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STUDY IN
ZLIN

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WHY SELECT TOMAS BATA UNIVERSITY IN ZLÍN

Tomas Bata University in Zlín is a dynamic university offering a wide range of courses at its six faculties. It is a centre of research and development, attaining the world’s highest standards in selected areas. The University’s graduates are issued with the Diploma Supplement. It is recognized throughout Europe and its aim is to facilitate their position in the European labour market. We are happy to say that we have students from all over the world.

Our University has earned an excellent reputation. This claim may be supported by the following statement of the Czech Republic’s President Václav Klaus saying about our school: “What Tomas Bata University has managed to do in the past years is evident and remarkable. Among other universities Tomas Bata University is exceptional.”

Tomas Bata University is based in the town of Zlín. Thanks to its beautiful functionalist town centre surrounded by landscaped forests, parks and gardens, it is absolutely unique among all other towns in the Czech Republic.

I am delighted to invite you now to a modern university in a modern town.

Prof. Ignác Hoza,
Rector of Tomas Bata University in Zlín
Tomas Bata University in Zlin is open to all new ideas. Its six faculties offer their 13,000 students the possibility of studying the following disciplines: chemistry, food processing, ecology, economics, visual arts, communication studies, informatics, pedagogy, philology, and health care. One of the essential parts of the University’s activities is research and development.

The University is named after the originator of the shoe industry in Zlin and a world-famous entrepreneur Tomáš Baťa (1876 – 1932). His son Tomáš Baťa Jr held the post of Chairperson of the University’s Board of Governors since the foundation of the University until his death in September 2008.

The University aims to become one of the most prominent educational and research institutions in the world. Therefore, it has always been bilingual – English and Czech are of equal importance and considerable emphasis is laid on teaching English to both students and staff.

The University is a member of numerous international organizations. Its membership in the European University Association, which associates over 800 universities from 46 countries in Europe, is one of the most prestigious ones. The University has also signed the Magna Charta Universitatum of Bologna, which among other things aims to support scientific development and freedom, and to remove boundaries when gaining and transferring knowledge.

Tomas Bata University uses a unified credit transfer scheme compatible with other European universities. Its graduates are issued the Diploma Supplement, the aim of which is to enhance their position in the European labour market and which is recognized all over Europe. The University has been awarded the prestigious Diploma Supplement Label by the European Commission, which has raised its reputation among other higher education institutions in Europe.

“Europe is not our only aim. We must be able to produce graduates for the global market!”

Tomáš Baťa Jr, the first Chairperson of the University’s Board of Governors
Tomas Bata University is based in the regional capital of Zlín with the population of 80,000. The town, which is situated in the south-east of the Czech Republic, is unique for its unusual appearance perfectly combining urban architecture and nature.

Thanks to a well-considered urbanistic plan developed in the 1920s, Zlín was built as a town of gardens, parks and other green areas. Its development was the fastest in the interwar era, when the town became the centre of the shoe industry represented by the Baťa Shoe Company. Tomáš Baťa cared very much about the living conditions of his employees and he did a lot to make the conditions better. He built a new hospital, several schools, administration buildings as well as large house districts. In that period, the most prominent architects of their time participated in the urban development of Zlín, e.g. Jan Kotěra, Vladimír Karfík, František Lýdie Gahura or Le Corbusier. The administration building of the Baťa Shoe Company No. 21, the so-called Baťa’s skyscraper, is considered the most impressive Zlín’s building of the interwar era. It was designed by Vladimír Karfík.

Today’s Zlín is a modern university town and, not only thanks to students, looks new. Particularly in summer there are numerous cultural and sports events known all over Europe. Every year in early May, the International Film Festival for Children and Youth is held in Zlín, attracting tens of thousands of visitors from across the world. Tomas Bata University is one of the co-organizers of the festival. In August, the town regularly plays host to the Barum Rally, which is part of the European Rally Championship and the world series of the Intercontinental Rally Challenge.

Cultural, social and sports events are held in Zlín throughout the whole year. In summer you can take a rest in cafés and pubs that offer outside seating, while in winter you can go to the theatre, cinema or a classical concert. Swimming pools, two indoor stadiums and several sports halls are also available. Apart from this, Zlín’s sportsmen represent the best of sports. This applies, for example, to the home ice-hockey team, which ranks among the most successful in the Czech Republic.
People are also shaped by the environment they spend time in. Thus, we offer our students and staff modern work premises.

The University’s workplaces are all in modern premises – either brand new or completely redeveloped. The buildings were designed with respect to their functionality and particular attention was paid to creating a pleasant working environment. The University has developed successful cooperation not only with prominent Czech architects but also with world-renowned architect Eva Jiřičná, who was born in Zlín. The equipment and infrastructure of the workplaces meet the standards set for European universities.

The University’s premises are located in the centre of Zlín. Although the buildings are not situated within one complex, it does not take longer than ten minutes to walk from one building to another. So, restaurants, sports centres, clubs and other facilities attractive to students are within easy reach. Zlín’s vast green areas and parks make the University’s surroundings the ideal place to spend the time between lectures.
Faculty of Technology
The Faculty of Technology educates students in selected fields of technology and economy. Graduates from the faculty have various employment opportunities. They can work as technologists and managers in industry, research and public administration, they can run their own businesses, or start their careers as scientists and teachers. Academic as well as scientific and research activities at the Faculty of Technology are primarily aimed at polymers, their modifications, foodstuffs, their properties and packaging technology, cosmetics, environmental issues, materials engineering, and footwear engineering and hygiene. The faculty has earned much international acclaim for its outstanding research achievements. It is especially the Polymer Centre with its excellent outcomes that ranks among the most prominent research institutions.

Faculty of Multimedia Communications
The Faculty of Multimedia Communications represents a unique kind of faculty. It combines media and communication studies, and visual arts and audio-visual arts. Its profile reflects the fact that there is a growing trend towards blending degree courses. The faculty’s graduates are experts that can find employment with advertising and communications agencies, in public relations and the media. The arts programme educates future film and television staff, graphic artists, designers, photographers and other artists. The faculty has studios with top-quality technical and other equipment. Its students are provided with maximum space for independent and creative thinking. The faculty also participates in organizing presentations and exhibitions, and it also conducts marketing research.
FACULTY OF MANAGEMENT AND ECONOMICS

The Faculty of Management and Economics teaches students to become effective professionals in management and marketing, enterprise economics, quality and production control, industrial engineering, finance, accounting and taxes, and public administration and regional development. Its graduates find employment opportunities in industrial enterprises, trading companies, public services, banks, public administration, and local authorities. The faculty has also implemented a project aimed to encourage working with talented students. Research and development at the Faculty of Management and Economics focuses on issues relating to the performance and competitiveness of enterprises, public administration institutions, clusters and regions within innovations and the knowledge-based society. The research and development activities as well as links with business and industry are supported by the Centre for Applied Economics Research.

FACULTY OF APPLIED INFORMATICS

The Faculty of Applied Informatics provides education in information technology applications of all types. The faculty offers modern laboratories with the latest equipment. This particularly applies to the laboratory of advanced safety technologies and the laboratory of intelligent buildings, both of which rank among the best in Europe. Research and development at the faculty focuses on information technologies, artificial intelligence methods, modern methods of automatic control, the modelling, monitoring and control of technological processes, research into unconventional energy sources, measurement technology, and automatic control in CHP. The faculty has extensive national and international links and its staff have achieved international research success.
FACULTY OF HUMANITIES

The Faculty of Humanities offers higher education in linguistic, pedagogical and healthcare courses. Apart from its own degree courses, the faculty is responsible for language teaching across the University and it is also one of the accredited teaching and testing centres for international English qualifications by City & Guilds. Its graduates find jobs in the international economic environment, or in language teaching institutions, social institutions, consulting companies, education centres, leisure centres, various authorities, hospitals, healthcare centres, and domestic and community nursing care. Research and development at the faculty is interconnected with its degree programmes. A number of research projects are of interdisciplinary nature and the faculty’s staff have developed intensive cooperation with other faculties at the University as well as other universities in the Czech Republic and abroad.

FACULTY OF LOGISTICS AND CRISIS MANAGEMENT

The Faculty of Logistics and Crisis Management is based in Uherské Hradiště. Its students gain theoretical and practical knowledge in economic, managerial, technical and technological disciplines. The faculty’s graduates are expected to apply practically the acquired knowledge and skills in unexpected and critical situations, which are so common nowadays. They can find employment opportunities both in the private sector and in public administration and local authorities. Research and development at the faculty is focused towards the study of the human psyche in extreme situations (long-lasting stays in spaceships and submarines, state of weightlessness), intercultural communication, crisis management in public administration, and logistic systems in the business sphere. The faculty also participates significantly in the international project entitled Mars 500, which simulates a flight of six astronauts to the planet of Mars.
Tomas Bata University has developed cooperation with a number of research institutions worldwide, both in the European Union and in the United States, Canada, Russia, China, India, Vietnam, etc. Within polymer engineering, automation and control of technological processes, and chemistry, research conducted at our University has earned considerable recognition abroad.

The Faculty of Technology comprises a prominent research unit, the Polymer Centre, which primarily focuses on the basic research into polymer processes and polymeric materials. The Faculty of Applied Informatics staff have also earned much international acclaim, particularly in the fields of the mathematical modelling of manufacturing processes and unconventional energy sources. For his research into waste processing and utilization, Professor Karel Kolomazník has been awarded a Rolex Award for Enterprise, an ALSOP Award and several others.

Applied and industrial research is undertaken in two specialized centres at the University Institute. The Medical Materials Research Centre focuses on polymeric materials, polymer technology and polymer products with emphasis laid on the medical applications of polymers. Its research outcomes include e.g. the patent on the production of materials for hyperthermic carcinoma treatment, medical gels for covering wounds, urology tubes and catheters, etc. The Food Research Centre specializes in the materials and technologies used in the food-processing industry with emphasis laid on food supplements. The University Institute promotes creative and innovation activities both within the University and outside the University environment, it provides project consultancy, consultancy relating to industrial property protection as well as consultancy relating to the transfer of research and development outcomes into practice.

The University Institute runs the Technology Park, which provides infrastructure for innovative enterprise. The park has perfectly-equipped laboratories with the environment corresponding to that in antiseptic operating rooms. There are also some offices and seminar rooms.

The University’s research also focuses on other areas, e.g. information technology, intelligent buildings, intelligent control and security systems, management and economics, food processing, marketing, and social sciences. Another field in which our students and teachers have received international acclaim is creative arts, in particular design, fashion design, and filmmaking.
There are more than 700 international students from four continents studying at Tomas Bata University these days. Also academic and research staff include tens of international experts. Within their studies, students and teachers go to universities abroad as well. The most common programme that enables studies and teaching abroad is called Erasmus. Thanks to this programme students can spend part of their studies at over 70 universities in the European Union, Iceland, Norway, Switzerland, Lichtenstein and Turkey. Tomas Bata University participates in a number of other international cooperation programmes and has partners among higher education institutions worldwide.

Our students organize numerous cultural events to enjoy themselves as well as the general public. These events, e.g. Miss Academia and B-fashion, are well-known not only in the Czech Republic. Students organize club events, fashion shows, exhibitions, their own film shows and, among other things, they also participate in the organization of the film festival.

Sports activities also play an essential role in students’ healthy lifestyle. Sports make an integral part of their studies and the University gives strong support to sporting students in their free time as well.
In 2008, a new building of the University Centre was launched. Its design comes from the world-renowned architect Eva Jiřičná. The official launch of the University Centre was also attended by Tomáš Baťa Jr.

In April 2009, the University conferred an honorary degree upon President of the European Commission José Manuel Barroso.

The University Centre has witnessed the creation of a photo collection by photographer Lucie Robinson. The collection shows Miss World 2006 Tatána Kuchařová wearing dresses designed by a member of the academic staff at the Faculty of Multimedia Communications Šárka Šíšková. The exhibition preview was held at New York’s Museum of Arts and Design in May 2008.
OFFERING HIGH-QUALITY STUDY FACILITIES

LIBRARY

For students and staff of the University as well as others interested, there is a modern library. Almost 100,000 books, hundreds of magazines, about 25,000 e-periodicals, and about 60 available databases represent important information sources.

Another advantage of the library is its location. It is part of the modern University Centre launched in 2008. The five-floor building with a large atrium offers more than 500 study places with network access for laptop users. Out of these, 200 are computerized. Both the library and other University buildings have Internet access, obviously including a Wi-Fi connection.

CATERING

Catering service for our students and staff is provided by two refectories and a restaurant. The quality of the food served and the equipment used are of the highest standard. The same applies to the advanced technology used to meet modern cooking and food service needs. It is particularly the restaurant in the University Centre that is often visited by people coming not only to have something to eat but also to have a chat with friends between lectures in a comfortable place.

ACCOMMODATION

Student accommodation is available in the form of the University’s halls of residence. There are double and triple rooms with a kitchenette and full sanitary facilities. All the halls of residence buildings are located near the education buildings. The rooms have network access and, apart from this, all the halls of residence offer study rooms with access to the Internet as well.

CZECH REPUBLIC

The Czech Republic is a democratic country situated in Central Europe and it is a member state of the European Union with the population of 10.2 million. It borders 4 countries – Germany in the west, Poland in the north, Slovakia in the east and Austria in the south. The capital city is Prague.

The Czech Republic is well-known for its historical sights and natural beauty. Czech spas, historic towns, castles and manors, some of which have been inscribed on the UNESCO’s World Heritage List, are visited every year by tourists from the Czech Republic as well as abroad. National parks, rock towns and caves open to the public also represent popular tourist attractions.

Czech history goes back over 1,000 years. A number of people famous worldwide were born in the Czech Lands. Some of the most prominent names include composers Antonín Dvořák and Bedřich Smetana, pedagogue Jan Amos Komenský, Nobel Prize winners Jaroslav Heyrovský and Jaroslav Seifert or former president Václav Havel. The Czech Republic has also become famous for its products such as glass, costume jewellery, Škoda and Tatra cars and last but not least for its beer. And it is also sporting success that is typical of the Czech Republic – particularly hockey players and athletes regularly win medals at the Olympics and world championships.