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# 1 Basic details of the Faculty

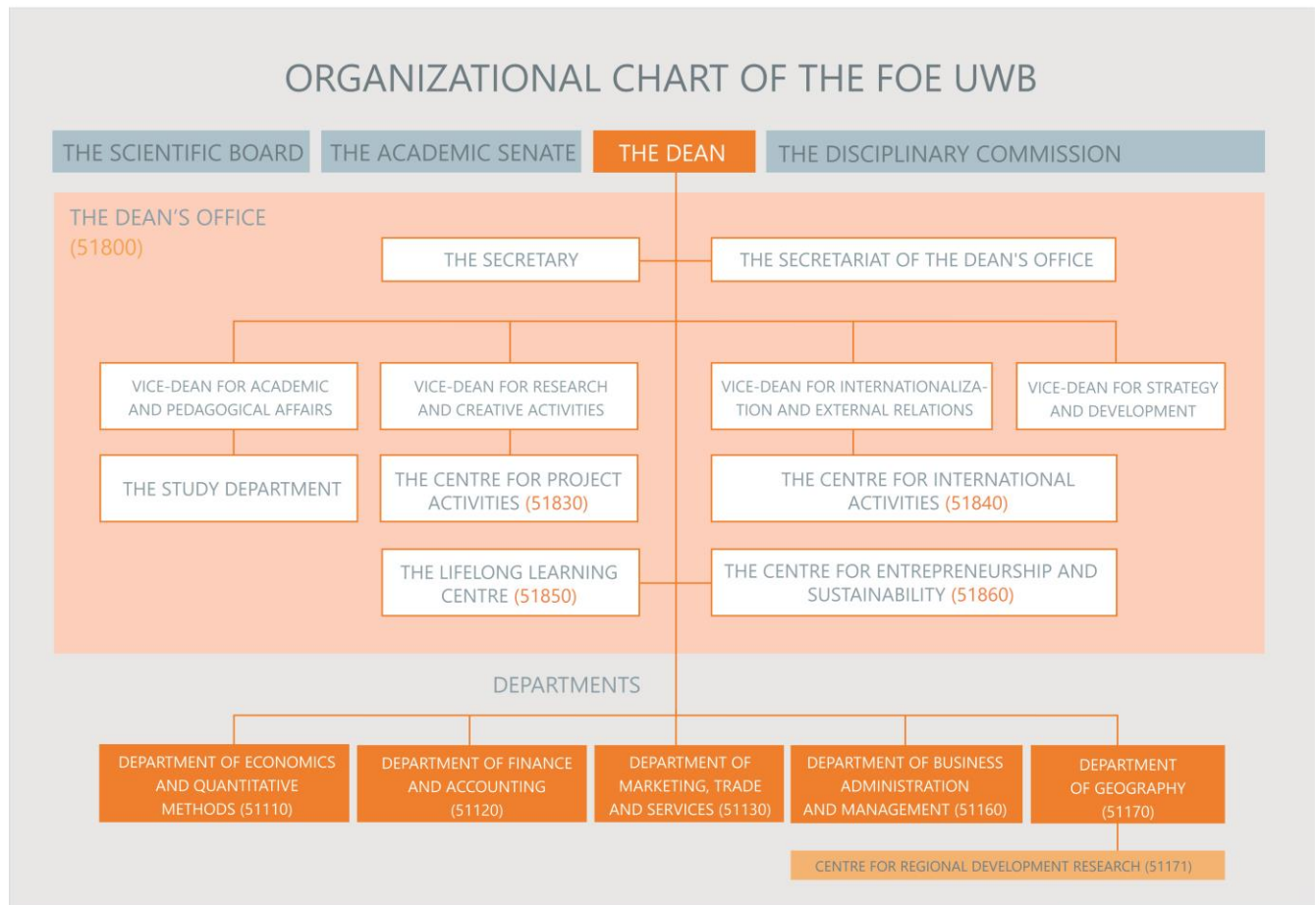
Complete name of the university: The Faculty of Economics of the University of West Bohemia in Pilsen

Abbreviation used: FoE UWB

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Cheb, Hradební 22, 350 11

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## 2 Composition of bodies of FoE UWB

### 2.1 Dean's Office

Dean:	<b>doc. Dr. Ing. Miroslav Plevný</b> - until 28.2.2018	
Dean:	<b>doc. Ing. Michaela Krechovská, Ph.D.</b> - since 1.3.2018	
Vice-Deans:	<b>Ing. Hana Kunešová, Ph.D.</b> , Vice-Dean for Study Affairs - until 14.3.2018	
	<b>doc. Ing. Jiří Vacek, Ph.D.</b> , Vice-Dean for Project Activities and Development - until 14.3.2018	
	<b>RNDr. Jiří Preis, Ph.D.</b> , Vice-Dean for External Relations - until 14.3.2018	
	<b>doc. PaedDr. Jaroslav Dokoupil, Ph.D.</b> , Vice-Dean for Study and Pedagogical Matters - since 15.3.2018	
	<b>prof. Ing. Emil Vacík, Ph.D.</b> , Vice-Dean for Strategy and Development - since 15.3.2018	
	<b>RNDr. Jiří Preis, Ph.D.</b> , Vice-Dean for Internationalization and External Relations - since 15. 3. 2018	
Secretary:	<b>Ing. Mgr. Radka Součková</b> - until 28.2.2018	
	<b>Ing. Kateřina Mičudová, Ph.D.</b> - since 1.3.2018	
Secretariat:	<b>Zuzana Martinčíková</b>	(Pilsen section) - until 30.4.2018
	<b>Ing. Barbara Trojanowská</b>	(Pilsen section) - since 1. 5. 2018
	<b>Ivana Kurová</b>	(Cheb section)
	<b>Ing. Kamil Eckhardt</b>	(Pilsen section - ICT department)
	<b>Ing. Stanislav Pimek</b>	(Cheb section - ICT department)
Head of the Lifelong Learning Centre:	<b>Ing. Jan Tlučoř, Ph.D.</b> - until 2.9.2018	
	<b>Ing. Miluše Bartoňková, Ph.D.</b> - since 3.9.2018	
Head of Project Activities Centre:	<b>Ing. Martin Januška, Ph.D.</b> - since 1. 9. 2018	
Head of International Activities Centre:	<b>RNDr. Jiří Preis, Ph.D.</b>	
Head of Business Centre:	<b>doc. Ing. Petra Taušl Procházková, Ph.D.</b>	
Study Department - Pilsen section:		
	<b>Kateřina Hráčová</b>	(full-time follow-up study)
	<b>Vladimíra Johánková</b>	(full-time bachelor study)
	<b>Tomáš Kasík</b>	(combined study - bachelor, follow-up)
	<b>Ing. Barbara Trojanowská</b>	(doctoral study)
Study Department - Cheb section:		
	<b>Hana Blatná</b>	(combined and full-time bachelor's study) - until 30.4.2018
	<b>Romana Kočvarová</b>	(combined and full-time bachelor's study) - since 1.5.2018
Study Department - Lifelong Learning Centre:		
	<b>Tomáš Kasík</b>	
	<b>Romana Kočvarová</b>	

## 2.2 Academic Senate

Chair: **JUDr. Ing. David Martinčík, Ph.D.**

Deputy Chair: **doc. Ing. Michaela Krechovská, Ph.D.** (until 28.2.2018)

**Ing. Marek Čech** (until 4. 4. 2018)

Secretary: **Jan Pokorný**

Chair of Student Chamber: **Jan Pokorný**

### Members - academic section:

doc. PaedDr. Dana Egerová, Ph.D.

doc. PaedDr. Jaroslav Dokoupil, Ph.D. (until 14.3.2018)

doc. RNDr. Mikuláš Gangur, Ph.D.

Ing. Dita Hommerová, Ph.D., MBA

Ing. Petr Janeček, Ph.D. (until 15. 3. 2018)

PhDr. Čestmír Jarý

RNDr. Jan Kopp, Ph.D. (since 1. 3. 2018)

Ing. Mgr. Milan Svoboda Ph.D.

doc. Ing. Petra Taušl Procházková, Ph.D.

Ing. Jan Tluchoř, Ph.D.

### Members - student section:

Ing. Marek Čech

Kateřina Klailová

Ondřej Moša

Bc. Lucie Pospíšilová (until 1. 6. 2018)

Ing. Václav Sova Martinovský (since 2. 6. 2018)

Hana Tučková (since 6. 6. 2018)

Bc. Alena Vrbová (until 5. 6. 2018)

## 2.3 Scientific Board

### Internal members

doc. PaedDr. Jaroslav DOKOUPIL, CSc. FoE, University of West Bohemia in Pilsen

prof. Ing. Lilia DVOŘÁKOVÁ, CSc. FoE, University of West Bohemia in Pilsen

doc. PaedDr. Ludvík EGER, CSc. FoE, University of West Bohemia in Pilsen

doc. PaedDr. Dana EGEROVÁ, Ph.D. FoE, University of West Bohemia in Pilsen

doc. RNDr. Mikuláš GANGUR, Ph.D. FoE, University of West Bohemia in Pilsen

doc. Ing. Jan HOREJC, Ph.D. FST, University of West Bohemia in Pilsen

doc. RNDr. Jiří JEŽEK, Ph.D. FoE, University of West Bohemia in Pilsen

doc. Ing. Michaela KRECHOVSKÁ, Ph.D. FoE, University of West Bohemia in Pilsen

doc. Dr. Ing. Miroslav PLEVNÝ FoE, University of West Bohemia in Pilsen

prof. Ing. Emil VACÍK, Ph.D. FoE, University of West Bohemia in Pilsen

### External members

doc. Ing. Jan ČADIL, Ph.D.	Unicorn College, NF, University of Economics, Prague
Ing. Michal DAŇSA	Pilsen office of Moore Stephens, Partner Pilsen
doc. Ing. Jakub FISCHER, Ph.D.	FIS, University of Economics, Prague
doc. Ing. Jan HOREJC, Ph.D.	FST, University of West Bohemia in Pilsen
doc. Ing. Ivana KRAFTOVÁ, CSc.	FES, University in Pardubice
prof. Ing. Helena MAJDÚCHOVÁ, CSc.	FPM, University of Economics, Bratislava
Ing. Zdeněk MUŽÍK	Regional Chamber of Commerce of the Pilsen Region
Ing. Zdeněk NOVOTNÝ	Regional branch of Job Centre of the Czech Republic in Pilsen
doc. Ing. Boris POPESKO, Ph.D.	FAME, Tomáš Baťa University in Zlín
doc. RNDr. Ing. Hana SCHOLLEOVÁ, Ph.D.	MÚVS, Czech Technical University in Prague
prof. Ing. Luboš SMRČKA, CSc.	FPH, University of Economics, Prague
doc. Ing. Petr SUCHÁNEK, Ph.D.	ESF, Masaryk University in Brno
doc. Ing. Miroslav ŠPAČEK, Ph.D., MBA	FPH, University of Economics, Prague
doc. Ing. Lenka ŠVECOVÁ, Ph.D.	MÚVS, Czech Technical University in Prague
prof. Ing. Milan TURČÁNI, CSc.	FPV, University of Konštantín Filozof in Nitra
prof. Ing. Miroslav ŽIŽKA, Ph.D.	EF, Technical University in Liberec

## 2.4 Subject Board

### Internal members

doc. Ing. Petr CIMLER, CSc.	FoE, University of West Bohemia in Pilsen
doc. PaedDr. Jaroslav DOKOUPIL, Ph.D.	FoE, University of West Bohemia in Pilsen
prof. Ing. Lilia DVOŘÁKOVÁ, CSc.	FoE, University of West Bohemia in Pilsen
doc. PaedDr. Ludvík EGER, CSc.	FoE, University of West Bohemia in Pilsen
doc. PaedDr. Dana EGEROVÁ, Ph.D.	FoE, University of West Bohemia in Pilsen
doc. RNDr. Mikuláš GANGUR, Ph.D.	FoE, University of West Bohemia in Pilsen
doc. Ing. Jan HOREJC, Ph.D.	FST, University of West Bohemia in Pilsen
doc. RNDr. Jiří JEŽEK, Ph.D.	FoE, University of West Bohemia in Pilsen
doc. Ing. Michaela KRECHOVSKÁ, Ph.D.	FoE, University of West Bohemia in Pilsen
doc. RNDr. Ing. Ladislav LUKÁŠ, CSc.	FoE, University of West Bohemia in Pilsen
doc. Dr. Ing. Miroslav PLEVNÝ	FoE, University of West Bohemia in Pilsen
prof. Ing. Emil VACÍK, Ph.D.	FoE, University of West Bohemia in Pilsen

### External members

doc. Ing. Jan ČADIL, Ph.D.	Unicorn College, NF, University of Economics, Prague
doc. RNDr. Ing. Hana SCHOLLEOVÁ, Ph.D.	MÚVS, Czech Technical University in Prague
doc. Ing. Luboš SMRČKA, CSc.	PFH, University of Economics, Prague
doc. Ing. Petr SUCHÁNEK, Ph.D.	ESF, Masaryk University in Brno
doc. Ing. Miroslav ŠPAČEK, Ph.D., MBA	FPH, University of Economics, Prague
doc. Ing. Jindřich ŠPIČKA, Ph.D.	FPH, University of Economics, Prague
doc. Ing. Lenka ŠVECOVÁ, Ph.D.	MÚVS, Czech Technical University in Prague
doc. Ing. Jan VLACHÝ, Ph.D.	MÚVS, Czech Technical University in Prague
prof. Ing. Miroslav ŽIŽKA, Ph.D.	EF, Technical University in Liberec

## 3 Departments and Sections of FoE UWB

### 3.1 Departments

#### **KEM - Department of Economics and Quantitative Methods**

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

#### **KFU - Department of Finance and Accounting**

Head: **doc. Ing. Michaela Krechovská, Ph.D.** - until 30.4.2018  
**Ing. Pavlína Hejduková, Ph.D.** - since 1.5.2018

#### **KMO - Department of Marketing, Trade and Services**

Head: **Ing. Jan Tlučoř, 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.**

### 3.2 Sections

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

Head: **doc. RNDr. Jiřĩ Jeřek, Ph.D.**

#### **CECR - Centre for Tourism (subordinate to KMO)**

Head: **Ing. Petr Janeček, Ph.D.**

#### **SPA - Project Activities Centre**

Head: **Ing. Martin Januřka, Ph.D.**

#### **SMA - International Activities Centre**

Head: **RNDr. Jiřĩ Preis, Ph.D.**

#### **CP - Business Centre**

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

#### **CECEV - Lifelong Learning Centre**

Head: **Ing. Miluře Bartoňková, Ph.D.**

## 4 Employees of FoE UWB

As of 31.12.2018, 56 academic staff were employed at the UWB Faculty of Economics (with an average workload of 0.82; recalculated status of 46.12 persons), 4 researchers (with an average workload of 0.29; recalculated status of 1.15 persons) and 23 other staff (with average workload of 0.76; recalculated status was 17.39 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					Researche rs	Other staff
		Professors	Associate Professors	Assistant Professors	Assistants	Lecturers		
KEM	Natural persons	1	5	8	1	0	3	1
	Recalculated	0,56	2,75	6,11	1,00	0	0,95	0,75
KFU	Natural persons	2	0	6	0	0	0	1
	Recalculated	2,00	0	6	0	0	0	0,88
KMO	Natural persons	0	3	6	0	0	0	2
	Recalculated	0	2,13	4,82	0	0	0	1,38
KPM	Natural persons	0	3	8	2	0	0	1
	Recalculated	0	3,00	6,50	1,25	0	0	1,00
KGE	Natural persons	0	4	5	1	0	0	1
	Recalculated	0	3,00	5,00	1,00	0	0	0,75
SVRR	Natural persons	0	0	0	0	0	1	0
	Recalculated	0	0	0	0	0	0,2	0
SPA	Natural persons	0	0	0	0	0	0	6
	Recalculated	0	0	0	0	0	0	1,63
CECEV	Natural persons	0	0	0	0	0	0	3
	Recalculated	0	0	0	0	0	0	3,00
SMA	Natural persons	0	0	0	0	0	0	1
	Recalculated	0	0	0	0	0	0	1,00
DFEK	Natural persons	0	1	0	0	0	0	7
	Recalculated	0	1,00	0	0	0	0	7,00
FoE	Natural persons	3	16	33	4	0	4	23
	Recalculated	2,56	11,88	28,43	3,25	0	1,15	17,39

Source: EIS Magion as at 31. 12. 2018

### 4.1 Appointment and habilitation procedures

- Prof. Ing. Emil Vacík, Ph.D. – Business Economy and Management (University of Economics, Prague)



- doc. Ing. Petra Taušl Procházková, Ph.D. – Business Economy and Management (Technical University in Liberec)

## 4.2 Study in doctoral study programmes

The table provides the number of students of doctoral study programme P6208 Economics and Management - field 6208V086 Business Economy and Management, and doctoral study programme P6208 Economics and Management - field 6208V007 Economics and Management, graduates and terminated studies (without graduation) in 2018.

Table 2: Number of DSP students at FoE as of 31.12.2018

Year of study	1	2	3	4	5	6+	Total	Number of terminated studies	Number of graduates
6208V086/K*	0	2	3	2	2	3	12	4	2
6208V086/P**	0	0	3	0	0	0	3	1	1
<b>Total 6208V086</b>	<b>0</b>	<b>2</b>	<b>6</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>15</b>	<b>5</b>	<b>3</b>
6208V007/K	4	1	0	0	0	0	5	2	0
6208V007/P	6	5	0	0	0	0	11	2	0
<b>Total 6208V007</b>	<b>10</b>	<b>6</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>16</b>	<b>4</b>	<b>0</b>
<b>All SPs in total</b>	<b>10</b>	<b>8</b>	<b>6</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>31</b>	<b>9</b>	<b>3</b>

Source: STAG

\* combined form of study

\* full-time form of study

The column 'Terminated studies' shows the total number of students who terminated 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. A high number of students unfortunately fail to complete their studies within the given period.

## 5 Students and graduates of FoE UWB

### 5.1 Interest in study, course and results of admission procedure

#### Collaboration with secondary schools in informing applicants

The faculty has long-term relationships with many grammar schools, business academies and other mainly economically oriented secondary schools in the Pilsen and Karlovy Vary regions. Every year, the faculty staff attended a large number of secondary schools and acquaint their students and educational advisers with study fields and activities of FEK. In 2018, the faculty staff also visited selected secondary schools in the Central Bohemian region. The faculty annually sends 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 traditional HOMO ECONOMICUS summer school for children and youth in July 2018. In the field of promotion, the faculty also builds its image by posting videos on social media (YouTube and Facebook) and in multimedia presentations at secondary schools. To increase awareness of applicants for study fields and the admission process, the faculty uses

a website for applicants. In 2018, the Faculty informed about studies not only applicants from secondary schools, but also an organized group of foreign students. In 2018, an organized group of foreign students studying Czech at the CzechLand Rostov language school in Russia visited FoE and got acquainted with the faculty and the study fields on offer. In December 2018, representatives of the faculty met with representatives of grammar schools and business academies from the Pilsen region to discuss and plan possible forms of closer cooperation.

### **The course and results of the admission procedure**

In 2018, 1,501 persons applied for study at FoE UWB, submitting a total of 1,931 applications (in 2017, 1,471 persons applied and submitted 1,938 applications). The overall capacity of study programmes was given by Chancellor's Decision No. 13R/2018 on determining the number of recalculated funded students for the 2019 budget, which states for FoE the aggregate limit for indicators B1+N1+P1 in the amount of 680 students. Based on the above limit, the FoE Dean after a discussion with the Dean's Board decided on the partial values of indicators B1, N1 and P1 for FoE in the same amount as in 2017. In 2018, 50% of applicants were admitted to the full-time bachelor's study and 40% to the combined form of study. 73% of applicants were admitted to the full-time follow-up master's programme and 45% of applicants to the combined form of study. 10 applicants submitted applications for the doctoral study, 6 were admitted to the full-time form. The ratio of admitted and applying persons varied in individual study programmes. The highest interest was in the full-time bachelor's degree programmes of Economics and Management and System Engineering and Informatics in Pilsen and in the full-time follow-up master's degree programme of Economics and Management. Applicants were less interested in the bachelor's degree programme of Geography, the combined bachelor's and follow-up master's degree programmes of Economics and Management, and the follow-up master's degree programme in Systems Engineering and Informatics.

Table 3: Interest of applicants for study in the admission procedure for the academic year 2018/2019

Accredited study programmes	Number of applicants <sup>1</sup>	Number of applying persons <sup>2</sup>	Total number of applicants admitted <sup>3</sup>	Total number of persons admitted <sup>4</sup>	Number of enrolled applicants	Number of enrolled persons
<b>FoE UWB in total</b>	1931	1501	853	843	684	684
<b>B1301 Geography</b>	121	116	55	55	43	43
<b>B6208 Economics and Management combined form<sup>5</sup></b>	117	117	47	47	42	42
<b>B6208 Economics and Management full-time form<sup>6</sup></b>	1118	872	414	413	301	301
<b>B6209 Systems Engineering and Informatics</b>	244	214	127	127	116	116
<b>N6208 Economics and Management combined form<sup>7</sup></b>	96	95	43	43	39	39
<b>N6208 Economics and Management full-time form<sup>8</sup></b>	145	145	103	103	90	90
<b>N6209 Systems Engineering and Informatics</b>	80	69	54	54	43	43
<b>P6208 Economics and Management, combined form</b> <i>(standard length of study 4 yrs.</i>	4	4	4	4	4	4
<b>P6208 Economics and Management, full-time form</b> <i>(standard length of study 4 yrs.</i>	6	6	6	6	6	6

Source: STAG

<sup>1</sup> Number of applications from all stages of the admission procedure for all forms of study.

<sup>2</sup> Number of persons applying from all stages of the admission procedure for all forms of study.

<sup>3</sup> Number of applications received, including applications received after the review procedure.

<sup>4</sup> Number of persons admitted, including persons admitted after the review procedure.

<sup>5</sup> 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).

<sup>6</sup> 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).

<sup>7</sup> 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).

<sup>8</sup> 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).

The data shown in Table 3 include the final outcome of the admission procedure, including the second stage of the admission procedure, which was announced in the Pilsen part of the faculty for bachelor's study programmes of Systems Engineering and Informatics (only for the study field of Project Management Systems) and Geography, and in the Cheb part of the 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 round of the admission procedure. The second stage 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 2018/2019 - overview of dates

	Deadline for submitting applications for study	Date of opening and completion of admission procedure	Alternative date of the admission procedure	Date of issue of the decision on admission to study	Date of issue of the decision on a review of the initial decision	Deadline to consult the materials for the admission procedure	End date of the admission procedure
<b>Stage 1 of admission procedure</b>							
Bachelor's study	31. 3. 2018	X	X	18. 5. 2018 20. 7. 2018 7. 9. 2018	29. 6. to 31. 8. 2018	upon request	8. 10. 2018
Follow-up master's study	31. 3. 2018	18. 6. 2018 19. 6. 2018	24. 8. 2018	22. 6. 2018 20. 8. 2018 7. 9. 2018	6. 8. 2018	11. 7. and 18. 7. 2018	8. 10. 2018
Doctoral study	31. 5. 2018	26. 6. 2018	X	29. 6. 2018	17. 8. 2018	upon request	17. 8. 2018
<b>Stage 2 of admission procedure</b>							
Bachelor's study	31. 7. 2018	X	X	10. 8. 2018	24. 8. to 27. 9. 2018	upon request	6. 10. 2018
Follow-up master's study	31. 7. 2018	24. 8. 2018	X	27. 8. 2018	X	29. 8. 2018	6.10. 2018

Source: Admission Procedure Report at FoE UWB in Pilsen for the academic year 2018/2019

### Admission procedure for bachelor's study programme

Applicants for bachelor's study were admitted without entrance examination. If an applicant in stage 1 of the admission procedure met the conditions set by Article 5 of Dean's Notice No. 8DV/2017, sec. 5, the faculty guaranteed their admission to the chosen field of study. The condition for the guarantee of admission to full-time study was not to exceed the limit value of average grades for each term of the penultimate year of study and the first term of the last year of study at secondary school. The set limit of average grades for each of the given terms was 2.00 or 2.50, depending on the applicant's field of study at the secondary school and the field of study at FoE UWB, for which the applicant applied. The condition for guaranteeing admission to

the combined study of Business Economics and Management was the successful completion of the Lifelong Learning Programme (pursuant to Section 60 of Act No. 111/1998 Coll., as amended) within the accredited bachelor's study programme of Economics and Management.

Applicants for full-time and combined bachelor's study programmes who did not meet the conditions for guaranteed admission were admitted according to Dean's Notice No. 8DV/2017 in order of the total number of points awarded from the best (the candidate with the highest number of points) until the full capacity of the selected field of study was reached. Applicants were awarded points according to a set formula for average high school grades over the three terms mentioned above. The number of points could have been increased for the candidate in a set way if the candidate studied at a secondary school the field of education specified in Dean's Notice No. 8DV/2017 and/or submitted evidence of voluntary activity specified in the Dean's Notice. The minimum number of points for admission was 20 points. With regard to the number of applicants who met the conditions for guaranteed admission and the free capacity of study fields for the given place and form of study, the Admissions Board set minimum numbers of points for admission (Table 5).

Table 5: Minimum number of points for admission to bachelor's study programmes (stage 1 of admission procedure)

Programme	Field	Place of study	Form of study	Minimum number of points for admission
<b>B6208 Economics and Management</b>	Business Economy and Management	Cheb	Combined	30
	Business Economy and Management	Cheb	Full-time	20
	Business Economy and Management	Pilsen	Full-time	28
	Business Activities Management	Cheb	Full-time	20
	Business Activities Management	Pilsen	Full-time	30
<b>B6209 Systems Engineering and Informatics</b>	Project Management Systems	Pilsen	Full-time	20
	Information Management	Pilsen	Full-time	20
<b>B1301 Geography</b>	Economic and Regional Geography	Pilsen	Full-time	20

Source: Minutes from the meeting of the FoE Admission Committee on 31.5.2018

In stage 2 of the admission procedure for bachelor's study programmes, applicants were in accordance with Dean's Notice No. 4DV/2018 admitted to study within the free capacity of study fields without an entrance examination by the 'P' value calculated according to the average achievement of the applicant in the last two years of secondary school. Applicants were ranked according to the calculated value of 'P' in order from the best down (i.e. from the lowest value of 'P' to the highest). With regard to the free capacity of the above fields of study for the given place and form of study and with regard to the number of applicants registered in stage 2 of the admission procedure, the Admission Committee decided that all applicants who

had sent officially certified copies of school reports from the last two years of secondary school would receive an invitation to enrol. These applicants were admitted if they submitted an officially certified copy of the school-leaving certificate or proof of nostrification of foreign secondary education in the Czech Republic no later than on the day of enrolment.

A necessary condition for admission to study in both stages of the admission procedure was the completion of full secondary education. For applicants who completed secondary school abroad (with the exception of the Slovak Republic), proof of command of the Czech language at least at level B1 of the Common European Framework of Reference for Languages and submission of proof of validation of foreign secondary education in the Czech Republic was a necessary condition for admission.

### **Admission procedure for follow-up master's study programmes**

The entrance exam in stage 1 of the admission procedure had the form of a written test. The general content of the entrance examination for each field of study and the criteria for the entrance examination evaluation were published in the Dean's Notice No. 9DV/2017. Applicants did not have to sit the entrance examination if they fulfilled the conditions set by Dean's Notice No. 9DV/2017. Stage 2 of the admission procedure was announced also for the study programme of System Engineering and Informatics, field of Project Management Systems. The form of the entrance examination, its scope, evaluation and conditions for not having to sit the exam were published in Dean's Notice No. 3DV/2018 and were the same as in stage 1 of the admission procedure for the said field of study. All candidates in both stages of the admission procedure 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 were admitted in order of the number of points obtained up to the full capacity of the study programmes and fields. A necessary condition for the admission of applicants who have completed a bachelor's or master's study abroad, was the sending of a verified copy of a certificate of passing a certified examination in the Czech language for foreigners proving knowledge of the Czech language at the minimum level of B1 of the Common European Framework of Reference for Languages, or a certificate of leaving examination in Czech.

Table 6: Criteria for assessment and successful passing of entrance examination for the follow-up master's study programmes

Stage 1 of admission procedure	
<b>N6208 Economics and Management</b>	<p>Test in economic subjects: maximum number of points 100</p> <p><b>Criterion for successfully passing the entrance examination:</b> Test in economic subjects: minimum of 50 points.</p> <p><b>Admission criterion:</b> 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 taking into account the number of applicants who fulfilled the conditions for admission without an entrance examination.</p> <p><b>Minimum number of points for admission:</b></p> <ul style="list-style-type: none"> <li>- full-time form: 50 points</li> <li>- combined form: 50 points</li> </ul>
<b>N 6209 Systems Engineering and Informatics, the field of Project Management Systems</b>	<p>Test in economic subjects: maximum number of points 100</p> <p><b>Criterion for successfully passing the entrance examination:</b> Test in economic subjects: minimum of 50 points.</p> <p><b>Admission criterion:</b> 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.</p> <p><b>Minimum number of points for admission:</b> 50 points</p>
<b>N 6209 Systems Engineering and Informatics, field of Information Management</b>	<p>Test in economic subjects: maximum number of points 40</p> <p>Mathematics test: maximum number of points 40</p> <p>Informatics test: maximum number of points 40</p> <p><b>Criterion for successfully passing the entrance examination:</b> Test in economic subjects: minimum of 20 points. Mathematics test: minimum of 20 points Informatics test: minimum of 20 points</p> <p><b>Admission criterion:</b> 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.</p> <p><b>Minimum number of points for admission:</b></p> <ul style="list-style-type: none"> <li>Test in economic subjects: 20 points</li> <li>Mathematics test: 20 points</li> <li>Informatics test: 20 points</li> </ul>
Stage 2 of admission procedure	
<b>N 6209 Systems Engineering and Informatics, field of Project Management Systems</b>	<p>Test in economic subjects: maximum number of points 100</p> <p>Criteria for successful passing of entrance exam and admission to study were the same as in stage 1 of the admission procedure.</p>

Source: Dean's Notices No. 9DV/2017 and 3DV/2018

#### Admission procedure for doctoral study programmes:

The entrance examination for the doctoral study programme *P6208 Economics and Management, study field 6208V007 Economics and Management* had a form of an oral discussion of a selected framework topic of the dissertation thesis and general knowledge in the given scientific field. The conditions for the admission procedure were set by Dean's Notice No. 1DV/2018. 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.

### Summary statistical information about the admission procedure in 2018/2019

Overview information about the admission procedure containing basic statistical characteristics according to MEYS Regulation No. 343/2002 Coll. as amended by Regulation No. 276/2004 Coll. presents Report from the Admission Procedure at FoE UWB for 2018/2019 published on the official faculty website (<http://www.fek.zcu.cz/deska.php>).

## 5.2 Students in accredited study programmes

As of 31.12.2018, 1,446 students were studying at the faculty (not including foreign students studying at FoE in short-term study mobility), of which 1,099 were in bachelor's programmes, 316 in follow-up master's programmes and 31 in doctoral programmes. Year-on-year, the total number of students at the faculty increased by 15 (in bachelor's programmes decreased by 1 student, in follow-up master's programmes increased by 19 and in doctoral programmes decreased by 3 students).

There were year-on-year changes in the number of students due to the form of study - in the full-time bachelor's degree programmes the total number of students increased by 8, in the full-time follow-up master's degree programmes the total number of students increased by 30 year-on-year studies, and the decrease in students occurred in the combined form of study.

Table 7: The number of students in accredited study programmes of FoE UWB as of 31.12.2018

Accredited study programmes	Students in study programmes						Total of students
	Bachelor's SPs		Follow-up master's SP		Doctoral SPs		
	F	C	F	C	F	C	
Geography	127	0	0	0	0	0	127
Economics and Management	679	90	164	74	14	17	1038
Systems Engineering and Informatics,	203	0	78	0	0	0	281
<b>Total of students</b>	<b>1009</b>	<b>90</b>	<b>242</b>	<b>74</b>	<b>14</b>	<b>17</b>	<b>1446</b>

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).

Source: STAG

## 5.3 The Double Degree study programme

In 2018, the Faculty of Economics continued for the sixth 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 2018, 3 FoE students successfully completed their studies in the Double Degree programme.

In 2018, negotiations on the Double Diploma programme began with HAMK University in Hämeenlinna (Finland) as part of the bachelor's programme of Economics and Management, and the preparation of a double diploma continued with OTH Amberg-Weiden (Germany) as part of the follow-up master's programme of Economics and Management.



## 5.4 Graduates

In 2018, 329 students graduated from the faculty, which is 16 fewer graduates than in 2017. There was a year-on-year increase in the number of graduates in all full-time and combined bachelor's study programmes (total year-on-year increase in the number of graduates by 22), while there was a year-on-year decrease in the number of graduates in follow-up master's study programmes (a total year-on-year decrease in the number of graduates by 37). In 2018, 3 graduates successfully completed their doctoral studies.

Table 8: Number of graduates of accredited study programmes at FoE in 2018

Accredited study programmes	Graduates of study programmes						Total of graduates
	Bachelor's SPs		Follow-up master's SPs		Doctoral SPs		
	F	C	F	C	F	C	
Geography	28	0	0	0	0	0	28
Economics and Management	133	21	69	27	1	2	253
Systems Engineering and Informatics,	32	0	16	0	0	0	48
<b>Graduates in total</b>	<b>193</b>	<b>21</b>	<b>85</b>	<b>27</b>	<b>1</b>	<b>2</b>	<b>329</b>

Explanatory notes:

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

Source: STAG

### Employment and employability of graduates and measures to increase it:

To increase the employability of graduates, the Faculty of Economics has a long-term cooperation with ADP Employer Services Česká republika, a.s., Moore Stephens, Deloitte and Plzeňský Prazdroj, a.s. and develops cooperation with other employers in the Pilsen and Karlovy Vary regions (e.g. Diebold Nixdorf, ČSOB, ADP and AIMTEC). FoE also publishes offers of external organizations for student internships and sent information about offered job opportunities on its pages on the social network Facebook. Part of the education plans of all economic fields of study in the bachelor's and follow-up 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.

### 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. Of the cooperating companies the following can be mentioned: PMDP, a.s., Plzeňský Prazdroj, a.s., Deloitte, Moore Stephens, Škoda Transportation, a.s., ČSOB, ADP a AIMTEC. The cooperation is realized in the form of professional work experience in both the private and public sectors, the outcome is usually a qualification paper. Potential employers are also invited to lectures, conferences and workshops organized by the faculty. FoE also develops cooperation with potential employers through its Business Centre.

### Cooperation and maintaining contact with the graduates:

The faculty maintains contact with its graduates through departments and social media (Facebook, LinkedIn and YouTube), where it informs its graduates about upcoming events and news from the faculty life. In 2018, the faculty made a video series about successful graduates, which it published on its communication channels. The faculty also organized a meeting of

graduates to mark the occasion of the 50th Bucket of Academic blood in Cheb.

Departments cooperate with graduates in supervising qualification theses. Cooperation with graduates also takes place in the form of lectures and workshops in teaching of selected topics, the cooperation is developed in particular with the consulting and advisory companies Moore Stephens, Deloitte, KPMG and Ernst&Young. The Department of Geography also organized informal meetings with graduates as part of the Geography Days.

## 5.5 Unsuccessful students and measures for the reduction of study failure rate

In 2018, 348 students unsuccessfully ended their studies at the faculty, which is a slight increase compared to 2017 (the number of unsuccessful students in bachelor's programmes decreased by 12, in follow-up master's programmes increased by 12, in doctoral programmes increased by 2).

Table 9: Overview of the number of unsuccessful students in FoE accredited study programmes in 2018

Accredited study programmes	Unsuccessful students in a study programme			Total of students
	bachelor's SPs	Follow-up master's SPs	doctoral SPs	
<b>Geography</b>	30 (of which 17 in Year 1)	-	-	30
<b>Economics and Management - P</b>	151 (of which 98 in Year 1)	11 (of which 6 in Year 1)	3	165
<b>Economics and Management - K</b>	31 (of which 21 in Year 1)	23 (of which 14 in Year 1)	6 (of which 1 in Year 1)	60
<b>Systems Engineering and Informatics,</b>	81 (of which 56 in Year 1)	12 (of which 8 in Year 1)	-	93
<b>Total of students</b>	293 (of which 192 in Year 1)	46 (of which 28 in Year 1)	9 (of which 1 in Year 1)	<b>348</b>

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

Source: STAG

The faculty has been focusing for a long time on the study failure rate, especially with Year 1 students of the bachelor's study. Students who ended their study in Year 1 of the bachelor's programme in 2018, or whose studies were terminated after the first year, made up 66% of all unsuccessful students in the bachelor's study. In the follow-up master's degree, the share of unsuccessful first-year students in the total number of unsuccessful students was 61%, in the doctoral study programme it was 11%.

### Measures to reduce study failure rate

The faculty has long struggled with the failure rate of Year 1 students in bachelor's study programmes, of which some students do not attend classes and do not show interest in studying each year. The Faculty does not have the possibility to identify such applicants during the admission procedure and prevent their admission. In Year 1 of the bachelor's study FoE focuses on enabling the adaptation of students to university studies and reducing differences in initial knowledge in selected subjects. In 2018, Year 1 students got acquainted with the specifics of university studies, e.g. in the compulsory subjects of Study and Work with Resources,

Psychology for Economic Practice and Introduction to Geography. Graduates of humanities-oriented secondary schools were offered at enrolment the optional course of Seminar in the Basics of Mathematics, the aim of which is to balance out knowledge of mathematics and to increase students' success in studying mathematics. Students from non-economic secondary schools were offered the optional course of Basics of Accounting, which prepares students for the study of the compulsory subject of Accounting. FoE continuously cooperates with the management of the Institute of Language Training of the UWB and with the staff of the FAS Department of Mathematics in solving the failure rate in the study of English and mathematics. In 2018, the faculty continued to implement existing measures to reduce study failure rate (see AR UWB, AR FoE UWB for 2017) and at the same time implemented new measures within the university's ESF project, Activity A7. These measures were focused mainly on the initial phase of bachelor's studies, where the study failure rate is the highest. In 2018, the faculty conducted a more extensive questionnaire survey "Adaptation of students in Year 1 of bachelor's study". The conclusions of the survey were used in the organization of compulsory adaptation courses, which in September 2018 were attended by 481 Year 1 bachelor's students in full-time and combined form from the Pilsen and Cheb parts of FoE. The course participants got acquainted in more detail with the organization of bachelor's studies and with the services of selected UWB workplaces, including the university library and the Information and Advisory Centre.

For students of higher years of the bachelor's study, the faculty organized within the ESF project four compensatory courses for subjects with higher academic failure rate and two workshops focused on acquiring more advanced skills for working with MS Word and MS Excel and their use in the preparation of seminar and qualification theses. Measures to reduce study failure rate also include other activities implemented within the university ESF project, namely the introduction of new teaching methods in selected FoE subjects. The activities of the FAV Student Support Centre, which in 2018 offered tutoring in mathematics and computer science, are also important for FoE students in reducing study failure rate. Collective consultations took place on the subjects of Public Finance (KFU/VF) and Finance and Tax System (KFU/FDS). In 2018, it was organized for the second time in these subjects and this activity aiming at reducing the study failure rate is still very popular with students.

FoE students from all grades and forms of study can use study support in the form of e-learning courses in a number of subjects. All compulsory and almost all optional-compulsory FoE subjects actively use the Courseware system. Based on the great demand of students, FoE annually organizes short-term lifelong learning courses aimed at supplementing knowledge from selected subjects and courses to prepare for the state examination in Economics at the bachelor's and follow-up stages of study. The FoE management and heads of departments continuously monitor and evaluate the results of course performance; in addition to data from IS/STAG on course performance, they also use the results of electronic assessment of teaching quality and personal consultations with students to analyse the study success rate. To increase students' awareness of study issues, enrolment in study is used at the beginning of the academic year, and during the academic year it is mass e-mail, faculty website STUDIUM (<http://www.fek.zcu.cz/studium.php>), personal consultations and meetings of heads of departments with students.

## 5.6 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, AS FoE approved the reduction of the required minimum number of credits for the first semester of study to 10 credits (again approved by AS FoE in 2017 and stated in Dean's Decision No. 6DR/2017). 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 of 4 consecutive semesters. Dean's Decision No. 3DR/2017 sets the mandatory attendance of students in practice lessons and seminars of FoE subjects included in the first semester of the bachelor's study programmes to 75%.

## 5.7 Innovation of study

In 2018, the academic staff of FoE UWB used teaching materials and study support, including e-learning courses of LMS Unifor, which were created in previous years as part of the Complex Innovation of the Bachelor's Study Programme of Economics and Management project. In 2018, the involvement of the faculty in A2 activity continued: Improving educational activities and modern teaching trends, which is part of the ESF university project. All FoE departments were represented in this activity, while the number of gradually involved employees was 30 people. Staff participated in professional trainings and seminars focused on new teaching methods and other facts related to subject innovation, with an emphasis on the use of technical support. The innovation of subjects was closely connected with the creation of new study materials and materials for the teaching of selected subjects. In 2018, the innovation of a total of 18 taught subjects was completed, and 25 other subjects remain to be developed, the completion of which is planned for 2019. Employees of the Department of Marketing, Trade and Services acquainted students with modern technologies (e.g. eye camera), which students use at the department to work on their theses in marketing and market research.

## 5.8 Accreditation

In 2018, the Faculty of Economics submitted applications for accreditation to the National Accreditation Office for the planned bachelor's study programmes of Marketing Management and Project Management and for the planned follow-up master's study programmes of Economic and Regional Geography and Project and Process Management. The applications were discussed and approved by the relevant bodies and boards of FoE. The Faculty also sent a control report on the doctoral study field of Economics and Management to the National Accreditation Office through the UWB Chancellor's Office in mid-2018, and the report was accepted without comments.

## 5.9 Awarded students

**The scholarship of the Mayor of the City of Pilsen** in 2018 was awarded to **Bc. Zdeněk Eliáš**, a Year 2 student of follow-up SP of Business Economy and Management, for active participation in projects connected with the university, such as the Business Centre, Summer Language School, for excellent representation of the university and the city at international events.

The scholarship of the President of the Pilsen Region in 2018 was awarded to Ing. David Prantl, a Year 3 student of the doctoral studies of Economics and Management, a member of the research team that developed the Ventusky application with visualization of meteorological data from numerical models; the benefit of the project was, among other things, significant publicity of the success, which increases the attractiveness of the university and the region.

Table 10: Special Scholarship of the FoE Dean for best bachelor thesis in a field of study in 2018:

<b>Field: Economic and Regional Geography</b>	
Bc. Lukáš Taitl	Evaluation of Green Infrastructure of Pilsen 2 City District
<b>Field: Business Activities Management</b>	
Bc. Tereza Urbánková (place of study: Pilsen)	Applying Corporate Social Responsibility in a Selected Company
<b>Field: Business Economy and Management, KFU field of study</b>	
Bc. Šárka Nováková	Issue of Pricing in Financial Accounting
<b>Field: Business Economy and Management, KPM field of study</b>	
Bc. Lucie Rotenbornová (place of study: Pilsen)	Options of Supplier Evaluation in a Specific Company
Bc. Margit Mühlheimová (place of study: Cheb)	Customer Relationship Management and its Importance for Strengthening the Competitiveness of a Company
<b>Field: Project Management Systems</b>	
Bc. Tereza Černá	Application of Controlling Methodology to a Selected Project
<b>Field: Information Management</b>	
No award given.	

Table 11: Special Scholarship of the FoE Dean for best diploma thesis in a field of study in 2018:

<b>Field: Business Economy and Management, KFU field of study</b>	
Ing. Alena Staňková	Development of Global Financial Systems due to Globalization
<b>Field: Business Economy and Management, KMO field of study</b>	
Ing. Kristýna Hamřlová	Consumer Behaviour of a Selected Segment of Customers in Services
<b>Field: Project Management Systems</b>	
Ing. Blanka Štefanová	Process Maps in Production Management Processes (in a Production Company) and Process Audit
<b>Field: Information Management</b>	
No award given.	

Award **2018 Talent** was awarded in three stages to the following students:

#### Stage 1:

Ing. Adam Faifr, Ing. Tomáš Chlopčík, Ing. Jiří Kutlák - award for participation and success in the national stage of the prestigious international GMC competition.

Bc. Veronika Vokurková - award for participation and success in the InvestDay Business Plans Competition at USB.

Awards in total: CZK 29,000

## Stage 2:

Ing. Kristýna Machová - publication activity within doctoral studies.

Ing. Václav Sova Martinovský - publication activity within doctoral studies.

Awards in total: CZK 6,000

## Stage 3

No application was submitted for FoE.

The total sum of special scholarships paid within the 2018 Talent programme was CZK 35,000.

## 5.10 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 2017/2018 and 2018/2019, talented students were awarded scholarships for achieved study results, special scholarships for excellent qualification work, for graduating with honours, to support study abroad and for other exceptional results achieved in 2018.

Tables 12 and 13 show an overview of the creation and drawing of the Scholarship Fund and scholarships in 2018 by category.

Table 12: FoE Scholarship Fund in 2018 (in CZK)

Status as at 1.1.2018	Increase in 2018	Decrease in 2018	Status as at 31.12.2018
4 738 146	1 649 334	756 781	5 630 699

Source: Magion 2018

Table 13: Number of students receiving scholarships in 2018 (under Act No. 111/1998)

Type of scholarship	Number of students
<b>Total number of students receiving scholarship</b>	<b>279</b>
results - for outstanding study results under Sec. 91(2)(a)	128
doctoral - for students of doctoral study programmes under Sec. 91(4)(c)	18
to support studies abroad under Sec. 91(4)(a) and (b)	11
special - under Sec. 91(2)(b) to (e)	122

Source: Registration of scholarships of FoE UWB, 2018

From September 2018, the basic amount of scholarship for full-time DSP students was increased to CZK 10,000 per month. The amount of scholarship is then increased according to the number of credits obtained.

Students in Year 1 of the full-time form of study with a place of study in Cheb with excellent study results from secondary school were paid an extraordinary scholarship of the city of Cheb in the amount of CZK 2,000 per month. Students of Year 1 of the bachelor's study field of Information Management with excellent results from secondary school were paid an extraordinary scholarship in the amount of CZK 2,000 per month, which was financed by Diebold Nixdorf (until June 2018).

One student was awarded an extraordinary scholarship due to his difficult social situation.

## 6 Educational activity at FoE UWB

### 6.1 Accredited study programmes and fields

Accredited study programmes of FoE UWB are implemented in a credit system. The 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 of study, the faculty has no specific health requirements for applicants and students.

Table 14: Accredited study programmes and fields in 2018

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

Source: FoE UWB, 2018

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 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.

### 6.2 Arranging professional work experience as part of the study programme

#### The project 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](http://www.unipranet.zcu.cz)), which is now at the sustainability stage and focused, 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 curriculum 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 study 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 works with many companies and institutions in arranging work experience and producing bachelor and diploma theses.

### **6.3 Lifelong learning programmes implemented within accredited study programmes**

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

#### **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:
  - Preparatory courses for state examination in Economics;
  - other LLL courses accredited by the UWB Lifelong Learning Board according to the up-to-date offer.



- University of the Third Age - study in Cheb and Aš

### Staff of the Lifelong Learning Centre of the Faculty of Economics of UWB

Head: Ing. Jan Tlučoř, Ph.D. until 2.9.2018

Ing. Miluše Bartoňková, Ph.D. since 3.9.2018

Deputy Head: Tomáš Kasík

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

### Numbers of participants in lifelong learning in 2018

Table 15 and 16 show statistics of lifelong learning programmes in 2018.

Table 15: Numbers of participants in LLL programmes and continuing education at FoE UWB in 2018

LLL programme - complete blocks	as at 30.4.2018	as at 31.10.2018	average
Business Economy and Management - Cheb	17	13	15
Business Economy and Management - Pilsen (BSc.)	68	74	71
Business Economy and Management - Pilsen (MSc.)	29	29	29
<b>Total of complete blocks of subjects</b>	<b>114</b>	<b>116</b>	<b>115</b>
LLL programme - lifelong learning courses	summer semester	winter semester	total
Preparatory course for the state final examination	43	0	43
Preparatory course for the state examination in Economics	78	0	78
Preparatory course for the state examination in Economics - NMgr.	0	34	34
Basics of German payroll accounting	4	0	4
<b>Total of courses in lifelong learning</b>	<b>125</b>	<b>34</b>	<b>159</b>

Source: Lifelong Learning Centre of FoE UWB, 2018

Table 16: More detailed statistics on LLL programmes in 2018

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	2	6	8
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	8	23	31
Number of students who completed the block	0	14	14
Block of subjects in Year 1 of the follow-up master's study field of Business Economy and Management – study in Pilsen			

<b>Number</b>	<b>February</b>	<b>September</b>	<b>total</b>
Number of participants admitted	4	10	<b>14</b>
Number of students who completed the block	0	14	<b>14</b>
Block of individual subjects - Year 2			
Number of participants admitted (number of contracts)	9	6	<b>15</b>

Source: Lifelong Learning Centre of FoE UWB, 2018

### **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 the full-time forms. The main part of CECEV's activities is the organization and arrangement of study programmes for complete blocks of subjects and a service for students of the combined form of study. In addition, CECEV organizes for the UWB 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 also 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 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 of tutorials and the related administration.

### **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 operation of U3V 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 12-16 lessons (6-8 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 in Cheb.

Table 17: The University of the Third Age in 2018 (Aš, Cheb)

Courses studied - winter semester	Number of participants	Courses studied - summer semester	Number of participants
English 1 for U3V (group 1)	20	English 14 for U3V	14
English 1 for U3V (group 2)	16	History of the Czech Lands through the Eyes of Archaeology 2	19
History of the Czech Lands in the 19th and 20th centuries - Holocaust	14	History of the Czech Lands in the 19th and 20th centuries - Chapters from the History of the Protectorate of Bohemia and Moravia	17
History of Music 3	12	History of Music 2	17
Financial Literacy 1	5	Italian 6 for U3V	8
Italian 7 for U3V	10	German 6 for U3V (group 1)	15
German 7 for U3V (group 1)	15	German 6 for U3V (group 2)	11
German 7 for U3V (group 2)	12	Law in Practice B	13
Memory 1	78	Social Psychology in Everyday Life 4	13
Psychology of Personal Development 1	16	Tourist Attractions 4	54
Tourist Points of Interest 1	58	Selected Religious Phenomena of Prehistory and Ancient Times 2	15
Miracles with Tablet 2	7	Miracles with Tablet 1	8
Hygiene 1	11	Miracles with Tablet 2	6
		Basics of Informatics 2	10
<b>Total: 494</b>			

Source: IS U3V

Table 18: Participants in individual semesters

Statistics by semester			
Number	Winter semester	Summer semester	Total
Number of courses ( <i>not a number of study groups</i> )	13	14	27
Number of participants	274	220	494

Source: IS U3V

## 6.4 Development of the Faculty of Economics and the Lifelong Learning Centre in Cheb

In 2018, the city of Cheb provided a contribution to the running and development of the University of the Third Age (U3V) and the Cheb faculty in the amount of CZK 500,000. The contribution was used for result scholarships for three first-year students, to pay for admission and transport fees for excursions carried out within the teaching of the University of the Third Age (U3V), to pay part of U3V lecturers' fees (free-time lecturers at UWB, payment of DPP and DPČ) and for office supplies and copy materials for the Lifelong Learning Centre. Furthermore,

the contribution was used to develop the equipment of the Cheb part of FoE.

From September 2018, the concept of development of the Cheb part of the Faculty of Economics began to be formed and a proposal for the process of differentiation of the Cheb part of FoE began to emerge, which was gradually refined according to the existing opportunities. Within the Lifelong Learning Centre, the idea of creating a catalogue of lifelong learning courses arose.

## **6.5 Applying new forms of teaching**

In 2018, the faculty participated in the key activity *KA2: Improving educational activities and modern teaching trends*, which is part of the ESF university project. This key activity involves all FoE departments, whose staff participate in trainings, seminars and workshops focused on subject innovation, new teaching methods, the creation of new materials and the strengthening of the practical component of teaching, using information technology in teaching. New teaching methods will be introduced into the subjects and evaluated gradually during the project.

When applying new forms of teaching at FoE, the starting point is the technical support of the educational process at UWB. The basic information support is arranged in the form of UWB electronic portal, including the Courseware information system, for subjects taught. The faculty also has LMS Unifor and LMS Moodle available for creating online courses with asynchronous tutor support. FoE students from all grades and forms of study can use study support in the form of e-learning courses LMS Unifor or LMS Moodle in a number of subjects. Credit and examination tests in selected subjects are transferred to LMS Moodle. All compulsory and almost all optional-compulsory FoE subjects actively use the Courseware system. Electronic means are also used, e.g. for submitting seminar and other papers, checking the similarity of papers, communicating with teachers at selected times via Skype, or for video conferencing.

## 7 Research and publishing activities of FoE UWB

### 7.1 UWB grant system

In 2018, the following projects were implemented at FoE as part of the UWB grant system:

Table 19: Projects within the UWB grant system

Department	Solver / theme	thousand CZK
<b>KFU, KEM</b>	prof. Ing. Lilia Dvořáková, CSc. / SGS-2017-004: Finance and Sustainable Development from the Theory and Practice Points of View	360
<b>KGE, KMO</b>	doc. PaedDr. Jaroslav Dokoupil, Ph.D. / SGS-2017-007: Business Environment as a Factor of Regional Development	240
<b>KMO, KPM</b>	doc. PaedDr. Ludvík Eger, CSc. / SGS-2017-013: Application of New Approaches in Management and Marketing	479
<b>KEM, KPM</b>	doc. RNDr. Mikuláš Gangur, Ph.D. / SGS-2018-042: Application of Quantitative Methods in Economics	395
<b>KPM</b>	Ing. Adam Fairr / SVK1-2018-010: Trends in Business 2018 - Section for Students of Doctoral Study Programmes	200

Source: IGA UWB

### 7.2 External research projects

In 2018, the following research projects were solved at FoE:

Table 20: Research projects

Department	Solver / theme	thousand CZK
<b>GA ČR</b>		
KEM	prof. Ing. Ján Pokrivčák, Ph.D., MS. / GA16-02760S: Productivity of Farms, Food Demand and Food Safety in Central and Eastern European Countries	<b>784</b>
<b>TA ČR - Omega</b>		
KGE	doc. RNDr. Jiří Ježek, Ph.D. / TL01000110: The future of Countryside in the Czech Republic: Challenges, Visions, Development Scenarios and Adaptation Strategies	<b>1.172</b>
KGE, KPM	doc. RNDr. Jiří Ježek, Ph.D. / TL01000498: Revitalization of urban centres and other public spaces in the Czech Republic: problems, foreign inspirations, possible solutions	<b>1.300</b>
<b>TA ČR – Beta</b>		
KGE, KPM, KMO	doc. RNDr. Jiří Ježek, Ph.D. / TITSMMR702: Prediction of future challenges of settlements up to 15,000 inhabitants and foresight of related trends	<b>790</b>
<b>Contractual research</b>		
KEM, KMO, KPM	doc. Dr. Ing. Miroslav Plevný / Research on the Impact of Internet Trading on the Development and Economics of Commercial Real Estate	<b>400</b>
KPM, KMO, KEM	Ing. Jarmila Ircingová, Ph.D. / Research of economic impact of the 2018 Živá ulice event	<b>40</b>
KMO	Ing. Petr Janeček, Ph.D. / Exploration of the profile of a visitor to Dolní Poohří	<b>35</b>
KMO, KGE	Ing. Jan Tluchoř, Ph.D. / Exploration of the attractiveness of railway lines on the Czech-Bavarian and Czech-Saxon borders	<b>300</b>
KMO	Ing. Jan Tluchoř, Ph.D. / Elaboration of marketing situation analysis, strategic marketing plan and operational marketing (communication) plan for 2019 for VA 521 product	<b>50</b>

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

### 7.3 Educational and development projects

In 2018, the following development projects were solved at FoE.

Table 21: Development projects

Department/Grant programme	Solver / theme	thous and CZK
<b>ETC Goal of Cross-border Cooperation CZ-BY</b>		
KMO, KPM	Ing. Dita Hommerová, Ph.D., MBA / 192 – Growth of students' competencies - improvement of the chances of employability on the labour market in the Czech-Bavarian borderland	<b>955</b>
<b>Internal competition</b>		
KGE, KMO	RNDr. Jiří Preis, Ph.D. / VS-18-013 – Student excursions and field practice as a teaching method	<b>110</b>
KEM, KPM	doc. PaedDr. Dana Egerová, Ph.D. / VS-18-027 – Innovation of selected subjects of doctoral study in the context of implementation of DSP Economics and Management	<b>140</b>
KFU, KMO	Ing. Pavlína Hejduková, Ph.D. / VS-18-040 – Involvement of students in creating the content of professional subjects at FoE	<b>70</b>
KEM, KMO, KPM	Ing. Pavla Říhová / VS-18-042 - Support of pedagogical work of academic staff in the form of creation of university textbooks	<b>80</b>
<b>Pilsen - university city</b>		
SPA	Ing. Pavla Říhová / HOMO ECONOMICUS Summer School 2018	<b>40</b>
<b>Pilsen region</b>		
SPA	Ing. Jarmila Ircingová, Ph.D. / KÚPK 017U6 – HOMO ECONOMICUS Summer School 2018	<b>40</b>

Source: OBD UWB and SPA

### 7.4 Most important publishing outputs

Articles in magazines registered in WoS and Scopus:

#### **WoS, articles in magazines with IF:**

SMUTKA, L., HINKE, J., PULKRÁBEK, J. Development and current situation of the sugar industry in Australia and Oceania. *Sugar and Beetroot Paper* 2018, issue 134, vol. 12, p. 415 - 419, ISSN 1210-3306

GANGUR, M., PLEVNÝ, M. On The Problem of Generating a Large Number of Comparable Test Variants. *Journal on Efficiency and Responsibility in Education and Science*, 2018, vol. 11, No. 4, p. 78 – 84, ISSN 2336-2375

HINKE, J., SMUTKA, L., PULKRÁBEK, J. Selected aspects of sugar market in the African region. *Sugar and Beetroot Paper*, 2018, issue 134, vol. 9 – 10, p. 332 – 337, ISSN 1210-3306

GANGUR, M., SVOBODA, M. Simulation of Bayes' rule by means of Monte Carlo method. *Teaching Statistics*, 2018, issue 40, vol. 3, p. 83 – 87, ISSN 0141-982X

VACÍK, E., ŠPAČEK, M., FOTR, J., KRACÍK, L. Project Portfolio Optimization as a Part of Strategy Implementation Process in Small and Medium-Sized Enterprises: A Methodology of the Selection of Projects with the Aim to Balance Strategy, Risk and Performance. *E+M Economics*

*and Management*, 2018, issue 21. vol. 3, s. 107-123, ISSN 1212-3609.

MORAVEC, L., **HINKE, J.** KAŇKA, S. Determination of the VAT gap - the case of the Czech Republic. *Political Economy*, 2018, vol. 66, No. 4, p. 450 – 472, ISSN 0032-3233

CIAIAN, P., **RAJČÁNIOVÁ, M.**, KANCS d´A. Virtual Relationships: Short- and Long-run Evidence from BitCoin and Altcoin Markets. *Journal of International Financial Markets, Institutions and Money*, 2018, vol. 52, p. 173 – 195, ISSN 1042 - 4431

CIAIAN, P., GURI, F., **RAJČÁNIOVÁ, M.**, DRABIK, D., PALOMA, S. Land fragmentation and production diversification: A case study from rural Albania. *Land Use Policy*, 2018, issue 76, p. 589 – 599, ISSN 0264-8377

**EGER, L., MIČÍK, M.**, ŘEHOŘ, P. Employer branding on social media and recruitment websites: symbolic traits of an ideal employer. *E+M Economics and Management*, 2018, issue 21, vol. 3, p. 224 - 237, ISSN 1212-3609.

MICHALEK, J., CIAIAN, P., **POKRIVČÁK, J.** The impact of producer organizations on farm performance: The case study of large farms from Slovakia. *Food Policy*, 2018, vol. 75, p. 80 – 92, ISSN 0306-9192

**EGER, L.**, KLEMENT, M., TOMCZYK, L., PISOŇOVÁ, M., PETROVÁ, G. Different user groups of University students and their ICT competence: Evidence from three countries in Central Europe. *Journal of Baltic Science Education*, 2018, vol. 17, No. 5, p. 851 – 866, ISSN 1648-3898

BEYER, D., **HINKE, J.** Sectoral Analysis of the Differences in Profitability of Czech and German Business Ventures – an Empirical Benchmark Study. *E+M Economics and Management*, 2018, issue 21, vol. 1, p. 127 - 143, ISSN 1212-3609.

CIAIAN, P., CUPÁK, A., **POKRIVČÁK, J.**, RIZOV, M. Food consumption and diet quality choices of Roma in Romania: a counterfactual analysis. *Food Security*, 2018, issue 10, vol. 2, p. 437 – 456, ISSN 1876-4517

SMUTKA, L., **HINKE, J.**, PULKRÁBEK, J., ZIELIŇSKA-CHMIELEWSKA, A. Sugar production and distribution of production volumes in North America. *Sugar and Beetroot Paper* 2018, issue 134, vol. 1, p. 32 - 37, ISSN 1210-3306

#### **Articles in Scopus magazines:**

**VALLIŠOVÁ, L., ČERNÁ, M., HINKE, J.** Implementation of sustainability aspects in the financial reporting system: an environmental accounting standard. *Economic Annals-XXI*, 2018, issue 167, ISSN 1728-6220

**HRUŠKA Z., HINKE, J.** Price policy of accommodation services as an important part of revenue management in the central Šumava mountains. *Geography magazine*, 2018, issue 70, vol. 4, p. 335 – 349, ISSN 0016-7193

**PRANTL D., PRANTL, M.** Website traffic measurement and rankings: competitive intelligence tools examination. *International Journal of Information Systems*, 2018, issue 14, vol. 4, p. 423 – 437, ISSN 1744-0084

**EGER, L.** How people acquire knowledge from a web page: An eye tracking study. *Knowledge Management & E-Learning*, 2018, issue 10, vol. 3, p. 350 – 366, ISSN 2073-7904

**EGER, L., EGEROVÁ, D., PISOŇOVÁ, M.** Assessment of School Image. *Center for Educational Policy Studies Journal*, 2018, issue 8, vol. 2, p. 97 – 122, ISSN 185-9719

**DVOŘÁKOVÁ, L., KRONYCH, J., MALÁ, A.** Cash Flow Management as a Tool for Corporate Processes Optimization. *Smart Science*, 2018, issue 5, vol. 4, p. 330 – 336, ISSN 2308-0477

**MIČÍK, M., MIČUDOVÁ, K.** Employer Brand Building: Using Social Media and Career Websites to Attract Generation Y. *Economics and Sociology*, 2018, issue 11, vol. 2, p. 171 – 189, ISSN 2071-789X

**VALLIŠOVÁ, L., DVOŘÁKOVÁ, L.** Implementation of international financial accounting standards from the perspective of companies in the Czech Republic. *Economic Annals-XXI*, 2018, ed. 167, vol. 9-10, p. 70-74, ISSN 1728-6220

#### **Monographs and books:**

**DOKOUPIL, J., HAVLÍČEK, T., JEŘÁBEK, M., MATUŠKOVÁ, A., PREIS, J., ROUSOVÁ, M.** and others. *Borders in Central Europe After Schengen Agreement*. 1st issue Cham: Springer National Publishing AG, 2018, 239 p. ISBN 978-3-319-63015-1

**KRECHOVSKÁ, M., HEJDUKOVÁ, P., HOMMEROVÁ, D.** *Non-profit organizations management - key areas for their sustainability*, 1st edition Prague: Grada, 2018, 203 p. ISBN 978-80-247-3075-2

**POKRIVČÁK, J., MARTINČÍK, D., RAJČÁNIOVÁ, M., VARGOVÁ, L., BUŠÍK, M., BOBOKHONOV, A.** *Food Price Transmission Estimation Techniques and Empirical Evidence*, 1st edition Pilsen: University of West Bohemia, 2018, 110 p. ISBN 978-80-261-0841-2

**GANGUR, M., PLEVNÝ, M., SOVA MARTINOVSKÝ, V.** *Automatic parameterized generation of tasks and tests*, 1st edition Pilsen: University of West Bohemia, 2018, 120 p. ISBN 978-80-261-0770-5

#### **Research reports**

**IRCINGOVÁ, J., JANEČEK, P., MARTINČÍK, D.** Evaluation of economic impacts and benefits of expenditures of visitors to the cultural event of Živá ulice 2018. Summary research report, Pilsen City Hall, 2018, 15 p.

**IRCINGOVÁ, J., PLEVNÝ, M., PAŠEK, J., JANEČEK, P., MARTINČÍK, D., ŠLECHTOVÁ SOJKOVÁ, O., TLUČHOŘ, J.** Research of the influence of e-commerce on the development and economics of commercial real estate. Summary research report, InterCora, spol. s r. o., 2018, 45 p.

**JANEČEK, P., TLUČHOŘ, J., VONDRÁKOVÁ, M.** Exploration of the profile of a visitor to the



destination of Dolní Poohří. Summary research report, Destination Agency Dolní Poohří, o.p.s., 2018, 27 p.

In 2018, the following significant activities of individual departments and sections were recorded at FoE.

Table 22: Significant activities by departments of FoE UWB

Activity name	KMO	KFU	KEM	KPM	KGE
Number of international conferences and seminars*	10	10	12	13	9
Number of other professional conferences and seminars*	11	8	2	5	18
Number of other events*	2	6	1	3	3
Staff memberships in editorial boards	8	3	5	6	4
Staff memberships in scientific boards (outside FoE)	0	3	6	0	1
Staff memberships in associations and commissions	3	3	3	4	1
Staff memberships in programme boards and grant commissions	1	2	1	1	8
Staff memberships in programme boards of conferences outside FoE	3	1	5	1	1
Staff memberships in national and international companies***	13	12	8	7	10

\* 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
- FST WBU Scientific Board
- Evaluator of the National Accreditation Office for Higher Education
- Expert body of evaluators - Research, Development and Innovation Council
- Editorial Board of the Czech Financial and Accounting Journal (University of Economics in Prague)
- Council of the Field of Education - Economic Fields at the UWB

#### **doc. Ing. Michaela Krechovská, Ph.D.**

- Editorial Board of Trends in Business magazine
- Council of the Field of Education - Economic Fields at the UWB
- Scientific Board of FIS UoE in Prague

#### **Ing. Pavlína Hejduková, Ph.D.**

- Chief Editor of the Economic Spectrum magazine

#### **prof. Ing. Emil Vacík, Ph.D.**

- Editorial Board of Trends in Business magazine
- Scientific Board of the Faculty of Economics of the Technical University of Liberec

- KMO** **doc. PaedDr. Ludvík Eger, CSc.**
- Chief Editor of the Trends in Business magazine
  - Scientific Board Czech-Polish-Slovak Studies in Andragogy and Social Gerontology
  - Expert tutor for the field of Education at PdF UP Olomouc
  - Programme Board of DIVAI 2018, ISCOBEMM 2018
- 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, Ph.D.**
- Executive Editor of the Trends in Business magazine
- Ing. Hana Kunešová, Ph.D.**
- Evaluation Board of the Laboratory of the European Union competition organized by the European Commission Representation in the Czech Republic
- Mgr. Hana Ovesleová, Ph.D.**
- Programme and Organizing Committee of the International Conference on Distance Education DISCO
- Ing. Jan Tluchoř, Ph.D.**
- Executive Board of Trends in Business magazine
- KEM** **doc. Ing. Jiří Beck, CSc.**
- Editorial Board of B&IT magazine
- Ing. Kateřina Mičudová, Ph.D.**
- Editorial Board of Trends in Business 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 Trends in Business magazine
  - WBU Scientific Board
  - Scientific Board of the Faculty of Economics, University of South Bohemia 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 the Faculty of Economics of the Technical University of Liberec

- Scientific Board of FIS UoE in Prague
- 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 Economic fields
- Council of the Field of Education - Economic Fields at the UWB
- Vice-Chairman of the Regional Permanent Conference of the Karlovy Vary Region

**KPM doc. Ing. Jiří Vacek, Ph.D.**

- Editorial Board of ERGO magazine (TC CAS)
- Editorial Board of Innovative Business & Technology Transfer magazine (AIP)
- Expert advisory body for the subsidy title Innovative Vouchers of the Karlovy Vary Region
- Member of the university platform of the Year of Digital Business project of AMSP ČR

**doc. PaedDr. Dana Egerová, Ph.D.**

- Editorial Board of Problems of Management in the 21st Century magazine
- Editorial Board of Trends in Business magazine
- Expert body of evaluators - Research, Development and Innovation Council
- Council of the Field of Education - Economic Fields at the UWB

**PhDr. Milan Jermář, Ph.D.**

- Scientific Editors of UWB

**Ing. Jarmila Ircingová, Ph.D.**

- Editorial Board of Trends in Business magazine

**doc. Ing. Petra Taušl Procházková, Ph.D.**

- Editorial Board of Trends in Business magazine

**KGE doc. PaedDr. Alena Matušková, CSc.**

- Expert Group on Geography of the National Institute of Education (NIE)
- Working Group on Standards for the Educational Field of Geography (MEYS)
- Member of the Subject Board of the doctoral study of General Questions of Geography at the Faculty of Science, Charles University in Prague
- Project evaluator of OP Prague - pole of growth CR

**doc. PaedDr. Jaroslav Dokoupil, Ph.D.**

- Editorial Board of Geographica CGS
- Scientific Board of UWB publisher
- Joint Departmental Council of Geographical Programmes, Institute of Geography of MU Brno
- Evaluation Committee of the National Accreditation Office for Higher Education for Education No. 33 Earth Sciences

- External Evaluator of MU Brno
- Council of Education - Earth Sciences at UWB
- Council of Education - Construction at UWB
- Council of Education - Economic Fields at the UWB

**doc. RNDr. Jiří Ježek, Ph.D.**

- Scientific Board of the Faculty of Management of the University of Economics in Jindřichův Hradec
- Subject Board of Economic Geography and Regional Development DSP (Faculty of Natural Science in Ostrava)
- Editorial Board of Information CGS
- Association of Urbanism and Urban Planning
- Council of Education - Earth Sciences at UWB
- Council of Education - Construction at UWB

**RNDr. Jan Kopp, Ph.D.**

- Editorial Board of Arnica magazine
- Editorial Board of Geografické rozhledy magazine
- Council of Education - Earth Sciences at UWB

**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

## 8 External relations of FoE UWB

### 8.1 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 December 2018, the Faculty made a total of 59 agreements (2 more than in 2017) with 54 partner universities (2 more than in 2017) in 17 European countries and a project with associated Turkey. Compared to last year, a new contract was added with Leipzig University (Germany) and Oslo Metropolitan University (Norway). The majority of contracts were signed with universities in Germany (15), France (8), Poland (6), Turkey and Spain (4). In 2018, the faculty offered a total of 889 months of internships for up to 152 students and 75 weeks of internships for up to 74 teachers within teacher mobility.<sup>9</sup>

**A list of partner workplaces in 18 European countries (+ Turkey) and the number of bilateral contracts (54 partner workplaces, 59 bilateral contracts)**

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<sup>9</sup>A contract with the University of Salford was also included in 2018, based on which Erasmus+ students went out this year. In 2019, however, Salford will no longer accept our students (due to lack of reciprocity), and the contract will be terminated.

**Germany (13 partner workplaces, 15 bilateral contracts)**

- OTH Amberg-Weiden
- Technische Hochschule Deggendorf
- Hochschule für Angewandte Wissenschaften Hof University
- Technische Universität Chemnitz
- TU Kaiserslautern
- Leipzig University
- Hochschule der Bundesagentur für Arbeit Mannheim
- Georg-Simon-Ohm Hochschule Nürnberg
- OTH Regensburg
- Fachhochschule Rosenheim
- Hochschule Baden-Württemberg Stuttgart
- Hochschule Harz, Wernigerode
- Hochschule Würzburg-Schweinfurt

**France (8 partner workplaces, 8 bilateral contracts)**

- Ecole Supérieure de Commerce d'Amiens – Amiens School of Business
- 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

**Norway (1 partner workplaces, 1 bilateral contract)**

- Oslo Metropolitan University

**The Netherlands (2 partner workplaces, 2 bilateral contracts)**

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

**Italy (2 partner workplaces, 2 bilateral contracts)**

- Università degli Studi di Verona
- Università Politecnica delle Marche - UNIVPM Ancona

**Austria (2 partner workplaces, 2 bilateral contracts)**

- Karl-Franzens-Universität Graz
- Fachhochschule der Wirtschaft, Graz

**Portugal (1 partner workplace, 1 bilateral contract)**

- 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

**Croatia (1 partner workplaces, 1 bilateral contract)**

- University of Rijeka

**Iceland (1 partner workplaces, 1 bilateral contract)**

- University of Bifröst

**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 2018, a total of five employees went to Erasmus+ Teaching Mobility in four countries (Hungary, Spain, Slovenia, Finland), where they worked at one of the partner workplaces every week. The long-term goal is to maintain and develop contacts with all workplaces with the same intensity, if possible. Six employees visited partner workplaces in four countries (Slovakia, Italy, United Kingdom and Germany) within Erasmus Staff Training.

Teaching of foreign students from partner schools at FoE in Pilsen is in English. In 2018, there were 30 subjects offered to foreign students, the number was the same as in 2017.

Since 1996, more than 20 years after the organization of the first semester course, there has been collaboration with the College of Business Administration at 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 indeed 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 2018, 10 students from our faculty and 11 students from the Marquette University participated in a joint project. This project was traditionally implemented in cooperation with the Department of the Foreign Office at the UWB and was actively attended by two faculty staff (from the KMO and KEM departments).

In the winter semester of 2018/2019 academic year, a joint semester course of Czech and German students took place within the subject Project in an International Virtual Team, which is provided by the Department of Business Economy and Management. The project was attended by 16 students of the Faculty of Economics and 14 students of the German partner school of the Faculty of Business Administration OTH Amberg-Weiden. The course, which was thematically focused mainly on current issues of human resource management, was organized in the form of joint workshops, team consultations and virtually using electronic communication. A partial output was team presentations, in which individual teams presented the results of joint work. The final output will be a professional collection in which the works of individual student teams will be published.

The faculty also maintains bilateral relations with non-European partner universities. These bilateral contracts relate to student and teacher mobilities and R&D collaboration. In 2018, 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 newly also Shanghai Lixin University of Accounting and Finance (SLUAF) in Shanghai (China).

A joint bachelor's 'double degree' programme in the study programme of Economics and Management has been successfully implemented for the sixth year in cooperation with Hochschule Hof (see also chapter 4.3).

For the promotion, motivation and dissemination of information about the possibilities of trips abroad, on 24.10. and 25.10.2018, contributions to lectures to Year 1 of the bachelor's study were organized and mobility programmes presented. The purpose of such visits directly in classes is the fact that Year 1 students are presented at the beginning of their studies all the possibilities of study programmes abroad, to which they can gradually apply during the following semesters of their studies. A total of 376 students were addressed in this way. Year 1 students were also informed about the possibility of mobilities during the enrolment on 3.-5.9.2018. In the coming year, the Faculty will hold the 2nd year of "Erasmus Night" event, which will also serve to promote mobility.

All detailed information on student mobility can be found on the new website [mobility.fek.zcu.cz](http://mobility.fek.zcu.cz), which was created and launched in 2014 in order to clearly gather information on all types of international mobility that are provided at the faculty and to which

more necessary information is gradually added.

## 8.2 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 2018 (not in the academic year). Student-days are calculated only with mobilities over 30 days.

Table 23: Student mobility in 2018 - going out

Programme	Number of students/number of student-days
Erasmus+	33/3805
<i>Marquette University</i>	10
Mobility of MEYS (Inter programme)	8/647
Erasmus - work internships	6/536
Government scholarships (MEYS)	0
<b>In total without Marquette University</b>	<b>47/4988</b>

Source: INIS, own calculation

Compared to 2017 (40 students), the number of students going out increased by 17,5%. The number of students going on a study stay within the Erasmus+ programme increased by 10 students. The year-on-year decrease of cumulative student-days compared to 2017 (3 991) is 25%. The most frequent destinations where our students went were Germany (12 students - 9 study internships, 3 work placement), Portugal (7 students), the Netherlands (5 students), Italy and the United Kingdom (3 students each). A total of 6 students completed work internships abroad (3 fewer than in 2017).

Table 24: Student mobility - coming in

Programme	Number of students/number of student-days
Erasmus+	39/4966
<i>Marquette University</i>	11
Inter-university collaboration (visit outside the Erasmus+ programme)	17/1892
Work internships	2/245
<b>In total without Marquette University</b>	<b>58/7103</b>

Source: INIS, own calculation

Compared to 2017 (58 students), the number remained the same. The number of students coming through the Erasmus+ programme decreased by 5 students. This decrease was balanced out by the number of students coming through another mobility which increased by 5 students. Compared to 2017, the number of student-days increased by 7,3%. The most frequent destinations from where students came were Russia (10 students), France (9 students), Spain (9 students), Italy (5 students), the Netherlands (5 students).

In 2018, the faculty also welcomed 2 students as part of an internship. The first was a Greek student, Alexandros Koutras (Harokopio University in Athens), involved in KGE projects dealing with nationalism in Bosnia and the Czech Republic. The second intern, Samel Zancra, was



accepted within the UNIGOU programme thanks to the cooperation with the Institute of Czech-Brazilian Academic Cooperation (INCBAC). the Brazilian student worked at the Department of KMO and under the supervision of its academics worked on his project in the field of marketing of banking institutions, which he then presented at a joint meeting of all programme participants in Prague.

Within the project BTHA-AP-2018-25 - "Internationalization of teaching and research in the field of ethics and sustainable development in the Bavarian-Czech borderland" our students were able to obtain an international certificate of "Ethik- und Nachhaltigkeitsmanagement".

In May 2018, students and professors from Hochschule Harz (Wernigerode, Germany) visited UWB and Pilsen as part of their field trip co-organized by KMO.

In December 2018, KMO organized a study stay of OTH Regensburg students led by prof. Dr. Thomas Groll, who worked on a case study in the field of compliance for Audi.

## **9 Partnerships and collaboration of FoE UWB**

### **9.1 Cooperation of expert departments with regions and professional organizations**

#### **KFU**

KFU is a member and cooperates with the Czech Association for Financial Management (CAFIN) and the Czech Treasury Association (CAT) within professional education of academic staff and students. The department cooperates in the long term with the basic organization of the Association of Accountants in Pilsen on the development of education in the accounting profession in the region.

KFU has been developing cooperation with ICAEW - Institute of Chartered Accountants in England and Wales. Based on meeting professional and ethical standards of education, the department has been awarded the 'Partner in Learning' certificate by this leading world professional organization, which entitles graduates of the Department of Finance and Accounting subjects to the recognition of ICAEW professional exams. Another form of cooperation with this organization is the organization of interactive workshops and business games for students.

The department maintains a long-term cooperation with Moore Stephens company. 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 takes place firstly on the level of invited lectures and seminars led by company specialists within the courses guaranteed by the KFU, and secondly, on the level of cooperation in the processing 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. In 2018, experts from Moore Stephens gave lectures for students and shared their experience from the field of tax and audit. From these joint activities, a certificated

study programme "Tax Specialist" was produced. It is a four-semester course intended for students of the follow-up master's study, which takes place within the framework of regular teaching with considerable involvement of experts from practice. The common goal is to offer students deeper knowledge in the field of tax and to involve students in practical solutions to real tax cases.

A similar type of cooperation was established by the Department with Deloitte and KPMG, both in terms of professional lectures and the possibility of attending work experience for students. KPMG representatives discussed audit and financial statement handling issues with students. Experts from the Pilsen branch of Deloitte presented to students a view of the current entrepreneurial risks in the Czech Republic and the approaches of financial administration in connection with the use of the hedging order tool.

## **KMO**

In 2018 continued close cooperation of KMO with companies and entities in the region.

A Department representative is a member of the Economy working group in the project "Upper Palatinate and the Pilsen Region - Together in the Centre of Europe".

Two significant contract researches were carried out at the department for Chodos Chodov, s.r.o. and for the City of Cheb. Furthermore, two orders were processed for the Destination Agency Dolní Poohří, o.p.s. - Survey of the profile of the destination visitor, Elaboration of a strategic document for the development of the destination for the 2019-2022 period.

Representatives actively participated in important events in the region, such as active engagement in the activities of the community of marketing experts Marketingová Plzeň throughout 2018.

Collaboration continued in the field of internet marketing with ANT studio s.r.o. Plzeň and several invited lectures were organized for FoE students: Ing. Pavel Hlásek, expert in internet marketing; Ing. Viktor Janouch, Ph.D, a leading expert in internet marketing; Jindřich Wiendl, marketing and advertising agency Jiní než jiní.cz in Pilsen.

Teachers also engaged in the activities of the Czech Marketing Society by participating in a workshop or publishing activities in the Marketing & Communication magazine.

Within the projects prepared by students in the subject of Marketing Project (PROMO), cooperation was realized with the following subjects: CBRE: OC Olympia, BydleníStod.cz, Zjistěte Co Jíte, Švejk Restaurant TIVOLI Plzeň, Dotykačka, Pretty Woman, Raven, Trhy Aleš, Chodos Chodov, Ventusky, Rudorfer, Bone Marrow Transplant Foundation.

Professional and project cooperation was realized with the Regional Chamber of Commerce of the Karlovy Vary Region, RHK of the Pilsen Region, the City of Pilsen, the City of Cheb, regional authorities of the Karlovy Vary and the Pilsen regions, the Karlovy Vary Business Development Agency, Destination Management West, SANEK Ponte, o.s., Techmania Science Centre o.p.s., CzechTourism, Františkovy Lázně spa, Plzeň - TURISMUS, p.o., Pilsner Urquell, Junior Chamber International (JCI), Industrie- und Handelskammer Regensburg für Oberpfalz / Kelheim or EUROTOURS International and the Bone Marrow Transplant Foundation.

KMO staff are members of a working group for research and education at the Tourism Institute of the Czech Tourism agency.

Expert field trips were realized within the subject of Geography of Tourism with destinations in Klatovy, Cheb, Františkovy Lázně, Teplá, Mariánské Lázně, around Dobřany and Regensburg, Germany.

An activity of the local section of the Czech Marketing Society was supported, for example by organizing an expert lecture on the possibilities of using eye-tracking.

### **KPM**

Also in 2018, the cooperation of the department continued primarily with the corporate sphere, but also with other institutions. The cooperation took place mainly in the form of involvement of experts in teaching, both through selected professional lectures and tutoring practical lessons and seminars, especially in specialized subjects. These were mainly the subjects Company's Risk Management, Company's Operational Management, Basics of Management, Social and Managerial Skills. Basics of Business and Practical Applications of Business Economy. Experts from practice also acted as supervisors or consultants for bachelor's or master's theses. As part of the long-term cooperation of the department with the representatives of Škoda Transportation, three excursions to production of students of the subject of Company's Operational Management took place.

In the field of project management, collaboration with IPMA CZ continued, which in cooperation with the department offers students the acquisition of a student certificate in Project Management. The certificate can be obtained by students within the subject of Project Management, which is guaranteed by our Department. At the same time, the preparation of a new subject was started with the representatives of IPMA CZ, which would enable students to obtain the international IPMA D certification.

The members of the department significantly participated in the Business Centre activities, which organized a number of inspiring and thematically focused events, where students had the opportunity to get acquainted with the local business environment and important business experts.

In 2018, the department became a member of the professional organization People Management Forum. Membership gives the staff of the department access to news and know-how in the field of HR, participation in professional events and meetings with HR professionals and management.

### **KEM**

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

The Department cooperates with Diebold-Nixdorf, whose important delivery centre is located in Pilsen. This cooperation is focused especially on students of Information Management.

### **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, 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, Czech Geographical Society. The cooperating entities are also the Union of Towns and Municipalities, the Ministry for Regional Development of the Czech Republic, the Association of Local Authorities of the Czech Republic, the National Network of Local Action Groups, the Association for Rural Renewal and a number of municipalities and cities.

The Department also cooperates with six Central European universities in the so-called Scientific Hexagon of the universities in Bayreuth-Bratislava-Graz-Maribor-Pécs-Pilsen and newly with the Ostbayern-Böhmen Academy.

## **9.2 Membership of academic staff of FoE UWB in professional organizations and associations**

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

- Czech Union of Accountants - member of the Executive Committee
- Chamber of Certified Accountants
- Czech National Accounting Board
- Association of Accountants in Pilsen - board

**Ing. Pavlína Hejduková, Ph.D.**

- Czech Association for Financial Management
- Czech Economic Society

**doc. Ing. Jana Hinke, Ph.D.**

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

**doc. Ing. Michaela Krechovská, Ph.D.**

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

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

- Czech Association of Pedagogical Research
- Society for Human Resource Management (until Oct 2018).

**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, Ph.D.**

- Czech Marketing Society

- Destination Marketing Association International
- Society of Scientific Tourism Experts

**Mgr. Hana Ovesleová, Ph.D.**

- Association UX (ACM SIGCHI Prague)
- Czech Association of Germanists and Teachers of German

**Ing. Jan Tlučoř, Ph.D.**

- Society of Scientific Tourism Experts

**KEM doc. Ing. Jiřĩ Beck, CSc.**

- Czech Society for Operational Research

**Ing. et Ing. Miloř 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 (President)

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

- Czech Society for Operational Research

**KPM PhDr. Milan Jermář, Ph.D.**

- Czech Association of Labour Psychology and Organization

**doc. PaedDr. Dana Egerová, Ph.D.**

- Academy of International Business
- Czech Managerial Association

**doc. Ing. Petra Tauř Procházková, Ph.D.**

- Czech Society for Quality

**KGE doc. PaedDr. Jaroslav Dokoupil, Ph.D.**

- Czech Geographical Society

**doc. RNDr. Jiřĩ Jeřek, Ph.D.**

- Czechoslovak Society for Public Administration at SAS
- Czech Geographical Society

**doc. RNDr. Marie Novotná, CSc.**

- Czech Geographical Society

**RNDr. Jan Kopp, Ph.D.**

- Czech Geographical Society - chairman of the West Bohemia branch

**RNDr. Jiřĩ Preis, Ph.D.**

- ACET (AIDS Care Education Training) ĀR, o.s.

- Czech Geographical Society

**Mgr. Martin Lepič**

- Czech Geographical Society

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

- Czech Geographical Society

**RNDr. David Vogt, Ph.D.**

- Czech Geographical Society

**Mgr. Martin Kebza**

- Czech Geographical Society

### **9.3 Project Activities Centre**

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

- identification of 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 preparation of projects formally (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 main goal of the Centre is to provide methodological support to proposers or researchers of research and development projects, assistance and support in their administration. The Centre also provides consultations and advice on projects and project activities.

In 2018, the Centre participated in terms of methodological and administrative support in the implementation of GAČR and TAČR projects, incl. preparation of projects for the mentioned grant schemes. Furthermore, its employees participated in the administration of a competition of projects of the UWB grant system and the Internal Competition. Since 2017, the staff of the Centre has also supported the implementation of the STUDYKOM project. The Centre ensures sustainability of ES OP projects UNIPRANET and SYPROM. In 2018, the faculty was also very successful in terms of TACR projects. The faculty therefore started to solve 4 new TAČR projects, 1 GAČR project and Visegrad. The Centre also participated in the implementation of the 218 Trends in Business conference and other small activities.

## **9.4 International Activities Centre**

The International Mobility Section of SMA provided in 2018 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 promoting mobility in the form of campaigns (e.g. admissions to student lectures, promotional videos from trips posted on YouTube and Facebook) and seeks closer cooperation with student organizations (e.g. ESN). It manages and is fully responsible for the website [mobility.fek.zcu.cz](http://mobility.fek.zcu.cz).

## **9.5 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 carries out applied research of local and regional development and consultancy and expert activities for municipalities, cities and regions. In 2018, three projects of the Technology Agency of the Czech Republic were solved at the workplace: "The future of Countryside in the Czech Republic: Challenges, visions, development scenarios and adaptation strategies", also "Revitalization of urban centres and other public spaces in the Czech Republic: problems, foreign inspiration, possible solutions" and "Prediction of future challenges of settlements up to 15,000 inhabitants and foresight related trends". These are three-year applied research projects. Our partners in their solving include the Union of Towns and Municipalities, the Ministry for Regional Development of the Czech Republic, the Association of Local Authorities of the Czech Republic, the National Network of Local Action Groups, the Association for Rural Renewal and a number of municipalities and cities.

## **9.6 Business Centre**

There is a Business Centre at the Faculty of Economics, which organizes thematic workshops and events, such as the so-called "Business Date" or the "Pilsen Business Boiler", for students of all UWB faculties interested in entrepreneurship. In 2018, the activities of the Business Centre continued its cooperation with important partners in the field of business support in the Pilsen Region (e.g. DEPO2015, JCI West Bohemia, BIC, etc.). In cooperation with partners, a total of 4 inspiring and networking meetings called Pilsen Business Boiler focused on the following topics: leadership, do what you enjoy, personal data protection and copywriting. The "Business Date" offered workshops on crowd-funding and pitching. In addition to these activities, the Business Centre provided information support throughout the year in the area of starting a business and connected representatives of various sectors in order to support business activity. At the same time, the activities of the Business Centre were presented during the Freezing Week at the partner university HAMK, University of Applied Sciences, Finland (6.-19.2.2018).

## **10 Social, hobby and sports activities of FoE UWB**

At the Cheb part of FoE UWB, sports club USK Akademik o.s. provides leisure, recreational and sports 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 in the Cheb part of the faculty include the 'Bucket of Academic Blood', which is organized at FoE twice a year. It is a voluntary blood donation by students, graduates and friends of FoE UWB. In 2018, the 49th and 50th season of this event took place. Cooperation continued with students of the Secondary Nursing School and the College of Nursing in Cheb and with the District Association of Czech Red Cross in Cheb.

Students and academics of the faculty took part in the university-wide relay Run with the Chancellor, faculty student teams participated in individual sports disciplines, and thanks to excellent results, the faculty won the Chancellor's Cup in 2018.

## **11 Other significant faculty activities and important events**

### **11.1 External lectures**

During 2018, several personalities who lectured at the faculty visited the Faculty of Economics. They were:

Mark Harrison (Founder and CEO of ACCEE - The Association of Credit for Central and Eastern Europe, which is a leading provider of best practice in credit management). On 8 March 2018, he prepared a lecture for our students on the topic of "Credit Management: Business Magic".

Ing. Aleš Procházka (accredited memory trainer) gave a lecture on 16 April 2018 on the topic of "Great memory and effective learning techniques".

Anna Niewiadomska (University of Zielona Góra, Poland) visited the students on 26 April 2018 in the Managerial Accounting class.

Vita Petek and Tjaša Alegro (Faculty of Tourism, University of Maribor) lectured on tourism topics during their stay at UWB (13. - 20.11.2018).

Ing. Tomáš Prouza (President of the Confederation of Trade and Tourism and former Secretary of State for European Affairs) and Elena Kohútíková (VÚT Banka) lectured on 27 November 2018 on "The Czech Republic's Position in the European Union".

Ing. Pavel Hlásek (Project Manager and online marketing consultant, FoE graduate) visited the faculty on 28 November 2018 and presented to the students the activities of the ANT Studio digital agency.



## 11.2 Significant activities and events

On 15.-16.11.2018, the faculty organized the Trends in Business conference, again at the premises of the Pilsner Urquell brewery. Speakers at the plenary session included Michal Beránek (IPMA Czech Republic), Martin Kořínek (GRAMMER), Adéla Klepáková (ÚJV Řež) and Miroslav Špaček (Faculty of Business Administration, University of Economics in Prague). In their presentations, the lecturers from practice presented examples and experiences from project management, management and innovation. They emphasized the importance of soft skills for the careers of FoE graduates in business.

In 2018, cooperation began with the Shanghai Lixin University of Accounting and Finance (SLUAF) in China. In May, a delegation from SLUAF visited FoE. Areas of cooperation were discussed during the visit. In October, FoE representatives visited Shanghai, where they attended the celebration of the 90th anniversary of the University, and a Memorandum of Understanding was subsequently signed on this occasion.

In mid-September 2018, a meeting of graduates and students of the faculty took place in Cheb to mark the occasion of the 50th Bucket of Academic Blood.

The 20th season of the Ball for students and graduates of the Faculty of Economics took place on 17.3.2018 in Cheb. The main performing guest was Marek Ztracený.

As part of the Studykom project, a study trip In the Footsteps of Czech and German Glass was organized at KMO (8.-11.2018), which was also attended by students of USB, OTH Amberg-Weiden and TH Deggendorf. The attractive part of the project is also the organization of the international competition of business ideas Invest Day at FoR USB, where our students also participated.

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 ends with a competition workshop.

In 2018, the Department of Geography coordinated the travelling exhibition "Africa of Dreams and Realities after 70 Years", which was prepared to mark the occasion of the 70th anniversary of the Hanzelka-Zikmund duo's trip to Africa. This exhibition's opening in Cairo in 2018 was attended by RNDr. J. Preis, Ph.D. At the same time, he published an article on this topic in Geographical Views. During the autumn, several lectures were given at secondary schools as part of the so-called Days of Geography (organized by the Czech Geographical Society), which was followed by a joint meeting of the Geography Department's staff and graduates.

The Faculty of Economics actively participated in the 2018 Science and Technology Days project on 14.-15.9.2018. The stand was presented in cooperation with the Philosophical Faculty of UWB and the exhibition Africa of Dreams and Realities after 70 years was used for it. Secondary topics included regional development, macroeconomic specifics.