office in accordance with the Rector's Directive 14/2023 "Registration of Mobility Periods at Tomas Bata University in Zlín".



## **7.C INTEGRATION OF INTERNATIONAL MEMBERS OF THE ACADEMIC COMMUNITY**

TBU in Zlín continued to provide supporting services to international students and staff. The services included, in particular, accompanying students/staff members who had to see a doctor, arranging of accommodation, interpreting at state authorities, etc. for international students and staff. The TBU International Office supported the ESN (Erasmus Student Network) Zlín, which organized social events for international students. Workshops were held giving international students an opportunity to show presentations of the culture of their countries. The Welcome Centre played an active role in integration and counselling services for Ukrainian refugees and cooperated with the Regional Assistance Centre for Refugees from Ukraine. All types of communication with the general public and with the academic community are ensured both in Czech and in English, which includes official documents and the website. Students and employees can attend Czech and English language courses, and that entirely free of charge. In 2023, the International Office, Job Centre and the Counselling Centre provided services to international and local students and staff participating in mobility and also specialized counselling including online and bilingual counselling as well as wheelchair access.

## **7.D INTEGRATION AND EXPERIENCE WITH VIRTUAL AND BLENDED MOBILITY OF TBU STUDENTS AND STAFF, ALSO WITH REGARD TO THE FUNDING SPENT, OPPORTUNITIES OR BARRIERS**

In 2023, virtual summer schools took place at TBU in Zlín. Preparations for the implementation of the BIP (Blended Intensive Programme) with funding provided by the Erasmus+ programme were also underway. The BIP also includes a mandatory virtual component. In 2023, TBU students attended BIP courses at partner universities. TBU did not register any interest in purely virtual mobility, which, according to the survey, students and employees do not find attractive. Therefore, TBU will mainly support blended student mobility funded by the Erasmus+ programme.

## **7.E OTHER SIGNIFICANT ACTIVITIES STRENGTHENING THE INTERNATIONALIZATION OF ACTIVITIES OF TBU INCLUDING PARTICIPATION IN INTERNATIONAL CONSORTIA AND PROJECTS**

In 2023, TBU in Zlín worked intensively on a project application to be submitted to the “European Universities Initiative” call within the “Pioneer” consortium of universities. The project application will be submitted in 2024. TBU in Zlín plans to participate in the consortium’s activities strengthening internationalization (implementation of joint degree programmes, student and academic mobility, summer schools, BIP, microcredentials) regardless of whether the consortium will be funded by the project or not.

In 2023, TBU continued to carry out activities of the consortium of European and Asian universities coordinated by Ton Duc Thang University (Vietnam). The consortium was aiming to support a faster and better development of scientific, research and educational activities of all partner institutions involved.

In 2023, TBU continued to develop activities of the Bata Centre in Vietnam. The main objective of the Centre was to create conditions for study of Vietnamese applicants at Czech higher education institutions, and to support scientific and research cooperation between Czech and Vietnamese research institutions, especially between universities.

**TABLE 7.1: TBU PARTICIPATION IN INTERNATIONAL COOPERATION PROGRAMMES  
(REGARDLESS OF SOURCE OF FUNDING)**

| Tomas Bata University in Zlín                | H2023/7th Framework Programme of the EC |                                  |        | TOTAL  |
|----------------------------------------------|-----------------------------------------|----------------------------------|--------|--------|
|                                              | TOTAL                                   | Out of which Marie-Curie Actions | Others |        |
| Number of projects                           | 7                                       | 0                                | 21     | 28     |
| Number of outgoing students                  | 0                                       | 0                                | 301    | 301    |
| Number of incoming students                  | 0                                       | 0                                | 310    | 310    |
| Number of outgoing academics and researchers | 26                                      | 0                                | 587    | 613    |
| Number of incoming academics and researchers | 13                                      | 0                                | 79     | 92     |
| Grants (thousand CZK)                        | 5,914                                   | –                                | 25,436 | 31,350 |

**TABLE 7.2: STUDENT, ACADEMIC AND OTHER STAFF MOBILITY BY COUNTRIES  
(REGARDLESS OF SOURCE OF FUNDING)**

| Tomas Bata University<br>in Zlín        | Number of outgoing<br>students |                                    |                                                | Number of<br>incoming<br>students              |       | Number of outgoing academics | Number of incoming academics | Number of other outgoing employees | Number of other incoming employees | Total mobility to/from the country |
|-----------------------------------------|--------------------------------|------------------------------------|------------------------------------------------|------------------------------------------------|-------|------------------------------|------------------------------|------------------------------------|------------------------------------|------------------------------------|
| Country                                 | Total                          | Out of which graduate traineeships | Virtual participants (out of the total number) | Virtual participants (out of the total number) | Total |                              |                              |                                    |                                    |                                    |
| Commonwealth of Australia               |                                |                                    |                                                |                                                |       | 1                            |                              |                                    |                                    | 1                                  |
| Kingdom of Belgium                      | 12                             |                                    |                                                |                                                | 1     | 6                            |                              | 1                                  | 2                                  | 22                                 |
| Federative Republic of Brazil           | 1                              |                                    |                                                |                                                |       |                              |                              |                                    |                                    | 1                                  |
| Republic of Bulgaria                    |                                |                                    |                                                |                                                | 2     | 2                            | 1                            |                                    |                                    | 5                                  |
| Republic of China (Taiwan)              |                                |                                    |                                                |                                                | 27    | 1                            | 1                            |                                    |                                    | 29                                 |
| Kingdom of Denmark                      | 5                              |                                    |                                                |                                                |       | 2                            |                              |                                    |                                    | 7                                  |
| Republic of Estonia                     | 8                              |                                    |                                                |                                                | 1     |                              |                              | 1                                  |                                    | 10                                 |
| Federal Democratic Republic of Ethiopia |                                |                                    |                                                |                                                | 2     |                              |                              |                                    |                                    | 2                                  |
| Republic of the Philippines             |                                |                                    |                                                |                                                |       | 1                            |                              |                                    |                                    | 1                                  |
| Republic of Finland                     | 6                              |                                    |                                                |                                                | 1     | 5                            |                              | 3                                  |                                    | 15                                 |
| French Republic                         | 10                             | 1                                  |                                                |                                                | 39    | 10                           |                              | 3                                  |                                    | 62                                 |
| Georgia                                 |                                |                                    |                                                |                                                | 1     |                              |                              |                                    |                                    | 1                                  |
| Republic of Chile                       |                                |                                    |                                                |                                                |       |                              |                              | 1                                  |                                    | 1                                  |
| Republic of Croatia                     | 4                              |                                    |                                                |                                                |       | 9                            | 2                            | 1                                  |                                    | 16                                 |
| Republic of India                       |                                |                                    |                                                |                                                |       | 3                            |                              |                                    |                                    | 3                                  |
| Republic of Indonesia                   |                                |                                    |                                                |                                                | 1     |                              |                              |                                    |                                    | 1                                  |
| Republic of Iraq                        | 1                              |                                    |                                                |                                                |       |                              |                              |                                    |                                    | 1                                  |
| Ireland                                 | 3                              |                                    |                                                |                                                |       | 1                            |                              |                                    |                                    | 4                                  |
| Republic of Iceland                     |                                |                                    |                                                |                                                |       | 2                            |                              |                                    |                                    | 2                                  |
| Italian Republic                        | 15                             |                                    |                                                |                                                | 9     | 8                            |                              | 2                                  |                                    | 34                                 |
| Japan                                   | 1                              |                                    |                                                |                                                | 5     |                              |                              |                                    |                                    | 6                                  |
| Republic of South Africa                |                                |                                    |                                                |                                                |       | 3                            |                              | 1                                  |                                    | 4                                  |
| Canada                                  |                                |                                    |                                                |                                                |       | 1                            |                              | 1                                  |                                    | 2                                  |
| Republic of Korea                       | 5                              |                                    |                                                |                                                | 42    |                              |                              |                                    |                                    | 47                                 |
| Republic of Kosovo                      |                                |                                    |                                                |                                                | 2     | 1                            |                              |                                    |                                    | 3                                  |
| Republic of Costa Rica                  | 1                              |                                    |                                                |                                                |       |                              |                              |                                    |                                    | 1                                  |
| Republic of Cuba                        |                                |                                    |                                                |                                                |       | 1                            |                              |                                    |                                    | 1                                  |
| Republic of Cyprus                      | 9                              |                                    |                                                |                                                | 3     | 2                            |                              |                                    |                                    | 14                                 |
| Republic of Latvia                      | 3                              |                                    |                                                |                                                | 2     | 1                            |                              |                                    | 1                                  | 7                                  |
| Republic of Lithuania                   | 4                              |                                    |                                                |                                                | 3     | 1                            |                              | 1                                  |                                    | 9                                  |

| Tomas Bata University<br>in Zlín                        | Number of outgoing<br>students |                                       |                                                   | Number of<br>incoming<br>students                 |            | Number of outgoing academics | Number of incoming<br>academics | Number of other outgoing<br>employees | Number of other incoming<br>employees | Total mobility to/from the<br>country |
|---------------------------------------------------------|--------------------------------|---------------------------------------|---------------------------------------------------|---------------------------------------------------|------------|------------------------------|---------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| Country                                                 | Total                          | Out of which graduate<br>traineeships | Virtual participants (out<br>of the total number) | Virtual participants (out<br>of the total number) | Total      |                              |                                 |                                       |                                       |                                       |
| Hungary                                                 | 7                              |                                       |                                                   |                                                   | 2          | 3                            | 2                               | 2                                     |                                       | 16                                    |
| Malaysia                                                | 1                              |                                       |                                                   |                                                   | 1          |                              |                                 |                                       |                                       | 2                                     |
| Republic of Malta                                       | 3                              |                                       |                                                   |                                                   | 1          |                              |                                 |                                       |                                       | 4                                     |
| Netherlands                                             | 4                              | 2                                     |                                                   |                                                   |            | 5                            |                                 | 2                                     |                                       | 11                                    |
| Kingdom of Norway                                       | 11                             | 4                                     |                                                   |                                                   | 2          | 5                            | 1                               |                                       |                                       | 19                                    |
| Islamic Republic of Pakistan                            |                                |                                       |                                                   |                                                   |            | 1                            |                                 |                                       |                                       | 1                                     |
| Republic of Poland                                      | 18                             |                                       |                                                   |                                                   | 6          | 35                           | 19                              | 1                                     | 6                                     | 85                                    |
| Portuguese Republic                                     | 66                             | 1                                     |                                                   |                                                   | 23         | 28                           | 1                               | 2                                     |                                       | 120                                   |
| Republic of Austria                                     | 23                             | 1                                     |                                                   |                                                   |            | 13                           |                                 |                                       |                                       | 36                                    |
| Republic of Kazakhstan                                  |                                |                                       |                                                   |                                                   | 2          | 3                            |                                 |                                       |                                       | 5                                     |
| Romania                                                 | 2                              |                                       |                                                   |                                                   | 6          | 3                            | 2                               |                                       |                                       | 13                                    |
| Hellenic Republic                                       | 4                              |                                       |                                                   |                                                   | 4          | 7                            |                                 | 1                                     |                                       | 16                                    |
| Slovak Republic                                         | 5                              | 1                                     |                                                   |                                                   | 15         | 25                           | 20                              |                                       | 4                                     | 69                                    |
| Republic of Slovenia                                    | 14                             |                                       |                                                   |                                                   |            | 1                            |                                 | 1                                     |                                       | 16                                    |
| United Kingdom of Great Britain<br>and Northern Ireland | 4                              |                                       |                                                   |                                                   | 1          | 15                           |                                 | 5                                     |                                       | 25                                    |
| United States of America                                |                                |                                       |                                                   |                                                   | 6          | 16                           |                                 | 1                                     |                                       | 23                                    |
| United States of Mexico                                 |                                |                                       |                                                   |                                                   | 10         |                              |                                 |                                       |                                       | 10                                    |
| Federal Republic of Germany                             | 14                             | 1                                     |                                                   |                                                   | 6          | 12                           |                                 | 2                                     | 2                                     | 36                                    |
| State of Israel                                         | 2                              |                                       |                                                   |                                                   | 1          | 6                            |                                 |                                       |                                       | 9                                     |
| Kingdom of Spain                                        | 29                             | 2                                     |                                                   |                                                   | 35         | 20                           | 1                               | 9                                     |                                       | 94                                    |
| Kingdom of Sweden                                       | 2                              |                                       |                                                   |                                                   |            | 1                            |                                 |                                       |                                       | 3                                     |
| Swiss Confederation                                     |                                |                                       |                                                   |                                                   |            | 7                            |                                 | 1                                     |                                       | 8                                     |
| Kingdom of Thailand                                     |                                |                                       |                                                   |                                                   |            |                              |                                 | 1                                     |                                       | 1                                     |
| Republic of Turkey                                      | 14                             |                                       |                                                   |                                                   | 32         | 2                            | 3                               | 1                                     | 2                                     | 54                                    |
| Ukraine                                                 |                                |                                       |                                                   |                                                   | 20         |                              |                                 |                                       |                                       | 20                                    |
| Socialist Republic of Vietnam                           |                                |                                       |                                                   |                                                   |            | 12                           |                                 | 1                                     |                                       | 13                                    |
| <b>TOTAL</b>                                            | <b>311</b>                     | <b>13</b>                             | <b>0</b>                                          | <b>0</b>                                          | <b>314</b> | <b>281</b>                   | <b>53</b>                       | <b>45</b>                             | <b>17</b>                             | <b>1,021</b>                          |

**TABLE 7.3: GRADUATE MOBILITY (NUMBERS AND PERCENTAGE OF COMPLETED STUDIES)**

[illegible]

|                                                                                                                     | Bachelor's |        | Master's   |        | Follow-up Master's |        | Doctoral   |        | TOTAL      |        |
|---------------------------------------------------------------------------------------------------------------------|------------|--------|------------|--------|--------------------|--------|------------|--------|------------|--------|
|                                                                                                                     | Percentage | Number | Percentage | Number | Percentage         | Number | Percentage | Number | Percentage | Number |
| <b>Faculty of Logistics and Crisis Management</b>                                                                   |            |        |            |        |                    |        |            |        |            |        |
| Percentage [%] and number of graduates who participated in mobility abroad of at least 14 days during their studies | 0,6%       | 1      |            |        | 0,0%               | 0      |            |        | 0,4%       | 1      |
| Percentage [%] and number of PhD graduates who participated in mobility abroad of at least 1 month (i.e. 30 days)   |            |        |            |        |                    |        |            |        |            |        |
| <b>TBU – university programmes</b>                                                                                  |            |        |            |        |                    |        |            |        |            |        |
| Percentage [%] and number of graduates who participated in mobility abroad of at least 14 days during their studies |            |        |            |        |                    |        | 80,0%      | 4      | 80,0%      | 4      |
| Percentage [%] and number of PhD graduates who participated in mobility abroad of at least 1 month (i.e. 30 days)   |            |        |            |        |                    |        | 80,0%      | 4      | 80,0%      | 4      |
| <b>TBU in total</b>                                                                                                 |            |        |            |        |                    |        |            |        |            |        |

## 8 RESEARCH, DEVELOPMENT, ARTS AND OTHER CREATIVE

Development of R&D, artistic and other creative activities of a higher education institution and strengthening the links between these activities and educational activities (in accordance with § 1 of Act No. 111/1998 Coll. and with the Government Regulation No. 274/2016 Coll.):

### 8.A MEASURES AIMED AT INTERCONNECTING R&D AND CREATIVE ACTIVITIES AND EDUCATIONAL ACTIVITIES

In the long term, TBU in Zlín has been placing great emphasis on R&D and creative activities of academic staff involved in teaching. The main measures include a regular evaluation of the R&D and creative performance of individual employees implemented through the internal IS HAP system, and a subsequent reflection in the preparation of accreditation files. The involvement of students, especially of Master's and PhD students, in the implementation of R&D and creative activities, and that both at the level of basic and applied research, also plays a significant role.

Research, development, arts and other creative activities were carried out at the individual Faculties, at the UNI and in the TBU Library via the individual departments, research units and research centres.

#### FT

The Polymer Centre – this research unit was focusing on basic research. The Centre's main area of interest was research into engineering aspects of technologies and materials based on polymer composite structures. The Polymer Centre provided classes within specialized course units, supervision of Bachelor's/Master's theses as well as mentoring for PhD students and post-docs. The Centre also offered students opportunities to get involved in projects and in contract research.



## FaME

Research, development, artistic and other creative activities were carried out at the FaME Departments and in the Centre for Applied Economic Research (CAER). An important area was also the strengthening of international cooperation of FaME research teams, and that through the involvement of research institutions abroad and international researchers in research projects. As a component part of the FaME, the CAER was active, which was one of the links in the development and fulfilment of the FaME science and research strategy and cooperation with business and industry with the aim of improving the position of the FaME in the field of scientific and research work and strengthening of reputation, internationalization and cooperation on research projects of the FaME with other universities, research institutions, enterprises and the public sector.

Research topics focused on by the CAER and the FaME are listed below:

- Business activities of small and medium-sized enterprises
- Social business activities
- Tourism Management
- Innovation of Business Models
- Management and measurement of performance of enterprises and clusters
- Management accounting tools in performance management
- Digital transformation and market behaviour
- Quality of accounting information
- Management of efficiency of healthcare institutions
- Process modelling for Industry 4.0
- Smart Ergonomics and Hybrid Workplace Human Analytics
- Public policies + Regional development
- Micro- and macroeconomics
- Human capital management

## FMC

The creative outputs produced by academic staff are individual accomplishments whose presentation does not differ from R&D and creative activities produced by students. The outputs are presented at exhibitions, shows, festivals and in competitions. Students also participated in the implementation of contracts as part of studio classes under the guidance of teachers. The interconnection between R&D, creative and educational activities took place in a natural manner not only during studio classes but also in other course units and FMC projects, where theoretical knowledge is combined with practical outputs. The Centre of Creative Industries and Business entitled UPPER also played an important role, as it continued to offer support to those students who decide to start their own business – establish a start-up company in the field of creative industry. Educational events intended for both students and teachers and aimed to raise awareness of business and entrepreneurship became a priority. Another role of the UPPER was to connect academia with the corporate sector through specific multidisciplinary projects with a broad societal impact (FMC Talent, TBU Ideathon). In order to strengthen cooperation, a special website (<https://spoluprace.fmk.utb.cz/>) was created, which ensures more effective support and presentation of the FMC to the outside world, and briefly clarifies the principles and forms of cooperation to prospective partners, companies and all interested parties, provides links to references and explains how to proceed if interested in cooperation.

## FAI

The Centre for Security, Information and Advanced Technologies (CEBIA-Tech) provided classes within specialized course units, supervision of Bachelor's/Master's/doctoral theses. FAI students were offered opportunities to get involved in project activities and in contract research conducted at the FAI. FAI students present their scientific results at the Students' Creative and Expert Activities contest (STOČ).







**FHS**

The Research Centre of the FHS specialized above all in research into school education, participated in consulting and analytical activities for the purposes of research in the sphere of philology, in nursing and in other disciplines on an interdisciplinary basis. For the FHS, the Centre provided supervision of Bachelor's/Master's theses and significantly supported participation of FHS students in project activities.

**CPS**

The Centre of Polymer Systems carried out 2 doctoral programmes accredited at the institutional level, and also participated in all doctoral programmes accredited at the FT. The Centre provided classes within specialized course units for the FT, FMC and the FLCM, supervision of Master's theses for the FT. Depending on options available, students were offered opportunities to get involved in projects and in contract research. The CPS provided mentoring to post-docs in all specializations developed by the CPS.

**TTC**

The Technology Transfer Centre carried out technology transfer, services connected with intellectual property protection and services related to the operation of accredited and certified laboratories for the needs of the Technology Park. For TBU students and employees, the TTC provided training in the field of intellectual property protection and technology transfer, participation in projects and in contract research.

**8.B INVOLVEMENT OF STUDENTS IN R&D AND CREATIVE ACTIVITIES**

Bachelor's, and in particular Master's and PhD students were involved in all types of R&D and creative activities at TBU. Students were actively involved in both external and internal projects. As regards the internal project calls, these included mainly IGA projects (implemented with funding provided by the Specific University Research; Master's and PhD students were involved); IGA K projects (funded by the TRINITY Bank); projects funded by the LTCERO and projects funded by the Strategic Development Fund Aimed to Support Excellence in Social Fields.

Students had the opportunity to get involved in the calls announced, and that by submitting an application to the relevant call in compliance with the rules set. The selection of projects to be accepted for funding took place call in compliance with the rules set for public tenders. Within projects funded by external project calls, students were members of research teams that applied for funding from providers on the national/international level. Students showed considerable interest in involvement in contract research projects and contracts for research economic activities.

In 2023, 60 projects were implemented with funding provided by the IGA competition (43 newly accepted projects, 17 continuing projects), and seven student scientific conferences were held. A total of 300 students were involved in the projects. The total allocation for student projects provided by the IGA amounted to CZK 19.7 million.

In 2023, the implementation of seven projects funded by the IGA/JUNG competition was being finalized; all of the projects were launched in 2021 with 36 students involved on an ongoing basis.

**8.C PUBLIC FUNDING SUPPORT PROVIDED TO R&D AND INNOVATIONS**

In 2023, TBU obtained the amount of CZK 323 million from public funding resources for R&D and innovations. TBU spent the total amount of CZK 325 million, out of which the institutional support for the long-term conceptual development of a research organization obtained from the MEYS amounted to

CZK 156 million, and the public funding support obtained from the MEYS and provided to specific university research amounted to CZK 22 million. Furthermore, TBU spent the total amount of CZK 147 million for the purposes of R&D and innovations, which refers in particular to financial resources provided by the Technology Agency of the CR, Czech Science Foundation, Ministry of the Interior of the CR, OP RDE and OP EIC. TBU spent resources amounting to CZK 4 million obtained as public funding support and provided to R&D and innovations in previous years. Project co-investigators received CZK 38 million for R&D and innovations. The said amount was provided in particular by the Technology Agency of the CR, public funding resources provided by the European Commission, and by the NRP.

TBU also funded basic or applied research projects in the following scientific areas: Social Sciences (FORD 5) and Humanities and Arts (FORD 6), and that based on the results of an internal competition aimed to support scientific and research activities in social fields. The Call was announced for projects to be implemented between 2021 and 2023. Eight projects were implemented in 2023. One project was accepted for funding within an internal competition aimed to support TBU strategic projects.

#### **8.D POSUPPORT OF STUDENTS IN DOCTORAL PROGRAMMES AND OF EMPLOYEES HOLDING POSTDOCTORAL POSITIONS**

In order to support well-being and work-life balance, TBU in Zlín provides a number of supporting activities. One of the most important supporting activities for PhD students as well as for the so-called post-docs was the existence of the TBU Nursery School. By running this facility, TBU helped parents among students and post-docs to coordinate their family life and studies/job, as it offered services intended for children from the age of 2 years.

#### **8.E COOPERATION WITH THE APPLICATION SPHERE IN CREATION AND TRANSFER OF INNOVATIONS AND THEIR COMMERCIALIZATION**

Transfer of knowledge leading to the practical application of results of research and development was carried out by means of cooperation with companies, taking place simultaneously on two levels:

- Participation in contract and collaborative research, which developed partnerships with the business sector.
- Projects focusing on applied research and experimental development funded in particular by national providers; in that case, the transfer of knowledge to practice was always the subject matter of an agreement on the use of results of the implementation of the relevant project.

The system of commercialization of R&D results at TBU in Zlín adheres to the following regulations:

|            |                                                                                                                                                                                                           |
|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| SR/15/2017 | Establishment of the Commercialization Council                                                                                                                                                            |
| SR/34/2019 | Application and Protection of Intellectual Property Rights Arising in Connection with R&D and Creative Activities of Employees and Students of TBU in Zlín (+ Annex 1 SR/2/2024 to SR/34/2019)            |
| PK/12/2020 | Organization of GAMA Projects (Bursar's Decree)                                                                                                                                                           |
| SR/23/2020 | Submission and Administration of Projects                                                                                                                                                                 |
| SR/24/2022 | Preparation of Documentation for the Establishment of Spin-off Companies at TBU or Acquisition of Participation in Another Legal Entity for the Purpose of Commercialization of TBU Intellectual Property |
| SR/4/2023  | Composition of Advisory Boards of TBU in Zlín                                                                                                                                                             |

|            |                                                                     |
|------------|---------------------------------------------------------------------|
| SR/39/2023 | Internal Fund for the Support of Innovative Activities              |
| SR/42/2023 | Secure Management of Research Data at Tomas Bata University in Zlín |
| SR/1/2024  | Procedure and Rules Set for Commercialization of Results at TBU     |

Commercialization and cooperation with business and industry is a prioritized activity of the TTC, established on 1 January 2008 as a specialized unit for cooperation with the application sphere and transfer of R&D results and integrated into the organizational structure of the University Institute of TBU in Zlín.

The activities of the TTC are focused on comprehensive services in the sphere of intellectual property protection, and commercialization of protectable results, on the registration and commercialization of non-protected results (know-how, functional samples, tested technologies) and also on counselling and information activities related to the conclusion of licence agreements. The TTC supports the commercialization of R&D results by participating in the implementation of transfer projects on the national and international level. Moreover, the TTC offers direct representation of TBU in cases of legal protection of industrial rights before the following authorities: Industrial Property Office of the Czech Republic (IPO), European Patent Office (EPO), European Union Intellectual Property Office (EUIPO), World Intellectual Property Organization (WIPO).

Transfer of technology and knowledge was also carried out through the mediation of professional associations, whose members are the TTC or the TTC's patent officers:

- Association of Innovative Entrepreneurship CR, z. s. (non-governmental organization)
- Science and Technology Parks Association of the Czech Republic, z. s. (non-governmental organization)
- Transfera.cz
- ZLINNOVATION platform
- European Patent Institute
- Chamber of Patent Attorneys of the CR
- TIC Supervisory Board
- Board of Governors of the Tomas Bata University Foundation
- Regional Development Agency of Eastern Moravia

Transfer of knowledge leading to practical application of results of research and development was carried out by means of cooperation with companies, taking place simultaneously on two levels:

- a) Contract and collaborative research, which tested and developed the collaboration with the business sector; this development was reflected in an increase in contract research.
- b) Projects focusing on applied research and experimental development funded in particular by national providers; in that case, the transfer of knowledge to practice was always the subject matter of an agreement on the use of results of the implementation of the relevant project.

The transfer of knowledge to practice was based on the Bata principles of entrepreneurship within the development of the technology transfer process on the basis of cooperation and strengthening of links between the university – enterprises – regional administration authorities.

Clean rooms of the University Institute (UNI) of TBU in Zlín, the Footwear Testing Laboratory and Laboratory of Diagnostics of the Musculoskeletal System of the UNI Footwear Research Centre (FRC) of TBU can also be used for commercial purposes.

Clean rooms of the UNI fulfil the requirements for inclusion in the required Cleanliness Class ISO 7 in compliance with the Czech Standard ČSN EN ISO 14644 “Clean rooms and associated controlled environments” in compliance with the defended Certificate No. 20 0001 SJ valid until 10 January 2026, which declares an established, documented and functional quality management system in accordance with the requirements set in the Czech Standard ČSN EN ISO 13485 ed. 2:2016.

The Footwear Testing Laboratory of the FRC of the UNI of TBU has been granted the International Certificate of Accreditation No. 171/2023 in accordance with the Czech Standard ČSN EN ISO/IEC 17025:2018 for testing of physico-mechanical properties of footwear materials and products made of leather, artificial leather, textile materials, plastics and rubber, which is valid until 4 January 2027 and performs a total of 11 testing methods in cooperation with business and industry.

The Laboratory of Diagnostics of the Musculoskeletal System of the FRC of the UNI of TBU was officially opened on 4 October 2023, and carries out comprehensive diagnostics of the musculoskeletal system, which focuses on the correct function of legs and feet, including their evaluation under static and dynamic load.

## **8.F SUPPORT OF HORIZONTAL MOBILITY OF STUDENTS AND OF THE ACADEMIC STAFF AND OF THEIR EDUCATION AIMED AT DEVELOPING COMPETENCES FOR INNOVATION BUSINESS ACTIVITIES**

TBU in Zlín systematically supports the mobility of students and academic staff through the creation of creative workshops, cooperation with the TIC and with the Centre for Creative Industries and Business (UPPER).

TBU, together with other important institutions (Zlín Regional Authority, Chamber of Commerce, etc.), is a member of the ZLINNOVATION partner platform, which was established to strengthen mutual communication, cooperation and trust of supporting entities in the innovation ecosystem of the Zlín Region. “The main objective of the platform is to coordinate, interconnect and promote the activities of members in such a manner that a joint personalized offer of services is created for target groups in the innovation ecosystem in accordance with the Regional Innovation Strategy of the Zlín Region” – reference link: <https://zlinnovation.cz/o-nas/>.

### **FT**

The Faculty of Technology has been cooperating with a number of companies from the Czech Republic and abroad for a long time; students enrolled on all types of degree programmes, especially PhD students, are involved in this cooperation. In 2023, contract research amounting to a value of more than 1 million CZK was carried out for these cooperating companies, as well as joint project activities with participation by the state (providers of the Ministry of Industry and Trade, TA CR) in the range of units of millions of CZK. Among the cooperating foreign companies, the following can be named: Fosfa a.s. (SK), Everis (NL), Continental Reifen Deutschland GmbH (GER), and many others.

In addition, especially follow-up Master’s students regularly take part in excursions to manufacturing companies across the Czech Republic during their studies, and that to such companies whose specialization is similar to that of a specific degree programme. Approximately 50 such excursions took place in 2023.

For funding of specialized excursions, an internal project “IGA-K-TRINITY Road Tour: Progressive Technologies for Students of Polymer Engineering” was also accepted for funding in 2023 and has been in implementation since November 2023.



In 2023, another edition of the successful Novel Trends in Rheology conference series was held, one of the most prestigious international events organized by TBU. The conference was attended by students, academics and also by representatives of the private sector. In 2023, a so-called “mobility window” for Master’s students was prepared and launched, which will allow them to meet the newly established obligation of a traineeship in the academic or corporate sector in the Czech Republic or abroad.

An example to be named for 2023 can be an internship at the Danish company Kaffe Bueno ApS. The FT also supports students’ attendance at summer schools and study periods funded by short-term Erasmus+ Blended Intensive Programmes (BIP). In 2023, a FT student visited several French cosmetics companies, such as L’Oréal and Chanel, as part of a summer school. Besides, the FT organizes their own summer internships every year, thus enabling students to work both directly at the FT and in companies with which FT has entered into a relevant contract.

## **FMC**

The UPPER Centre for Creative Industries and Business provides advice and facilities for business in the field of creative industries, serves as a service centre for effective and integrated cooperation with business and industry and for support and development of the FMC’s project plans. Thus, the UPPER supports FMC students and graduates, creates links not only between FMC constituent parts but also with the application sphere – this may include cooperation with companies, public sector administration, research institutions, spin-off companies, municipalities, regions, state-funded institutions, state-funded and non-profit organizations; the Centre closely cooperates with the FMC Project Centre as well.

As part of the activities aimed to support business newcomers and the existing community at TBU, the format of Meet & Greet discussion panels was created with the aim of interconnecting companies, experts from business and industry with students and the general public interested. In 2023, these activities continued to be carried out in the same manner. The aim of the panel discussions was to create a platform for meeting of marketers from companies based in the Zlín Region with the intention of discussing their real needs, experience and problems. Interconnection between students and local companies is also essential.

The FMC Talent event supports interdisciplinary cooperation, which can be of great benefit to business and industry. Cooperation between designers and marketing specialists during the preparation of campaigns is part of common practice. Since its launch (10 years ago), the competition has enjoyed increasing popularity among students and companies. Its aim is to connect students enrolled on the degree programme in marketing communications, designers, creative people as well as companies and institutions not only in the Zlín Region. The competition informs students about issues related to practical applications and offers creative marketing, communication and visual solutions to companies. Showing off your talents and passion in front of a client is a great challenge for students and a source of inspiration, new energy and, last but not least, of talented trainees for company representatives. The FMC Talent contest creates favourable conditions for establishing of contacts and for the development of short-term and long-term working relations. Clients usually appreciate the courage, talent, ideas and energy that students put into the preparation of campaigns.

The annual TBU Ideathon is a 24-hour competition that connects students across TBU Faculties and gives them an opportunity to use their skills, try out working in teams and deal with urgent challenges of our time in a short period of time. Topics for the competition could be entered by institutions and organizations from the Zlín Region which are active in the non-commercial sector; out of those, five final challenges which the competing teams had to face were subsequently selected through public voting. As part of the competition, accompanying workshops featuring Anežka Adamíková, Martin Krček and Lubomír Konečný were prepared for the contestants. Lecturers presented topics such as design thinking, pitching or the Lean Canvas model. At the same time, they were working as mentors and consultants

for the ideas in progress, with the students happy to be provided such type of advice. The teams had ten minutes to present themselves before an expert jury composed of authors of the challenges and of Deans of all TBU Faculties.

The FMC Business for Breakfast Club is an active member of a platform intended for meetings of local entrepreneurs. Cooperation with the Zlín Creative Cluster – similarly to the UPPER Centre, the primary target group of the Cluster is the creative community of the Zlín region, but, besides TBU in Zlín, the Centre has also established contacts with local entrepreneurs, institutions and persons doing business in creative industries. They carry out a number of networking activities and operate a co-working centre in Uherské Hradiště, with the UPPER Centre being a cooperating institution.

The Centre for Creative Industries and Business continued to develop cooperation with institutions of similar specializations, such as the Technology Innovation Centre, the CzechInvest agency, Creative Prague, KUMST, HUB123... The UPPER Centre was also a member of the platforms uMĚNÍM, University FOR Entrepreneurship, Zlinnovation, Business for Breakfast.

### **FAI**

FAI students attend practical training sessions in the adjacent ICT TP park. At the same time, they have an opportunity to gain valuable experience during study periods abroad in both the academic and corporate sectors. These traineeships often take place with funding provided by the Erasmus programme or by the Structural Funds. In 2023, the FAI continued to offer interesting lectures by experts from business and industry during classes, which contributes to increasing the competencies of students and academic staff. This wide-ranging offer included topics such as IT technology, automated control as well as legal issues. In September 2023, the FAI organized the 21st edition of the specialized event entitled “Process Control and Application of Modern Technologies – Cyber Security”. The main aim of the conference was to share up-to-date knowledge in the field of cybersecurity. Individual lectures were complemented by a workshop focusing on practical issues and organized by one of the conference partners. The conference was intended not only for experts from business and industry – system architects, strategic management, but also for students and those interested in cyber security. Thanks to these activities, FAI students have the opportunity to improve their knowledge and skills not only on a theoretical level, but also through practical experience and contacts with experts from business and industry. Thus, they prepare for their future career and gain a competitive advantage in the labour market. Cooperation with industry and the organization of specialized conferences represent an important step for the FAI towards strengthening the connection between the academia and business and industry, which is a benefit both for students and for the entire region.

### **FHS**

Intersectoral mobility of academics and students is the basis of degree programmes carried out at the FHS, which are mostly career-oriented. This applies to practical training sessions but also to research activities. The preferred organizations where students worked according to their specialization included primary and nursery schools, providers of medical or social services, children's homes, low-threshold facilities, bodies of social and legal protection of children or shelters, companies, public sector administration units and regional administration authorities. Some students continue to be in contact with the institutions in which they took an internship even after completing it. Students were useful for the institutions and gained experience in real situations. Projects implemented at the FHS significantly contributed to an improvement in the quality of practical training obtained during higher education and preparing graduates for their future career.

## FLCM

In 2023, lectures by experts from business and industry were held in selected course units at the FLCM. These lectures were given by employees of the Police of the Czech Republic, the Fire Rescue Service of the Czech Republic, the Emergency Medical Service and also the Customs Administration, as well as by HR Managers in the private and public sector. The lectures were primarily aimed at improving students' specialized knowledge. In September 2023, the Criscon conference was held, which took the form of a Lifelong Learning course for public sector administration officers. It was a meeting of academics and public sector administration staff active in the field of crisis management. The conference successfully interconnected the academic environment and business and industry.

**TABLE 8.1: NUMBERS OF CONFERENCES (CO-)ORGANIZED BY TBU**

| Tomas Bata University in Zlín    | With the number of attendees higher than 60 |          | International conferences |          |
|----------------------------------|---------------------------------------------|----------|---------------------------|----------|
|                                  | Physical                                    | Virtual  | Physical                  | Virtual  |
| FT                               | 1                                           | 0        | 1                         | 0        |
| FaME                             | 4                                           |          | 2                         |          |
| FMC                              | 1                                           |          |                           |          |
| FAI                              | 2                                           |          | 3                         | 2        |
| FHS                              | 1                                           |          | 2                         |          |
| FLCM                             | 2                                           | 0        | 0                         | 0        |
| UNI                              |                                             |          | 1                         | 1        |
| Other constituent parts in total |                                             |          |                           |          |
| <b>TBU IN TOTAL</b>              | <b>11</b>                                   | <b>0</b> | <b>9</b>                  | <b>3</b> |





**TABLE 8.2: NUMBERS OF EXPERTS FROM THE APPLICATION SPHERE WORKING AS LECTURERS/  
SUPERVISORS IN PRACTICAL TRAINING IN ACCREDITED DEGREE PROGRAMMES**

| Tomas Bata University<br>in Zlín | Persons having an employment<br>relation with the higher education<br>institution or with a component part<br>thereof |                                                             |                                                                            | Persons not having an employment<br>relation with the higher education<br>institution or with a component part<br>thereof |                                                             |                                                                            |
|----------------------------------|-----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------|----------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------|----------------------------------------------------------------------------|
|                                  | Number<br>of persons<br>working as<br>lecturers                                                                       | Number<br>of persons<br>working<br>as thesis<br>supervisors | Number<br>of persons<br>working as<br>practical<br>training<br>supervisors | Number<br>of persons<br>working as<br>lecturers                                                                           | Number<br>of persons<br>working<br>as thesis<br>supervisors | Number<br>of persons<br>working as<br>practical<br>training<br>supervisors |
| <b>FT</b>                        | 5                                                                                                                     | 0                                                           | 0                                                                          | 1                                                                                                                         | 0                                                           | 0                                                                          |
| Out of which women               | 2                                                                                                                     | 0                                                           | 0                                                                          | 0                                                                                                                         | 0                                                           | 0                                                                          |
| <b>FaME</b>                      | 56                                                                                                                    | 7                                                           | 27                                                                         | 40                                                                                                                        | 4                                                           | 8                                                                          |
| Out of which women               | 20                                                                                                                    | 1                                                           | 7                                                                          | 16                                                                                                                        | 1                                                           | 0                                                                          |
| <b>FMC</b>                       | 180                                                                                                                   | 39                                                          | 5                                                                          | 0                                                                                                                         | 0                                                           | 199                                                                        |
| Out of which women               | 20                                                                                                                    | 4                                                           | 4                                                                          | 0                                                                                                                         | 0                                                           | 20                                                                         |
| <b>FAI</b>                       | 23                                                                                                                    | 1                                                           | 0                                                                          | 0                                                                                                                         | 0                                                           | 0                                                                          |
| Out of which women               | 2                                                                                                                     | 0                                                           | 0                                                                          | 0                                                                                                                         | 0                                                           | 0                                                                          |
| <b>FHS</b>                       | 87                                                                                                                    | 4                                                           | 8                                                                          | 17                                                                                                                        | 0                                                           | 234                                                                        |
| Out of which women               | 57                                                                                                                    | 2                                                           | 6                                                                          | 14                                                                                                                        | 0                                                           | 229                                                                        |
| <b>FLCM</b>                      | 8                                                                                                                     | 2                                                           | 0                                                                          | 0                                                                                                                         | 0                                                           | 180                                                                        |
| Out of which women               | 2                                                                                                                     | 1                                                           | 0                                                                          | 0                                                                                                                         | 0                                                           | 32                                                                         |
| <b>TBU IN TOTAL</b>              | <b>359</b>                                                                                                            | <b>53</b>                                                   | <b>40</b>                                                                  | <b>58</b>                                                                                                                 | <b>4</b>                                                    | <b>621</b>                                                                 |
| Out of which women               | 103                                                                                                                   | 8                                                           | 17                                                                         | 30                                                                                                                        | 1                                                           | 281                                                                        |

**TABLE 8.3: NUMBERS OF DEGREE COURSES/PROGRAMMES THAT INCLUDE COMPULSORY PRACTICAL TRAINING HELD DURING AT LEAST 1 MONTH**

| Tomas Bata University in Zlín | Numbers of degree courses/programmes | Numbers of active studies |                         |                     |                         |                               |                         |
|-------------------------------|--------------------------------------|---------------------------|-------------------------|---------------------|-------------------------|-------------------------------|-------------------------|
|                               |                                      | Bachelor's programmes     |                         | Master's programmes |                         | Follow-up Master's programmes |                         |
|                               |                                      | Academic profile          | Career-oriented profile | Academic profile    | Career-oriented profile | Academic profile              | Career-oriented profile |
| FT                            | 1                                    | 0                         | 0                       | 0                   | 0                       | 0                             | 0                       |
| FaME                          | 5                                    |                           | 4                       | 0                   | 0                       |                               | 1                       |
| FMC                           |                                      |                           | 3                       |                     |                         |                               | 4                       |
| FAI                           | 6                                    |                           |                         |                     |                         | 96                            |                         |
| FHS                           | 16                                   | 379                       | 948                     | 228                 | 0                       | 211                           | 0                       |
| FLCM                          | 2                                    |                           | 143                     |                     |                         |                               |                         |
| <b>TBU IN TOTAL</b>           | <b>30</b>                            | <b>379</b>                | <b>1,098</b>            | <b>228</b>          | <b>0</b>                | <b>307</b>                    | <b>5</b>                |

**TABLE 8.4: TRANSFER OF KNOWLEDGE AND RESEARCH RESULTS TO PRACTICE**

| Tomas Bata University in Zlín                                            | In the CR | Abroad | Total number | Total income   |
|--------------------------------------------------------------------------|-----------|--------|--------------|----------------|
| Number of new spin-off/start-up companies                                |           |        | 0            |                |
| Patent applications submitted                                            |           |        | 8            |                |
| Patents granted                                                          |           |        | 3            |                |
| Utility models filed                                                     |           |        | 10           |                |
| Licence agreements valid as at 31/12                                     |           |        | 26           |                |
| Licence agreements newly concluded                                       |           |        | 8            | CZK 64,584     |
| Contract research, consultations and counselling                         |           |        | 304          | CZK 14,673,079 |
| Paid educational courses for staff of entities of the application sphere |           |        | 3            | CZK 40,400     |

**TABLE 8.4: INFORMATION SUMMARIZING TABLE 8.4**

| Newly concluded licence agreements, contract research, consultations, counselling and paid educational courses for staff of entities of the application sphere | Total number                | Total income   |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|----------------|
|                                                                                                                                                                | 315                         | CZK 14,778,063 |
|                                                                                                                                                                | Average income per contract |                |
|                                                                                                                                                                | CZK 46,914                  |                |



## 9 ASSURANCE OF QUALITY OF ACTIVITIES CARRIED OUT AT TBU AND EVALUATION THEREOF

### 9.A INTERNAL AND EXTERNAL EVALUATION OF QUALITY AT TBU

In 2023, TBU continued to carry out activities aimed to improve its quality assurance system. By means of an institutional survey system implemented via the IS STAG, a survey focused on the factors influencing the student dropout rates was carried out. A pilot assessment of the teaching process was carried out through the QRAM, i.e. an assessment of the level of knowledge and skills acquired in individual course units, with more than 600 students participating in the summer semester of the 2022/2023 academic year. Two regular evaluations of the quality of teaching in course units were carried out. More than 2,600 students participated in the evaluation of teaching in the summer semester of the 2022/2023 academic year, more than 3,400 students in the winter semester of the 2023/2024 academic year. The evaluation of the quality of teaching via the QRAM was not carried out separately in the winter semester of the 2023/2024 academic year. Questions about the knowledge and skills acquired in the relevant course units were included in the regular semester evaluation.

In November 2023, a survey focused on the evaluation of the quality of TBU degree programmes by TBU students was carried out, which was the first of three surveys carried out regularly in three-year cycles. The purpose of the survey was to obtain feedback on the teaching environment and experience with studies in individual TBU degree programmes. For the purposes of evaluation and comparison of results, an identical research tool was used as three years ago. 1,408 students participated in the survey.

Concurrently with collecting feedback on the quality of the teaching process, TBU was carrying out another regular evaluation, namely the evaluation of the annual work capacity of the academic staff, using the IS "Evaluation of the Academic Staff". TBU annually monitors the performance of academic staff at TBU component parts as regards their teaching and R&D and creative activities. The results are then an important basis for individual consultations of senior executives at the individual constituent parts with their subordinates, which were focused on the evaluation of task fulfilment and on planning of activities for the next period. At the same time, the results served as a basis for management of the relevant component part within the evaluation of individual constituent parts.

In the course of 2023, the ADAPT TBU in Zlín project continued to be implemented, with funding provided by the National Recovery Plan. Its implementation commenced in September 2022. On the one hand, the project focused on improving the TBU's infrastructure equipment for learning purposes. On the other hand, the project was aimed at the preparation of career-oriented degree programmes and at obtaining a decision on their accreditation. The ADAPT project also included the preparation of Lifelong Learning programmes and study supports for the courses in preparation. In order to improve the quality of the teaching process, a number of staff training sessions for academics were held, and supporting materials were created for work with teaching tools to be used by TBU academics and students.

In 2023, TBU joined the project funded by the Centralized Development Programme and entitled "Standards for the Quality of Teaching at Czech Universities", the outputs of the project will contribute to ensuring a higher quality of the teaching process.

The TBU Internal Evaluation Board continued to form the backbone of the quality assurance system at TBU. In the course of 2023, five Board meetings took place. During the said meetings, not only applications for accreditation of new degree programmes submitted by TBU component parts but also applications for an extension of accreditations of current degree programmes were discussed and assessed. The Annex to the Report on Internal Evaluation of Quality of Educational, R&D, Creative and Related Activities of Tomas Bata University in Zlín was prepared and discussed. Furthermore, the TBU IEB carried

out a continuous quality control of 17 degree programmes. With funding provided by the Centralized Development Programme of the Internal Evaluation Board – Practice, Development and Organization project, a survey was carried out at the end of the year, with guarantors of degree programmes, Vice-Deans for Education and members of the Internal Evaluation Board participating in the survey.

More detailed information on the quality assurance system and on the evaluation of activities carried out at TBU can be found in the Report on Internal Quality Evaluation of Educational, R&D, Creative and Related Activities of TBU and in Annexes thereto. The Annex contains a list of changes for the relevant year. The Annex 2023 was, in accordance with the relevant legislation, discussed and approved, and, subsequently, posted on the TBU website.

## 10 NATIONAL AND INTERNATIONAL EXCELLENCE OF TBU

### 10.A INTERNATIONAL AND SIGNIFICANT NATIONAL RESEARCH, DEVELOPMENT AND CREATIVE ACTIVITY, INCORPORATION OF RESEARCH INFRASTRUCTURE INTO INTERNATIONAL NETWORKS AND INVOLVEMENT IN PROFESSIONAL OR ARTISTIC NETWORKS

#### FT

In the course of 2023, the FT continued to be involved in the implementation of several national and international projects. Cooperation on a national project funded by the Technology Agency of the CR and dealing with the development of sealing rubber materials for hermetic systems of nuclear power plants can be considered as important. At the same time, the consortium project entitled “Strategies of circular Economy and Advanced bio-based solutions to keep our Lands and seas alive from plastics contamination (SEALIVE)” and funded by the European Union Horizon 2020 programme continued to be implemented. It is an international innovation project implemented in cooperation between a broad consortium of 29 partners from 13 countries, which aims to bring to the market advanced biopolymer plastics that will be a competitive alternative to single-purpose plastic products polluting land and sea. International cooperation was also supported by the involvement of the FT in seven CEEPUS programme networks, where academic staff and PhD students participated in bilateral exchanges, and by participation in the international network “Antimicrobial properties of materials intended for the preparation of ecologically sustainable food packaging” implemented with funding provided by the COST programme. The aim of this project is the creation of networks in a research community focusing on exploring of material properties intended for the preparation of environmentally sustainable food packaging.

By involvement in the project entitled “Smooth Transition from Academia to a Career in Agro-Biotechnology: Designing Career Plan” (ERASMUS+ programme), which has been implemented at the FT since the end of 2023, the FT will participate, within partnership cooperation, with other institutions in the field of agrobiotechnology, in the development of a unique educational programme actively supporting the development of career prospects of university students and their transition from academia to the agrobiotechnology industry. Moreover, the FT is involved in the AKTION CR-Austria project, which focuses on the influence of process parameters in the preparation of biodegradable and compostable polymer (nano)composites.

#### FaME

The FaME is the only Czech faculty of economics included in the global network entitled “Microeconomics of Competitiveness” and organized by the Harvard Business School. The FaME is listed among 100 elite faculties of economics worldwide.

Within the ERASMUS Mundus programme, the FaME is a partner institution included in EFFORT and EACEA II networks. The FaME is included in the CFA Institute Global Network of Societies, i.e. in the prestigious list of universities “University Affiliation Program”.

In October 2019, the FaME joined the project CA 18214 “The Geography of New Working Spaces and the Impact on the Periphery” funded by the COST programme.

## **FMC**

The FMC was involved as a partner in the “Cooperation Partnership” international project funded by the Erasmus+ programme and entitled “Support of Creativity and Creative Thinking in the Field of Education in Marketing Communications”, with the aim of innovating educational methods and practices, thus contributing to the attractiveness and accessibility of the field.

A consortium of partners, which was formed from an international summer school organized by the FMC, submitted an application for a grant accepted for funding by the Erasmus Mundus Design Measures programme. Thus, the established ties with partners were strengthened, and this connection will continue during the implementation of the project and, subsequently, also through the application for accreditation of a joint Master’s programme with funding provided by the Erasmus Mundus programme.

The FT was working on intensive involvement in the European Creative Business Network and also on international educational and research projects prepared by member institutions of this network. At the same time, the FMC is also a partner of the European Commission’s New European Bauhaus initiative, which interconnects the Green Deal and living spaces and experiences, and expresses the EU’s ambition to create beautiful, sustainable and inclusive places, products and ways of life. As part of this initiative, the FMC expressed its intention to join several projects that are still in the process of preparation.

The European Pact 4 Skills initiative aims to upskill, reskill and extend the competences of Europeans. The FMC joined the Large Skills Partnership for the Cultural and Creative Industries, a group of more than 90 organizations across cultural and creative industries which work together in order to define and implement new skills needed in the relevant sector. Membership is conditional on cooperation on other international educational projects.

## **FAI**

The FAI was involved in the implementation of several international projects. The most significant ones include the following projects: Czech Science Foundation – GL, INTERREG, LT – INTER-EXCELLENCE, European Cooperation in Science and Technology, SOCCER (Developing and deploying SOC capabilities for the academic sector – a teamwork of Universities and RTOs in the CEE region), PARASOL (European Doctoral Network for Safe and Sustainable by Design Electromagnetic Shielding Material) and FM EHP – Norway Funds. With funding provided by the Czech Science Foundation-GL project, the FAI collaborates with a foreign partner on the optimization of control systems with traffic delay. Moreover, the FAI staff, specifically employees of the CEBIA-Tech Regional Research Centre, participate in the development of panels for ceiling cooling and heating, using thermal storage materials (PCM). This project is implemented in cooperation with the Department of Energy Engineering of the Faculty of Mechanical Engineering of the University in Žilina and the target implementation company, using the knowledge, computer equipment and experimental facilities of all research units. The aim of the FERTI-MAZE project, which is implemented with funding provided by the INTER-EXCELLENCE programme, is to develop technologies for the processing of at least two different types of protein waste and to prepare the final formulation of at least two different types of foliar fertilizers with optimal effect on maize. The SOCCER project deals with an increase in the effectiveness of cybersecurity in the 21st century and with sharing of experience of the consortium and industrial partners. PARASOL is a European project creating a long-term, multidisciplinary, academic-industrial network for PhD students’ studies, in cooperation

with leading European industry and academia, with the aim of achieving a breakthrough in the design of innovative shading solutions for mobility: Cars, trains, planes and ships. Within the Norway Funds, cooperation with universities in Norway is being developed in the area of support for teaching of mathematics and statistics at higher education institutions.

### **FHS**

At the Faculty, the strategy of publication activities was applied more extensively in compliance with the Methodology 17+, and that with the aim of increasing the quality of publication outputs and with regard to current international standards. At the FHS, the percentage of outputs implemented in cooperation with international institutions as well as outputs published in international journals is increasing.

### **FLCM**

In 2023, the FLCM was involved in two CEEPUS networks (Fostering sustainable partnership between academia and industry in improving applicability of logistics thinking, Interdisciplinary approach for enhancing knowledge for enhancing knowledge in supply chain analytics). At the end of 2023, the FLCM submitted an application to join a third network (PL-0901-00 Teaching and research in advanced manufacturing); this application was accepted at the beginning of 2024.

With funding provided by the International Visegrad Fund programme, the project entitled “Improving quality management teaching in the area in the era of Industry 4.0” was implemented; the application for the “Risk management in logistics” project was also submitted.

The submission and subsequent approval of the application of the Horizon Europe project entitled “Agroecology Partnership – European partnership on accelerating farming systems transition – agroecology living labs and research infrastructures” can be considered a significant success. The implementation of the project is scheduled to start in 2024.

## **10.B NATIONAL AND INTERNATIONAL AWARDS EARNED BY TBU**

### **FMC**

The film Contrechamps was the winner of the Annecy International Animation Film Festival. The photographic book “Born of the Sand and Sun” was published by Dewi Lewis Publishing.

The autonomous Škoda for Future tram won the Red Dot Award.

The film “Dawn” received 12 nominations for the Czech Lion Award. The Polyolithic game won the Best Art award in the VisionGame event (Game Access 2023).

Czech and Slovak Folkloric Traditions: Folk Clothing and Objects Through Time was presented at the Domov Gallery, Honorary Consulate of the Czech Republic in Melbourne.

The “Whatman” film participated in competitions such as TAFF – Turku Animated Film Festival (Finland), Fantoche International Animation Film Festival (Switzerland), Animateka (Slovenia).

## FaME

TBU was granted institutional accreditation for the field of education in Economics as well as the accreditation of habilitation and professorial appointment procedures in the field of Corporate Management and Economics valid for 10 years until 13 August 2029.

Also, the NAB accreditation for the Bachelor's programme in Industrial Engineering valid until 26 September 2029 and for the Bachelor's programme in Sports Management valid until 27 September 2028. The accreditation obtained for the follow-up Master's programme in Industrial Engineering is valid until 5 September 2030, accreditation for the follow-up Master's programme in Management in Healthcare is valid until 5 June 2029, for the follow-up Master's programme in Management of Sustainable Development until 13 December 2028, for the doctoral programme in Industrial Engineering until 3 September 2024.

In 2019, the FaME scientific journal – Journal of Competitiveness – was indexed by Clarivate Analytics in the following scientific databases: WoS Social Science Citation Index SSCI, Journal Citation Reports/ Social Sciences Edition, Current Contents/Social and Behavioral Sciences from Issue 1 of Volume 9 (2017). In 2020, it was included in the Scopus database.

In 2023, the following projects were implemented at the FaME: Four TACR projects (2 as co-investigators), one project funded by the Ministry of Education, Youth and Sports within the Inter-Excellence programme, two projects funded by the Interreg V-A programme, one project funded by the Ministry of Culture within the NAKI III programme, one project funded by the HORIZON Europe programme and three projects funded by the ERASMUS+ programme.

Within the R&D evaluation according to the M17+ Methodology, the following outputs of FaME's R&D and creative activities for the years 2018–2022 were also evaluated in 2023: In the Module 1 “Excellent Outcomes”, 22 results were included by the FaME (1xP, 1xF, 1xG, 5xB, 2xC, 9xJ, 1xV, 2xN). In the final evaluation by expert panels according to social relevance and to benefits of knowledge, the outputs of the F and G type were given grade 2 (result at an excellent level), B-type outputs were given grade 4 (average level) and 5 (below average level), C-type outputs were given grade 3 (very good level) and 4 (average level), P-type outputs were given grade 4 (average level), J-type outputs were given grade 3 (very good level), 4 (average level) and 5 (below average level), a V-type output was given grade 5 (below average level) and N-type outputs were given grade 4 (average level) and 5 (below-average level). The distribution in terms of the grades achieved was even (2–2x, 3–7x, 4–9x, 5–4x). Within bibliometric reports in the relevant fields for the 2016–2020 period, out of 114 papers published in journals included in the WoS database, 2 were included in the Decile, 2 in the 1st quartile, 13 in the 2nd quartile, 22 in the 3rd quartile and 75 in the 4th quartile according to the AIS journal. Out of 369 articles published in journals included in the Scopus database, 9 were included in the Decile, 34 in Q1, 130 in Q2, 134 in Q3 and 62 in Q4.

At the inaugural meeting of the Association of Deans of Faculties of Economics held in March 2022, Prof. Tuček, Dean of the FaME, was elected the Chairman of the Association. He continued to hold this post in 2023.

## FHS

In 2023, the Faculty of Humanities did not receive national or international awards (in competitions, based on nominations of prominent personalities). Nevertheless, it can be said that the FHS's national and international position is improving. On the national level, the FHS received a very positive evaluation of results of creative activities in the Module 1 of the Methodology 17+, and that for an academic paper in the field of linguistics (Dr. Svitlana Shurma) and for a monograph in the field of pedagogy (Assoc. Prof. Jan Kalenda). In the field of pedagogy and linguistics, the Faculty of Humanities ranks among top ten research institutions in the Czech Republic in terms of bibliometrics (Q1–Q2 level according to data





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included in the Information Register of R&D Results). In the field of healthcare, support and cooperation on the regional level was strengthened, the aim of which is to significantly contribute to improving the quality of research. In all specializations, we managed to increase the number of academic papers included in international databases such as the WoS and Scopus, also of those written in international cooperation. Applications for funding for multiple international research projects were submitted, with one of the projects having been accepted for funding and expected to ensure intensification of cooperation with Norway. A team of researchers from the FHS Research Centre successfully finalized the implementation of the first international research project supported by the European Commission. A team from the Department of Pedagogical Sciences was successful with a research project accepted for funding by the Czech Science Foundation, which is the most prestigious institution providing funding to basic research in the Czech Republic.

## **TTC**

The Technology Transfer Office also plays an important role in the operation of TBU in Zlín within the activities of the region. The TTC's activities are focused on applied research, protection of industrial rights, technology transfer and innovation. The TTC is an important link between TBU and business and industry. The professional and consulting services provided by the TTC can be used by TBU employees as well as by companies and entrepreneurs of the region. In 2023, TBU in Zlín represented by the TTC entered the 4th edition of the TRANSFERA TECHNOLOGY DAY 2023 contest organized by the Transfera.cz association, where TBU is a member through the TTC. Two technologies were nominated by TBU to advance to the final (UNI – Method of preparation of gel-type polymer electrolyte for lithium-sulphur battery; CPS – Contact flexible temperature sensor), whose investigators received the “TRANSFERA TECHNOLOGY DAY 2023 Finalist” certificate, which is a sign of quality and will help with practical application in practice, visibility and ensuring of future financial support). The goal of the event was to connect Czech science and technology resources with the business community and create suitable conditions for mutual cooperation

TBU in Zlín through the TTC also participated in the competition for the 2023 INNOVATION OF THE YEAR Award, which has been announced regularly since 1996 by the Association of Innovative Entrepreneurship of the Czech Republic. The honorary 2023 INNOVATION OF THE YEAR award went to the “Volleyball” designed by the researchers of the Footwear Research Centre of the UNI of TBU; the construction and design of the ball was funded by the Technology Agency of the Czech Republic within the implementation of the comprehensive project entitled “Commercialization at Tomas Bata University in Zlín II” (TP01010006). This project for TBU was prepared and submitted by the Technology Transfer Centre, which also contributed to the transfer of knowledge generated by the research to practice. The company GALA a. s. Prostějov will be the manufacturer of the Volleyball on the basis of an Agreement on the Transfer of Rights concluded between TBU in Zlín and GALA a. s.

## **10.C INTERNATIONAL EVALUATION OF TBU INCLUDING INTERNATIONAL ACCREDITATIONS**

As in 2022, a significant accomplishment of the FaME was the rank retained in 2023 in the international ranking of Times Higher Education 2024 by subject – in the field of Business and Management and in the field of Accounting and Finance. The FaME was ranked 401–500 in the global comparison. In the evaluation of Czech economic schools, TBU was ranked second behind Charles University Prague (201–250). Other Czech universities included in the ranking were ranked 501–600 (BUT), 601–800 (MU and MUAF) and 801+ (CULS, VŠE, TUL, VŠB).

The UNI/CPS continues to hold the HR Award and to implement the Action Plan for the implementation of HRS4R.

Tomas Bata University in Zlín was ranked among the world's 500 top universities in THE Young University Rankings 2023.

In the global ranking, regardless of the year of establishment, TBU was ranked 1201–1500.

## 11 THIRD ROLE OF TBU

### 11.A TRANSFER OF KNOWLEDGE TO PRACTICE

In 2023, as in the preceding years, the specialized unit, Technology Transfer Centre of TBU in Zlín (TTC) provided services associated with the legal protection of industrial rights over R&D results on behalf of TBU and implemented the necessary steps leading to the commercialization of such results. The TTC ensures the protection of intellectual property rights over R&D results generated at TBU. It ensures the transfer of outputs from applied research generated at TBU component parts, connects TBU research teams with representatives of the application sphere and offers advisory and consulting services for the private sector.

TBU has established a platform for a targeted creation of R&D results according to the ideas and requirements of business and industry – active cooperation between the research and application spheres, and, in the process of R&D commercialization, TBU applies Bata's business principles, which are still relevant.

Since 2010, TBU has a total of 50 licence agreements concluded through the mediation of the TTC; since 2014 a total of 45 agreements in the sphere of technology transfer; between 2016 and 2022, TBU supported proof-of-concept projects with a total financial volume of CZK 21,679,043.

In 2023, TBU was granted the following: Three patents granted in the CR, 10 utility models were filed in the CR, six Community industrial designs were registered.

In 2023, 21 applications for protection of industrial rights were submitted by the TTC on behalf of TBU, out of which: Six invention applications in the CR, two European patent application, seven utility model applications in the Czech Republic as well as six applications for an EU Community industrial design.

The TTC cooperates with companies based in the Technology Park in the U11 building, which was built in 2008 with funding provided by the project entitled “Technology Park and Technology Transfer Centre at TBU in Zlín” and funded by the European Regional Development Fund, the Ministry of Industry and Trade of the Czech Republic and TBU in Zlín within the Operational Programme “Industry and Enterprise”, PROSPERITY sub-programme. The Technology Park at TBU in Zlín is an accredited member of the Science and Technology Parks Association CR, z. s. (see [www.svtp.cz](http://www.svtp.cz)), and provides a comprehensive infrastructure for the support of innovative businesses in the Zlín Region and its surroundings. The accreditation of the TBU Technology Park in Zlín was defended and confirmed by the Science and Technology Parks Association of the Czech Republic within the 16th interim stage of accreditation of technology parks in the Czech Republic as of 3 January 2023 for the period until 31 December 2025.

## **11.B ACTIVITIES OF TBU IN THE REGION, COLLABORATION WITH REGIONAL ADMINISTRATION AUTHORITIES AND SIGNIFICANT INSTITUTIONS IN THE REGION**

TBU, through representatives from among the members of the Management Board, was successfully involved in updating of the analytical part and part containing proposals of the Strategic Plan for the Development of the Zlín Region for 2030. TBU representatives held positions in the advisory and working groups of the Zlín Regional Authority (“Economy and Labour Market” and “People and Quality of Life”) during the preparation of the strategy and development plan in the areas of economic development, the labour market, and the social and educational needs of the Zlín Region.

TBU’s priorities and common goals were also developed by TBU representatives in the Executive Committee of the Regional Innovation Strategy of the Zlín Region.

In June 2023, a meeting between the Governor and Councillors of the Zlín Region with members of the Rector’s Advisory Council TBU in Zlín took place, which became the first impulse for the preparation of a cooperation agreement between the two institutions.

In 2023, TBU representatives were regular members of executive or coordinating bodies established within the Zlín Regional Authority and the Municipality of Zlín, e.g. Executive Committee for the Regional Innovation Strategy of the Zlín Region; Executive Committee for the Integrated Plan of Development of the Territory of the Town of Zlín or the Executive Committee for ITI of the Zlín agglomeration.

Intensive cooperation with state, public sector and regional administration authorities took place, e.g. in the form of TBU representatives’ membership of advisory committees of the Zlín Regional Authority and the Municipality of Zlín participating in the preparation of strategies and plans for the economic development of the region, for the development of the labour market, educational needs of the Zlín Region, etc.

In 2023, TBU participated in the preparation/finalization of the following strategies:

- Strategy for the Development of the Municipality of Zlín until 2030 – ZLÍN 2030
- Integrated Strategy for the ITI of the Zlín Agglomeration for the 2021–2027 Period
- Part of the Strategy for the Development of Culture and Creative Industries of the Town of Zlín Containing Proposals
- Smart Region – Strategy for the Development of the Smart Region of the Zlín Region 2030

TBU representatives are regular members of the Association for Regional Development, Thomas Bata Foundation, as well as of many associations and cluster activities active in the Zlín Region (Plastics Cluster, Safety Technology Cluster, Czech Membrane Platform, Moravian-Silesian Automobile Cluster, Czech Aerospace Cluster, National Cluster Association, Czech Glass Art – Czech and Moravian Glass Cluster, Zlín Creative Cluster).

## **11.C TRANS-REGIONAL ACTIVITIES AND IMPORTANCE**

TBU is a member of the National Cluster Association (NCA) and of several clusters in the Czech Republic:

- Czech Rectors’ Conference (CRC)
- University Staff Association.
- Plastics Cluster
- Moravian Aerospace Cluster, z. s.

- Moravian-Silesian Automotive
- Automotive Industry Association
- Czech Chamber of Commerce
- Association for District Heating of the Czech Republic
- Association for the Development of the Zlín Region
- CESNET, Professional Association of Legal Entities
- Czech Membrane Platform
- Confederation of Industry of the Czech Republic

Students from all around the world studied at TBU; a number of degree programmes were taught in English. TBU graduates were issued with the Diploma Supplement, which is recognized all over Europe and facilitated the students' search for jobs anywhere in Europe. Thanks to the existence of research centres, namely the CPS and the CEBIA-Tech, which are top-class research units of European importance, TBU could be considered a significant supranational centre of science. Via Bata Centre in Vietnam, TBU expanded its activities in the area of Southeast Asia.

The University participated in the implementation of international projects (ERASMUS+, ERASMUS MUNDUS, CEEPUS, SHARE, EEA Grants, HORIZON 2020) and in projects implemented in cooperation with foreign countries and supported by the MEYS (Inter-Excellence) and by the Technology Agency of the Czech Republic (M-Era.net).

Scientific publications were also published in cooperation with institutions abroad.

TBU is a member of the EUA (European University Association); through its membership, TBU has the opportunity to participate in all EUA's important activities supporting higher education in Europe and thus present itself to the academic community of Europe.

TBU also signed the Bologna Declaration – Magna Charta Universitatum, which emphasizes, among others, the development and freedom of science and the need to remove borders in the knowledge and transfer of knowledge. The signatories of the Charter undertake to create conditions favourable for teacher and student mobility.

As for other important organizations, the University is a member of the Danube Rectors' Conference, which associates fifty universities from the Danube region, a member of the European University Consortium, of the European Innovation Alliance (EuroInnA) and also one of the founding members of the University Consortium International.

## **12 ACTIVITIES CARRIED OUT BY TBU IN RELATION TO THE IMPACT OF THE WAR IN UKRAINE**

Students from Ukraine make up the second largest group of international students in the Czech Republic, and this trend is also reflected at Tomas Bata University in Zlín. In the long-term, TBU has registered increased interest from Ukrainian students to enrol on the accredited and offered degree programmes. Due to the ongoing war crisis in Ukraine, the interest multiplied. In response to this situation, TBU, in cooperation with the MEYS, prepared a continuing project entitled "Support for Studies of Ukrainian Students" who were forced to interrupt their studies at their home university due to the war in Ukraine. As part of this project, the University provided scholarships to 26 newly arriving students. At the same time, TBU provided a number of extraordinary scholarships to students from Ukraine already studying at the University. In order to improve integration into the Czech society, TBU organized a special intensive

Czech language course for students from Ukraine. The TBU Welcome Centre continued to cooperate with Regional Centre for Help and Assistance to Ukraine in Zlín on integration and assistance services.

Applicants from Ukraine, who had been granted temporary protection in the Czech Republic, were exempt from fees associated with the application and other admissions processes, such as assessments of previously completed education and validation.

At the end of 2023, a total of 90 students from Ukraine studied at TBU, who found a safe academic environment and support for their further educational development.

FT: For applicants from Ukraine who were granted temporary protection in the CR (war refugees), a special Directive on the admission procedure was issued in 2023 (“Rules and Requirements Set Out for the Publicly Announced Admission Procedure for Applicants from Ukraine in Connection with the War in Ukraine for Accredited Bachelor’s and Follow-up Master’s Programmes Carried Out in Czech”), by which these applicants were provided the benefit of an application fee waiver.

Two government scholarship holders from Ukraine study at the FT. They received CZK 14,000 per month from the MEYS (from January to September 2023), and CZK 16 000 per month (from October to December 2023). In addition, both of them received an extraordinary merit scholarship from the MEYS in the amount of CZK 16,000 and an extraordinary single scholarship for meals in the amount of CZK 16,000. A total of CZK 412,000 was paid to both scholarship holders by the MEYS in 2023 through TBU.

Additional funding includes scholarships paid by the Faculty to students from Ukraine as financial assistance in an extremely serious financial situation. Scholarships amounting to a total of CZK 49,000 were paid in 2023.

The FaME implemented an accelerated admission procedure for applicants from Ukraine in accordance with their status of “toleration”. The FaME aims to financially support the students in the form of scholarships as much as possible, depending on the funding available. Students got actively involved as co-organizers of a food and material collection for Ukraine implemented under the auspices of the TBU Rectorate in the G18 Gallery (under the auspices of the FMC). At the beginning of Russia’s annexation of Ukraine, FaME students Mykhailo Vasilijev and Martin Verner joined the collection of charitable donations and the transport of humanitarian aid to Ukraine as volunteers. (An interview with these students led by the FaME PR Office is available here: <https://fame.utb.cz/ukrajinapodcast/>).

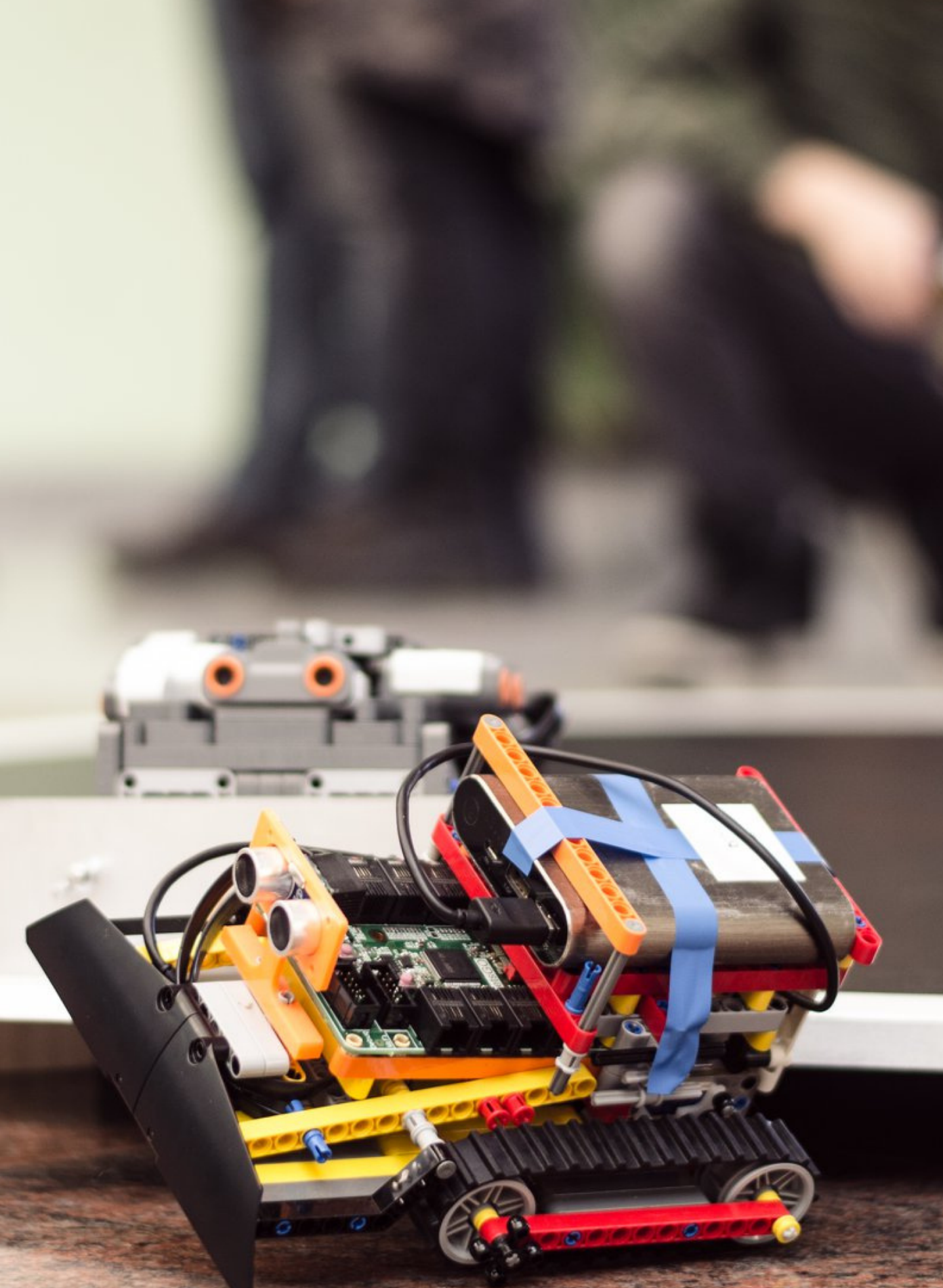
At the FAI, the Dean’s Directive SD/5/23 on special conditions for admission to study at the FAI, by which the Faculty is trying to benefit refugees from Ukraine who have been granted temporary protection.

In the monitored period, five students from Ukraine took mobility periods at the FMC; three students from Ukraine were admitted to study in full-time degree programmes. A material collection aimed to support Ukraine was organized. Students from Ukraine and teachers were involved in translation and organizational activities aimed at alleviating the situation of refugees.

In the academic year 2023/2024, five students are enrolled in degree programmes carried out in Czech at the FHS. Since the beginning of the conflict, the FHS has provided language courses for Ukrainians (the so-called spontaneous and Freemover courses). These were Czech language courses that the FHS offered free of charge under the auspices of the Rectorate, without financial compensation for lecturers.

The FHS also provides paid Czech language courses for Ukrainian students interested in studying at TBU. In 2022/2023, the first B2 level exams were held, intended for both graduates of paid courses and applicants for study at other HEIs and universities in the Czech Republic.







Ukrainian applicants continued to be interested in studying at the FLCM; 10 applicants applied for studies in the 2023/2024 academic year, four students holding the Ukrainian citizenship enrolled on degree programmes carried out at TBU; another three continue their studies from the previous academic year. Before 24 February 2022, no students with Ukrainian citizenship were enrolled at the FLCM.

**TABLE 12.1: ACCOMMODATION AND CATERING**

| HRR of TBU                                                                              | Number  |
|-----------------------------------------------------------------------------------------|---------|
| Total bed capacity of TBU Halls of Residence                                            | 1,086   |
| Bed capacity in rented facilities                                                       | 155     |
| Number of applications for accommodation submitted by 31/12/2023                        | 1,363   |
| Number of granted applications for accommodation as at 31/12/2023                       | 1,363   |
| Number of days on which the accommodated persons used the accommodation service in 2023 | 289,416 |
| Total number of terminated contracts (pandemic)                                         | 0       |
| Total number of modified contracts (pandemic)                                           | 0       |
| Total number of contracts with exemptions (pandemic)                                    | 0       |
| Number of meals served in 2023 to students                                              | 106,561 |
| Number of meals served in 2023 to employees of TBU                                      | 72,835  |
| Number of meals served in 2023 to other diners                                          | 51,667  |

**TABLE 12.2: UNIVERSITY LIBRARY**

| TBU                                                            | Number  |
|----------------------------------------------------------------|---------|
| Book acquisitions in 2023                                      | 3,444   |
| Out of which acquisition of paper copies                       | 3,110   |
| Out of which acquisition of perpetual access rights to e-books | 334     |
| Library stock in total                                         | 154,025 |
| Out of which paper copies                                      | 148,568 |
| Out of which perpetual access rights to e-books                | 5,457   |
| Number of subscribed periodicals:                              | 156     |
| – Paper copies                                                 | 21      |
| – Electronic periodicals (estimate)                            | 4       |
| – In both forms                                                | 4       |

## 13 SUPPORT OF WELL-BEING IN THE ACADEMIC ENVIRONMENT: GENDER EQUALITY AND SAFE ENVIRONMENT

### 13.A CODE OF ETHICS, SAFETY AND PREVENTIVE MEASURES

The TBU Code of Ethics, which is a regulation binding on all employees and students, enshrines the principles of gender equality and conduct not allowing sexual or gender-based harassment. Complaints regarding observance of principles set in the TBU Code of Ethics in Zlín are dealt with by the Ethics Committee of TBU in Zlín as a Rector's advisory body. The Ethics Committee shall be appointed ad hoc by the Rector of TBU, taking into account that the members of the Committee appointed by the Rector are not in a conflict of interest with regard to the matters discussed. In 2023, the Ethics Committee for Research at TBU in Zlín was also established in accordance with the Rector's Directive SR/17/2023, in the form of the Ethics Committee for Biomedical Research and the Ethics Committee for Research in Humanities, Social Sciences and Health Sciences at TBU in Zlín. They are governed by the Rules of Procedure of the Ethics Committee for Research at TBU in Zlín – SR/18/2023.

The Ethics Committee is governed by the Rector's Directive SR/37/2023 – Rules of Procedure of the Ethics Committee of TBU in Zlín. These Rules regulate the procedures for the submission of complaints related to the observance of the Code and discussion on the matters in question. In accordance with the Code of Ethics of TBU in Zlín, the job position of Ombudsman was established at TBU, who shall be an independent mediator for dealing with complaints and requests for reviews submitted by employees, also those regarding sexual or gender-based harassment.

Conduct that is of sexual nature and whose intention or effect is to diminish the dignity of a person and create an intimidating, hostile, degrading, humiliating or offensive environment, or that can be legitimately perceived as a condition for decisions affecting the exercise of rights and obligations arising from legal relations, is defined as particularly unacceptable behaviour at TBU in the Rector's Directive SR/7/2020 "Principles of Equal Opportunities Policy at Tomas Bata University in Zlín".

Tomas Bata University in Zlín, in collaboration with other Czech universities, continues in the implementation of a centralized development project entitled "Prevention of Unethical Conduct in the Academic Community and the Promotion of Competences in Victim Care", which is a follow-up project to the project entitled "Social Security at Czech Universities in the Context of Academic Ethics". In accordance with its thematic specialization, as part of its sub-activities, TBU focused on the implementation of the concept of social security at the University in 2023.

As part of cooperation with other universities, an analysis of the relevant internal regulations and practice adopted for strengthening of social security at Czech universities was carried out, educational events were held, and methodological documents were prepared for the needs of universities.

Following an analysis of the current situation, a draft concept of social security was created at TBU in Zlín, which was submitted to the TBU Management Board for further discussion. As part of the concept, proposals for modifications to internal documents related to the area of social security were prepared, and a system of recommendations for the implementation of follow-up steps was created. A new web section shall be created within the TBU "Social Safety" web page will be incorporated into the new website of the TBU Counselling Centre (formerly referred to as the Academic Counselling Centre).

In 2023, the staff training at TBU focused significantly on the topic of social safety. Twenty training sessions were held in various areas (problem behaviour, strengthening of mental resilience, sexualised and gender-based harassment and violence, work-life balance, burnout syndrome, psychosomatics in context, and

more), and that for both the academic and non-academic community. The training sessions were organized by the TBU Counselling Centre, the Human Resources Development Office and the TBU Job Centre.

As part of the systematic training of leadership skills, staff training for employees holding senior positions in the field of social safety at TBU was held (on the subject of gender and sexualized harassment and violence by Konsent, z. s.). Moreover, individual training session for managers in charge of the relevant sections at TBU took place.

### **13.B GENDER EQUALITY PLAN**

At TBU, the issues of gender equality, equal opportunities, support of diversity and inclusion adhere to a set of strategic documents, international certificates, internal rules and regulations:

#### **STRATEGIC DOCUMENTS**

The Strategic Plan of Tomas Bata University in Zlín for the 21+ Period is a key strategic document of the University. Within the Pillar E: Human Resources, Funding, Internal Environment of TBU in Zlín and Strategic Management, the following key measure was defined: Prepare and implement the Strategy for the Development of Human Resources at TBU in Zlín, including the integration of principles of gender equality into rights, obligations and opportunities, integrate methodologies in the field of human resources management (Strategic Goal 5.4: Strengthen the strategic management of human resources).

The Implementation Plan of the 21+ Strategic Plan of Tomas Bata University in Zlín for 2023 – specific implementation measures in the field of gender equality were included in the implementation document for 2023: Strategic Goal 5.4: Strengthen the strategic management of human resources.

- Measure: Implement the Strategy for the Development of Human Resources of TBU including the integration of sub-methodologies for human resource management.
- Measure: Implement the GEP – Gender Equality Plan (Gender Equality Plan at TBU in Zlín).

The Strategy for Human Resources Development at TBU in Zlín is included in the TBU Strategic Plan for the 21+ Period, and defines the orientation of the University in the area of development and management of human resources. The Strategy for Human Resources Development is built on principles of gender equality in rights, responsibilities and opportunities. The goal of the Strategy is to define principles for an optimum setting of rules for HR processes and methods which will lead to the creation of a pleasant working environment and will enable that all target indicators that TBU has set in its TBU Strategy for 21+ are effectively fulfilled.

The Gender Equality Plan at TBU in Zlín (GEP Equal Opportunities | TBU) comprises the strategic aims and the detailed action plan set for 2022–2025 including the measures and steps aimed to achieve gender equality at TBU in the following areas: Education and awareness in the field of gender equality, work-life balance, percentage of women holding CEO positions, recruitment of employees and equal opportunities, equal opportunities in science and research, measures against sexual and gender-based harassment.

#### **HR AWARD**

In 2018, two research centres of TBU in Zlín, the Centre of Polymer Systems, which is a constituent part of the University Institute, and the Centre for Security, Information and Advanced Technologies (CEBIA-Tech) at the Faculty of Applied Informatics received the HR Award certificate. Workplace transparency has been established at these Centres in accordance with the European Charter for Researchers and with the Code of Conduct for the Recruitment of Researchers, and that including gender equality.

## INTERNAL RULES AND REGULATIONS

The Statute of Tomas Bata University in Zlín includes the TBU Code of Ethics in Zlín (Appendix 4 to the TBU Statute), which is a regulation binding on all students and staff. The TBU Code of Ethics in Zlín also enshrines the principles of gender equality and conduct not allowing sexual or gender-based harassment. Complaints regarding observance of principles set in the TBU Code of Ethics in Zlín are dealt with by the Ethics Committee of TBU in Zlín; the Committee is an advisory body to the Rector. The Ethics Committee adheres to the Rector's Directive SR/1/2023 – Rules of Procedure of the Ethics Committee of TBU in Zlín. The document regulates the procedures for the submission of complaints related to the observance of the Code and discussion on the matters in question. In accordance with the Code of Ethics of TBU, the job position of Ombudsman was established at TBU who shall be an independent mediator for dealing with complaints and requests for reviews submitted by employees, also those regarding gender-based issues.

The filling of academic staff positions is regulated in the Rules Governing Selection Procedures for Academic Staff Positions at Tomas Bata University in Zlín issued on 22 October 2020. It enshrines the principle of transparency applicable to the filling of vacancies with reference to Act No. 111/1998 Coll., on Higher Education Institutions, as well as to the recommendation of the European Commission on the European Charter for Researchers and on the Code of Conduct for the Recruitment of Researchers.

The Salary Regulations of Tomas Bata University in Zlín issued on 8 August 2022 address the gender area by referring to applicable legislation, in particular to Act No. 262/2006 Coll., Labour Code. It defines non-discriminatory conditions for salary policy and for remuneration payable in accordance with agreements on work performed outside employment for all categories of employees (academics, researchers and other employees).

The Rector's Directive SR/7/2020 entitled Principles of Equal Opportunities Policy at Tomas Bata University in Zlín defines the basic principles of equal opportunities adopted at TBU in Zlín, based on the relevant legal regulations of the Czech Republic, in particular on the Act on Equal Treatment and on Legal Instruments of Protection against Discrimination and on Amendments to Selected Acts (the so-called Anti-Discrimination Act). The Directive defines the basic principles relating to equal opportunities for women and men that are applied at TBU, both in terms of employment relations and in terms of access to and provision of education, including professional training. In order to ensure equal opportunities for men and women, without prioritizing this policy over the criterion of quality and skills, TBU shall in particular adhere to the following principles:

- Gender equality is applied in all processes in the field of management, institutional and HR policy, teaching, R&D and other activities of TBU in Zlín.
- TBU implements and supports measures aimed to achieve gender balance at all levels and in all job positions.
- TBU observes the policy of equal opportunities during recruitment and during the next stages of career advancement.
- TBU pays attention to the gender diversity in selection and evaluation committees and in implementation/research teams.
- TBU adopts measures aimed at achieving the work-life balance of both men and women. TBU allows flexible working hours, part-time work and supports an increase in the percentage of employees who return to TBU after parental leave. In the internal evaluation, TBU takes into consideration a career break due to parenthood, a long-time illness or due to taking care of the employees' close persons.

- TBU pays attention to a correct written and spoken manner of expression, which avoids ridiculing, lessening the importance of persons and discriminating persons in terms of gender, race, ethnic origin, religion, faith, disability, age or sexual orientation and political beliefs.
- As regards gender equality, the Work Regulations of Tomas Bata University in Zlín (Rector's Directive SR/19/2018) refer to the general regulation included in the Labour Code. In accordance with generally binding legal regulations, TBU guarantees women in particular their equal status with male employees, equal working conditions, including remuneration for work, professional training and the opportunity to achieve career or other advancement during their employment. However, it specifically sets rules for the working conditions of employed women in the internal processes in order to achieve their equal status in all areas of working life. At the same time, it determines the employer's obligation to set working conditions for possible performance of work in accordance with the maternity mission of female employees. As part of the work-life balance, employees are offered flexible working hours, part-time work, six weeks of annual leave for non-academic staff or the possibility of unpaid leave in addition to annual leave.
- The Rector's Directive SR/7/2022 Evaluation and Management of the Development of Teaching, R&D and Creative, Managerial and Other Activities Carried Out by TBU Academic Staff and Researchers defines the basic procedures for evaluating of professional activities of all academics and researchers involved in teaching, R&D, creative, managerial and other activities carried out at TBU in Zlín. The system of evaluation and remuneration of these employees strictly respects gender equality and takes into account career breaks due to maternity, parenthood, or other objective obstacles on the part of the employee.

### **13.C PROCEDURES FOLLOWED IN THE FIELD OF GENDER INTEGRATION IN RESEARCH AND TEACHING CONTENT**

Topics focused on gender specifics are included in the curriculum (for example, film, literature, marketing communications, fashion, footwear...). At the same time, they are listed as topics for Bachelor's, Master's and doctoral theses. Many of these outputs are of high quality.

In 2023, several Bachelor's and Master's theses on topics such as the implementation of gender equality in a research institution or the role of gender in marketing, and one doctoral thesis, were defended.







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## LIST OF THE MAIN ACRONYMS USED

|            |                                                                                     |
|------------|-------------------------------------------------------------------------------------|
| AI         | artificial intelligence                                                             |
| AY         | academic year                                                                       |
| BIP        | blended intensive programme                                                         |
| BP         | Bachelor's programme                                                                |
| BUT        | Brno University of Technology                                                       |
| CEBIA-Tech | Centre for Security, Information and Advanced Technologies                          |
| CPS        | Centre of Polymer Systems                                                           |
| CDP        | centralized development programme                                                   |
| CHEI       | Council of Higher Education Institutions                                            |
| CRC        | Czech Rectors' Conference                                                           |
| CR         | Czech Republic                                                                      |
| CULSP      | Czech University of Life Sciences Prague                                            |
| EACEA      | European Education and Culture Executive Agency                                     |
| ECTS       | European Credit Transfer System                                                     |
| 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                                                               |
| FUMP       | follow-up Master's programme                                                        |
| GEP        | Gender Equality Plan                                                                |
| IAESTE     | The International Association for the Exchange of Students for Technical Experience |
| ICT        | Information and Communication Technologies                                          |
| HRD        | Human Resources Development                                                         |
| HRR        | Halls of Residence and Refectory                                                    |
| IEB        | Internal Evaluation Board                                                           |
| IGA        | Internal Grant Agency                                                               |

|           |                                                                       |
|-----------|-----------------------------------------------------------------------|
| IRAP      | Implementation of the Regional Action Plan                            |
| IS HAP    | HAP information system for evaluation of academic staff               |
| IS STAG   | STAG information system for studies' administration                   |
| JC        | TBU Job Centre                                                        |
| LCDRO     | long-term conceptual development of the research organization         |
| LL        | Lifelong Learning                                                     |
| MP        | Master's programme                                                    |
| NAB       | National Accreditation Bureau                                         |
| NRP       | National Recovery Plan                                                |
| OP E      | Operational Programme "Environment"                                   |
| OP JAC    | Operational Programme "John Amos Comenius"                            |
| PUEB      | Prague University of Economics and Business                           |
| QRAM      | National Qualification Framework for Tertiary Education               |
| R&D       | research and development                                              |
| R&D&I     | research, development and innovations                                 |
| RIS       | Regional Innovation Strategy                                          |
| STOČ      | Students' Creative and Expert Activities                              |
| SS        | summer semester                                                       |
| TBU       | Tomas Bata University in Zlín                                         |
| TBU ADAPT | Adaptable, Digital, Agile, Progressive, Transformation of TBU in Zlín |
| TUO       | Technical University of Ostrava                                       |
| TGM       | Tomáš Garrigue Masaryk                                                |
| TP ICT    | Technology Park for Information and Communication Technologies        |
| UNI       | University Institute                                                  |
| UPPER     | Centre of Creative Industries and Business                            |
| WS        | winter semester                                                       |

## **TBU Annual Activity Report 2023**

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