

# **Long-term Plan for Educational and Scientific, Research, Development, Innovation and Other Creative Activities of the Faculty of Logistics and Crisis Management of Tomas Bata University in Zlín for the Period 2016 - 2020**

## **Introduction**

The Long-term Plan for Educational and Scientific, Research, Development, Innovation and Other Creative Activities of the Faculty of Logistics and Crisis Management of Tomas Bata University in Zlín for the period 2016 - 2020 is a key strategic document of the Faculty of Logistics and Crisis Management of Tomas Bata University in Zlín (hereinafter referred to as the FLCM) defining priorities and main planned measures for the period 2016 to 2020.

The Long-term Plan for Educational and Scientific, Research, Development, Innovation and Other Creative Activities of the Faculty of Logistics and Crisis Management of TBU in Zlín for the period 2016 - 2020 (hereinafter referred to as the "Long-term Plan for FLCM") follows the Czech and European conceptual and strategic documents of educational and scientific policy. It considers the objectives of the Long-term Plan for Educational and Scientific, Research, Development and Innovation, Artistic and Other Creative Activities of Tomas Bata University in Zlín for the period 2016 - 2020 and the objectives of the Long-term Plan for Educational and Scientific, Research, Development and Innovation, Artistic and Other Creative Activities for the Area of Higher Education, prepared by the Ministry of Education, Youth and Sports of the Czech Republic.

## **Bases**

The FLCM Long-term Plan is substantively linked to documents at the national and international levels, in particular the Strategy for Education Policy of the Czech Republic until 2020 ("Strategy 2020"), which was adopted in 2014.

The documents at the national level to which the FLCM Long-term Plan is linked include:

- Long-term Plan for Educational and Scientific, Research, Development and Innovation, Artistic and Other Creative Activities for the Higher Education Sector 2011 - 2015,
- Framework for the Development of Higher Education until 2020,
- International Competitiveness Strategy 2012 - 2020,
- Framework for State Support for Research, Development and Innovation (2014/C 198/01),

- National Research and Innovation Strategy for Smart Specialization of the Czech Republic (National RIS3 Strategy) incl. Regional annexes for the Zlín Region,

At the international level:

- European Higher Education Area (Bologna Declaration of 19 June 1999 and subsequent communiqué),
- Europe 2020 Strategy,
- Strategic Framework for European Cooperation in Education and Vocational Training (ET – Education and Training 2020).

The FLCM Long-Term Plan is followed by its annually published Updates, which both elaborate the plan for implementing key measures for the given year and respond to current developments in the field of higher education and in society as a whole, to new findings and analyses, and also consider the progress and results of reforms to date.

## **Strategic Goals**

**In the period from 2016 to 2020, the basic goal of FLCM is to transform into an educational and scientific research institution closely connected with the business environment.**

Goal 1: To build a faculty with a solid reputation in the higher education system. To ensure the education of high-quality and competitive graduates who will find employment in their field on the global labour market.

Goal 2: To ensure high-quality research with recognizable outputs in the fields implemented at the faculty, with a high level of usefulness for the continuous development of the region.

Goal 3: To further develop the natural international environment at the FLCM.

Goal 4: To strengthen the faculty's activities in the area of social responsibility internally and externally by searching for and creating partnerships and intensive cooperation in the non-profit sector, setting transparent procedures in the personnel area (recruitment, education, evaluation, remuneration system, developing an employee benefits system); supporting flexible forms of work, improving the quality of services for students and employees, supporting the solidarity of students, graduates and employees of the university.

## **Priority Goals**

### ***1. Education***

Goal 1: To prepare and accredit a new study program at the bachelor's and master's levels. Prepare and accredit a selected study program in the English language.

Goal 2: To improve presentation, communication, IT, project and entrepreneurial skills and competencies of students, support creativity and independent decision-making and problem solving.

Goal 3: To support student involvement in internships, company internships and creative activities of the components, actively seek opportunities for cooperation with practice. Increase the number of bachelor's and diploma theses solved in accordance with the requirements of practice.

### ***2. High-quality and Relevant Research, Development, Innovation and Other Creative Activities***

Goal 1: To increase the quality of creative activities carried out at the faculty with the aim of an annual increase in the number of publication outputs indexed in monitored databases (registered for RIV) and an increase in their citation rate.

Goal 2: To improve the quality of the structure for transferring the results of research, development and innovation into practice, in particular to strengthen the faculty's involvement in applied research and development supported by non-public sources.

Goal 3: To develop active involvement in international scientific communities and associations. To support and build infrastructures ensuring project activities.

Goal 4: To recruit project-based young researchers (postdoctoral fellows) as a potential source of staffing for quality creative activities at the faculty. To create grant incentives for young researchers, enabling their career development.

Goal 5: To create conditions for the emergence of project interfaculty research teams with the aim of increasing the potential and outputs of scientific research activity.

Goal 6: To support the creation of R&D projects in domestic and foreign grant schemes.

### ***3. Quality Assurance***

Goal 1: To use available financial instruments to influence the quality of the faculty's activities while respecting the principle of efficiency.

Goal 2: To analyze and identify the causes of academic failure. Based on the analysis, examples of good practice and with regard to the specifics of individual study programs and fields, propose measures leading to increased success while maintaining quality.

Goal 3: To systematize and harmonize the evaluation tools of the pedagogical process as well as the self-evaluation of academic staff in the field of R&D activities.

### ***4. Diversity and Accessibility***

Goal 1: To improve the conditions of equal access to education for applicants/students with specific needs and from socio-economically disadvantaged backgrounds.

Goal 2: To expand the possibilities of providing counseling services for study applicants, students and employees.

Goal 3: To open the faculty to the public. Ensure the permeability of study programs and lifelong learning programs. Expand the offer of lifelong learning courses.

Goal 4: To support the use of the existing e-learning system in relation to higher interoperability of electronic materials.

Goal 5: To expand and cultivate relationships with future employers of faculty graduates and involve them in the innovation of study programs, lifelong learning and cooperation within R&D.

Goal 6: To improve and develop U3A as a public service.

### ***5. Internationalization***

Goal 1: To prepare one study program in such a way that it has an international character and that incoming students and visiting teachers are integrated into the life of the academic community.

Goal 2: To ensure that selected students of bachelor's and subsequent master's study programs are sent on a study stay or internship abroad lasting at least 14 days as part of their studies.

Goal 3: To ensure the growing number of foreign students coming to the faculty for a short-term study stay of at least 14 days.

Goal 4: To reflect students' study stays abroad in study plans and internal regulations so that they do not complicate the completion of studies in the standard time.

Goal 5: To develop international mobility of students and academic staff with an emphasis on quality scientific cooperation.

## ***6. Relevance***

Goal 1: To support the professional growth of faculty staff and increase their competence both in education and in creative and other activities, including the valorization of results.

Goal 2: To increase the applicability of graduates in practice by cooperating with relevant actors (employers, graduates, social partners, etc.) in the creation and innovation of study programs, by supporting the transferable competences of students, by supporting entrepreneurship and by creating conditions for the creation of start-up companies.

## ***7. Faculty Infrastructure Development***

Goal 1: To build a teaching and research laboratory for the needs of all study programs accredited at the faculty.

Goal 2: Permanently develop computer technology laboratories by securing new software used in the FRS and IRS of the Zlín region, state administration, local government and the corporate sphere.

Goal 3: To ensure the availability of electronic information resources based on modern tools for efficient searching in their content.

## ***8. Faculty External and Internal Communication***

Goal 1: To strengthen the prestige of the faculty on a national and international scale, to promote the faculty as a modern and high-quality university, to take care of the image of the faculty.

Objective 2: By promoting communication between academia and the private sector, public administration and the public, ensure cooperation in creative activities and transfer of knowledge and innovation.

Goal 3: Using modern forms of communication, continue to improve the availability of clear and reliable information about the study options at the faculty for applicants and the public (in the Czech Republic and abroad).

Goal 4: To popularize the results of science and research towards the public, especially those interested in future studies and scientific activities at the faculty.

Goal 5: To optimize the internal communication system (standardized internal communication tools), increase staff awareness of the faculty's strategic plans and improve communication between students/employees and faculty management.

Goal 6: To create and implement a communication strategy with FLCM graduates.

## ***9. Financing and Organization***

Goal 1: To deepen multi-source financing of faculty activities and reduce dependence on direct funding from the state budget by increasing the share of own income. Support innovations in all faculty activities from the Institutional Plan, Centralized Development Programs and OP R&D, or other operational programs. Fund strategic and priority actions to the maximum extent from the European Structural and Investment Funds in the 2014-2020 programming period.

### **Final Provisions**

In accordance with Section 15, paragraph 2, letter a) of Act No. 111/1998 Coll. on higher education institutions and on amendments and supplements to other acts (Higher Education Act), as amended, the FLCM Long-term Plan for the period 2016 – 2020 was discussed on 9 December 2015 by the FLCM Scientific Council and, in accordance with the provisions of Section 9, paragraph 1, letter i) of the Act, it was approved on 8 February 2016 by the Academic Senate of the FLCM TBU.

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