

THE UNIVERSITY OF WEST BOHEMIA IN PILSEN

FACULTY OF ECONOMICS



ANNUAL REPORT

Of the Faculty of Economics of
the University of West Bohemia in
Pilsen for 2016

Submitted by:

doc. Dr. Ing. Miroslav Plevný

Dean of the UWB's Faculty of Economics

Editing office:

RNDr. Jiří Preis, Ph.D.

Vice-Dean of the UWB's Faculty of Economics for External Relations

1 Composition of bodies of FoE UWB

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doc. Ing. Jiří Vacek, Ph.D., Vice-Dean for Project Activities and Development

RNDr. Jiří Preis, Ph.D., Vice-Dean for External Relations

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Secretariat: **Zuzana Martinčíková** (Pilsen section)

Ivana Kurová (Cheb section)

Study Department - Pilsen section:

Kateřina Hráčková (full-time bachelor's study)

Kateřina Štruncová (follow-up full-time study and combined study, both stages)

Ing. Barbara Trojanowská (doctoral study)

Study Department - Cheb section:

Hana Blatná (combined and full-time bachelor's study)

Study Department - CECEV section:

Tomáš Kasík (lifelong learning)

Romana Kočvarová (lifelong learning)

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JUDr. Ing. David Martinčík (since February 2016)

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Secretary: **Mgr. Ing. Radka Součková** (until August 2016)

Bc. Olga Šlechtová Sojková (since November 2016)

Chair of Student Chamber: **Bc. Jana Boučková** (until June 2016)

Bc. Olga Šlechtová Sojková (since November 2016)

Members - academic section:

doc. RNDr. Mikuláš Gangur, Ph.D.

Ing. Jarmila Ircingová, Ph.D.

RNDr. Jan Kopp, Ph.D.

doc. RNDr. Marie Novotná, CSc. (since September 2016)

Ing. Miroslav Pavlák, Ph.D.

Ing. Jan Tluchoř, Ph.D.

Ing. Petra Taušl Procházková, Ph.D.

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 Kateřina Kabátová (until September 2016)
 Bc. Martina Mončeková (until June 2016)
 Bc. Ondřej Pelnář (until March 2016)
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doc. PaedDr. Alena MATUŠKOVÁ, CSc.	KGE
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doc. Ing. Ladislav ROLÍNEK, Ph.D.	EF, University of South Bohemia in České Budějovice
doc. Ing. Luboš SMRČKA, CSc.	FPH, University of Economics, Prague
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prof. Ing. Milan TURČÁNI, CSc.	FPV, University of Konštantín Filozof in Nitra
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prof. Ing. Lilia DVOŘÁKOVÁ, CSc.	KFU FoE UWB (Chair of OR)
doc. PaedDr. Ludvík EGER, CSc.	KMO FoE UWB
doc. PaedDr. Dana EGEROVÁ, Ph.D.	KPM FoE UWB
doc. RNDr. Mikuláš GANGUR, Ph.D.	KEM FoE UWB

doc. Ing. Jan HOREJC, Ph.D.	FST, University of West Bohemia in Pilsen
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doc. Ing. Jiří VACEK, Ph.D.	KPM FoE UWB
doc. Ing. Emil VACÍK, Ph.D.	FPH, University of Economics in Prague
prof. Ing. Miroslav ŽIŽKA, Ph.D.	EF, Technical University in Liberec

2 Departments and sections of FoE UWB

2.1 Departments

KEM - Department of Economics and Quantitative Methods

Head: **Ing. Mgr. Milan Svoboda, Ph.D.**

KFU - Department of Finance and Accounting

Head: **Ing. Michaela Krechovská, Ph.D.**

KMO - Department of Marketing, Trade and Services

Head: **Ing. Jan Tluchoř, Ph.D.**

KPM - Department of Business Economy and Management

Head: **doc. PaedDr. Dana EGEROVÁ, Ph.D.**

KGE - Department of Geography

Head: **doc. PaedDr. Alena Matušková, CSc.**

2.2 Sections

CECEV - Lifelong Learning Centre

Head: **Ing. Jan Tluchoř, Ph.D.**

SMA - International Activities Centre

Head: **RNDr. Jiří Preis, Ph.D.**

SPA – Project Activities Centre (subordinate to the FoE Dean's Office)

Head: **doc. Ing. Jiří Vacek, Ph.D.**

SVRR – Centre for Regional Development Research (subordinate to KGE)

Head: **doc. RNDr. Jiří Ježek, Ph.D.**

CP – Centre of Entrepreneurship (subordinate to KFU)

Head: **Ing. Petra Taušl Procházková, Ph.D.**

3 Employees of FoE UWB

As of 31.12.2016, 53 academic staff were employed at the UWB Faculty of Economics (with an average workload of 0.78; recalculated status of 41.22 persons), 2 researchers (recalculated status of 0.63 persons) and 17 other staff (with average workload of 0.92, recalculated status was 15.69 persons).

The table below gives an overview of the number of employees by category and their section (Table 1).

Table 1: Staff by sections and categories

		Pedagogical staff					Researchers	Other staff
		Professors	Associate Professors	Assistant Professors	Assistants	Lecturers		
KEM	Natural persons	1	4	7	1	0	2	1
	Recalculated	0,56	1.75	4.63	1,00	0	0,63	1,00
KFU	Natural persons	1	0	7	1	0	0	1
	Recalculated	1,00	0	6,50	0,45	0	0	1,00
KMO	Natural persons	0	3	4	2	0	0	1
	Recalculated	0	2,13	3,26	1,25	0	0	1,00
KPM	Natural persons	0	2	7	3	0	0	1
	Recalculated	0	2,00	6,38	0,81	0	0	0,88
KGE	Natural persons	0	4	3	1	0	0	1
	Recalculated	0	4,00	3,00	1,00	0	0	0,75
SPA	Natural persons	0	0	0	0	0	0	1
	Recalculated	0	0	0	0	0	0	0,69
CECEV	Natural persons	0	0	0	0	0	0	2
	Recalculated	0	0	0	0	0	0	2,00
SMA	Natural persons	0	0	1	0	0	0	0
	Recalculated	0	0	0,50	0	0	0	0
DFEK	Natural persons	0	1	0	0	0	0	9
	Recalculated	0	1,00	0	0	0	0	8,38
FoE	Natural persons	2.00	14	30	8	0	2	17
	Recalculated	1,56	10.88	24.27	4,51	0	0,63	15.70

Source: INIS/Magion as of 31.12.2016

3.1 Appointment and habilitation procedures

In 2016, 2 employees of FoE were habilitated:

- doc. PaedDr. Dana Egerová, Ph.D. – field of Economics and Management (EF of University of South Bohemia in České Budějovice)
- doc. RNDr. Mikuláš Gangur, Ph.D. – field of Systems Engineering and Informatics (FIM UHK)

3.2 Study in doctoral study programmes

Table 2 shows the number of DSP students, graduates and ended studies (without graduation) in 2016.

Table 2: Number of DSP students at FoE as of 31.12.2016

Year of study	1	2	3	4	5	6+	Total	Number of ended studies	Number of graduates
Form:									
Combined	5	2	2	3	2	5	19	7	3
Full-time	5	2	5	0	0	0	12	2	1
Total:	10	4	7	3	2	5	31	9	4

Source: STAG

The column 'Ended studies' shows the total number of students who ended their studies at their own request or their study was terminated due to non-fulfilment of their study obligations.

Full-time study contributes significantly to the qualification growth of young faculty staff. The continuing problem (especially in the combined form of study) is the high number of students who fail to complete their studies within the given period.

4 Students and graduates of FoE UWB

4.1 Interest in study, course and results of admission procedure

Collaboration with secondary schools in informing applicants

In 2016, the faculty continued to maintain and develop long-term ties with selected grammar schools, business academies and other economically oriented secondary schools in the Pilsen and Karlovy Vary regions. FoE staff visited selected schools, where they informed the students about the study programmes offer, the possibilities of graduates' employment and the conditions of the admission procedure. As in previous years, also in 2016 the faculty sent information materials to selected secondary schools in the Pilsen, Karlovy Vary, Central Bohemian, South Bohemian and Ústí nad Labem regions with the offer of study fields and an invitation to the Open Days in Pilsen and Cheb. To attract potential applicants for study, the faculty organized the HOMO ECONOMICUS summer school for children and youth in July 2016. The faculty uses a website to increase awareness of applicants about the admission procedure and fields of study. Up-to-date information, news and short videos from the faculty life are available for the applicants and other interested parties on the faculty's Facebook page and on YouTube.

The course and results of the admission procedure

In 2016, 1,484 persons applied for study at FoE UWB submitting 1,845 applications (in 2015, it was 1,651 applying persons submitting 2,120 applications). The capacity of the study programmes was determined by B1, N1 and P1 indicators of recalculated funded students for the 2016 budget. In 2016, 42.6% of applicants were admitted to the full-time bachelor's study and 59.6% to the combined form of study. 74.7% of applicants were admitted to the full-time master's programme and 39.6% of applicants to the combined form of study. 14 applicants submitted applications for the doctoral study, 10 were admitted, of which 6 for the full-time form. The proportion of admitted applicants to applying applicants varied significantly in individual fields. As in the previous years, the highest number of applications was submitted for the full-time bachelor's degree programme of Economics and Management in Pilsen and the combined form in Cheb and also for the follow-up combined master's degree programme of Economics and Management. Lower interest of applicants was in the bachelor's and follow-up study programmes of Systems Engineering and Informatics and the full-time bachelor's study in the Cheb part of FoE. In the fields of these programmes, second stages of the admission procedure were announced, except the bachelor's and follow-up study programme of Information Management.

Detailed overview information about the admission procedure including data in accordance with Notice

of the Ministry of Education, Youth and Sport No. 343/2002 Coll. as amended by Notice No. 276/2004 Coll. is provided in the attachment to this Report.

The Admission Procedure Report for the academic year 2016/2017 is published on the faculty's official website <http://www.fek.zcu.cz/deska.php>.

Table 3: Interest of applicants for study in the admission procedure for the academic year 2016/2017

Accredited study programmes	Number of applicants ¹	Number of applying persons ²	Total number of applicants admitted ³	Total number of persons admitted ⁴	Number of enrolled applicants	Number of enrolled persons
FoE UWB in total	1845	1 484	839	829	686	685
B1301 Geography	176	164	74	74	62	62
B6208 Economics and Management combined form⁵	109	109	65	65	60	60
B6208 Economics and Management full-time form⁶	939	790	382	382	294	294
B6209 Systems Engineering and Informatics	196	175	100	100	88	88
N6208 Economics and Management combined form⁷	159	159	63	63	61	61
N6208 Economics and Management full-time form⁸	141	141	103	103	77	77
N6209 Systems Engineering and Informatics	57	53	42	42	33	33
P6208 Economics and Management combined form	6	6	4	4	4	4
P6208 Economics and Management full-time form	8	8	6	6	7	7

Source: STAG

The data shown in Table 3 include the final outcome of the admission procedure, including stage 2 of the admission procedure, which was announced at the Pilsen faculty for bachelor's study programmes of Systems Engineering and Informatics (only for the field of Project Management Systems) and Geography, and at the Cheb faculty for the full-time bachelor's study programme of Economics and Management. The capacity of study fields at the Cheb faculty was not filled even after the second stage

¹ Number of applications from all stages of the admission procedure for all forms of study.

² Number of persons applying from all stages of the admission procedure for all forms of study.

³ Number of applications received, including applications received after the review procedure.

⁴ Number of persons admitted, including persons admitted after the review procedure.

⁵ Data for study programmes B6208 and N6208 is provided including admission procedure in accordance with Sec. 48 to 50 and Sec. 60 of Higher Education Act No. 111/1998 Coll. as amended (admission of successful graduates of lifelong learning programmes within accredited study programmes).

⁶ Data for study programmes B6208 and N6208 is provided including admission procedure in accordance with Sec. 48 to 50 and Sec. 60 of Higher Education Act No. 111/1998 Coll. as amended (admission of successful graduates of lifelong learning programmes within accredited study programmes).

⁷ Data for study programmes B6208 and N6208 is provided including admission procedure in accordance with Sec. 48 to 50 and Sec. 60 of Higher Education Act No. 111/1998 Coll. as amended (admission of successful graduates of lifelong learning programmes within accredited study programmes).

⁸ Data for study programmes B6208 and N6208 is provided including admission procedure in accordance with Sec. 48 to 50 and Sec. 60 of Higher Education Act No. 111/1998 Coll. as amended (admission of successful graduates of lifelong learning programmes within accredited study programmes).

of the admission procedure. The low number of applicants for study at the Cheb faculty is due to various factors, including a small catchment area, demographic development and probably also the preference of study at universities outside the Karlovy Vary region. Stage 2 of the admission procedure was announced also for the follow-up master's study programme of Project System Management. The lower number of applicants for the Systems Engineering and Informatics study programme reflects the long-term low number of graduates of the Systems Engineering and Informatics bachelor's programme.

Table 4: Admission procedure for the academic year 2016/2017 - overview of dates

	Deadline for submitting applications for study	Start and end dates of entrance examination	Alternative date of the admission procedure	Date of issue of the decision on admission to study	Date of issue of decision on a review of the initial decision	Deadline to consult materials for admission procedure	End date of the admission procedure
Stage 1 of admission procedure							
Bachelor's study	31. 3. 2016	12. 12. 2015 to 30.4. 2016	X	12.5. 2016 17.5. 2016 20. 7. 2016	21. 6. and 25. 7. 2016	X	16. 9. 2016
Follow-up master's study	31. 3. 2016	16. 6. 2016 17.6. 2016	23. 8. 2016	21. 6. 2016 24. 8. 2016	25. 7. and 24. 8. 2016	13. 7. 2016 27. 7. 2016 13. 9. 2016	26. 9. 2016
Doctoral study	31.5. 2016	28. 6. 2016	X	29. 6. 2016	24. 8. 2016	X	16. 9. 2016
Stage 2 of admission procedure							
Bachelor's study	31. 7. 2016	X	X	5. 8. 2016 14.9.2016	26. 8. to 5. 9. 2016	X	30.9. 2016
Follow-up master's study	31. 7. 2016	23. 8. 2016	X	24. 8. 2016	X	13. 9. 2016	16.9. 2016

Source: Admission Procedure Report at FoE UWB in Pilsen for the academic year 2016/2017

In stage 1 of the admission procedure, applicants for bachelor's study and follow-up master's study did not have to sit the entrance test if they fulfilled the conditions set out in Dean's Notice No. 8DV/2015 or Dean's Notice No. 9DV/2015. The criteria for the evaluation of the entrance examination in the bachelor's and follow-up master's degree programmes in the first stage of the admission procedure were set by Dean's Notices No. 8DV/2015 and No. 9DV/2015.

Table 5: Criteria for the evaluation of the admission procedure (stage 1)

Bachelor's study:	
Geography SP Economics and Management SP Systems Engineering and Informatics SP	Národní srovnávací zkouška Scio, s.r.o. Test of general study qualifications Maximum percentile: 100
Follow-up master's study:	
Economics and Management SP	Test in economic subjects: maximum number of points 100
Systems Engineering and Informatics SP field of Project Management Systems	Test in economic subjects: maximum number of points 100
Systems Engineering and Informatics SP field of Information Management	Test in economic subjects: maximum number of points 40 Mathematics test: maximum number of points 40 Informatics test: maximum number of points 40

Source: Dean's Notices No. 8DV/2015 and No. 9DV/2015

Table 6 shows the criteria for successfully passing the stage 1 entrance test of the admission procedure.

Table 6: The criteria for successfully passing the entrance examination (stage 1)

Bachelor's study	Stage 1 of admission procedure
Economics and Management SP Geography SP Systems Engineering and Informatics SP	Národní srovnávací zkouška Scio, s.r.o. Test of general study qualifications Criterion for successfully passing the entrance examination: For the successful passing of the entrance examination, Dean's Notice 8DV/2015 set the percentile threshold at 40. Admission criterion: Applicants who have reached the minimum percentile of 40 were admitted in order of the percentile obtained, taking into account the study field capacities for each form and place of study and the number of applicants who fulfilled the conditions for admission without an entrance examination. <i>Percentile threshold for admission:</i> Economics and Management SP - place of study Pilsen: - full-time form: minimum of 40 Economics and Management SP - place of study Cheb: - full-time form: minimum of 40 - combined form: minimum of 40 Geography SP: minimum of 40 Systems Engineering and Informatics SP: minimum of 40
Follow-up master's study:	Stage 1 of admission procedure
Economics and Management SP	Criterion for successfully passing the entrance examination: Test in economic subjects: minimum of 50 points. Admission criterion: Applicants who met the above minimum threshold were admitted in order of the number of points obtained, taking into account the study field capacities for full-time and combined study and the number of applicants who fulfilled the conditions for admission without an entrance examination. Minimum number of points for admission: - full-time form: 50 points - combined form: 74 points
Systems Engineering and Informatics SP field of Project Management Systems	Criterion for successfully passing the entrance examination: Test in economic subjects: minimum of 50 points. Admission criterion: Applicants who met the above-mentioned minimum threshold were admitted in order of the number of points obtained, taking into account the study field capacity. Minimum number of points for admission: 50 points
Systems Engineering and Informatics SP field of Information Management	Criterion for successfully passing the entrance examination: Test in economic subjects: minimum of 20 points. Mathematics test: minimum of 20 points Informatics test: minimum of 20 points Admission criterion: Applicants who met the above-mentioned minimum threshold were admitted in order of the number of points earned in total, taking into account the study field capacity. Minimum number of points for admission: Test in economic subjects: 20 points Mathematics test: 20 points Informatics test: 20 points

Source: Dean's Notices No. 8DV/2015 and No. 9DV/2015

All applicants for the bachelor's study who did not have to sit the entrance test and all applicants for the bachelor's study who met the criteria in Table 6 were admitted if they sent an officially certified copy of

the school-leaving certificate to FoE by 15.7.2016. A necessary condition for the admission of applicants who completed secondary school abroad was to send an officially certified copy of a certificate of successful examination in Czech language for foreigners, demonstrating knowledge of the Czech language at a minimum level of B1 of the Common European Framework of Reference for Languages.

All candidates who met the conditions for not having to sit the entrance examination were admitted to the follow-up master's study programmes. Applicants who sat the entrance examination for the follow-up study programmes were admitted in the order of the number of points obtained up to the full capacity of the study programmes and fields. A necessary condition for admission of applicants who have completed a bachelor's or master's degree abroad, was to send an officially certified copy of a certificate of successful examination in Czech language for foreigners, demonstrating knowledge of the Czech language at a minimum level of B1 of the Common European Framework of Reference for Languages or a certificate of a school leaving examination in the Czech language.

In stage 2 of the admission procedure for bachelor's study programmes, all applicants were admitted without the entrance examination according to Dean's Notice No. 2DV/2016 according to the value of 'P', which was calculated from the achieved average study grades in the last two years of secondary school. In regards to the free capacity of each study field and the number of applicants in stage 2 of the admission procedure, the Admission Board decided about the admission of all applicants who met the conditions set out in Dean's Notice No. 2DV/2016.

In stage 2 of the admission procedure for the follow-up master's study programme of Systems Engineering and Informatics, study field of Project Management Systems, the criteria for not having to sit the entrance test, the criteria for successful passing of the entrance test and the criteria for admission to study were the same as in stage 1 of the admission procedure (see Dean's Notice No. 3DV/2016). With regard to the free capacity of the follow-up master's study filed of Project Management Systems and the number of applicants in stage 2 of the admission procedure, all applicants who met the admission requirements were admitted.

Admission for the doctoral study programme:

The entrance examination for the doctoral study programme had a form of oral discussion about a selected framework topic of the dissertation thesis and general knowledge in the given scientific field. The Admission Committee evaluated documents submitted by the applicant as part of the application and knowledge demonstrated by the applicant during the entrance examination. On the basis of this evaluation, it submitted a reasonable proposal to the Faculty's Dean for admission or non-admission of the applicant. The course of the entrance examination was recorded by the Commission in a protocol.

4.2 Students in accredited study programmes

As of 31.12.2016, 1,425 students were studying at the faculty (not including foreign students studying at FoE within short-term study mobility), of which 1,061 were in bachelor's programmes, 334 in follow-up master's programmes and 30 in doctoral programmes. The year-on-year total number of students at the faculty decreased by 32 (in bachelor's programmes by 23 students, in follow-up master's programmes by 4 and in doctoral programmes by 5 students). A small decrease in the number of students (ranging from 6 to 17 students) is shown in all fields of study except the bachelor's field of Business Activities Management (the number of students increased by 30), the combined follow-up master's field of Business Economy and Management (number of students increased by 22), the follow-up master's study field of Information Management (the number of students increased by 3) and the full-time doctoral study programme of Business Economy and Management (number of students increased by 3). The highest decrease in the number of students is shown in the full-time follow-up master's study field of

Business Economy and Management (number of students decreased by 17).

Table 7: The number of students in accredited study programmes of FoE UWB as of 31.12.2016

Accredited study programmes	Students in study programmes						Total of students
	Bachelor's SPs		Master's SPs		Doctoral SPs		
	F	C	F	C	F	C	
Economic Policy and Administration*	0	0	0	0	0	0	0
Geography	136	0	0	0	0	0	136
Economics and Management	647	108	184	76	9	21	1045
Systems Engineering and Informatics	170	0	74	0	0	0	244
Total of students	953	108	258	76	9	21	1425

Explanatory notes:

SP = study programme, F = full-time form, C = combined form

The table shows numbers of students with status 'studying' (it does not include students that suspended their study by this date and foreign students on a short-term study mobility).

* The study programme of Economic Policy and Administration was re-accredited at the faculty's request. In 2016, there was no student in the study programme with the 'studying' status. Source: STAG

4.3 The Double Degree study programme

In 2016, the Faculty of Economics continued for the fourth year to implement the Double Degree bachelor's study programme of Economics and Management in cooperation with the Hochschule Hof - University of Applied Sciences in Hof, Germany. In 2016, 1 FoE student graduated from the Double Degree programme (January 2016), 2 FoE students completed Year 3 in the Double Degree programme and started the compulsory 5-month work experience, and 3 FoE students started their studies in September 2016. This filled the maximum number of 5 FoE students who, according to a valid contract, can study in the Double Degree programme in one academic year.

4.4 Graduates

In 2016, 376 students graduated from the faculty, which is 10 graduates less than in 2015. The full-time study programme of Economics and Management in comparison with 2015 showed a decrease in the number of graduates in the bachelor's study by 51 and in the follow-up master's study by 5. The number of graduates in the bachelor's study programme of Systems Engineering and Informatics was the same as in 2015. In other study programmes, the number of graduates increased by 1 to 18 graduates.

Table 8: Number of graduates of accredited study programmes at FoE in 2016

Accredited study programmes	Graduates of study programmes						Total of graduates
	Bachelor's SPs		Master's SPs		Doctoral SPs		
	F	C	F	C	F	C	
Economic Policy and Administration	0	0	0	0	0	0	0
Geography	40	0	0	0	0	0	40
Economics and Management	147	28	76	21	1	3	276
Systems Engineering and Informatics	32	0	28	0	0	0	60
Graduates in total	219	28	104	21	1	3	376

Explanatory notes: SP = study programme, F = full-time form, C = combined form

Source: STAG

Employment and employability of graduates:

In the long term, the FoE monitors the employability of its graduates on the labour market and uses the acquired knowledge in the innovation of subjects and study plans. The unemployment rate of graduates of Czech economic faculties in the Czech Republic, published annually by Hospodářské noviny newspaper, shows that the faculty has the lowest unemployment rate of graduates from economic faculties outside Prague (2.3% - see the supplement of Hospodářské noviny from 21.1.2016).

Cooperation with future employers of the graduates:

FoE has been cooperating with potential employers for a long time, e.g. within the sustainability of the UNIPRANET project. The cooperation is realized in the form of professional work experience in the private and public sectors, the outcome is usually a topical paper. Potential employers are also invited to lectures, conferences and workshops organized by the faculty. Part of the education plans of all economic fields of study in the bachelor's and master's study programmes at FoE is the compulsory subject of Professional Work Experience, or Pre-Diploma Work Experience, in which students gain practical experience and materials to produce their thesis and have the opportunity to establish contact with potential employers. A course of Basics of German Payroll Accounting was organized in cooperation with ADP and the successful graduates were offered the opportunity to work in ADP. ČSOB provided internships and opportunity to shadow managers at their workplace for students and their experts participated in teaching selected subjects. Within the subject of Marketing Project students worked on practical projects commissioned by companies and other entities, such as Ibis hotel, Academics Pilsen.

Cooperation and maintaining contact with the graduates:

The faculty maintains contact with its graduates through faculty's departments and social media (Facebook), where it informs its graduates about upcoming events and news from the faculty life. Social media have also provided an opportunity to create unofficial graduate clubs. In 2016, the departments cooperated with graduates in supervising bachelor's and master's theses, graduates gave lectures on selected topics and actively participated in the Trends in Business conference organized by the faculty in November 2016. Collaboration with graduates also takes place through consulting and advisory firm Moore Stephens. In some cases, graduates are also involved in contract research project solutions (e.g. Innovative vouchers of the Karlovy Vary region). Many graduates also support the practical focus of lessons by their lectures.

4.5 Unsuccessful students and measures for the reduction of study failure rate

In 2016, 346 students unsuccessfully ended their study at the faculty, which is 108 less than in 2015 (number of unsuccessful students decreased by 57 in bachelor's programmes, by 51 in master's programmes and the number of unsuccessful students in doctoral programmes remained the same as in 2015).

Table 9: Overview of the number of unsuccessful students in FoE accredited study programmes in 2016

Accredited study programmes	Unsuccessful students in a study programme			Total of students
	bachelor's SPs	master's SPs	doctoral SPs	
Economic Policy and Administration	1	0	0	1
Geography	34	0	0	34
Economics and Management	176	26	11	213
Systems Engineering and Informatics	85	13	0	98
Total of students	296	39	11	346

Source: INIS

The faculty has been struggling for a long time with the study failure rate, especially with students in Year 1 of the full-time and combined bachelor's studies. For some full-time students, long-term non-attendance and non-signing of the matriculation promise point to speculative enrolment in order to gain the benefits of the student status. However, the number of unsuccessful students has decreased significantly compared to 2015 (see above), which is probably due to the measures taken during 2015 and 2016.

Measures to reduce study failure rate

FoE focused on subjects with higher failure rate and gradually adopted several measures. Graduates of humanities at secondary schools have been offered at enrolment to a bachelor's study since September

2015 new optional course KMA/SZM1 - Seminar for the Basics of Mathematics 1 with the aim to balance the knowledge of mathematics and contribute to the reduction of the failure rate in subject KMA/ZM1 - Basics of Mathematics 1. In 2016, the faculty management discussed with the staff of the FAV Department of Mathematics the lower initial knowledge of students at the beginning of their studies of mathematics, the results of their studies and appropriate measures in teaching mathematics.

Students from non-economic secondary schools are offered at enrolment to study optional course KFU/ZUC - Basics of Accounting, which prepares students for the compulsory course KFU/UC1 - Accounting 1.

In autumn 2016, the representatives of FoE management and the Institute of Language Preparation of UWB held a meeting on the results of FoE students studying compulsory-optional foreign language and ensuring appropriate continuity in the language preparation of students of the full-time bachelor's study programme of Economics and Management.

Bachelor's subjects KEM/EK1 - Microeconomics 1, KEM/EK2 - Macroeconomics 1 and the follow-up master's subject KPM/SMP - Strategic Business Management saw a significant reduction in the failure rate. New course guarantors and heads of departments continuously monitor the situation in these subjects and take appropriate measures in the organization of teaching and study control.

In 2016, **compulsory attendance at seminars and practice lessons was set at 75%** for the first semester of the full-time bachelor's study in all fields of study at FoE.

In 2016, the faculty organized **short-term LLL courses** focused on the preparation for the state examination in economics at both bachelor's and follow-up levels of study and a course on changes in accounting legislation. These courses were organized upon student request.

Students of all grades and forms of study can take advantage of **study support in the form of e-learning courses**, which were created at FoE in recent years within the INEM project.

The faculty management uses personal consultations with students and the results of electronic **evaluation of teaching quality** to analyse the study failure rate. To increase **students' awareness of study regulations**, the faculty uses mass e-mail and publishes important study information on the faculty website STUDIUM (<http://www.fek.zcu.cz/studium.php>).

4.6 Conditions for checking the study

The course of study is checked in accordance with the UWB Study and Examination Regulations. The basic forms of control are credit, examination and final state examination. Effective from September 2013, the FoE AS approved the reduction of the required minimum number of credits for the first semester of study to 10 credits. Further, the UWB Study and Examination Regulations require students to obtain at least 40 credits for the first year of study and 80 credits for each 4 consecutive semesters.

4.7 Innovation of study

In 2016, the academic staff of FoE UWB used teaching materials and study support, including LMS Unifor e-learning courses, which were created in previous years, in the Complex Innovation of the Bachelor's Study Programme of Economics and Management (INEM) project. Employees of the Department of Marketing, Trade and Services acquaint students with modern technologies - such as an eye camera, which students use at the Department to work on their theses in marketing and market research.

All FoE departments provide lectures by leading experts from companies, banks, public administration institutions and other organizations. Credit tests for some KPM courses were processed in LMS Moodle.

4.8 Re-accreditation

As a result of Act No. 137/2016 Coll. coming into force, which amended Act No. 111/1998 Coll. on universities, the validity of all accreditations that ended before 31.8.2019 was extended until 31.8.2019. In the case of FoE, this measure concerns the bachelor's study field of Public Economics, the follow-up master's study field of Project Management Systems, the doctoral field of Business Economics and Management (in Czech) and the doctoral field of Business Economy and Management (in English). In the academic year 2016/2017, only the follow-up master's study field of Project Management Systems and the doctoral study field of Business Economy and Management in Czech are offered in full-time and combined form of study are taught at FoE.

In July 2016, the faculty obtained an accreditation for doctoral study programme P6208 Economics and Management, study field 6208V007 Economics and Management, standard length of study 4 years, full-time and combined form. The accreditation was granted for 4 years with the requirement to send a control report on the faculty's research activities in June 2018.

In 2016, the faculty was unsuccessful with the application for accreditation of the habilitation procedure in the field of Economics and Management and with applications for accreditation of the follow-up master's study programmes of Geography (field of Economic and Regional Geography) and Systems Engineering and Informatics (field of Property Management and Development).

4.9 Awarded students

Special Scholarship of the UWB Chancellor in 2016 was awarded to **Ing. Marek Čech**, Year 1 student of a FoE doctoral programme, for active cooperation with AIESEC, where he participated in volunteer activities in Brazil. In his previous master's study, he participated in research work of the Department of Business Economy and Management and published a paper on 'Using the @Risk Software as a Decision Support Tool'. The student's diploma thesis was nominated for the Doosan Thesis Award.

Special Scholarship of the UWB Chancellor for sporting achievement in 2016 was awarded to:

- **Bc. Kateřina Beroušková** - a student of a follow-up master's study programme, for representing UWB at the World Cup, at the Czech Republic Championship and the Czech Republic Academic Championship in cross-country skiing;
- **Bc. Lucie Kolářová** - a student of a follow-up master's study programme, for representing UWB at the Czech Republic Championship and the Czech Republic Academic Championship in badminton;
- **Nicole Nová** - a student of a bachelor's study programme, for representing UWB at Czech Republic Championship and Czech Republic Academic Championship in swimming;
- **Bc. Martina Štychová** - a graduate of bachelor's study at FoE in 2016, for representing UWB at Czech Republic Championship in athletics and Czech Republic Indoor Championship in athletics.

Scholarship of the President of the Pilsen Region in 2016 was awarded to **Ing. Karolína Ptáčková**, a student of Year 1 of a doctoral study programme, for an excellent diploma thesis entitled 'Research of Indoor Advertising in Shopping Malls in Pilsen' from which she produced a publication output for the reviewed Trends in Business magazine. In her previous master's study, she participated in the evaluation research on the impact of the European Capital of Culture title and actively participated in a survey for Czech Tourism, which was conducted at the Department of Marketing, Trade and Services of FoE.

Scholarship of the Mayor of Pilsen in 2016 was awarded to:

- **Ing. Tereza Formánková** - a graduate of the follow-up master's study programme at FoE in 2016,

for excellent study results and excellent diploma thesis entitled 'Comparison of Classic User Testing of Websites and Eye Camera Testing' from which she produced a publication output for the Marketing & Communication magazine.

- **Bc. Karolína Zlochová** - a student of a follow-up master's study, for excellent grades and a wide range of activities in cooperation with the UWB and the Pilsen Municipal Council.

Special Scholarship of the FoE Dean for best bachelor thesis in a field of study in 2016 was awarded to:

Field: Economic and Regional Geography	
Bc. Božek Patrik	Granite Geomorphology in the Čistec-Jeseník massif
Field: Business Activities Management	
Bc. Krnáčová Aneta	Advertising and its Impact on Children
Field: Business Economy and Management, field of study: Finance and Accounting	
Bc. Seifertová Ivana	Tax Optimization of Small and Medium-Sized Enterprises in the Czech Republic
Field: Business Economy and Management, field of study: Business and Management	
Bc. Kubeš Martin	Evaluation of Benefits of an Incentive Programme in a Company
Field: Project Management Systems	
Bc. Kačerová Ilona	Project Communication Management
Field: Information Management	
Bc. Polívka Lukáš	Development of Applications for Mobile Phones

Students awarded **for best diploma thesis** in a study programme in 2016 were:

Field: Business Economy and Management, field of study: Business Economy	
Ing. Matesová Klára	Financial Audit - Sampling Methodology
Field: Business Economy and Management, field of study: Marketing Management	
Ing. Formánková Tereza	'Comparison of Classic User Testing of Websites and Eye Camera Testing'
Field: Project Management Systems	
Ing. Jarošová Veronika	Project of Implementation of the Organization's Medium-Term Strategic Programme
Field: Information Management	
No award given.	

Award **2016 Talent** was awarded in three stages to the following students:

Stage 1:

Faifr Adam	Kutlák Jiří	Musil David	Tykalová Nikola	Vránková Monika
Kolářová Lucie	Landštof Robin	Nová Nicole	Urbanová Lucie	Ženíšek David

Awards in total: CZK 65,000

Stage 2:

Čechurová Lenka	Janeček Petr	Nosková (Šlehoferová) Marta
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Awards in total: CZK 22,500

The above-mentioned students were awarded for significant publishing activities within their studies, for representing UWB (mainly in sports) and fulfilling the third role of the university. The total sum of special scholarships paid out within the 2016 Talent programme was CZK 87,500.

4.10 Overview of the use of the Scholarship Fund and scholarships paid

In accordance with the Scholarship Regulations of UWB in Pilsen and valid notices of the Dean of FoE UWB in the academic years 2015/2016 and 2016/2017, talented students were awarded scholarships for achieved study results and special scholarships for excellent qualification work, for graduating with honours and for other exceptional results achieved in 2016.

Tables 10 and 11 show an overview of the creation and drawing of the Scholarship Fund and scholarships in 2016 by category.

Table 10: FoE UWB Scholarship Fund in 2016 (in CZK)

Status as of 1.1.2016	Increase in 2016	Decrease in 2016	Status as of 31.12.2016
3 187 618	1 531 740	1 060 770	3 658 588

Source: Magion 2016

Table 11: Number of students receiving scholarships (under Act No. 111/1998)

Type of scholarship	No. of students
Total number of students receiving scholarship	217
• results - for outstanding study results under Sec. 91(2)(a)	91
• doctoral - for students of doctoral study programmes under Sec. 91(4)(c)	12
• to support studies abroad under Sec. 91(4)(a) and (b)	17
• special - under Sec. 91(2)(b) to (e) - divided as follows:	108
- project and assistant scientific activity	50
- representing FoE (sports, art activities, participating in competitions, presenting faculty activities)	22
- publishing activity	8
- for graduating with honours	19
- for high-quality bachelor and diploma thesis	9

Source: Registration of scholarships of FoE UWB

5 Educational activity at FoE UWB

5.1 Accredited study programmes and fields

Accredited study programmes of FoE UWB are implemented in a credit system. Number of credits reflects the level of the student's workload in the subject, it is derived from the number of hours of contact learning, while also taking into account the difficulty of the student's individual preparation. For any accredited study programme and field, the faculty has no specific health requirements for students.

Table 12: Accredited study programmes and fields in 2016

Code and title of the study programme	KKOV code and title of the study programme
B6202 - Economic Policy and Administration*	6202R054 - Public Economy* (3, C)
B6208 - Economics and Management	6208R086 - Business Economy and Management (3, C, F)
	6208R044 - Business Activities Management** (3, C, F)
B6209 - Systems Engineering and Informatics	6209R015 - Information Management (3, F)
	6209R033 - Project Management Systems (3, F)
B1301 - Geography	1301R001 - Economic and Regional Geography (3, F)
N6208 - Economics and Management	6208R086 - Business Economy and Management (2, C, F)
N6209 - Systems Engineering and Informatics	6209T015 - Information Management (2, F)
	6209T033 - Project Management Systems (2, F)
P6208 - Economics and Management	6208V086 - Business Economy and Management (3, C, F)
P6208 - Economics and Management	6208V086 - Business Economics and Management (3, C, F)***
P6208 - Economics and Management	6208V007 - Economics and Management **** (4, C, F)

Source: Accreditation Commission of the Czech Republic

Note: For fields of study, the standard period of study and the form of study (C = combined, F = full-time) are given in brackets

* The study programme of Economic Policy and Administration was re-accredited at the faculty's request only for students to finish their study. The provision of this study programme ended by 31.8.2016.

** The study field of Business Activities Management is provided by the faculty only in the full-time form.

*** The study field of Business Economics and Management in English is not provided at the faculty.

**** The faculty received the decision on the accreditation of doctoral study field 6208V007 Economics and Management in July 2016. In the academic year 2016/2017, this field of study is not provided at the faculty.

5.2 Arranging professional work experience if it is part of the study programme

Creation and Strengthening of Partnership between Universities and Work Experience - UNIPRANET

Since June 2011, the process of realizing students' work experience has been supported by the UNIPRANET project (www.unipranet.zcu.cz), which focuses, among other things, on improving the quality of internships for students of the Faculty of Economics.

KEM

Bachelor's work experience and pre-diploma work experience are arranged individually by students. Assessment of the quality of work experience in the bachelor's study is the responsibility of the guarantor of the subject of Professional Work Experience, in the follow-up master's study it is the responsibility of the thesis supervisor.

KFU

Work experiences that are part of the study programme are arranged by students individually, mostly in cooperation with organizations in which they prepare bachelor's or master's theses. The Department of Finance and Accounting also offers students the opportunity to complete professional work experience in companies with which it cooperates. Assessment of the quality of work experience in the bachelor's study is the responsibility of the guarantor of the subject of Professional Work Experience, in the follow-up master's study it is the responsibility of the thesis supervisor.

KPM

Professional work experience and pre-diploma work experience are arranged individually by students in cooperation with the organization in which they prepare their bachelor or diploma thesis. Students' work experience is based on the assignment of the thesis and is focused on learning about the internal environment of the company and the environment in which the company operates. When searching for companies and organizations for producing a thesis, students can use a network of companies created in the UNIPRANET project. Assessment of the quality of work experience in the bachelor's study is the responsibility of the guarantor of the subject of Professional Work Experience, in the follow-up master's study it is the responsibility of the thesis supervisor.

KMO

Professional work experience and pre-diploma work experience are arranged individually by students in cooperation with the organization in which they prepare their bachelor or diploma thesis. Students' work experience is based on the assignment of the thesis and is focused on learning about the internal environment of the company and the environment in which the company operates. The outcome of the work experience is a report on the work experience; in the follow-up master's study the knowledge gained during the work experience is usually used in the thesis. Assessment of the quality of work experience in the bachelor's study is the responsibility of the guarantor of the subject of Professional Work Experience, in the follow-up master's study it is the responsibility of the thesis supervisor. KMO cooperates with many companies and institutions in arranging work experience and producing bachelor's and diploma thesis.

5.3 Lifelong learning programmes implemented in accredited study programmes

Lifelong Learning at FoE UWB is organized by the Lifelong Learning Centre of the Faculty of Economics, UWB (CECEV) in Cheb.

a) List of lifelong learning programmes

- Complete blocks of subjects of individual programmes and fields of study
 - Block of subjects in Year 1 of the bachelor's study field of **Business Economy and Management** - study in Cheb
 - Block of subjects in Year 1 of the bachelor's study field of **Business Economy and Management** - study in Pilsen
 - Block of subjects in Year 1 of the follow-up master's study field of **Business Economy and Management** – study in Pilsen
- Continuing education courses
 - Mathematical practice I and II (full-time study in Cheb and Pilsen)
 - Preparatory courses for state examination in Economics
 - Updated offer of other LLL courses accredited by the UWB Lifelong Learning Board
- University of the Third Age - study in Cheb and Aš

b) Staff of the Lifelong Learning Centre of the Faculty of Economics of UWB

Head: Ing. Jan Tlučkoř, Ph.D.

Deputy Head: Tomáš Kasík

Education officers of LLL study, University of the Third Age and continuing education courses: Tomáš Kasík, Romana Kočvarová

c) Numbers of participants in lifelong learning in 2016

Table 13 and 14 show statistics of lifelong learning programmes in 2016.

Table 13: Numbers of participants in LLL programmes and continuing education at FoE UWB

LLL programme - complete blocks	as of 30. 4. 2016	as of 31. 10. 2016	average
Business Economy and Management - Cheb	37	37	37
Business Economy and Management - Pilsen (BSc.)	80	88	84
Business Economy and Management - Pilsen (MSc.)	37	46	42
Total of complete blocks of subjects	154	171	163
LLL programme - lifelong learning courses	summer semester	winter semester	total
Mathematical practice I and II	14	15	29
Preparatory course for the state final examination	59	0	59
Preparatory course for the state examination in Economics	114	0	114
Preparatory course for the state examination in Economics Mgr	0	62	62
Basics of German payroll accounting	13	0	13
Total of courses in lifelong learning	200	77	277

Source: FoE Lifelong Learning Centre of FoE UWB

Table 14: More detailed statistics on LLL programmes in 2016

Block of subjects in Year 1 of the bachelor's study field of Business Economy and Management - study in Cheb			
Number	February	September	total
Number of participants admitted	0	10	10
Number of students who completed the block	0	2	2
Block of subjects in Year 1 of the bachelor's study field of Business Economy and Management - study in Pilsen			
Number	February	September	total
Number of participants admitted	10	29	39

Number of students who completed the block	0	25	25
Block of subjects in Year 1 of the follow-up master's study field of Business Economy and Management – study in Pilsen			
Number	February	September	total
Number of participants admitted	3	20	23
Number of students who completed the block	0	24	24
Block of individual subjects - Year 2			
Number of participants admitted (No. of contracts)	10	15	25

Source: FoE Lifelong Learning Centre of FoE UWB

d) CECEV activity

CECEV organizes lifelong learning in study programmes of fields and subjects taught at the faculty. In all forms of lifelong learning, participants or their employers must pay for their studies. Lifelong learning is organized in both the combined and full-time form. The main part of CECEV's activities is the organization and arrangement of study programmes for complete blocks of courses and services for students of the combined form of study. CECEV also organizes for the Institute of Lifelong Learning the operation of the University of the Third Age (U3V) in Cheb and Aš, training courses for students and the general public (languages, mathematics and others), continuing education in companies, and participates in educational projects. In its activities, it cooperates with partners in the region, such as the City of Cheb, the City of Aš, the City of Karlovy Vary, the Regional Library of the Karlovy Vary Region, the Regional Chamber of Commerce of the Karlovy Vary Region and educational institutions. For its activities, it mainly uses educational facilities in Cheb and Pilsen.

For the combined form of regular study at FoE UWB, the Lifelong Learning Centre carries out the organization and administration of studies.

e) The University of the Third Age in Cheb and Aš

The University of the Third Age (U3V) in Cheb and Aš is organized by the Centre of Lifelong Learning of FoE UWB for the University of the Third Age of UWB. The implementation is financially supported by the City of Cheb and the City of Aš, as well as by the Ministry of Education, Youth and Sports. University of the Third Age is open to the general public. Each of the courses offered is taught according to relevant regulations in one semester in the range of 16 lessons (8 two-hour sessions) and is completed with a control work (e.g. test, essay, paper). Individual courses of the University of the Third Age are included in the study programmes. After completing the prescribed number of six courses, four of which in one study programme, the participant of the University of the Third Age can 'graduate'. It has become a tradition that the graduation ceremony for the participants of the University of the Third Age takes place together with the graduation ceremonies of the students of the Faculty of Economics.

Table 15: The University of the Third Age in 2016 (Aš, Cheb)

Courses studied - winter semester	Number of participants	Courses studied - summer semester	Number of participants
Archaeology and History of Cheb 3	24	Archaeology and History of Cheb 2	19
English 11 for U3V	14	English 10 for U3V	14
Digital Photography 3	7	Digital Photography 2	18
French 5 for U3V	10	Digital Photography 3	9
Italian 3 for U3V	11	French 4 for U3V	8
German 3 for U3V	13	Enchanting Light in Astronomy and Meteorology	30
German 3 for U3V	13	Italian 2 for U3V	14
From the Realm of Stars to the Origin of Elements within Us	34	German 2 for U3V	31
Social Psychology in Everyday Life	14	German 10 for U3V	11
Philosophy for Everyday Life 1	12	Social Communication 2	19

Tourist Attractions 1	42	Social Communication 4	7
Basics of Informatics 2	10	Basics of Informatics 1	9
Basics of Informatics 3	10	Basics of Informatics 2	21
Basics of Informatics 6	8	Basics of Informatics 5	8
Basics of Criminal Law 1	10	Tourist Attractions of West Bohemia and the Neighbouring German Regions	37
Miracles with Tablet 1	10		
Total: 497			
Statistics by semester			
Number	Winter semester	Summer semester	Total
Number of courses (<i>not a number of study groups</i>)	17	17	34
Number of participants	242	255	497

Source: IS AU3V

5.4 Development of the Faculty of Economics and the Lifelong Learning Centre in Cheb

In 2016, the City of Cheb provided a contribution to the running and development of the University of the Third Age (U3V) and the Cheb part of the faculty in the amount of CZK 500,000. The contribution was used mainly to pay for admission and transport during field trips organized within the U3V learning, to pay a part of fees of U3V lecturers (lecturers without full-time employment at UWB, payment of DPP, DPČ), for stationary and copier material for the Lifelong Learning Centre. The contribution was also used to purchase tablets for teaching U3V students, one notebook for teachers, TV equipment for students' clubs, to purchase ceremonial carpets for matriculation and graduation ceremonies, to lay soundproof flooring in the language classroom, to pay for an upgrade of the Unifor e-learning system, which is used for all types of study, to replace data-projector lamps, to replace batteries in UPS backup sources and to purchase rechargeable and conventional batteries for devices and remote controls, including a universal charger.

5.5 Applying new forms of teaching

The application of new forms of teaching is enabled by the above-standard technical equipment of UWB in the field of technical support of the educational process. The basic information support of education is arranged by the university in the form of UWB electronic portal, including information system Courseware, for subjects offered and taught. The faculty also has LMS Unifor for e-learning, which is used in an increasing number of subjects. In some subjects, an electronic form of credit and exam tests in Moodle LMS system is used.

New forms of teaching are currently applied at the faculty mainly in the form of asynchronous on-line courses and in the form of electronic support for full-time teaching via distance systems (e.g. electronic submission of seminar and other papers), video conferencing or communication with teachers at selected times via Skype.

Very good technical equipment of the teaching area helps the application of new forms of teaching. After moving to the UWB campus in September 2016, the faculty uses three newly equipped classrooms and three newly furnished computer rooms. Workplaces and classrooms at the faculty building in Cheb are also technically well equipped. Internet and Eduroam (wireless network with access for students and teachers) are distributed in all buildings where FoE operates. Many classrooms are equipped with audio-visual technology and PCs, other PCs with internet access are in the library and study rooms. Students can use information kiosks (PC with internet connection in the corridors of buildings) to quickly find information.

6 Research and publishing activities of FoE UWB

6.1 UWB grant system

In 2016, the following projects were implemented at FoE as part of the UWB grant system.

Table 16: Projects within the UWB grant system

Department	Solver / theme	Thousands of CZK
KMO	Ing. Petr Janeček / SGS-2015-023: The Use of Modern Technologies in Marketing Communication	200
KGE	doc. RNDr. Jiří Ježek, Ph.D. / SGS-2015-004: Research of the Impact of Flagship Projects on the Economic Development of Cities and Regions on an Example of European Capitals of Culture	150
KFU, KPM	Ing. Michaela Krechovská, Ph.D. / SGS-2015-021: Development of Financial Management Approaches as a Tool of Growth of Company Value	185
KFU	Ing. Pavlína Hejduková, PhD. / SGS-2015-019: Impact of Current Legal, Tax, Accounting and Social Changes on Private Businesses and the Public Sector in the Context of Private Law Re-Codification	200
KEM	Ing. Pavla Říhová / SGS-2015-026: Research of Factors Affecting Stock Price Movement, Stock Price Prediction and Design of Algorithms for Automatic Trading	175
KPM	Ing. Petra Tauš-Procházková, Ph.D. / SGS-2016-034: Current Trends in Company Management and Entrepreneurship	180
KEM	doc. RNDr. Mikuláš Gangur, Ph.D. / SGS-2016-057: Application of Quantitative Methods to Economic Problems	150
SPA	Ing. Mgr. Radka Součková / SVK1-2016-022: 2016 Trends in Business - Section for Students of Doctoral Study Programmes	200

Source: IGA UWB

6.2 External research projects

In 2016, the following research projects were solved at FoE:

Table 17: Research projects

Department	Solver / theme	Thousands of CZK
GA ČR		
KEM	doc. RNDr. Ing. Ladislav Lukáš, CSc. / GA15-20405S: Process Modelling on Financial Markets and Prediction of Company Bankruptcies by Real Options	500
KEM	prof. Ing. Ján Pokrivčák, PhD., MS. / GA16-02760S: Productivity of Farms, Food Demand and Food Safety in Central and Eastern European Countries	754
TA ČR - Omega		
KGE	RNDr. Jan Kopp, Ph.D. / TD03034: Eco-Hydrological Management of Urban Landscape Micro-Structures	661
Visegrad Fund – strategic project		
KPM, KMO	doc. PaedDr. Dana Egerová, Ph.D. / 31410020: Innovative Entrepreneurship Education - Necessary Precondition for Future Prosperity of V4 Region	275
Contractual research		
KMO	Creating a Prototype of a Tourism Product According to the Principle of Design Thinking	170
KMO, KPM	Innovation of Marketing Plan for Selected Markets (Czech Republic, Slovakia, Serbia) on the Basis of Qualitative Market Analysis	170
SVRR	Research of Awareness, Attitudes and Participation of Citizens in the Pilsen 2015 ECOC project	100
SVRR	Research of Economic Benefits of the Pilsen 2015 ECOC project	100

Source: OBD UWB and SPA; Departments and Sections of FoE UWB

6.3 Educational and development projects

In 2016, the following development projects were solved at FoE.

Table 18: Development projects

Department/Grant programme	Solver / theme	Thousands of CZK
Internal competition		
KFU, KMO, KPM, KEM	Ing. Jana Hinke, Ph.D. / VS-16-020 – Innovation and Profiling of Selected FoE Subjects	150
KGE	RNDr. Jan Kopp, Ph.D. / VS-16-031 – Innovation of Instrumentation for Fieldwork of Geography Students	118
SPA	Ing. Jarmila Ircingová, Ph.D. / VS-16-051 – Development of Subjects of the Faculty of Economics by Involving Experts from Practice	133
Pilsen - university city		
SPA	Ing. Petra Taušl Procházková, Ph.D. / 6PUM2016 – Startitup with UWB	40
Pilsen region		
SPA	Ing. Pavla Říhová / KÚPK 016U6 – HOMO ECONOMICUS Summer School	40

Source: OBD UWB and SPA

6.4 Most important publishing activity in 2016

Articles in magazines registered in WoS and Scopus:

WoS, articles in magazines with IF:

1. **BABUNĚK, O.** Comparison of Influence of Selected Aspects on Sugar Supply, Demand and Price in Developing and Developed Countries, in the World and in OECD and EU Countries. *Listy cukrovarnické a řepařské*, 2016, 132(5-6): 190-195. ISSN 1210-3306
2. DRABIK, D., CIAIAN, P., **POKRIVČÁK, J.** The effect of ethanol policies on the vertical price transmission in corn and food markets. *Energy Economics*, 2016, 55(March 2016): 189-199. ISSN 0140-9883
3. **EGER, L.; EGEROVÁ, D.** Project Risk Management in Educational Organizations: a Case from the Czech Republic. *Educational Management Administration & Leadership*, 2016, 44(4): 578-598, ISSN 1741-1432.
4. FALTEJSKOVÁ, O., **DVOŘÁKOVÁ, L.**, HOTOVCOVÁ, B. Net promoter score integration into the enterprise performance measurement and management system - a way to performance methods development. *E + M Ekonomie a Management*, 2016, 19(1): 93-107. ISSN 1212-3609
5. **LUKÁŠ, L., HOFMAN, J.** Operational Complexity of Supplier-Customer Systems Measured by Entropy - Case Studies. *Entropy*, 2016, 18(4): 1-17. ISSN 1099-4300
6. **LUKÁŠ, L., PLEVNÝ, M.** Using entropy for quantitative measurement of operational complexity of supplier–customer system: case studies. *Central European Journal of Operations Research*, 2016, 24(2): 371-387. ISSN 1435-246X
7. OPRŠAL, Z., **KLADIVO, P.**, MACHAR, I. The role of selected biophysical factors in long-term land-use change of cultural landscape. *Applied Ecology and Environmental Research*. 2016. 14(2): 23-40. ISSN 1589-1623.
8. PAVELKOVÁ, R., **FRAJER, J.**, HAVLÍČEK, M., NETOPIL, P., ROZKOŠNÝ, M., DAVID, V., DZURÁKOVÁ, M., ŠARAPATKA, B. Historical ponds of the Czech Republic: an example of the interpretation of historic maps. *Journal of Maps*. 2016, 12(51): 551-559. ISSN 1744-5647.

9. **PREIS, J., ČECHUROVÁ, M.** HIV/AIDS Epidemic in Sub-Saharan Regions at the Beginning of the Second Decade of the 21st Century: Regional Specifics Behind the UNAIDS Data Analysis. *Epidemie Mikrobiologie Imunologie*. 2016, 65(3): 198-205. ISSN 1210-7913.
10. **SVOBODA, M.** Stochastic Model of Short-Term Prediction of Stock Prices and its Profitability in the Czech Stock Market. *E + M Ekonomie a Management*, 2016, 19(2): 188-200. ISSN: 1212-3609 .

Scopus

1. **NOVOTNÁ, M., ŠLEHOFEROVÁ, M., MATUŠKOVÁ, A.** Evaluation of spatial differentiation in the Pilsen region from a socioeconomic perspective. *Bulletin of Geography. Socio-economic Series*, 2016, 34(Dec 2016): 73–90. ISSN 1732-4254.
2. **PETRŮ, N., HAVLÍČEK, K.** Specifics of the Development of Family Business in the Czech Republic. *European Research Studies*, 2016, 19(4): 88-108. ISSN 1108-2976.

Monographs and chapters in books:

1. BÖHM, H., **DOKOUPIL, J., JEŘÁBEK, M.** *Crossing the Borders. Studies in the cross-border cooperation within the Danube Region. Case Study. The Euroregion Šumava-Bayerischer Wald/Unterer Inn-Mühlviertel*. Budapest: Central European Service for Cross-Border Initiatives. 2016. ISBN 978-963-12-4756-5.
2. BÖHM, H., **DOKOUPIL, J., JEŘÁBEK, M.** *Crossing the Borders. Studies in the cross-border cooperation within the Danube Region. Case Study. Cooperation of the Moravian-Silesian (CZ) and Žilina (SK) Self-governing regions in the EGTC Tritia*. Budapest: Central European Service for Cross-Border Initiatives. 2016. ISBN 978-963-12-4756-5.
3. **EGEROVÁ, D., UBREŽIOVÁ I., NOWINSKI, W., CZEGLÉDI, C., ČECHUROVÁ L., EGER, L., IRCINGOVÁ, J., PLEVNÝ, M., TLUČHOŘ, J., VACEK, J., MIČÍK, M., KOZÁKOVÁ, J., LANČARIČ, D., SAVOV, R., TÓTH, M., HAJÓS, L., KUNA, M. Z., MIKÁ CZÓ, A., KOLLÁR, P., VARGA, E., NOWACZYK, G., SOBCZAK, A., FABIS, A., TOMCZYK, L.** *Entrepreneurship education Opportunities and Challenges for Universities in Visegrad Countries*. Plzeň: NAVA, 2016. ISBN 978-80-7211-499-3.
4. **JEŽEK J., SLACH, O., ŠILHÁNKOVÁ, V., KRBOVÁ, J., KOPP, J., RUMPEL, P., BOSÁK, V., NOVÁČEK, A.** *Strategic Planning of Municipalities, Cities and Regions. Selected Problems, Challenges and Solutions*. Prague: Wolters Kluwer ČR. 2015. ISBN 978-80-7552-263-4.
5. **MATUŠKOVÁ, A., ROUSOVÁ, M.** The Impact of Marginalization and Globalization in the Czech-German-Austrian Mountain Borderland in the Former Iron Curtain Area. In *Globalization and Marginalization in Mountain Regions Assets and Challenges in Marginal Regions*. Heidelberg: Springer, 2016, pp. 55 - 73. ISBN 978-3-319-32648-1.

6.5 Other important activities of sections of FoE UWB

In 2016, the following significant activities of individual departments and sections were recorded at FoE.

Table 19: Significant activities by departments of FoE UWB

Activity name	KMO	KFU	KEM	KPM	KGE
Number of international conferences and seminars*	12	5	17	6	14
Number of other professional conferences and seminars*	3	10	5	8	4
Number of other events*	1	7	1	2	4
Staff memberships in editorial boards	7	3	5	6	3
Staff memberships in scientific boards (outside FoE)	0	1	6	1	2
Staff memberships in associations and commissions	2	1	3	1	3
Staff memberships in programme boards and grant commissions	1	1	1	1	0
Staff memberships in programme boards of conferences outside FoE	0	0	5	0	1
Staff memberships in national and international companies***	12	13	11	7	11

* Numbers of conferences attended

** Conferences and workshops organized and similar activities.

*** See chapter 8.2 of this Annual Report

Source: Departments of FoE UWB

Membership of FoE UWB academic staff in editorial and scientific boards, associations and committees, programme boards and grant committees and conference programme committees

KFU **prof. Ing. Lilia Dvořáková, CSc**

- Scientific Editorial Board of NAVA Publishing House
- Editorial Board of Trends in Business magazine
- WBU Scientific Board

Ing. Michaela Krechovská, Ph.D.

- Editorial Board of Trends in Business magazine

Ing. Pavlína Hejduková, Ph.D.

- Chief Editor of the Economic Spectrum magazine

KMO **doc. PaedDr. Ludvík Eger, CSc.**

- Chief Editor of the Trends in Business magazine
- Subject Board of Andragogy at PF UK in Prague
- Scientific Board of Czech-Polish-Slovak Studies in Andragogy and Social Gerontology

doc. Ing. Dagmar Jakubíková, Ph.D.

- Scientific Board of Grada publishing house
- Editorial Board of Trends in Business magazine
- Editorial Board of scientific reviewed magazine Czech Hospitality and Tourism Papers
- Project Evaluator (VEGA) of the Science Grant Agency of the Ministry of Education of the Slovak Republic and SAS

Ing. Petr Janeček

- Executive Editor of the Trends in Business magazine

Ing. Hana Kunešová

- Evaluation Board of the Laboratory of the European Union competition organized by the European Commission Representation in the Czech Republic

Ing. Jan Tlučkoř, Ph.D.

- Executive Board of the Trends in Business magazine

Ing. Dita Hommerová, Ph.D., MBA

- Commission for Non-Governmental Non-Profit Organizations of the Pilsen Region Board

KEM

doc. Ing. Jiří Beck, CSc.

- Editorial Board of B&IT magazine

doc. Dr. Ing. Miroslav Plevný

- Editorial Board of Technological and Economic Development of Economy magazine, ISSN 2029-4913 (IF = 1.952)
- Editorial Board of E+M Economics and Management, ISSN 1212-3609 (IF = 1.242)
- Editorial Board of ACC JOURNAL magazine, ISSN 1803-9782
- Editorial Board of the Trends in Business magazine
- WBU Scientific Board
- Scientific Board of EF of USB in České Budějovice
- Scientific Board of OPF in Karviná of SU in Opava
- Scientific Board of FEM SPU in Nitra (SVK)
- Scientific Board of FAME UTB in Zlín
- Scientific Board of EF TUL in Liberec
- Expert Panel SHVb of the Council for Research, Development and Innovations
- P403 Evaluation Panel *Business Sciences, Management, Administrative, Administration, Finance and Financial Econometrics* GA CR
- Evaluator of NAU University in the field of education in economic fields
- Vice-Chairman of the Regional Permanent Conference of the Karlovy Vary Region

Ing. Kateřina Mičudová, Ph.D.

- Editorial Board of the Trends in Business magazine

KPM

doc. Ing. Jiří Vacek, Ph.D.

- Editorial Board of the ERGO magazine (TC CAS)
- Editorial Board of the Innovative Business & Technology Transfer magazine (AIP)
- Expert advisory body for the subsidy title Innovative Vouchers of the Karlovy Vary Region

doc. PaedDr. Dana Egerová, Ph.D.

- Editorial Board of the Problems of Management in the 21st Century magazine
- Editorial Board of the Trends in Business magazine

PhDr. Milan Jermář, Ph.D.

- Scientific Editorial Office of UWB

Ing. Jarmila Ircingová, Ph.D.

- Editorial Board of the Trends in Business magazine

KGE

doc. PaedDr. Alena Matušková, CSc.

- Subject Evaluation and Verification Panel 03 SVHc of the Research, Development and Innovation Council
- Expert Group on Geography of the National Institute of Education (NIE)
- Working Group on Standards for the Educational Field of Geography (MEYS)
- Editorial Board of Information CGS
- Member of the Subject Board of the doctoral study of General Questions of Geography at the Faculty of Science, Charles University in Prague
- Evaluator of OP VVV projects

doc. PaedDr. Jaroslav Dokoupil, Ph.D.

- Editorial Board of Geographica CGS
- Scientific Board of UWB publisher

doc. RNDr. Jiří Ježek, Ph.D.

- Scientific Board of the Faculty of Social Sciences of the University of St Cyril and Method in Trnava, Slovakia
- Scientific Board of the Faculty of Management of the University of Economics in Jindřichův Hradec
- Subject Board of DSP Public Politics and Public Administration (Faculty of Social Sciences of University of St Cyril and Method in Trnava)
- Subject Board of Economic Geography and Regional Development DSP (Faculty of Natural Science in Ostrava)
- Slovak Society for Public Administration at SAS

RNDr. Jan Kopp, Ph.D.

- Editorial Board of the Arnica magazine
- Examining board for DTC and for defences of dissertation theses at the Faculty of Natural Science of Charles University in Prague

doc. RNDr. Marie Novotná, CSc

- Czech Rural Expert Board
- Expert Group on Geography at the National Institute of Education (NIE) for the use of digital technologies in education

RNDr. Jiří Preis, Ph.D.

- Expert Editorial Board of FRED portal of Fraus publishing house

7 External relations of FoE UWB

7.1 International collaboration

In the area of international cooperation, the most important project is **Erasmus+**, which is coordinated by the Foreign Section of UWB in Pilsen. As of 31.12.2016, the faculty had 57 contracts (three more than in 2015) with 52 partner universities (three more than in 2015) in 17 European countries and a project with associated Turkey. Compared to last year, there is another country with which a bilateral agreement was signed: Iceland. The majority of contracts were signed with universities in Germany (14), France (8), Poland (6), Turkey and Spain (4). In 2016, the faculty offered a total of 864 months of internships to 146 students and 70 weeks of internships to 71 teachers within teacher mobility.

A list of partner workplaces in 18 European countries (+ Turkey) and the number of bilateral contracts (52 partner workplaces, 57 bilateral contracts)

Germany (12 partner workplaces, 14 bilateral contracts)

- FH Amberg-Weiden
- Technische Hochschule Deggendorf
- Hochschule für Angewandte Wissenschaften Hof University
- Technische Universität Chemnitz
- TU Kaiserslautern

- Hochschule der Bundesagentur für Arbeit Mannheim
- Georg-Simon-Ohm Hochschule Nürnberg
- Hochschule Regensburg
- Fachhochschule Rosenheim
- Hochschule Baden-Württemberg Stuttgart
- Hochschule Harz, Wernigerode
- Hochschule Würzburg-Schweinfurt

France (8 partner workplaces, 8 bilateral contracts)

- France Business School Amiens
- Université Catholique de Lille
- IUT Limoges
- Université Montpellier 1
- Université Montpellier 2 - IAE
- Université de Strasbourg
- NEOMA Business School
- IEP de Toulouse

Poland (6 partner workplaces, 6 bilateral contracts)

- Bielska Wyższa Szkoła im. J. Tyszkiewicza
- University of Applied Sciences in Nysa
- Wyższa Szkoła Bankowa w Poznaniu (Poznan School of Banking)
- Radom Academy of Economics
- Torun School of Banking
- University of Zielona Góra

Turkey (4 partner workplaces, 4 bilateral contracts)

- Cukurova University
- TED University Ankara
- Pamukkale University Denizli
- Yildiz Technical University Istanbul

Spain (3 partner workplaces, 4 bilateral contracts)

- Universidad de A Coruna
- Universidad de Sevilla
- Universidad de Vigo

Slovakia (3 partner workplaces, 3 bilateral contracts)

- Comenius University of Bratislava
- Constantine the Philosopher University in Nitra
- University of Economics in Bratislava

Finland (2 partner workplaces, 2 bilateral contracts)

- Central Ostrobothnia University of Applied Sciences
- HAMK University of Applied Sciences

The Netherlands (2 partner workplaces, 2 bilateral contracts)

- Saxion University of Applied Sciences – HBS, Enschede
- Fontys Internationale Hogeschool Economie

Portugal (2 partner workplaces, 2 bilateral contracts)

- Instituto Superior D.Afonso III (INUAF)
- Instituto Superior de Administracio e Gestao - ISAG

Greece (2 partner workplaces, 2 bilateral contracts)

- Harokopio University, Kallithea (Athens)
- Technological Educational Institute of Western Greece

Hungary (1 partner workplaces, 2 bilateral contracts)

- University of Pécs

Slovenia (1 partner workplaces, 2 bilateral contracts)

- University of Maribor

Denmark (1 partner workplaces, 1 bilateral contract)

- Copenhagen Business Academy

Croatia (1 partner workplaces, 1 bilateral contract)

- University of Rijeka

Iceland (1 partner workplaces, 1 bilateral contract)

- University of Bifröst

Italy (1 partner workplaces, 1 bilateral contract)

- Università degli Studi di Verona

Austria (1 partner workplaces, 1 bilateral contract)

- Karl-Franzens-Universität Graz

The UK (1 partner workplaces, 1 bilateral contract)

- Salford University

In addition to student mobility, the faculty allows its staff to travel to partner workplaces. In 2016, a total of 4 employees went to Erasmus+ teacher mobility in 4 countries (Slovakia, Greece, France, Croatia) where each of them worked at one partner workplace each week. The long-term goal is to maintain and develop contacts with all workplaces with the same intensity, if possible. Two employees visited partner sites in two countries (Italy, Iceland) for training (Erasmus Staff Training).

Teaching of foreign students from partner schools at FoE in Pilsen is in English. In 2016, foreign students were offered 30 subjects; compared to 2015, the portfolio of subjects narrowed by 6 subjects due to more effective teaching.

For nearly 20 years, we have been working with Marquette University Milwaukee (WI, USA) Students from this university create projects with FoE students and meet at workshops in the Czech Republic, the USA and on the internet. Each year, these international projects end in a joint presentation at the American university. The project also includes lectures by teachers from partner faculties. In 2016, 10 students from our faculty and 13 students from the Marquette University participated in a joint project. This project was traditionally realized in cooperation with the Department of Foreign Relations at UWB and was actively attended by two faculty employees.

The faculty also maintains bilateral relations with non-European partner universities. These bilateral contracts apply to student and teacher mobility and R&D collaboration. In 2016, it offered cooperation with Escuela Bancaria y Comercial (EBC) in Mexico City (Mexico); Sogang University in Seoul (South Korea); Chienkuo Technology University in Changua City (Taiwan); Beijing Institute of Technology (BIT) in

Beijing (China), Ural State Economic University and Ural Federal University of BN Yeltsin in Ekaterinburg (Russia), Manhattan Institute of Management (MIM) in New York and Shanghai Finance University (SFU) in Shanghai (China). One-time cooperation with students sent to the local summer school and workshops took place with Hong Kong Polytechnic University and Pushkin State Institute of Russian Language in Moscow.

A joint bachelor's 'double degree' programme in the study programme of Economics and Management has been successfully implemented in cooperation with Hochschule Hof.

In order to promote, motivate and disseminate information about mobility, Erasmus Day was organized on 17.11.2016 in cooperation with the UWB Department of Foreign Relations, which presented all types of mobility offered, applications and the selection procedure. This event was attended not only by teachers and some contract coordinators at FoE, but also by students who shared their experience from foreign study stays, and by staff of the UWB Department of Foreign Relations. 30 students, mainly from Year 1 and 2 of the bachelor's study, also attended the event.

All detailed information on student mobility can be found on the new website mobility.fek.zcu.cz, which was created and launched in 2014 in order to gather clear information on all types of international mobility that are provided at the faculty and to which more necessary information is gradually added.

7.2 Foreign mobility of students

The following tables show overviews of FoE student visits to foreign partner universities as well as arrivals of foreign students to FoE in the calendar year of 2016 (not in the academic year from which the indicators for K-coefficient are calculated).

Table 20: Student mobility - going out

Programme	Number of students / number of student-days
Erasmus	41/4473
Marquette University	10
Mobility of MEYS (Inter programme)	9/813
Erasmus - work internships	3/277
Government scholarships (MEYS)	1/29
Total	54/5592

Source: INIS, own calculation

Compared to 2015 (64 students), the number of students going out decreased by 15%. The year-on-year decrease of cumulative student-days compared to 2015 (6,534) is 14%. The most frequent destinations where our students travelled was Germany (16 students), France (5 students) and Finland (4 students).

Table 21: Student mobility - coming in

Programme	Number of students / number of student-days
Erasmus	41/4673
Marquette University	13
Inter-university cooperation	13/1165
Erasmus - work internships	1/58
Total	55/5896

Source: INIS, own calculation

Compared to 2015 (58 students), there was a decrease by 5%. Compared to 2015, the number of

student-days decreased by 12%. The most frequent destinations from where students came were Spain and Mexico (8 students), France (7 students), Germany (5 students), the Netherlands and Russia (4 students).

In 2016, a video postcard was used to promote the faculty abroad on YouTube. The video had 266 views in 2016. Among foreign destinations, the video was watched most in Russia (33 times), Germany (22 times), France and Turkey (18 times) and Spain (13 times). The video was watched in 44 countries in total. This video is gradually ageing and as it shows the old faculty premises and does not correspond to the current reality of the life of our faculty and incoming students, its use has been gradually diminished. The faculty plans to make a new video next year.

Until July 2016, Professor Michal Kohout from the State University of California in San Bernardino worked at the faculty. His main workplace was KGE.

8 Partnerships and collaboration of FoE UWB

8.1 Cooperation of specialized departments with the region

KFU

In 2016, KFU started cooperation with ICAEW - Institute of Chartered Accountants in England and Wales. Based on meeting the professional and ethical standards of education, the Department has been awarded the 'Partner in Learning' certificate by this leading global professional organization, which entitles graduates of the Department of Finance and Accounting subjects to the recognition of ICAEW professional exams. Accreditation of teaching at the Department by ICAEW thus enables students to gain an exceptional competitive advantage on the labour market not only in the Czech Republic but also in the international context. Another form of cooperation with this organization is the organization of interactive workshops and business games for students.

KFU cooperates with the basic organization of the Association of Accountants in Pilsen on the development of education in the accounting profession in the region.

KFU cooperates with Moore Stephens. The aim of the collaboration of KFU and Moore Stephens is to connect students' theoretical knowledge with the challenges and requirements of the labour market and business reality. The cooperation thus takes place on several levels: firstly, invited lectures and seminars led by company specialists within the courses guaranteed by the KFU, and secondly, on the level of cooperation in the preparation of students' diploma and bachelor theses. As part of the cooperation, the company also offers the possibility of professional internships and job opportunities for students and graduates.

A similar type of cooperation was established by the Department with Deloitte, both in terms of professional lectures and the possibility of attending work experience for students.

In 2016, KFU started mutual cooperation with Dynatech, s.r.o. in the areas of applied research, project creation and elaboration of qualification theses.

KFU is a member and cooperates with the Czech Association for Financial Management (CAFIN) and the Czech Treasury Association in professional education of academic staff and students. As part of its cooperation with CAFIN, the Department organized expert workshops for students aimed at developing the financial profession.

KMO

In 2016 KMO continued its close cooperation with companies and entities in the region:

- In the field of internet marketing we started collaboration with ANT studio s.r.o. Plzeň, continued collaboration with other companies such as ProSEO.cz and organized several invited lectures for FoE students: Ing. Viktor Janouch, Ph.D, a leading expert in internet marketing; Jindřich Wiendl, marketing and advertising agency in Pilsen;
- Within the projects prepared by students in the subject of Marketing Project (PROMO), cooperation was realized with the following subjects: Tanec v Plzni, Hotel IBIS Plzeň, Lussi - pet shop, Akademici Plzeň, PolyPress, Tabáková semena, Pantheon, Europe Direct Plzeň, Štěstíčko shop;
- Expert and project cooperation was realized with the Regional Chamber of Commerce of the Karlovy Vary Region, the City of Pilsen, the City of Cheb, regional authorities of the Karlovy Vary region and the Pilsen region, the Karlovy Vary Business Development Agency, Poradkyně s.r.o., Destination Management West, SANEK Ponte, o.s., Techmania Science Centre o.p.s., CzechTourism, Františkovy Lázně spa, Plzeň - TURISMUS, p.o., Pilsner Urquell, NIDV, Junior Chamber International (JCI), Industrie- und Handelskammer Regensburg für Oberpfalz / Kelheim or EUROTOURS International;
- KMO staff are members of a working group for research and education at the Tourism Institute of the Czech Tourism agency;
- Cooperation with Dolní Poohří Destination Agency and Litoměřice Tourism Centre also continued - membership in the preparatory committee and hosting of the Stop and Stay 2016 conference;
- Expert field trip was arranged within the subject of Tourism Geography to Cheb and Františkovy Lázně;
- Selected students of the subject of Marketing Management of a Company led by Ing. Dita Hommerová, Ph.D., MBA participated in the interdisciplinary project Design+ in cooperation with students of FST, FZS, FDULS - interdisciplinary teams solved specific tasks from business practice (manufacturing companies), the activity closed with a competition workshop;
- Supporting an activity of the local section of the Czech Marketing Society, e.g. by organizing a professional lecture on the possibilities of using eye-tracking.
- Visit by Gustavo Barbosa Rosa – a Brazilian intern who worked at the Department on research topics in Tourism Marketing and Management in January and February;
- In May 2016, students and professors from Hochschule Harz (Wernigerode, Germany) visited for the tenth time as part of their field trip co-organized by KMO;
- In collaboration with Industrie- und Handelskammer Regensburg für Oberpfalz / Kelheim the Department participated in the organization of expert programmes for the visiting members of an organization associating retailers in Weiden - PRO Weiden on 28.6.2016;
- Organized a study trip of Hochschule Hof representatives and students around West Bohemia and Pilsen on 2.-4.11.2016;
- In December 2016, organized a study stay of OTH Regensburg students led by prof. dr. Thomas Groll, who worked on a case study in the field of Services Design at UWB.

KPM

As part of the international Visegrad project to support students' entrepreneurship, the Department cooperated with business entities, government and public administration and associations representatives, in particular through joint events such as round tables, international conferences and participation in research surveys in the area of entrepreneurship education. Members of the Department also played an important role in the activities of the Business Centre, where a number of

events took place where students had the opportunity to get acquainted with the local business environment. The events were organized in cooperation with local entities, such as the Regional Chamber of Commerce of the Pilsen Region, Business and Innovation Centre Pilsen (BIC), JCI West Bohemia, Infokariéra, etc. Ing. Tauš Procházková, Ph.D. participated as an expert in the Entrepreneurship Support platform of the Pilsen Region. Significant cooperation of the Department with companies was realized also through the preparation of students' bachelor and diploma theses.

KEM

KEM has a long-term collaboration with the Czech Statistical Office, mainly with the regional office for the Pilsen Region.

Throughout the year, cooperation was established with Diebold-Nixdorf, whose important delivery centre is located in Pilsen. This cooperation is focused especially on students of Information Management. During 2017, it is expected to formally conclude a strategic partnership agreement and extend cooperation with this company.

KGE

The department cooperates with the regional authority of the Pilsen region, in particular with the Department of Regional Development and the Department of EU Funds and Programmes, with the Department of Concept and Development of the City of Pilsen, Pilsen 2015, the Regional Administration of the Czech Statistical Office in Pilsen and the Administration of Brdy Protected Area (CHKO). Other partners include CHMI - Pilsen branch, Ametyst - Environmental Education Centre, CGS. The Department also cooperates with six Central European universities in the so-called Scientific Hexagon of universities in Bayreuth-Bratislava-Graz-Maribor-Pécs-Pilsen and newly with the Ostbayern-Böhmen Academy.

8.2 Memberships of academic staff of FoE UWB in professional organizations and associations

KFU prof. Ing. Lilia Dvořáková, CSc

- Czech Association of Accountants - Vice-President
- Chamber of Certified Accountants, member
- Czech National Accounting Board, member
- Association of Accountants in Pilsen - board

Ing. Pavlína Hejduková, Ph.D.

- Czech Association for Financial Management
- Czech Economic Society

Ing. Jana Hinke, Ph.D.

- Czech Pedagogical Society
- Czech Economic Society
- Czech Society for Political Sciences
- Association of Accountants

Ing. Michaela Krechovská, Ph.D.

- Czech Association for Financial Management
- Czech Treasury Association
- Czech Economic Society

- KMO** **doc. PaedDr. Ludvík Eger, CSc.**
- Society for Human Resource Management
- Ing. Dita Hommerová, Ph.D., MBA**
- Czech Marketing Society
 - Access Marketing Management e.V. (AMM)
- doc. Ing. Dagmar Jakubíková, Ph.D.**
- Czech Marketing Society
 - Society of Scientific Tourism Experts
- Ing. Petr Janeček**
- Czech Marketing Society
 - Destination Marketing Association International
 - Society of Scientific Tourism Experts
 - Travel and Tourism Research Association
- Mgr. Hana Ovesleová**
- Association UX (ACM SIGCHI Prague)
 - Czech Association of Germanists and Teachers of German
- Ing. Jan Tluchoř, Ph.D.**
- Society of Scientific Tourism Experts
- KEM** **doc. Ing. Jiří Beck, CSc.**
- Czech Society for Operational Research
- Ing. et Ing. Miloš Nový**
- Institute of the Association of Accountants
- doc. RNDr. Ing. Ladislav Lukáš, CSc.**
- Czech Society for Operational Research
 - Czech Econometric Society
 - Czechoslovak Society for Mechanics
 - Czech Technical Matrix
- doc. Dr. Ing. Miroslav Plevný**
- Czech Society for Operational Research (Vice-President)
- Ing. Mgr. Milan Svoboda Ph.D.**
- Czech Society for Operational Research
- KPM** **Dr. Ing. Jiří Hofman**
- Union of Czech Mathematicians and Physicists
 - Czech-Japanese Society
 - Czech-Chinese Society
 - Czech-Korean Society
 - Czech Astronomy Society
- PhDr. Milan Jermář, Ph.D.**
- Czech Association of Labour Psychology and Organization
- doc. PaedDr. Dana Egerová, Ph.D.**
- Society for Human Resource Management

- Czech Managerial Association
- KGE doc. PaedDr. Jaroslav Dokoupil, Ph.D.**
- Czech Geographical Society
- doc. RNDr. Jiří Ježek, Ph.D.**
- European Regional Science Association (ERSA) – Slovak section (steering committee member)
 - Czech Society for Spatial Planning and Urban Planning
 - Czech Geographical Society
- doc. RNDr. Marie Novotná, CSc.**
- Czech Geographical Society
 - Czech Geo-Information Society
 - Czech Rural
- RNDr. Jan Kopp, Ph.D.**
- Czech Geographical Society - chairman of the West Bohemia branch
- RNDr. Jiří Preis, Ph.D.**
- ACET (AIDS Care Education Training) ČR, o.s.
 - Czech Geographical Society
- Mgr. Martin Lepič**
- Czech Geographical Society
- SMA Mgr. Romana SUCHÁ, Ph.D.**
- Czech Association of Teachers of Spanish
 - Czech Association of Teachers of French

8.3 Project Activities Centre

The mission of the Project Activities Centre (SPA) is to increase project activities of all FoE sections, including research and development projects. The Centre focuses on the following activities:

- identification of the potential and know-how of FoE sections in the project area;
- monitoring and searching for suitable grants;
- help with searching for project partners;
- developing contacts with the public and business sectors, educational and advisory agencies, regional development agencies, BIC, chambers of commerce and other entities;
- cooperation with relevant sections of the UWB's Chancellor's Office;
- informing FoE staff about opportunities for participation in project activities, training, seminars and other events aimed at participating in projects;
- assistance and consultations in the formal preparation of projects (subject matter will be provided by sections submitting project proposals).

This mission reflects the professional focus and know-how of FoE and is in line with the long-term development plans of FoE and UWB.

The Centre includes a Project Office whose main aim is to provide methodological support to the proposers or solvers of research and development projects, assistance in their administration and training focused on particular areas of research projects. The Project Office participates in the above

activities in accordance with the Centre's mission.

In 2016, the Centre participated in the implementation of a project focusing on education in business (Visegrad Fund). The Centre also cooperated on the preparation of faculty and university RDE OP projects (cooperation with the UWB Project Centre). Furthermore, its employees participated in the administration of a competition of projects of the UWB grant system and the Internal Competition. The Centre ensures sustainability of ES OP UNIPRANET and SYPROM projects.

The SPA Centre also participated in the organization of the Trends in Business conference, which took place in November 2016 at the Pilsen Urquell brewery. It was the 5th year of this conference, which is currently organized by the Faculty of Economics every other year. 100 participants from the Czech Republic and Slovakia attended the conference. These were traditionally researchers and representatives from practice.

8.4 International Activities Centre

Since September 2015, the International Activities Centre (SMA) has focused only on foreign mobility. The section of foreign language teaching, which had been provided by SMA until then, was transferred to the Department of Language Preparation (UJP) of UWB as part of the implementation of the university strategy.

The International Mobility Section of SMA provides all faculty activities related to international relations. Its main activities include registration and administration of bilateral Erasmus agreements, cooperation with foreign partner universities, searching for other possibilities of international cooperation, consultancy for students on the possibilities of foreign studies, organization of workshops on foreign mobility, organization of selection procedures for student international mobility and mobility of academic staff and consultancy for foreign students. It also focuses on the promotion of mobility through campaigns (Erasmus Day) and seeks closer cooperation with student organizations (such as ESN).

8.5 Centre for Regional Development Research

The Centre for Regional Development Research (SVRR) has been working at the Faculty of Economics of the University of West Bohemia in Pilsen since 1991. It focuses on applied research in local and regional development. Last year, the certified methodology of 'Creating Strategic Partnerships at the Micro-Regional Level' was completed within the TA CR project 'Strategic Planning of Municipalities, Cities and Regions: Challenges, Problems, Solutions' and several partial analyses were carried out as part of the evaluation of the Pilsen 2015 - Capital of Culture project.

8.6 Business Centre

In 2016, the Business Centre carried out several key activities aimed at supporting and developing the entrepreneurial spirit and activities of UWB students. These activities were usually carried out in cooperation with several partners. It was mainly a series of events called Business Date, which took place in the Science and Technology Park in Pilsen in cooperation with BIC Plzeň. We should also mention cooperation at regular networking meetings called the Pilsen Business Pot, or regular live-stream brunches Brain&Breakfast. Overall, over 200 persons were supported in 2016 through these events or other individual workshops or consultations. At the same time, the Business Centre succeeded in establishing new strategic partnerships with entities in the commercial and non-profit sector.

9 Physical education, leisure and social activities of students of FoE UWB

In the Cheb part of FoE UWB, sports club USK Akademik o.s. provides leisure recreational and sporting activities for students. USK Akademik o.s. also organizes sports tournaments and social events for students and teachers. These club activities help develop social and friendly relationships between students and teachers.

Prestigious activities at the Cheb part of the faculty include the 'Bucket of Academic Blood', which is organized twice a year at FoE. It is a voluntary blood donation by students, graduates and friends of FoE UWB. In 2016, the 46th and 47th season of this event took place. Cooperation continued with students of the Secondary Nursing School and the College of Nursing in Cheb.

Various social activities take place at the Cheb part of FoE, e.g. Samuelsoning (second- and third-year students of FoE UWB welcoming first-year students), the Faculty of Economics' Ball (19.3.2016). In 2016, the faculty was actively involved in the promotion of the so-called "Prvákoviny" (event organized by the student organization AIESEC), and for this occasion, several students starting Year 1 participated in the event. There is also a close cooperation with ESN.

10 Other important faculty activities

In the summer of 2016, the Faculty of Economics moved from its original premises in Husova and Tylova streets in the city centre to the UWB campus on the Green Triangle in Pilsen-Bory. Since August it has been operating in newly reconstructed premises on the 4th and 5th floors of the building at Univerzitní 22, Pilsen. On 27.9.2016, these premises were officially opened by the Chancellor ceremonially cutting a tape.

On 20.10.2016, the Department of Finance and Accounting (KFU) organized an interactive workshop for students called Commercial Awareness Session in cooperation with the global professional organization ICAEW (Institute of Chartered Accountants in England and Wales). A total of six teams competed to prove the best Commercial Awareness. During the workshop, which was held in English, the students tested and trained this competence in solving assigned tasks for a specific global renowned company. The winning team received valuable gifts from an ICAEW representative.

During November 2016, KFU in cooperation with the Czech Association for Financial Management (CAFIN) organized two discussion meetings for students on the topic of 'Starting up a Financial Career'. The topic of career paths in finance and the requirements for individual financial positions were discussed. Rastislav Vašica, CFO of Bohemia Sekt, Michal Košacký, Director and CFO of Doosan Škoda Power, and Lucie Viktorová, Head of Controlling of PMDP, also shared their experience with students. CAFIN explained to students how the salary evaluation of individual financial positions in Czech companies has evolved based on the results of a salary study conducted in previous years.

As part of the international Visegrad project to support students' entrepreneurship, the Department cooperated with business entities, government and public administration and associations representatives, in particular through joint events such as round tables, international conferences and participation in research surveys in the area of entrepreneurship education. Members of the Department also played an important role in the activities of the Business Centre, where a number of

events took place where students had the opportunity to get acquainted with the local business environment. The events were organized in cooperation with local entities, such as the Regional Chamber of Commerce of the Pilsen Region, Business and Innovation Centre Pilsen (BIC), JCI West Bohemia, Infokariéra, etc. Ing. Tauš Procházková, Ph.D. participated as an expert in the Entrepreneurship Support platform of the Pilsen Region. Significant cooperation of the Department with companies was realized also through the preparation of students' bachelor and diploma theses.

KMO cooperates with Czech-American TV

In 2016, the Department of Marketing, Trade and Services took up from the previous period and further extended cooperation with the non-profit organization Czech-American TV. This television is broadcast on cable in the Chicago metropolitan area and can also be watched on the internet (www.catvusa.com). The organization aims to promote the Czech Republic and Czech culture, especially in the English-speaking world. Among other things, it cooperates with the Czech Tourism agency, FAS UWB in Pilsen, CTU and other workplaces.

In 2015, the director of the TV station, Czech native John Honner who had lived in the USA for many years, was looking for contacts for the development of television marketing. In the area of (especially digital) communication, television had the greatest shortcomings. While browsing the internet, John Honner discovered a bachelor thesis produced at KMO and contacted the supervisor - Jan Petřtyl, who continues to work with the Department as an external expert.

Basic possibilities of cooperation were outlined (activities in seminars, topics of BP, DP). Thanks to this cooperation, students have the opportunity to apply the studied theory directly in practice, with a positive impact on the perception of the Czech Republic abroad. Emphasis is placed on the absence of a political context. Especially the work of student Monika Pleskotová, who successfully completed her bachelor's degree in 2016, is extremely beneficial. In summer 2016, selected students met in Moravia with the entire implementation group and with John Honner.

It was John Honner who personally talked to the university Chancellor during this 2016 visit. The meeting resulted in a promise of assistance of technical (IT infrastructure) and other nature.

In 2017, we want to follow this successful development at KMO and, if possible, develop it further. An example of the potential students can utilize is the management of internet advertising campaigns with a budget of more than CZK 250,000 per month (funds are obtained through a grant from Google), preparation of other communication campaigns, social media management, web improvement, etc.

Current marketing is no longer conceivable without the use of digital communication channels. It is the cooperation with CATVUSA that can help our students prepare for success in a challenging but extremely interesting and promising field.

2016 Days of Science and Technology

On 9.-10.9.2016, the faculty was represented in this educational programme by the Department of Geography, which in cooperation with the Department of Political Science of the PF arranged an information stand focusing on the issues of the global world and also Africa with special attention to the upcoming 70th anniversary of Hanzelka and Zikmund's journey and the transformation in the last 70 years.

Conferences and important visits to FoE

On 8.3.2016, President of the Czech Republic Miloš Zeman visited the Cheb part of the faculty. At the faculty building he met representatives of academicians, the Academic Senate and local politicians and

then had a discussion with students.

On 17.3.2016, an international conference entitled **Opportunities and Challenges for Entrepreneurship Education at Universities** took place. The conference was part of the international project 'Innovative Entrepreneurship Education - a Necessary Precondition for the Future Prosperity of the V4 Region', coordinated by the Faculty of Economics of UWB and supported by the International Visegrad Fund.

On 4.5.2016, Minister of Regional Development **Karla Šlechtová** visited the Faculty of Economics. The event was organized in cooperation with the European Initiative of the Czech Republic. The lecture and a discussion took place at the faculty building on Husova Street, where she completed her master's degree in 2001.

On 9.-10.11.2016, the **Trends in Business conference** took place at the Pilsner Urquell brewery with the participation of the UWB Chancellor. The conference participants were acquainted with the results of research projects of domestic and foreign workplaces. The topic of the discussion was also the interdisciplinarity within Industry 4.0, which represents a bridge between science and practice. Invited experts from the academic and business sectors spoke at the conference. Jiří Panuška from Pilsner Urquell presented to the participants the company that provided the conference facilities. Other speakers included Petr Suchánek from Masaryk University, Michal Beránek from Janiga Labs and Jan Horejc from the Faculty of Mechanical Engineering of UWB, the President of the Czech Technology Platform of Engineering. The conference then continued discussions in sections. The overall attendance was about 120 people.

On 23.11.2016, Chief Macro-Economist of ERA/ČSOB **Jan Bureš** visited the Faculty. He lectured mainly on why the central bankers in Europe, the USA and Japan struggle to start up the much-expected moderate inflation. He also mentioned the expected and much-discussed end of CNB's interventions against the Czech crown.