



Tomas Bata University in Zlín

BE IN
STUDY IN
ZLIN

**The best choice
for unforgettable
studies abroad.**



Table of Contents

Preface	5
Welcome Note from Rector	6
Czech Republic and Zlín	9
About Tomas Bata University in Zlín	11
Study at Tomas Bata University in Zlín	12
Faculty of Technology	14
Faculty of Management and Economics	16
Faculty of Multimedia Communications	18
Faculty of Applied Informatics	20
Faculty of Humanities	22
Faculty of Logistics and Crisis Management	23
Exchange Programmes	24
Language Courses	26
Research at Tomas Bata University in Zlín	27
Facilities for Teaching and Learning	30
Extracurricular Activities	32
Practical Information	36
International Office	38

Preface

Welcome to the information brochure about Tomas Bata University in Zlín (TBU). The aim of this brochure is to give you brief information about TBU, present various degree and exchange programmes offered at our University to international students and to provide you with useful and valuable information.

The multicultural, dynamic and youthful environment at TBU provides base for an excellent studying experience for each student. TBU demonstrates a commitment to quality in all aspects of undergraduate, graduate and post-graduate learning, education, research and the transfer of knowledge.

Welcome Note from Rector

It is my pleasure to invite you to our University, named in honour of world renowned Czech entrepreneur Tomas Bata.

Tomas Bata University in Zlín offers a wide range of courses that reflect the latest trends of higher education in Europe and in the world. Our aim, which is based on the Bata philosophy, is to educate graduates who have acquired the essential skills they need to develop successful careers in an international environment. Every year, several hundred students from Europe, America, Asia and Africa study in Zlín; as well as our students are offered an opportunity to spend a part of their studies at some of our partner universities situated all over the world.

An important role of the University is also the advancement of research and development. Internationally renowned research outcomes are achieved at TBU particularly in polymer engineering, in automation and control of technological processes, and in chemistry. Our research staffs include a number of international experts.

When studying at our University, you will be offered education in modern buildings, lecture halls and laboratories equipped with the latest technology. Our educational facilities reflect the current trends in European architecture in the field of higher education. The University Centre, which houses the Library and the Rectorate, was designed by Eva Jiřičná, currently one of the world's most famous architects.

Come to study to Zlín, to a town with a unique atmosphere. Zlín has been developed as a garden town, therefore, schools, clubs, cafés and the country are situated within walking distance. Almost 13,000 of your future colleagues – students studying at TBU – help to create a friendly atmosphere of a student town in Zlín.

Tomas Bata University in Zlín is the best choice for your unforgettable studies abroad, so take your chance and come to Zlín to get the most valuable experience in your life.

We look forward to welcoming you at TBU in the near future.

Prof. Ing. Petr Sáha, CSc., Rector





Czech Republic and Zlín

Czech Republic

The Czech Republic (Česká republika in Czech) is a landlocked country in Central Europe. It is often said that the Czech Republic is located in the 'heart of Europe' and this unique location makes the country accessible to major European cities. It shares borders with Germany in the west, Poland in the north, Slovakia in the east and Austria in the south. The capital city, located in the north central part of the country, is Prague. Nowadays, the Czech Republic is a democratic country based on the parliamentary system and it is a member of the European Union, the Schengen Area, the United Nations, NATO, and many other prominent international organizations and institutions. The Czech Republic comprises three historical lands - Bohemia, Moravia and Silesia. Administratively, the Czech Republic is divided into 14 regions. The largest cities are Prague, Brno, Ostrava, Plzeň and Olomouc. Czech people are very friendly and most of them speak English, especially the younger generation.

With a population of 10.5 million and total area of 78,866 sq km, the Czech Republic is a relatively small country. However, the history of the country spans over a thousand years. The Czech Republic is well-known for its historical sights, some of which have been inscribed on the UNESCO's World Heritage List. Historical monuments are certainly not the only reason why the Czech Republic is worth visiting. Our country can offer many different types of landscape with wonderful scenarios and amazing beauties of nature and greenery. The landscape is very varied, ranging from fertile lowlands with many cycling routes and deep forests to mountains suitable not only for hiking. The Czech Republic offers lots of places where to take a trip and discover Czech heritage, all providing numerous opportunities to relax but also to pursue sporting activities, both in summer and in winter.

The Town of Zlín

The Zlín region has approximately 590,000 inhabitants and the town of Zlín is its administrative centre. The town lies in a mild climatic area of south-eastern Moravia (approximately 300km far from Prague and 100km far from Brno). The town is also a crossroad for the ethnographic boundaries of the Wallachian, Hana and Moravian Slovak regions. The town of Zlín is known as the birthplace of the founder of the colossal Bata Shoe Empire, Tomas Bata (1876-1932), where his company flourished in the first half of the 20th century.

The first-time visitors to Zlín are greatly impressed by its beauty, greenery and friendly environment. Zlín spreads out across the Dřevnice River Valley and a walk through the town is an unforgettable experience that leaves pleasant memories on the minds of visitors. The advantage of the town is its layout, because all important places, buildings and institutions are located within easy walking distance. The green areas in the centre, but also in the closest surroundings offer lots of possibilities to relax, to do sports activities or to spend a great day avoiding noise and air pollution. Moreover, people who are interested in the culture certainly appreciate many exhibitions, theatre, philharmonic orchestra and various events organized also by our students. The town of Zlín also fascinates its visitors with its unique functionalist architecture. Even though the town has a relatively small size, there are lots of possibilities for everyday activities. In addition, the large number of students makes Zlín a university town full of young people.

About Tomas Bata University in Zlín

www.utb.cz

IMPORTANT FACTS

- 6 faculties
- Bilingual university (English and Czech are of equal importance)
- 12,600 students
 - 900 international students from 40 countries all over the world
 - 400 outgoing / 250 incoming exchange students every year
 - 100 accredited degree programmes (approx. 1/3 of them in English)
 - 166 accredited degree courses (wide range of subjects on offer)
 - 3-level study (Bachelor's, Master's, PhD)
 - Accredited programmes (full-time/part-time) conforms to the Bologna Declaration
 - Graduates are issued the Diploma Supplement recognized all over Europe
 - Scientific awards
 - 900 University staff (50:50 male/female ratio)
 - Member of the EUA (European University Association)
 - More than 200 bilateral agreements within the Erasmus programme
 - Almost 100 partnership contracts with universities all over the world
 - 2,870 computers connected to the University network
 - Modern library with more than 87,000 books and periodicals, nearly 6,100 other documents and 60 international databases
 - 12 smaller departmental libraries
 - 1 restaurant and 2 refectories offering healthy meals at student-friendly prices

Tomas Bata University in Zlín (TBU) is a progressive and modern university following the current trends of higher education in Europe and in the world. With a current student population of more than 12,600, TBU ranks among medium-sized Czech universities. Since its establishment, hundreds of highly-qualified professionals have received education from the University. The University is named after world-renowned entrepreneur Tomas Bata, founder of the shoe industry in Zlín. He played a significant role in transforming life in the town of Zlín, as well as whole of the Czech Republic and its economy.

TBU is comprised of six faculties offering to students the possibility to study technology, economics, management, natural sciences, informatics, humanities, art, logistics and health care. Students in all levels of education are provided with modern facilities to advance their personal development and skills. During the classes strong emphasis is put not only on the theoretical side but also on the practical side of the studies. Emphasis is also laid upon participation in a variety of extracurricular activities. The University is open to all kinds of practical and academically stimulating ideas. TBU operates an open door policy; hence, the most talented students, irrespective of their origin or backgrounds, are welcome.

The University lays great emphasis on the development of internationalization. Every year hundreds of international students study at TBU in degree programmes accredited in Czech or English to get their Bachelor's, Master's or PhD degree or in exchange programmes. Our student body is multicultural and comes from more than 40 countries worldwide, creating a valuable environment for intercultural interaction, knowledge sharing and an enriching experience for all. In addition, a student organization - Buddy System Zlín - exists in Zlín, that takes care of international students, helps them with everyday activities and makes their days at TBU easier and more pleasant.

The University also puts strong emphasis on R&D activities carried out in cooperation with universities and R&D institutions from all over the world (USA, Canada, Russian Federation, P. R. China, India, Japan etc.). At TBU, students have the opportunity to meet and interact with some of the world's finest academic minds. Moreover, faculties employ leaders in their fields who have continued to make a difference in the world through their teaching and research activities.

In 2012, a prestigious certificate - **ECTS Label** - was awarded to TBU by the European Commission. The ECTS Label is the most significant European certificate awarded in the sphere of tertiary education and is recognized as proof of high quality of the higher education institution.

Study at Tomas Bata University in Zlín

BACHELOR'S PROGRAMMES IN ENGLISH

Duration: 6 semesters (3 academic years)
Mode of study: full-time
Degree obtained: Bachelor's (abbr. "Bc.")
ECTS credits: 180
Tuition fee: EUR 2,500 - 3,125 per 1 academic year

FOLLOW-UP MASTER'S PROGRAMMES IN ENGLISH

Duration: 4 semesters (2 academic years)
Mode of study: full-time
Degree obtained: Master's (abbr. "Ing." or "Mgr.")
ECTS credits: 120
Tuition fee: EUR 2,000 - 3,125 per 1 academic year

DOCTORAL PROGRAMMES IN ENGLISH

Duration: 6 or 8 semesters (3 or 4 academic years)
Mode of study: full-time/part-time
Degree obtained: Doctoral (abbr. "Ph.D.")
Tuition fee: EUR 1,650 - 2,700 per 1 academic year

EXCHANGE PROGRAMMES IN ENGLISH

Duration: 1 or 2 semesters
Mode of study: full-time
No degree obtained
No tuition fee

TBU SUMMER SCHOOLS

Duration: 1 or 2 weeks (July/August)
Mode of study: full-time
Degree obtained: Certificate/ECTS credits





Faculty of Technology

www.ft.utb.cz

The Faculty of Technology (the University's oldest faculty) was established to educate students in the field of chemistry, chemical technology, process engineering, materials and food engineering and management. Upon graduation, students from this Faculty are able to work in industries, academia and in research institutions as technologists, scientists and managers.

The academic, scientific and research activities are primarily aimed at chemistry and technology of polymer materials, materials engineering, footwear engineering and hygiene, environmental issues, food and packaging technology, cosmetics, industrial process control, production economics and applications of information technology in industrial production control.

The Faculty has earned reputation and acclamation both locally and internationally for its outstanding achievement in conducting high quality research. For illustration, **Qilin Cheng**, a Chinese researcher at the Polymer Centre of the Faculty of Technology, was ranked among the top 200 of **China's most talented scientists working abroad** (2009); or **Luming Yang**, a student of the Faculty of Technology, was awarded an **Exceptional Chinese Student Abroad Prize** (2010).

BACHELOR'S PROGRAMMES

Chemistry and Materials Technology

Tuition fee: CZK 75,000 (approx. EUR 3,125)
per 1 academic year

Degree course: Chemistry and Materials Technology

Students of this programme acquire the basics of natural sciences and engineering disciplines as well as essential laboratory skills. The laboratories at TBU offer up-to-date equipment and information technologies. In the third year, students have the option to choose subjects which meet their interest.

FOLLOW-UP MASTER'S PROGRAMMES

Chemistry and Materials Technology

Tuition fee: CZK 75,000 (approx. EUR 3,125)
per 1 academic year

Degree course: Polymers Engineering

Students do not only gain general knowledge in basic chemistry and physics, but also they gain specific knowledge relating to the structure and properties of macromolecular compounds. Attention is paid to machinery, equipment and tools used in polymer processing.

Degree course: Material Engineering

This degree course focuses on the development of, and research into, new materials - in particular composites with a polymer matrix, polymer alloys - and on mastering and comprehension of rules influencing the structure and properties of materials. Special attention is paid to the issue of preparation of plans for production of new types of materials with targeted utility properties (physical, chemical and biochemical). Students acquaint themselves with physical, physicochemical and chemical properties of basic polymer materials. They are able to use the latest computer technology to simulate the required physicochemical properties. Within the degree course in Material Engineering, students can also opt for a specialization in Glass and Ceramics.

DOCTORAL PROGRAMMES

Chemistry and Materials Technology

Tuition fee: CZK 65,000 (approx. EUR 2,700) per 1 academic year

Degree course: Technology of Macromolecular Compounds

Students are trained to practically apply the theoretical knowledge of mathematics, physics, chemistry, general knowledge of technological processes as well as knowledge of computing and information technology. These fields focus on the specific properties of polymeric materials including the latest knowledge about ecology. Within the studies, students must prove their ability to solve complicated professional issues in an inventive way. They are also expected to present the outcomes of their research at international conferences and to publish them in professional journals abroad.

Degree course: Chemistry and Materials Technology

This degree course is aimed at studying chemical, physical or biological properties of materials with special focus on understanding the restrictive conditions within the phases of preparation, characterization, behaviour and the usable properties of inorganic and organic materials. The knowledge

acquired is further developed in the fields of technological processing and the optimization of the usable and protective properties of compounds, materials and products. Students of this programme gain experience in creating concepts underlying experimental design including statistical data processing. They learn in detail about the modern methods of exploring the structure and properties of materials.

Chemistry and Food Technology

Tuition fee: CZK 65,000 (approx. EUR 2,700) per 1 academic year

Degree course: Food Technology

The degree course in Food Technology focuses on food processing and production, including the use and development of knowledge of biological, chemical, engineering and other scientific disciplines. Based on the acquired theoretical knowledge in the field of food production technology, chemistry and food analysis, biochemistry, microbiology and process engineering, graduates are qualified to independently carry out research results in the sphere of food technologies, food production and processing. Students develop knowledge of the influence of technological processes on chemical composition, physicochemical, bio-chemical, microbiological and nutritional characteristics of products to be processed.

Process Engineering

Tuition fee: CZK 65,000 (approx. EUR 2,700) per 1 academic year

Degree course: Tools and Processes

Doctoral studies in the programme of Process Engineering, and the degree course in Tools and Processes, are aimed at research work and at independent activities in the field of R&D with considerable use of computer technology and of modern equipment for the analysis of processes which take place during processing of polymer products and for the design of tools for their processing.



Faculty of Management and Economics

www.fame.utb.cz

At the Faculty of Management and Economics, students are taught and prepared to become effective and experienced professionals in the fields of finance, management and marketing, accounting and taxes, public administration and regional development, industrial engineering, health care management, enterprise economics, quality and production control.

The scientific research activities of the Faculty are aimed at the design of regional industrial policy and the elaboration of methodological materials for firms that serve the modernization of business processes to increase competitiveness of firms. The Faculty also provides facilities for the development of cluster initiatives in the region.

The Faculty organizes the annual SVOČ competition (Competition for the Best Students' Research and Professional Work) to give students an opportunity to explore the world of scientific research in order to develop innovative ideas in areas of economics and business. Furthermore, projects aimed at monitoring and working with talented students have recently been implemented.

Students of the Faculty have participated in several competitions. To illustrate this point, PhD student **L.N.A. Chandana Jayawardena** was awarded a **Certificate of Merit** for his contribution at the **8th European Conference on Management Leadership and Governance** in Cyprus (2012); **Lukáš Sádecký** and his team worked on the project - **Celebrio Software** (Operating System for Older Generation) and contributed to the successful achievements including 7th place in the international competition **Microsoft Imagine Cup 2011**, the first prize in competition for the Best Business Plan of the Year 2011 in the Czech Republic: **Vodafone Nápad roku 2011**, and a special prize for the best student's business plan in the Czech Republic - **Ekonom Student Podnikatel 2011** (2011); or **Petra Barešová** won the second prize in the **IDM Student Direct Marketing Competition** during her exchange programme in Great Britain (2011).

BACHELOR'S PROGRAMMES Economics and Management

Tuition fee: EUR 2,000 per 1 academic year

Degree course: Management and Economics

The programme is designed mainly to introduce students to basic theoretical and general knowledge in various fields of business management. Students have the option to focus on specific aspects of economic and managerial practices, such as enterprise economics, management, marketing, accounting and taxes, production control and management, finance, and banking, among others. Students who graduate from this programme possess the requisite knowledge that enables them to work in industrial enterprises, trading companies and financial institutions.

FOLLOW-UP MASTER'S PROGRAMMES Economics and Management

Tuition fee: EUR 2,000 per 1 academic year

Degree course: Management and Marketing

This degree course introduces students to the areas of enterprise competitiveness, new trends in marketing, new approaches to managerial development, intercultural diversity of education in European cyberspace, commercial law, and differences in the perception of advertising between the lay public and expert and cooperation management.

Degree course: Business Administration

During the Master's degree studies, students take up courses in Enterprise Economics and Business Administration. The programme is designed to offer students the opportunity to acquire new knowledge in corporate management, managerial accounting, project management, controlling, logistics and other related disciplines. The aim is to equip students with problem-solving skills to enable them to respond to challenges in the real business environment.

DOCTORAL PROGRAMMES Economics and Management

Tuition fee: CZK 45,000 (approx. EUR 1,875) per 1 academic year

Degree course: Management and Economics

In this PhD degree course, particular emphasis is laid on the methodology of research activities including the extension of some professional presumptions. Students can conduct research and specialize in management, enterprise economics, marketing, production and technology rationalization.

Economic Policy and Administration

Tuition fee: CZK 45,000 (approx. EUR 1,875) per 1 academic year

Degree course: Finance

This degree course enables students to extend their theoretical and methodological knowledge and problem-solving skills to conduct research in the areas of finance, accounting, banking, capital markets, taxes and other related disciplines.

Faculty of Multimedia Communications

www.fmk.utb.cz

The Faculty of Multimedia Communications is considered as an original and unique higher education institution within the Czech Republic. Degree programmes are offered in the fields of media and communication studies, visual arts and audio-visual arts. Graduates can work in communication and advertising agencies, in the field of public relations or organization of exhibitions, in both profit and non-profit sectors.

Studios within the degree programme in Visual Arts prepare future workers for professional film and animation studios and TV companies, specialists in graphic or industrial design, footwear and fashion design, advertising photography and 3D design. The Faculty owns studios with top-quality equipment and utilities.

Students receive maximum support from the Faculty and are actively encouraged to apply their own ideas and develop their skills and creative abilities. The Faculty organizes different kinds of projects that aim to extend cultural activities in Zlín and the entire region. The works of students and staff have often been rewarded in various national and international competitions. The number of prizes received is a demonstration of the quality of the Faculty.

For example, in 2012, **Anna Štěpánková** won the first prize for chair design Tamashii in the competition entitled **GRAND PRIX MOBITECH 2012**; **Anna Minxová**, 3rd year student of the Department of Spatial and Product Design – Glass Design, received third prize in the international competition **Junior Glass Match**; or **Kateřina Bičáková**, **Jitka Hůlková**, **Vlastimila Máchalová**, students of the Department of Fashion and Shoe Design, have achieved remarkable success at the international trade fair **FASHION ACCESS in Hong Kong**.

FOLLOW-UP MASTER'S PROGRAMMES Media and Communication Studies

Tuition fee: CZK 60,000 (approx. EUR 2,500)
per 1 academic year

Degree course: Marketing Communications

The degree course in Marketing Communications provides graduates with professional competences necessary for their future profession - both theoretical and practical - in order to become useful team members and to be able to make a career as specialists in marketing communications in profit-making companies, non-profit organizations and other agencies.

DOCTORAL PROGRAMMES

Visual Arts

Tuition fee: EUR 2,500 per 1 academic year

Degree course: Multimedia and Design

This programme is focused on independent theoretical and creative activity in the field of art. It aims to contribute, to a great extent, to the development of theory and scientific research in the field of Multimedia and Design, a discipline which nowadays plays an important role in economics, trade and design. A specific feature of the PhD programme is the emphasis on creating teams to solve various tasks. Team cooperation in the field of multimedia and design helps to create new interdisciplinary overlaps among the fields of marketing, communications, media presentations and IT technologies. The graduate is ready for full professional, creative and research activities in the academic field, in industry, education, as well as in non-governmental organizations, cultural institutions, service and consultancy companies, and in media and organizations dealing with advertising industry. Foreign language competence of graduates enables them to participate in international projects and to publish the results of their research in international journals.



Faculty of Applied Informatics

www.fai.utb.cz

At the Faculty of Applied Informatics, education is provided in the fields of technical cybernetics, information and control technologies, engineering informatics, integrated system in buildings, automatic control and informatics, chemical and process engineering, etc. The Faculty has modern laboratories with the latest equipment that ranks among the best in Europe. They include the advanced security technologies and intelligent buildings laboratory. In 2012, a new Technology Park was opened next to the Faculty, focusing on information and communication technologies.

Some spaces of the TP-ICT are intended for research activities of the Faculty, in particular for the purposes of the implementation of a significant research project entitled CEBIA-Tech (Centre for Security, Information and Advanced Technologies). However, the main aim of the Park and of the CEBIA-Tech project is to link the R D base of the Faculty with the local business sphere.

As regards the research and development sphere, the main focus is on modern methods of automatic control theory, monitoring and control of technological processes, measurement technology, artificial intelligence methods, information technologies, software engineering, mathematical modeling of technological processes with respect to their automatic control and research solutions for the automatic control of combined heat and power production.

The Faculty has established close collaboration with reputable institutions within the Czech Republic and abroad; hence staff and students are able to achieve research success at the international level. For example a research team of postgraduate students, namely Mgr. **Michaela Bařínová**, Ing. **Jiří Pecha**, Ing. **Lubomír Šánek** and Ing. **Stanislav Plšek** received 3rd prize in the prestigious **Werner von Siemens Excellence Award**. A total of 8 students of the Faculty of Applied Informatics have received the Award so far.

BACHELOR'S PROGRAMMES Engineering Informatics

Tuition fee: CZK 60,000 (approx. EUR 2,500)
per 1 academic year

Degree course: Information and Control Technologies

The degree programme is primarily aimed at providing education in information technology as well as control technology. Graduates from this Bachelor's course become knowledgeable in IT and computer technology. They are well prepared to work in industrial enterprises, in companies dealing with software equipment, or in the area of computer measurement and automation, as well as control technologies.

FOLLOW-UP MASTER'S PROGRAMMES Engineering Informatics

Tuition fee: CZK 60,000 (approx. EUR 2,500)
per 1 academic year

Degree course: Integrated Systems in Buildings

This degree course focuses on issues connected with innovative approaches to securing the operation of new and existing buildings. Graduates from this programme are well prepared to work in research institutions, manufacturing companies, firms involved in the administration of integrated systems in buildings, and in the field of information technology.

DOCTORAL PROGRAMMES Engineering Informatics

Tuition fee: CZK 40,000 (approx. EUR 1,650) per 1 academic year

Degree course: Engineering Informatics

This degree course provides students with advanced knowledge in mathematics and the component disciplines of engineering informatics, such as generalized information theory, multimedia data processing, modern informatics theory, bioinformatics and safety technology, among others. The degree course also focuses on electronic systems and digital communication.

Degree course: Automatic Control and Informatics

This degree course provides students with further knowledge in mathematics and the component disciplines of technical cybernetics, such as automatic control theory, information theory, process modeling, identification, simulation, optimization and informatics. Moreover, the degree course focuses on technical measurement and control, including microcomputer, information and diagnostic systems, computer networks and computer-aided automatic control, i.e. CIM-CAD-CAM.

Faculty of Humanities

www.fhs.utb.cz

The Faculty of Humanities is a unique faculty providing degree programmes in the fields of philology, pedagogy and health care. The Faculty is also one of the approved centres for teaching and testing students who want to take City & Guilds language examinations.

Depending on their degree course, graduates from this Faculty are able to find employment in leisure centres, social institutions, consulting companies, hospitals, international business, language teaching institutions, education centres, public bodies, healthcare centres, or home and community nursing care.

The projects that are conducted at this Faculty are interdisciplinary in nature; hence, the staff of the Faculty develop close and intensive collaboration with other institutions within the Czech Republic and abroad. Students also participate in a variety of charity events and non-profit activities.

BACHELOR'S PROGRAMMES

Philology

Tuition fee: CZK 50,000 (approx. EUR 2,100) per 1 academic year

Degree course: English for Business Administration

This philological degree programme is designed to be career-focused, with particular emphasis on the current and future needs of experts in the areas of English philology and Business English. Graduates from this course have advanced knowledge of spoken and written English and other linguistic disciplines (literature, cultural studies), as well as valuable business skills.

Faculty of Logistics and Crisis Management

www.flkr.utb.cz

The Faculty of Logistics and Crisis Management is the youngest faculty of Tomas Bata University in Zlín. It is located in Uherské Hradiště (30km from Zlín). The Faculty vigorously engages in diverse research activities. The research and development activities conducted at the Faculty are orientated towards studying logistic systems in the business field and crisis management in public administration. Moreover, research work focuses on the human psyche in extreme situations, such as long-lasting stays in spaceships and submarines and state of weightlessness, among others.



Exchange Programmes

Outgoing Exchange Students

Students who are admitted to study in a degree programme at Tomas Bata University in Zlín can also apply for various exchange programmes. TBU has concluded a number of agreements with universities and education institutions from all around the world. Study periods and traineeships abroad are intended for students in any mode of study who have duly completed their first year of studies. Each faculty holds its own selection procedures and criteria for exchange study periods/traineeships abroad. An outstanding academic performance and proficiency in the relevant foreign language are important for the applicants. More information can be given by Vice-Dean for International Relations at the relevant faculty.

Erasmus

The Erasmus programme is the largest programme of European cooperation in the sphere of higher education. The programme provides financial support to students taking part in mobility at a partner institution in a country which participates in the LLP programme. Among the programme's main activities, the following are to be named: Study periods and traineeships for HEI students held abroad during a period lasting from 3 to 12 months, HEI staff mobility for teaching assignments and staff training held abroad during a period lasting from 1 to 6 weeks, introduction of the European Credit Transfer and Accumulation System (ECTS), etc.

AKTION Czech Republic – Austria

A bilateral programme providing scholarships to individual students (one-semester scholarships and short-term research scholarships for students, scholarships for teachers, scholarships for dissertation network intended for post-doctoral students, etc.) and grants for the implementation of Czech-Austrian projects of cooperation in science and education.

Academic Information Agency (AIA)

The AIA organizes selection procedures for students and academic staff at Czech public higher education institutions aimed at finding scholarship placements in almost 40 countries in accordance with bilateral agreements.

CEEPUS

A Central European exchange programme implemented by higher education institutions in Central and South East Europe (one-semester courses, summer schools and excursions intended both for students and teachers).

EEA and Norway Grants

Support for bilateral and multilateral cooperation between schools in the Czech Republic, Iceland, Norway and Liechtenstein (mobility and internship projects, institutional collaboration projects).

SCIE X

Support for implementation of research plans of Czech PhD students and of research training placements for post-doctoral students in Switzerland.

Freemovers

TBU also provides financial support for the mobility of students who organize their traineeships or study periods at educational institutions abroad on their own initiative and outside an exchange programme.

Incoming Exchange Students

Exchange students can choose from a wide range of courses at each Faculty (a full list of courses can be found at www.utb.cz section: International). If you are a student who would like to be successfully involved in the selection process, the Exchange Student Application Form and Learning Agreement have to be submitted by the application deadline to TBU International Office. Both documents have to be completed and signed by people responsible for exchange studies at the sending institution.

TBU Summer Schools

Tomas Bata University in Zlín also organizes one and two-week courses focusing on different fields of study. They are held every summer (July/August). The courses also include an interesting cultural programme in order to acquaint the attendees with Czech culture and environment. TBU Summer School attendees can also join us for Travel Week and discover the most beautiful places. For further information kindly visit our webpage

www.summerschools.utb.cz

Language Courses

Czech Language Courses

TBU has a specialized department that offers several courses of the Czech language for foreigners. The courses available at the department include:

A year-long intensive Czech language course where applicants can obtain certificates in accordance with the level of knowledge gained. The course specifically prepares foreigners for studies at Czech higher education institutions.

A three-month Czech language course is intended for foreigners interested in learning the basics of the Czech language and in acquiring language and communication competence in Czech at the A1 level in accordance with the Common European Framework of Reference for Languages.

A three-week summer Czech language course that is aimed particularly at foreigners employed in the Czech Republic. The classes are usually held late afternoon or evening.

Afternoon Czech language courses are aimed at foreigners working in the Czech Republic and interested in learning the basics of the Czech language or in broadening their present knowledge.

Paid certified exams (level A2 to C1) are intended particularly for foreigners working in the Czech Republic.

Chinese Language Courses

Since Chinese is the most widely spoken language in the world, one of the six official languages of the United Nations and the numbers of business links between China and the Czech Republic continue to grow every year, TBU offers free Chinese courses to its students and staff. Attendees get acquainted not only with Chinese and its characters, but its rich culture and history, too.

Research at Tomas Bata University in Zlín

The R&D activities at TBU are focused on basic and applied research. The activities are carried out by means of research projects and grant projects offered by the Grant Agency of the Czech Republic, Grant Agency of the Academy of Sciences of the Czech Republic, Technology Agency of the Czech Republic and by means of grant projects offered by the competent ministries of the Government of the Czech Republic.

In the mentioned spheres the **Faculty of Technology** has achieved remarkable international success; above all the impressive results achieved in rheology of polymers, polymer processing, know-how in the manufacture of prophylactic footwear and particularly in research concerning historical footwear, production engineering, environmental protection engineering, physics and materials engineering and food technology are worth mentioning.

The **Faculty of Management and Economics** aims at formulating the industrial policy of the region and developing methodological materials intended for enterprises and serving to modernize the business methods in order to improve the competitiveness of companies.

The activities at the **Faculty of Multimedia Communications** are concentrated on the field of practical design, promotion and research into marketing and intercultural communication.

Research activities at the **Faculty of Applied Informatics** are focused on the modern methods of automatic control theory, technological processes, monitoring and control, measurement technology, artificial intelligence methods, information technologies, software engineering, mathematical modelling of technological processes with respect to their automatic control, and last but not least, research solutions for the automatic control of combined heat and power production.

The **Faculty of Humanities** concentrates on scientific research and other R&D activities in the sphere of humanities (on pedagogy and other social sciences, selected healthcare sciences and foreign languages in particular).

The main priorities of R&D activities carried out at the **Faculty of Logistics and Crisis Management** are in accordance with the specialization of the Faculty, i.e. logistics, crisis management and environmental security.

Research Institutions

University Institute (UNI)

The University Institute (UNI) is focused on science, applied research and development, creating conditions for interconnecting basic and applied research with industry, co-operation with municipalities, regions, national and international organizations and institutions on R&D project preparation and implementation, supporting creative and innovative activities both inside and outside the University, provision of intellectual and industrial property protection, etc.

Polymer Centre

The Polymer Centre is part of the Faculty of Technology. Its primary research directions are chemical reactions and physical processes which enable tailoring of selected properties of polymeric systems in the course of their preparation and manufacturing. The contribution of the Centre includes the search for processes and conditions suitable for the preparation, manufacturing and stabilizing of new materials with well-balanced physical properties for expected applications.

The results of the research and methods developed contribute to the description of polymer processing, and its effect on structure and properties of polymeric systems. These new methods clarifying unknown structures and properties will be utilized in application research with the aim to offer economically attractive results and information.

Centre of Polymer Systems (CPS)

The aim of the project is to substantially enlarge the existing research infrastructure of TBU in Zlín and create a Centre of Polymer Systems as a dynamic research unit with long-term sustainability and high added value. The CPS as an important regional research centre will support the national plastics and rubber industry from the personnel, technology and knowledge viewpoints, and at the same time it will work internationally on all activity levels. The scientific part is framed into two mutually linked programmes connected with polymer processes, bioactive polymers and polymer composites. The research programmes create a sufficient space for cooperation with the commercial sector with emphasis put on innovations.

Centre of Applied Economic Research (CAER)

The Centre is part of the Faculty of Management and Economics. The research conducted at the Centre generally focuses on managerial and economic causes and aspects of overall and contextual performance, competitiveness and their development and measurement, in the context of individual organizations, clusters and regions under the emerged knowledge economy and different innovation frameworks.

Research and the dissemination of results and knowledge in the CAER are carried out through development programmes, consulting, publishing and presentations at conferences and other relevant events. The Centre also collaborates with academics from relevant departments at the Faculty or University, with students, as well as with partners from organizations and companies in the Zlín Region, Czech Republic and foreign countries (Spain, Italy, Finland, United Kingdom, USA, etc.).

Centre for Security, Information and Advanced Technologies (CEBIA-Tech)

The Centre for Security, Information and Advanced Technologies is part of the Faculty of Applied Informatics. The Centre is focused on research directions, within which the Faculty has achieved national and international success, i.e.: application of engineering informatics, security research and alternative sources of energy.

Scientific Awards and Recognition

Top researchers and scientists in their field are members of the TBU teaching staff. Some of them are:

Prof. Karel Kolomazník (1998), Rolex Award for Enterprise laureate for the discovery of the enzymatic hydrolysis of leather waste. The Award is often called "a mini Nobel Prize".

Assoc. Prof. Petr Hlaváček (2003), prominent international expert in footwear hygiene, conducted a research into the 5000-year-old Alpine Mummy (Ötzi) and was nominated for TOP 100 discoveries of the year 2003. Petr Hlaváček also conducted the Terracotta Warriors' Footwear research (2006-2009) as part of the UNESCO's World Heritage.

Prof. Berenika Hausnerová (2007), UNESCO-L'ORÉAL Award, For Women in Science, laureate in recognition of her work on the influence of pressure on the rheological behaviour of PIM materials.

Prof. Martin Zatloukal (2007), Exxon Mobil Chemical European Science and Engineering Award laureate. The prize is intended for scientists specializing in polymer processing.

Assoc. Prof. Vladimír Pavlínek (2009), Morand Lambla Award laureate for his long-running research into conductive polymers and the ways of using them in intelligent applications, conducted by the international Polymer Processing Society.

Prof. Petr Sáha, former President of the Polymer Processing Society, member of the EUA Council, representative in the main committee of the Society of Plastics Engineers, member of American Institute of Physics, member of the Society of Rheology, etc.

Prof. Milan Zelený, world-famous economist, the most published and cited among Czech economists. Prof. Milan Zelený has received several awards; notable among them are Erskine Fellowship, University of Canterbury, New Zealand, The George Cantor Award, International Society of MCDM, Rockefeller Foundation Resident Scholar, Bellagio Study Center, Alexander von Humboldt Award, Bonn, Germany, etc.

TBU has also conferred honorary degrees (Doctor Honoris Causa) upon 3 persons of distinction, namely President of the European Commission **José Manuel Barroso** (2009) - in recognition of his personal contribution to the accession of the Czech Republic to the European Union and to building a new Europe; internationally acclaimed architect and Zlín native **Prof. Eva Jiříčná** (2011) - in recognition of her excellent presentation of TBU in the Czech Republic and abroad, and for promoting the good reputation of the University and the town of Zlín, namely through designing the architecturally exceptional buildings of the Congress and University Centre; and **Ms. Sonja Bata** (2012) - in recognition of her long-term support of TBU - from its establishment to the present time, in recognition of her promotion of the University abroad and of her personal contribution to the development of international relations of TBU.



Teaching and Learning Facilities

The University's workplaces are all located in modern buildings. TBU can be proud of its up-to-date equipment and facilities that meet the latest standards set for European universities. The University's buildings are located in the centre of Zlín. Although the buildings are not situated within one campus, they are all located within easy walking distance from each other.

Student ID Card

Students of TBU obtain a student ID card which enables them to use the University's facilities and at the same time serves as a key to entering the Library and Computer Rooms. It can also be used as an electronic wallet for payments at the Refectories, the Restaurant and copy centres. Students can also use this card to get student discounts provided by state or private institutions. Besides the regular University ID card, students have the option to obtain the highly reputable ISIC cards offering discounts on various products and services worldwide.

Internet Access

TBU has a high-quality information technology network. All buildings of the University have Internet access, including a free Wi-Fi connection (if you use your own laptop). Students can also use the University computers (1,350 computers) that are located in the Computer Rooms and Libraries. They are also attached to printers.

University Library

The University Library is located in the new University Centre that was built by world-renowned architect Prof. Eva Jiřičná. Almost 100,000 books, hundreds of magazines, around

25,000 e-periodicals, and around 60 databases are important information resources provided by the University Library. As has been mentioned, there are computers available in the Library, as well as connections with network access for laptop users. A copier and a printer are available on every floor. Students can also use special rooms intended for group study.

The TBU Library is listed on the prestigious website www.librarybuildings.info among the 64 best contemporary European libraries. Thanks to its huge book and periodical collections and other facilities, it can be compared to other highly rated university libraries all over the world. The University's Library is open to all students, subject to a simple registration procedure.

Accommodation

Student accommodation is available in the TBU Halls of Residence in fully-equipped single and double rooms with a kitchenette and full sanitary facilities. The rooms have Internet access connections and all the buildings offer computer rooms with Internet access. There are also TV rooms, an Internet study room, laundry room/drying room, etc. All buildings of the University Halls are located within easy walking distance from the University buildings.

Catering

Catering services are available for students and staff in two Refectories and the Restaurant. Students and staff can choose from a minimum of nine different meals every day, including vegetarian dishes. Students can also buy some snacks and drinks in the Cafeteria. The food provided in the Refectories, Restaurant and Cafeteria is prepared with equipment of high standards; hence, the meals that are served are of good quality and are healthy. Students can use their Students ID Card to buy meals at a reduced price.





Extracurricular Activities

Buddy System Zlín

Are you scared about moving to a foreign country? Do not worry! The members of the student organization Buddy System Zlín are ready to welcome you at the University and help you feel like home in Zlín. Buddy System Zlín is a group of enthusiastic students of all TBU faculties, who will contact you and provide you with relevant information before your arrival and during your stay, especially during the first few days. They also organize various events for international students, including trips, sports activities, meetings, movie nights and cultural evenings during the academic year. Buddy System Zlín can be proud of being a member of the International Erasmus Student Network that facilitates the study and social life of foreign students not only in the Czech Republic.

More information about
Buddy System Zlín can be found
at www.buddysystem.utb.cz.

Sports

Zlín offers a wide range of sporting and recreational opportunities. The town of Zlín provides several sports facilities, including indoor and outdoor swimming pools, two ice skating rinks, an artificial ski slope, squash facilities, tennis courts and bowling. There are also numerous opportunities for students interested in hiking, cycling, horse riding and fishing. The region has hundreds of kilometres of marked hiking trails designed to suit all age groups. The international Moravian Cycling Route passes through the region. Visitors can also try out boating on the Bata Canal. Zlín also holds several prestigious sports events, e.g. the Barum Rally - European Rally Championship, which runs through the town and its surroundings during summer.

Apart from the sports facilities that Zlín has to offer, Tomas Bata University in Zlín has its own sports centre located in the building of the Faculty of Applied Informatics. There are 2 gyms and a fitness centre. As a member of the University sport club, students can use these facilities at any time during the whole week. Students can take part in any of the organized activities (e.g. aerobics, body-building, spinning, cycling, swimming, inline skating, football, floorball, volleyball, softball, skiing, basketball, tennis, table-tennis, hiking, climbing, soccer, taekwondo and squash). Moreover, the Rector's Sports Day is held annually and students and staff have the opportunity to compete in various indoor and outdoor sports disciplines.

As evidence of the excellence of sporting activities at TBU, a number of our students have participated in sporting competitions in the Czech Republic and abroad, with some winning awards:

Klára Křížová, Czech representative in women's downhill skiing at the Winter Olympic Games in Vancouver, Canada

Daniel Málek, breaststroke swimmer for the Czech Republic who won two bronze medals in the men's breaststroke events at the 1997 European Championships in Seville, Spain

Michal Smola, winner of a silver medal during the world championships in orienteering and a junior world champion and a silver medallist in the middle distance at the 2008 World Orienteering Championship in Olomouc, Czech Republic

Marcela Kubalčíková competed for the Czech Republic in backstroke and butterfly swimming events at the 1996 Olympic Games in Atlanta, Georgia, United States

Last but not least, the TBU ice-hockey team became Czech Academic Championship winner in 2011.



Entertainment

There are several cultural events held annually at TBU in Zlín, among them the Gala Ball, organized traditionally by students of the Faculty of Multimedia Communications, the Christmas Tree Lighting Up, Christmas Party, and Rag Day - a traditional parade of young people marching through the town wearing masks and fancy dress costumes, with concerts featuring performers of various musical styles, TBU Freshmen Welcome Party, Researchers' Night and BusFest.

Another popular event held at TBU in Zlín is the Miss Academia beauty contest. The traditional student competition aims at selecting the number one female university student in the Czech Republic.

Furthermore, an annual festive gathering of students and employees of Tomas Bata University in Zlín is organized in January or February where diplomas and letters of appointment are awarded to new Doctors (Ph.D. holders) and Associate Professors, respectively.

Zlín has always had a rich cultural heritage. Two traditional town institutions are the Theatre and the Bohuslav Martinů Philharmonic Orchestra. There are also many other entertainment venues, such as the District Gallery, Museum of South-East Moravia, Malá Scéna theatre, Shoe Museum, Classic Car Museum and dozens of private galleries, folklore ensembles, modern rock clubs and art agencies. The region of Zlín has various clubs, pubs, nice cafés and cinemas.

One of the most important festivals co-organized by TBU is the International Film Festival for Children and Youth, which has been held in Zlín since 1961. It is an important event, attracting leading film actors and actresses, producers and media not only from the Czech Republic but also from abroad. It is held annually in June.

Voluntary Services

The voluntary activities that are carried out by students of TBU are inspired by the ideologies of corporate social responsibility by Tomas Bata. Tomas Bata indicated: "Let's do only the work that serves the public". As a result, students of TBU are involved in a number of voluntary activities that serve the general public, both within and outside the Czech Republic.

Every year students organize a variety of charity events. For example, students have donated clothes and raised funds to cater for deprived children in developing countries in Africa and Asia, they have organized events supporting local charities and non-profit organizations and have been involved in several advocacy programmes aimed at empowering women and fighting discrimination and child labour.

Student Organizations

Students at TBU have numerous possibilities of becoming members of different student organizations. So they have an excellent chance of exploring their skills, abilities, learning something new and developing their potential. Moreover, students can meet new friends and gain valuable experience. Apart from the Buddy System Zlín, the present student organizations at TBU are AIESEC, IAESTE and TBU Student Union.

AIESEC is an international student organization. It is the biggest student organization in the world and has around 30,000 members at 800 universities in 83 countries. AIESEC provides international students and graduates with the opportunity to participate in a number of work and cultural exchanges in foreign countries.

TBU is also the seat of IAESTE. IAESTE LC Zlín was established in 1993 and aims to continue in the tradition of activities and projects in the sphere of personnel management and intends to increase the number of TBU students participating in research abroad fellowships.

Besides these international organizations, TBU in Zlín has its own Student Union, which cooperates with the University management, protects students' interests and highlights problematic issues and helps to deal with them. It also organizes entertaining events for students.





Practical Information

ADMISSION REQUIREMENTS

Documents required by TBU from applicants for degree programmes in English*:

- **Application form**
(available at www.utb.cz / Section: International)
- **Diploma and Diploma Supplement (Transcript of Records)**
of the highest level of education successfully completed
- **Recognition of the Diploma in the Czech Republic**
- **CV (Curriculum Vitae)**
- **Reference letter**
- **International English certificate**
min. B2 level
- **other documents + entrance examination**
(specified in the Application Form)

ACADEMIC YEAR

Winter semester (14 weeks): September – December
(examination period: January – February)

Summer semester (14 weeks): February – May
(examination period: May – July)

LIVING EXPENSES

All applicants are required to cover:

- **Tuition fee** (except for exchange programmes)
- **Living costs** (accommodation in double rooms in the University Halls of Residence and meals from the University Refectory) – approx. EUR 300 / 1 month
- **Medical insurance** (comprehensive healthcare medical insurance) – approx. EUR 500 / 1 year
- **Travel / Visa expenses** (any additional costs that may occur due to student's private needs)

SCHOLARSHIPS AND OTHER BENEFITS

Currently, TBU offers scholarships and other benefits to full-time students at various stages of their studies. All scholarships from TBU are intended for the best or talented students (depending on their previous study results and the entrance exam results) and students from socially weak families.

- **TBU Bachelor's scholarship:**
CZK 60,000 (i.e. EUR 2,400) – 1st and 2nd year
- **TBU Master's scholarship:**
CZK 60,000 (i.e. EUR 2,400) – 1st and 2nd year
- **TBU Doctoral scholarship:**
CZK 96,000 (i.e. EUR 3,840) – 1st, 2nd year
CZK 72,000 – CZK 180,000 (i.e. EUR 2,880 – EUR 7,200)
3rd, 4th year depending on the student's performance
- **TBU exchange scholarship:**
CZK 20,000 (i.e. EUR 830) – 4 months
- **Visegrad scholarship:**
for further details kindly refer to www.visegradfund.org
- **Government scholarship:**
for further details kindly refer to the web page of the Czech Embassy in your home country
- **2 flight tickets:**
(for PhD students only) TBU covers 1 ticket from the student's home country to the CZ at the beginning of the Doctoral programme and 1 ticket from the CZ to the student's home country after completing the 3 or 4-year programme (depending on the accreditation).
- **Czech course:**
90 minutes every week;
free of charge
- **Chinese course:**
90 minutes every week,
free of charge

VISA

The Czech Republic entered the European Union in May 2004; therefore, students (EU citizens) do not need a visa to enter the Czech Republic. They can enter the country with a valid passport or ID. Students who are citizens of Switzerland, Norway, Iceland and Liechtenstein (members of European economical area) are also required to present the above documents to enter the Czech Republic.

Students who are citizens of non-EU countries are required to obtain a visa to enter the Czech Republic. In order to obtain the Czech visa for the purpose of studies, applicants must provide relevant documents. Kindly note that all documents presented at the Embassy must be in their original form or a notarized copy and must not be older than 180 days.

For more information about the visa application and documentation, applicants must contact the Czech Embassy or Consulate in their home country.



* Does not apply to applicants for Exchange programmes. For further details on admission requirements kindly refer to www.utb.cz / section: International.

International Office

For all information about your degree as well as exchange studies kindly refer to www.utb.cz/ Section: International or contact our friendly international officers who are ready to answer your questions, help you through the application process and support you once you are in Zlín. Please find the contact details of the TBU International Office below:

VICE-RECTOR FOR INTERNATIONAL RELATIONS

Doc. PhDr. Ing. Aleš Gregar, CSc.

Tel.: +420 576 032 032

Email: gregar@fame.utb.cz

HEAD OF INTERNATIONAL OFFICE

Ing. Jana Školoudíková

(degree students, international projects)

Tel.: +420 576 032 238

Email: skoloudikova@rektorat.utb.cz

INTERNATIONAL OFFICERS

Ing. Miroslava Cedidlová

(exchange coordinator - outgoing students)

Tel.: +420 576 032 200

Email: cedidlova@rektorat.utb.cz

Ing. Martina Dokoupilová

(exchange coordinator - incoming students)

Tel.: +420 576 032 213

Email: dokoupilova@rektorat.utb.cz

For general enquiries, kindly send an email to:

international@utb.cz or visit our website www.utb.cz



