

# **Strategic Plan Implementation for Educational and Creative Activities of the Faculty of Logistics and Crisis Management of Tomas Bata University in Zlín for 2019**

The implementation plan of the Strategic Plan for Educational and Creative Activities of the Faculty of Logistics and Crisis Management of Tomas Bata University in Zlín (hereinafter referred to as FLCM) for 2019 (originally according to the announcement of the Ministry of Education, Sports and Youth "Update of 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 2019) is part of the Long-term Plan for FLCM TBU for the period 2016-2020.

## **Priorities of the Implementation Plan of the FLCM Strategic Plan for 2019**

### **1. Education**

*Goal 1: Preparation and obtaining accreditation of study programs and improvement of teaching quality.*

- Obtaining accreditation of the bachelor's degree program Applied Logistics (full-time form) with teaching in the Czech language. This is a professionally profiled study program without specializations.
- Obtaining accreditation of the follow-up master's degree program Social Security (full-time and part-time form) with teaching in the Czech language. This is an academically profiled study program with specializations.
- Obtaining accreditation of the bachelor's degree program Population Protection (full-time and part-time form) with teaching in the Czech language. This is an academically profiled study program without specializations.
- Obtaining accreditation of the bachelor's degree program Risk Management (full-time and part-time form) with teaching in the Czech language. This is an academically profiled study program without specializations.
- Submission of accreditation of the bachelor's degree program Environmental Security (full-time form) with teaching in the Czech language. This is an academically profiled study program without specializations.
- To ensure the creation of study supports and multimedia aids for all forms of study, use the Moodle system for the study support database. Use these materials when accrediting the combined form of study.

*Goal 2: To improve students' presentation, communication, IT, project and entrepreneurial skills and competencies, to promote creativity and independent decision-making in problem solving.*

- To support talented students and create a system for presenting their outputs within the

framework of creative activities and supporting the image of FLCM.

- To support faculty-wide projects that develop skills, knowledge and communication skills and support the employability of graduates in practice.
- To support student participation in solving creative and project activities of the faculty within the framework of supporting student creative forces (SCF).
- To support student scientific and professional activities (SPA).
- To support student activities in publishing the journal Faculty Review.
- To support the participation of gifted students in professional workshops and conferences.

*Goal 3: Based on contracts with companies and public administration bodies, especially in the Zlín region, concluded in previous years, support the involvement of students in internships, company internships and creative activities as part of TBU. Increase the number of final theses solved in accordance with the requirements of practice.*

- To ensure the necessary number of professional internships and practical training in companies.
- To implement professional lectures/workshops with the participation of experts from practice.
- To make the faculty's cooperation with professional organizations more effective on the basis of a contractual relationship.

## **2. High-quality and relevant research, development, innovation and other creative activities**

*Goal 1: Continue to successfully increase the quality of creative activities carried out at FLCM with the aim of further growth in publication outputs (compared to 2018), indexed in monitored databases (registered for RIV) and increasing their citation rate.*

- To increase the effectiveness of internal projects in relation to the produced recognizable outputs and defined areas of research of the component.
- To support activities leading to a long-term increase in the quality of the outputs of the creative activities of academic and scientific staff.
- To prepare an evaluation of creative activities for 2019 in accordance with the Methodology 17+, or the guideline for the evaluation of pedagogical, creative and other activities.
- To continue to support the professional and professional growth of employees by increasing their competencies in educational, research and other creative activities.

*Goal 2: Create conditions for the establishment of project interfaculty and interuniversity research teams with the aim of increasing the potential and outputs of scientific research activities.*

- To develop and support active participation in international scientific communities.
- To create and maintain conditions for supporting project activities primarily after obtaining a project

## **3. Quality Assurance**

*Goal 1: Evaluate and enhance the quality and relevance of both full-time and combined study programs to harmonize the graduate profile across both forms of study.*

- Require quality assessment of teaching at all levels and propose improvement measures based on its analysis.
- To ensure high-quality teaching by applying control mechanisms across all study programs.
- To improve communication across the faculty's organizational structure throughout the entire study period.

*Goal 2: Identify and analyse the causes of academic failure in both full-time and combined study programs and propose measures to improve student success while maintaining quality standards.*

- To implement supplementary teaching for subjects with a high failure rate.
- To develop a motivation system to support talented students.
- Fully involve year coordinators in the student adaptation process.

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

*Goal 1: To further expand the provision of counselling services for prospective students, current students, and staff in the areas of pedagogy, psychology, and legal advice.*

*Goal 2: To ensure equal access to education for applicants and students with special needs and those from socioeconomically disadvantaged backgrounds.*

*Goal 3: To support student participation in student competitions at TBU and other universities in the Czech Republic and abroad.*

*Goal 4: To develop methods and content for electronic study aids and explore further opportunities to enhance and personalize the educational process.*

*Goal 5: To continue the successful collaboration with regional manufacturing companies and public administration.*

- Develop cooperation with companies in the fields of logistics, risk management, societal security, and civil protection, as well as other disciplines across the faculty.
- Propose and implement joint scientific research projects with public and private sector organizations, focusing on the application of practical solutions.

*Goal 6: To expand the offer of Lifelong Learning (CŽV) and University of the Third Age (U3V) programs.*

- To enhance and, if necessary, expand the Lifelong Learning offer through courses that help companies and organizations innovate, with a focus on risk management, logistics, and other relevant areas.
- To develop and organize crisis management courses for the public sector, especially local governments.
- To accredit newly developed Lifelong Learning courses
- In cooperation with the TBU Rectorate, innovate the University of the Third Age course offerings and launch them in the town of Uherský Brod
- To prepare and obtain accreditation for professional development courses for primary and secondary school teachers.

#### **5. Internationalization**

*Goal 1: To establish organizational and financial conditions to increase mobility for academic staff and students.*

*Goal 2: To continue developing existing international partnerships (Kazakhstan, Poland, Norway, Slovakia, Bhutan, Tanzania, Zanzibar, Lithuania).*

*Goal 3: To establish new strategic partnerships with foreign institutions for specific study programs and research directions.*

*Goal 4: To foster an international environment within the faculty, ensuring that all departments provide services in both Czech and English. Optimize the management of internationalization activities.*

*Goal 5: To improve employees' communication skills in English through training courses and opportunities for short-term work stays abroad.*

*Goal 6: Integrate students' international study stays into study plans and internal regulations to*

*prevent complications in completing their studies within the standard timeframe.*

## **6. Relevance**

*Goal 1: To support the professional and academic growth of faculty staff, including the recognition of their achievements.*

- To promote academic staff training to improve their pedagogical competencies.
- To strengthen the faculty's academic personnel structure by increasing the number of Ph.D., Associate Professor (doc.), and Professor (prof.) title holders.
- Establish conditions for launching the habilitation process (doctoral completion) for faculty academic staff in 2019.

*Goal 2: To enhance graduate employability by collaborating with relevant stakeholders (employers, alumni, etc.) in the implementation of study programs.*

- Closely cooperate with employers in launching the professional study program "Applied Logistics," strengthening collaboration opportunities.
- Actively support student excursions to companies and institutions.
- To assist students in job search preparation through specialized courses, lectures, and assessment centres, in collaboration with the TBU Job Centre.

## **7. Faculty Infrastructure Development**

*Goal 1: To ensure the completion of new specialized laboratories (e.g., cybersecurity), optimizing their use in teaching and research projects. Maintain and modernize existing laboratories (chemistry, crisis management, logistics).*

*Goal 2: To install four additional "unified presentation stations" in classrooms I, 401, 403, and 406.*

*Goal 3: To strengthen WiFi networks in building H1 by purchasing additional access points.*

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

*Goal 1: To strengthen the faculty's national and international reputation, promoting it as a modern and high-quality university while maintaining a strong public image*

- Support student organizations' activities.

*Goal 2: To enhance communication between academia and the private sector, public administration, and civil society to foster collaboration in creative activities, knowledge transfer, and faculty innovation.*

- Organize expert seminars for representatives of public and private sector organizations.

*Goal 3: Improve access to clear and reliable information on study opportunities at FLCM for prospective students and the general public (both in the Czech Republic and internationally) using modern communication methods.*

- To utilize modern communication tools and innovate faculty outreach to prospective students.
- To support integrated communication strategies to build a positive public image of the faculty.
- To strengthen collaboration with secondary schools in the region, particularly by organizing high school student visits to the faculty.

*Goal 4: To popularize scientific and research results among the public, especially potential students and those interested in scientific work at FLCM.*

- To develop the Student Scientific and Research Activity (SVOČ) initiative in collaboration with other universities in the Czech Republic and Slovakia.
- To cooperate with secondary schools in organizing student research projects, especially in the region.

*Goal 5: To optimize the internal communication system (standardized internal communication*

*tools), improve employee awareness of the faculty's strategic objectives, and enhance communication between students, staff, and faculty leadership through informational meetings.*

## **9. Funding and Organization**

*Goal 1: To secure multi-source funding for FLCM activities by increasing the share of self-generated revenue.*

*Goal 2: To ensure stable and efficient financing for FLCM by optimizing the organizational and staff structure*

- To prepare a document titled "Budget Rules and Allocation of Financial Resources for FLCM for 2019," ensuring that after mandatory expenses are covered, funding can be allocated effectively to support strategic objectives.

### **Final Provisions**

In accordance with Act No. 111/1998 Coll. on higher education institutions and on amendments and supplements to other acts (Higher Education Act), as amended, the Implementation Plan of the Strategic Plan for the Educational and Creative Activities of the Faculty of Logistics and Crisis Management of Tomas Bata University in Zlín for 2019, pursuant to the provisions of Section 30, Paragraph 1, Letter a) of the Act, was discussed on 14 February 2019 by the Scientific Council of the FLCM TBU and, pursuant to the provisions of Section 27, Paragraph 1, Letter h) of the Act, was approved on 25 March 2019 by the Academic Senate of the AS FLCM.

Ing. Bc. Miroslav Musil, Ph.D., o. h.  
AS FLCM TBU Chairman

doc. Ing. Zuzana Tučková, Ph.D., o. h.  
FLCM TBU Dean