



2015 Annual Report



June 2016

ŠKODA AUTO Vysoká škola



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1 Introduction

1.1 Basic Information about the Higher Education Institution

Full name of the private higher education institution (the "PHEI")

ŠKODA AUTO VYSOKÁ ŠKOLA o.p.s.

Abbreviation used by the PHEI:

ŠAVŠ

Address of the PHEI:

**Na Karmeli 1457
293 01 Mladá Boleslav
Central Bohemian Region**

Phone: +420 326 823021

Fax: +420 326 823113

Website: **www.savs.cz**

State approval to act as a private higher education institution granted on (including reference number):

4 April 2000, ref. no. 16 493/2000 – 30 for ŠKODA AUTO a.s. Vysoká škola

Highest official of the PHEI:

**Director – authorised representative of o. p. s (public service company):
Ing. Jan Dušek,**

**Rectorate – self-governing academic body of the higher education institution
1.1.2015 – 31/1/2015 Mgr. Petr Šulc
1.2.2015 – 31/12/2015 Doc. Ing. Pavel Mertlík, CSc.**

From its inception in 2000, ŠKODA AUTO University was part of the structure of ŠKODA AUTO a.s. as a separate department.

In July 2012, however, the Board of ŠKODA AUTO a.s. decided to transform ŠKODA AUTO University into a separate legal entity by founding a new public service company – ŠKODA AUTO VYSOKÁ ŠKOLA o.p.s.

ŠKODA AUTO Vysoká škola o.p.s. was awarded state approval by the Decision of the Ministry of Education Youth and Sports, ref. no. MSMT-11008/2013-30, dated 26 March 2013. Concurrently, this Decision conferred ŠKODA AUTO Vysoká škola o.p.s. all the study field accreditations accredited and offered at ŠKODA AUTO a.s. Vysoká škola. Continuity was therefore ensured in terms of the operation of ŠKODA AUTO University in its new legal form o.p.s. (a public service company).

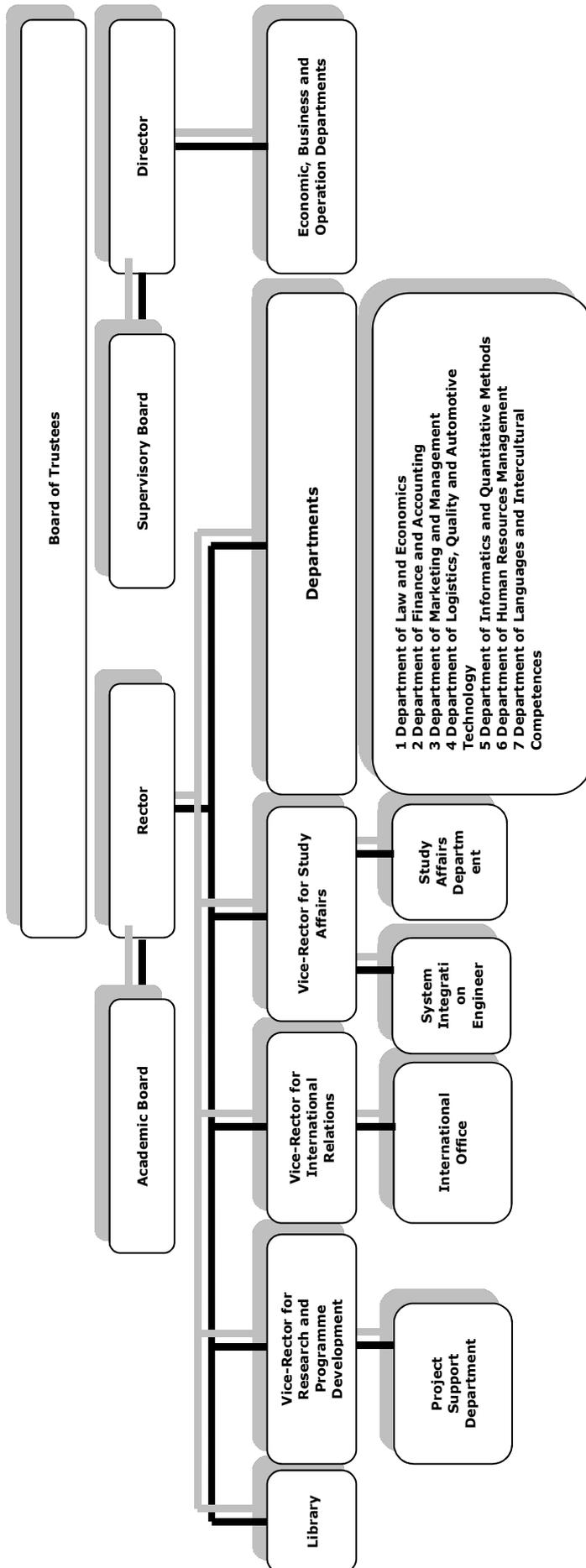
Operation under the new legal form began on 1 September 2013 and has continued also throughout 2015.

The administrative bodies of the university in the o.p.s. legal form are the Director, the Board of Trustees and the Supervisory Board. The Director is the authorised representative of the university. Self-governing academic bodies of the university include the rectorate, the Academic Board, the Academic Senate, the Disciplinary Committee.

The members of the Supervisory Board and the Board of Trustees are appointed by the founder of the institution – ŠKODA AUTO a.s.

The Director and Rector are appointed by the Board of Trustees. The Rector appoints the Academic Board and the Disciplinary Committee.

Organisational structure of the university



In 2015, the above mentioned administrative and self-governing bodies operated with the following staff:

Board of Trustees:

Ing. Bohdan Wojnar	Chairman of the Board
Dipl.- Wirt. -Ing. Dieter Seemann	Member of the Board
Dipl.-Ing. Matthias Bursig	Member of the Board

Supervisory Board:

Mgr. David Kavan	Chairman of the Board
Bc. Dana Němečková, MBA	Member of the Board
Dipl.- Ing. Carsten Brandes	Member of the Board

Director: Ing. Jan Dušek

Rector:

1.1. - 31/1/2015 Mgr. Petr Šulc

1.2.-31/12/2015 Doc. Ing. Pavel Mertlík, CSc.

The Director is the statutory body of the university and is also responsible for the economic and operational management of the institution.

The Rector is responsible for the management of academic processes.

The Rector is also in charge of 3 Vice-Rectors: the Vice-Rector for Research and Study Programme Development, the Vice-Rector for Study Affairs, the Vice-Rector for International Relations, the Bursar and the Heads of the individual departments and the library.

The Vice-Rector for Study Affairs is in charge of the Study Affairs Department, the Vice-Rector for Research and Study Programme Development is in charge of the research projects administrator, the Vice-Rector for International Relations is in charge of the International Office.

The basic organisation units of the university are the Departments, creating space not only for education, but also for creative and research activities.

Composition of the Academic Board

In 2015, the Academic Board welcomed new members. As of 1/9/2015 the following new members were appointed to the Academic Board: doc. Ing. Tomáš Krabec, Ph.D., MBA, JUDr. Václav Šmejkal, Ph.D., prof. Dr. Ing. Ott Pastor, CSc., doc. Ing. Jan Čadil, Ph.D., doc. Ing. František Pavelka, CSc., Ing. Bohdan Wojnar and prof. Ing. Jindřich Soukup, CSc.

As of 31/12/2015, the Academic Board has the following composition:

Doc. Ing. Pavel Mertlík, CSc.	ŠKODA AUTO VYSOKÁ ŠKOLA O.P.S.
Doc. Ing. Jiřina Bokšová, Ph.D.	ŠKODA AUTO VYSOKÁ ŠKOLA O.P.S.
Doc. Ing. Romana Čížinská, Ph.D.	ŠKODA AUTO VYSOKÁ ŠKOLA O.P.S.
Ing. Helena Horská, Ph.D.	ŠKODA AUTO VYSOKÁ ŠKOLA O.P.S.
Doc. Ing. Radim Lenort, Ph.D.	ŠKODA AUTO VYSOKÁ ŠKOLA O.P.S.
Doc. PhDr. Karel Pavlica, Ph.D.	ŠKODA AUTO VYSOKÁ ŠKOLA O.P.S.
Doc. Ing. Jana Přikrylová, Ph.D.	ŠKODA AUTO VYSOKÁ ŠKOLA O.P.S.
Mgr. Lenka Stejskalová, MBA	ŠKODA AUTO VYSOKÁ ŠKOLA O.P.S.

Doc. Ing. Stanislav Šaroch, Ph.D.	ŠKODA AUTO VYSOKÁ ŠKOLA O.P.S.
Doc. Ing. Pavel Štrach, Ph.D. et Ph.D.	ŠKODA AUTO VYSOKÁ ŠKOLA O.P.S.
Mgr. Petr Šulc	ŠKODA AUTO VYSOKÁ ŠKOLA O.P.S.
Doc. Ing. Tomáš Krabec, PhD., MBA	ŠKODA AUTO VYSOKÁ ŠKOLA O.P.S.
JUDR. Václav Šmejkal, Ph.D.	ŠKODA AUTO VYSOKÁ ŠKOLA O.P.S.
Prof. Dr. Ing. Otto Pastor, CSc.	ŠKODA AUTO VYSOKÁ ŠKOLA O.P.S.
Ing. Bohdan Wojnar	ŠKODA AUTO a.s.
Prof. Ing. Jaroslav Machan, CSc.	ŠKODA AUTO a.s.
Bc. Dana Němečková, MBA	ŠKODA AUTO a.s.
Doc. PhDr. Ing. et Ing. Vladimír Tomšík, Ph.D. et Ph.D.	Czech National Bank
Prof. Ing. Jan Frait, Dr.	Czech National Bank
Ing. Mojmír Hampl, MSc., Ph.D.	Czech National Bank
Prof. Ing. Vojtěch Krebs, CSc.	University of Economics
Prof. Ing. Jindřich Soukup, CSc.	University of Economics
Doc. Ing. Martin Kvizda, Ph.D.	Masaryk University Brno
Prof. Ing. Eva Cihelková, CSc.	Pan-European University
Doc. Ing. Jan Čadil, Ph.D.	Unicorn College
Doc. Ing. František Pavelka, CSc.	College of Banking

Composition of the Academic Senate

doc. Ing. Jana Přikrylová, Ph.D.	Chairperson of the Academic Senate
Ing. Martin Juhas	Member of the Senate
doc. Ing. Jiřina Bokšová, CSc.	Member of the Senate
Ing. Josef Bradáč, Ph.D.	Member of the Senate
Ing. David Holman, Ph.D.	Member of the Senate
Michal Vejvoda	Vice-Chairman of the Academic Senate
Anton Evstigneev	Member of the Senate
Michaela Stáňová	Member of the Senate
Miroslav Jílek	Member of the Senate

1.2 Representation of the Private Higher Education institution among Czech Higher Education Institutions

Organisation	Representative	Position in the Representation Body
Czech Rectors Conference	Doc. Ing. Pavel Mertlík, CSc.	
Higher Education Council	Mgr. Petr Šulc, Vice-Rector for Study Affairs	Member of the Board, Committee for Private Higher Education Institutions
Higher Education Council	Bc. Roman Hloušek	Member of the Student Chamber of the Higher Education Council, Workgroup for International Affairs

1.3 Vision of ŠKODA AUTO University and its Strategic Objectives

Long-term vision of ŠKODA AUTO University:

ŠKODA AUTO University is a prestigious higher education institution that closely and systematically cooperates with ŠKODA AUTO a.s. and other major partners in the manufacturing and non-manufacturing sectors and is attractive to exceptional students. As a unique institution founded by a global multinational industrial corporation, it combines theory with practice while maintaining high academic standards and an emphasis on internationalisation. As part of international academic networks, it cooperates with renowned foreign and domestic universities in the fields of research, development and education. It helps create the company culture of ŠKODA AUTO a.s. and cultivates the city of Mladá Boleslav, through the presence of both local and international students, as a centre of education.

In fulfilling this vision, the university focuses primarily on the following **strategic objectives**, which are also included in its Long-term Plan:

Development of accredited study programmes of the Bachelor's and follow-on Master's degree study in direct response to the latest research and science results in the corresponding fields so as to best serve the needs of ŠKODA AUTO and other partners both from the manufacturing and non-manufacturing sectors, including the support of excellence. An integral part of the development of accredited fields of study is improving the quality of professional internships, which constitute an organic part of the study programmes at ŠKODA AUTO University.

Utilisation of the **international ACBSP ACCREDITATION for further development of the university including efforts to obtain accreditation of an institutional nature in accordance with current legislation.**

Development of internationalisation and a focus on Eastern markets, including: further – more intensive – work on acquiring students for the accredited follow-on Master's as well as Bachelor's study programmes taught in English. Accreditation of more study programmes in English.

Applying a credit system fully compatible with ECTS, creating ideal conditions for international mobility.

Expanding the number of partner institutions to support double degree programmes, while preparing doctoral studies for 2-3 years and also improving the quality of the partner network for the exchange of teachers and students under the Erasmus programme and increasing the number of student exchanges.

Teaching and further development in the innovated Bachelor's degree field of study focusing on logistics in practice.

Continuous innovation of content of all fields of study based on intensive work of the respective councils.

Development of more fields of study in line with the needs of the labour market using applicable legislative options.

Expanding the support of distance forms of study.

Systematic development of scientific, research and consulting activities corresponding to the structure of accredited programmes. Research will continue to focus on cooperation with company departments on the one hand, and on cooperation with quality foreign universities on the other, so that the University – as an island of high expertise – gradually becomes an inverse spin-off, through which know-how will be allowed to flow into the company from the external environment.

A logically related objective that will help permanently improve the professional quality and research potential of the University is the **accreditation of doctoral studies**. The system of doctoral studies will build on the research focus and international partnership of departments at ŠKODA AUTO University. To achieve this, ŠKODA AUTO University needs to acquire not only internal but also more external grant projects, especially from the Czech Science Foundation, the Czech Technology Agency, or under the 8th EU Framework Programme.

An overarching objective related to all the above priorities is the **personal development of essential faculty at ŠKODA AUTO University**.

Academic and non-academic staff of the university participate actively in the development of the higher education strategy in the Czech Republic through involvement in projects IPN KREDO, IPN KVALITA, IPN METODIKA and in the associated higher education representations.

1.4 Changes in Internal Regulations in 2015

The university Statute was subject to modifications throughout 2015. The modified status was registered with the Ministry of Education Youth and Sports in 2015, coming into effect on 1 January 2016.

Modifications were also made to the Study and Examination Regulations and the Scholarship Regulations. These were registered with the Ministry of Education Youth and Sports on 27 January 2016.

Further work continued on the system of internal regulations governing various study-related processes as well as others.

2 Study Programmes, Organisation of Studies and Educational Activities

2.1 Accredited Study Programmes

Accredited study programmes (numbers)						
ŠKODA AUTO University		Bachelor's degree programme		Follow-on Master's degree programme		TOTAL
		Full-time	Part/dist.	Full-time	Part/dist	
Groups of accredited study programmes	Codes					
Economics	62, 65	1	1	1	1	4
TOTAL		1	1	1	1	4

2.2 Study Programmes in a Foreign Language

Study programmes in a foreign language (numbers)						
ŠKODA AUTO University		Bachelor's degree programme		Follow-on Master's degree programme		TOTAL
		Full-time	Part/dist	Full-time	Part/dist	
Groups of accredited study programmes	Codes					
Economics	62, 65	1		1		2
TOTAL		1		1		2

2.3 Joint/Double/Multiple Degree Study Programmes

Joint/Double/Multiple Degree study programmes	
ŠKODA AUTO University	
Study programme title	Double degree programme of the Bachelor's degree programmes Business Administration and Sales (SAVS) and Global Sales Management (UASS)
Partner organisation	University of Applied Sciences Steyr, Austria
Affiliated organisation	-
Programme running since	2010
Programme type (Joint/Double/Multiple Degree)	Double degree
Duration of study (semesters)	7, i.e. 6 semesters with 1 semester at the partner university
Type of programme (Bachelor's, Follow-on Master's, Master's, Doctoral)	Bachelor's
Description of study organisation, including admission and termination	The program admits exceptional students from the Bachelor's degree programmes of both universities, about 3 students per year from each one. Students take 5 semesters at their home university and 1 exchange semester at the partner university. The structure of courses in the semester at the partner university is defined in a contract between the two institutions.
Issue method for Diploma and Diploma Supplement	Successful programme graduates receive a Diploma and Diploma Supplement at the home university as well as a Diploma at the partner university.
Organisation of student exchanges	Exchange of students take 1 semester with the support of the Erasmus+ programme

Joint/Double/Multiple Degree study programmes	
ŠKODA AUTO University	
Study programme title	Double degree programme of follow-on Master's degree programmes Marketing Management in the Global Environment (ŠAVŠ) and Global Sales Management Master (UASS)
Partner organisation	University of Applied Sciences Steyr, Austria
Affiliated organisation	-
Programme running since	2012
Programme type (Joint/Double/Multiple Degree)	Double degree
Duration of study (semesters)	4 semesters, of which 1 at the partner university
Type of programme (Bachelor's, Follow-on Master's, Master's, Doctoral)	Follow-on Master's
Description of study organisation, including admission and termination	The program admits excellent students of follow-on Master's degree programmes, about 3 students per year from each university. Students take 3 semesters at their home university and 1 exchange semester at the partner university. The structure of courses in the semester at the partner university is defined in a contract between the two institutions.
Issue method for Diploma and Diploma Supplement	Successful programme graduates receive a Diploma and Diploma Supplement at the home university as well as a Diploma at the partner university.
Organisation of student exchanges	Exchange of students take 1 semester with the support of the Erasmus+ programme

Joint/Double/Multiple Degree study programmes	
ŠKODA AUTO University	
Study programme title	Double degree programme of the Bachelor's degree programmes Business Administration and Sales (ŠAVS) and Bachelor of Business Administration at International Business University of Applied Sciences Seinajoki
Partner organisation	University of Applied Sciences Seinajoki
Affiliated organisation	-
Programme running since	2015
Programme type (Joint/Double/Multiple Degree)	Double degree
Duration of study (semesters)	7, i.e. 6 semesters, of which 2 semesters at the partner university
Type of programme (Bachelor's, Follow-on Master's, Master's, Doctoral)	Bachelor's
Description of study organisation, including admission and termination	The programme admits exceptional students of Bachelor's degree programmes of both universities, about 1-2 students per year from each one. Students take 4, i.e. 5 semesters at their home university and 2 exchange semesters at the partner university. The structure of courses

	in the semesters at the partner university is defined in a contract between the two institutions.
Issue method for Diploma and Diploma Supplement	Successful programme graduates receive a Diploma and Diploma Supplement at the home university as well as a Diploma at the partner university.
Organisation of student exchanges	Exchange of students take 2 semesters with the support of the Erasmus+ programme

During 2015, a double degree programme was started with the partner University of Applied Sciences Seinajoki, Finland.

In 2015, ŠKODA AUTO University did not engage in any joint study programmes with another university based in the Czech Republic.

In 2015, ŠKODA AUTO University did not implement any study programmes together with a higher vocational school.

In 2015, ŠKODA AUTO University did not implement any study programmes or their parts outside of the municipality where it is based.

2.4 Credit System

Studies at ŠKODA AUTO University are organised using a credit system. As per the curriculum, each course is assigned with a number of credits corresponding to the average study workload required for successful completion of the given course. The study workload equivalent to 1 credit is set at 28 hours. The study workload for one semester is 30 credits, with at least 180 credits for the entire Bachelor's degree study and at least 120 credits for the entire Master's degree study. Credits are assigned with classification, i.e. examination, or marked credit test and without classification, i.e. a credit test. Bachelor's study programmes include a professional internship of one semester, for which no credits are awarded. Bachelor's as well as follow-on Master's degree programmes are concluded with a final state examination, which includes a thesis defence.

The credit system allows a quantified evaluation of the course of studies. The basic principle of the credit system is that the studies are not concluded by completing a certain number of years, but by obtaining a certain number of credits and examinations of different types. The credit system allows individual students to choose their own study pace.

The credit system has been used successfully to organise foreign mobility of students, especially under the Erasmus programme. Students who complete a semester at one of the partner universities abroad can use the credit values of successfully completed courses to have these study results transferred and fully recognised under a study programme at ŠKODA AUTO University. In the course of 2012 and 2013, the characteristics of all study courses were added to include detailed descriptions of learning outcomes along with a thorough modification of the marking system allowing a more precise assessment of students' results across the different courses and providing a tool for a more accurate comparison with the study results and marking systems at other institutions in and outside the EU. The structure of characteristics (syllabi) of all courses now fully corresponds to the requirements of ECTS.

In accordance with the Higher Education Act, ŠKODA AUTO University issues a Diploma Supplement for all graduates, with content and structure corresponding to the model developed by the European Commission, the European Council and UNESCO/CEPES. ŠKODA AUTO University has been the holder of the DS Label since 2013.

2.5 Other Educational Activities outside the Accredited Study Programmes

2.5.1 Discussion Forums and Other Professional Events Organised by ŠKODA AUTO University in 2015:

Date	Name	Speakers
21/1/2015	Research Open Day ŠAVŠ, 5th year	JUDr. V. Šmejkal, Ph.D. doc. Ing. R. Lenort, Ph.D. doc. Ing. T. Krabec, Ph.D. MBA doc. PhDr. K. Pavlica, Ph.D.
4/2/2016	Advanced Statistical Methods of Process Control	doc. Ing. E. Jarošová, CSc
21/4/2015	EMU Response to the Crisis and Coordination of Economic Policies – Recommendations to the Czech Republic	Zdeněk Čech, representative of the European Commission in the CR
13/5/2015	Media and Democracy	Milan Fridrich, Programme Director of ČT
15/5/2015	Impact of Higher Education and R&D in Politics and Legal Regulations in Domestic and European Context	Dr. Mgr. Aleš Vlček, Director of Tertiary Education & Research Institute, Brno
10 - 11 September 2015	International Conference: Opportunities and Challenges in Language Teaching and Learning	Domestic and Foreign Experts in Language Teaching and Practice
9/11/2015	Consumer Choice Paradigm in German Ordoliberalism and its Impact upon EU Competition Law	Prof. Dr. iur. Peter Behrens, MCJ (N.Y.U.), Institute of European Integration
11/11/2015	Taxation of Multinational Corporations or Transfer Pricing in Practice	Mgr. Ing. Radim Bláha, Deputy Director and Head of Department of International Taxation at Specialised Taxation Office
11/11/2015	Industry 4.0 and Economic Policy of the Czech Republic	Ing. Jan Mládek, CSc., Minister of Industry and Trade

2.5.2 Professional Internships

Professional internships are a mandatory part of Bachelor's degree study programmes. Its scope is set at 20 working weeks in the 5th semester of studies.

The table below shows detailed placement of students for the obligatory internships in different parts within ŠKODA AUTO as well as other companies.

Domestic		Foreign			
Internship location	Number	Internship location	Number		
ŠKODA AUTO	Area G (management, PR)	13	Group makes	Bentley Motors United Kingdom	9
	Area P (Sales)	18		ŠKODA AUTO United Kingdom	1
	Area N (Purchasing)	6		VW Group Deutschland	1
	Area E (Economics)	5		ŠKODA AUTO Deutschland	2
	Area V (Production)	11		ŠKODA AUTO Ireland	1
	Area T (Development)	12		AUDI AG Ingolstadt	1
	Area Z (HR)	3		VW Group Russia	1
	KOVO MB unions	1			
ŠKODA AUTO total		69	Group makes total		16
External companies	Customers of ŠKODA AUTO	2	Other foreign companies:		
	Suppliers of ŠKODA AUTO	4		Hotel Gran Son Net Mallorca	1
				INAT, s.r.o.	1
				Treves Slovakia, LLC	1
				Treves St. Petersburg	1
Partner companies	11	FERRINOX Automotive Italy	1		
ŠAVŠ	1	EDYMAX EUROPE s.r.o.	1		
other	23	Bratislava			
External domestic companies total		41	External foreign companies total		6
Domestic total		110	Foreign total		22

In the academic year 2015/2016, a total of 132 students undertook their compulsory internships.

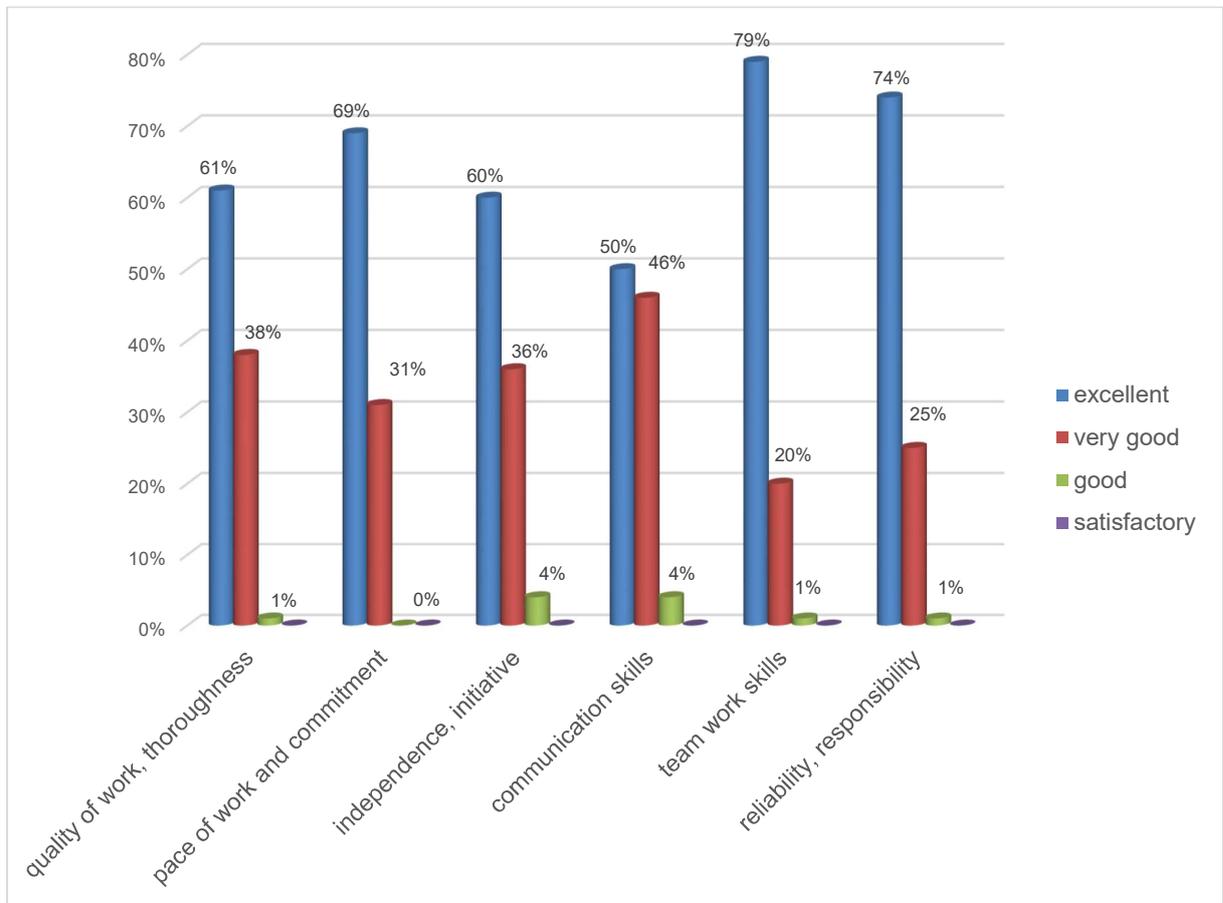
Based on their own choice, students do their internships in ŠKODA AUTO a.s., a partner company in the Czech Republic, or abroad, mainly within the VW Group. All makes of the VW Group have an elaborate internal system of student internships, providing a guarantee of quality subject matter of internships for ŠAVŠ students. Relationships with external providers of internships are governed by agreements on the performance of student internships between the university and the given provider.

Feedback after completed internships is provided in the form of written standardised "Confirmation of Student Internship and Intern Evaluation" and the "Final Report on Internship". These documents specify the scope of activities assigned to the student during the internship as well as the range of tasks completed together with the evaluation of the student's performance in the course of the internship provided by an internship supervisor.

Usually, the focus of activities during an internship serves as the basis for the future selection of a topic for the Bachelor Thesis. The completion of an internship is a prerequisite for the assignment of a Bachelor Thesis.

The following graph shows a summary of the results of internship evaluations provided by supervisors in different monitored categories:

The results of evaluation of ŠKODA AUTO University students, professional internships (percentage)



2.5.3 Other Educational Activities

In 2015, ŠKODA AUTO University organised the following activities beyond the standard scope of courses in accredited study programmes:

Department of Languages and Intercultural Competences organised an international conference on 10 - 11 September 2015 titled "Opportunities and Challenges in Language Teaching and Learning", concluding two three-year projects of the Internal Grant Agency of this department. The main speakers were: Sophia Butt, Business Management English Professional, Director & EAP Tutor, the University of Birmingham, UK; Ruben Comadina Granson, Head of Modern Foreign Languages; Senior lecturer in English and Spanish, the University of Groningen, the Netherlands; and Libor Štěpánek, Head of Language Centre at Masaryk University Brno.

There was also a workshop called "Is China our Future? or Being Inspired by China". The main speakers were Ing. Martin Kříž, Ph.D., a consultant of China Consulting, lecturer and certified interpreter and the Director Saša Dlouhý, who introduced his project and observational movie Happy Together.

In order to equalise the required knowledge and skills of students admitted to Bachelor's degree study programmes, the department organised pre-semester courses in English and Czech language, with Czech language courses for foreign students continuing during the academic year as well.

The Department of Logistics, Quality and Automotive Technology organises a summer school every year, offering experts from the field giving lectures, excursions and work with talent in the form of engaging them in the research activities of the department. In cooperation with the International Office, the summer school 2015 was attended by 52 students from 6 countries. A rich two-week programme was composed of lectures and workshops of academic personnel from 5 countries and experts from ŠKODA AUTO a.s. and excursions in the logistics of ŠKODA AUTO, its suppliers and providers of logistics services.

The department guarantees 6 courses focusing on logistics, production and purchasing, with lectures given by managers of the different departments within ŠKODA AUTO a.s. The courses are: Selected Case Studies in Logistics (logistics managers), Selected Issues in Purchasing (purchasing managers), Methods of Lean Production I and II (skills training in the Lean Centre, training centres in the welding shop, paint shop and assembly, logistics) and Computer Simulation of Logistic Processes I and II (computer simulation experts).

In terms of courses taught by the department experts, special lectures with invited experts from the field take place, focusing on selected topics and excursions. These courses are: Industrial Logistics, Green Logistics, Supply Chain Management, Lean Supply Chains, Quality Management, Basics of Mechanical Engineering, Basics of Automotive Technology and New trends in Automotive. Examples of lectures can include JIS Processes, Specifics of Supply Chains in the Automotive Industry, Airbag Development Process or Connectivity of Modern Cars. As part of the above courses, students also visited key manufacturing and logistics departments in ŠKODA AUTO a.s. such as: the foundry, forge, press shop, welding shop, engine assembly, car assembly lines, semi-automated parts warehouse, conveyor bridge, dealerships, trailer station, Green logistics solutions and CKD centre.

A total of 8 talented students were involved in two projects of the student grant competition (Proposal of Green Logistics Balanced Scorecard for the automotive industry and Proposal of System Solution of Implementation of Sustainable Supply Chain Management (SSCM) Innovations in the Market Conditions of the 21st century) and two contract-based research projects (Concept of a Complex and Sustainable Solution of Entry of Cargo and Passenger Vehicles and Employees into ŠKODA AUTO a.s. and Concept of the Second generation of the Project EDIS in terms of Internal Freight of ŠKODA AUTO a.s.).

Students of the course Green Logistics also worked on specific logistic/environmental issues for ŠKODA AUTO a.s. logistics in the form of semester projects. Selected students worked together with the logistics staff from ŠKODA AUTO a.s. on preparing the presentations for Porsche day in Leipzig and the Days of Czech Logistics.

Department of Marketing and Management offered the following activities in its field of expertise:

students in the course Strategic Marketing used the simulation software StratSim, which simulates the situation in the automotive market and allows students to learn to work with existing and new models after identifying the market situation using polls, and propose new solutions.

The course Simulation of Supplier-customer Relations Management made use of the Global Marketplace simulation.

The course Marketing Communication had a discussion forum called: Trends in Global Advertising. The speaker was Marek Hlavica, Director of the FIAF festival. The course Public Relations had a guest speaker Mgr. Marek Zeman, Director of the Department and spokesperson of the Ministry of Finance. The discussion forum topic was Crisis Communication in State Administration and the Corporate Sector.

In cooperation with the Student Union, a seminar was held for students of International Business from Barcelona School of Management on the topic of country of origin in the automotive industry, applying the results of the IGA implemented in the department.

The English parallel Marketing Research course offered its students and others interested a lecture by Ing. Blanka Šimová from IPSOS on the "Car clinique" testing method in the automotive industry.

The course Simulation of Supplier-customer Relations Management made use of the Global Marketplace simulation.

The Department of Marketing and Management received a student grant from specific university research on the topic of Perception of Green Marketing by the young generation applied to the automotive market. The first outcome is the Diploma Thesis of Bc. Martin Dolejší submitted for defence and the article Green Solutions in the Automotive Industry as a part of Corporate Social Responsibility, which was submitted for publishing.

Student teams in this department also prepared two projects for ŠKODA AUTO a.s. called Company and its Partners focusing on the potential of the fleet market, and Ambassador dealing with the use of marketing potential of employees. The second project also resulted in a Diploma Thesis submitted for defence by Bc. Michaela Jirsová.

The Department of HR Management organised an intensive two-day seminar with Dr. C. Isaac from Seinajoki University of Applied Science as a part of the course Social and Managerial Potential Development. In terms of the topic, the seminar focused on "Communication Problems and Barriers in International Organizations" and "Teambuilding Activities".

The Department of Computer Science and Quantitative Methods prepared for its new students intensive preparatory courses in mathematics, which continued in the form of introductory seminar during the academic year.

The Department of Finance and Accounting organised a lecture on the issue of international tax evasion through the eyes of those who create the strategy for their detection. The lecture was given by Mgr. Ing. Radim Bláha, Deputy Director and Head of the Department of International Taxation at the Specialised Taxation Office. The topic was "Taxation of Multinational Corporations or Transfer Pricing in Practice". The lecture was presented as a part of the course International Taxation taught by JUDr. Skalická and was also open for all students and employees of ŠAVŠ interested in the topic.

The course Financial Management also presented a lecture by Ing. Tomáš Kroner, an expert in the field of financial consultancy – development, trends and product portfolio. The now traditional lecture of Dipl.-Kfm. Winfried Krause, Member of the Board of ŠKODA AUTO a.s. for Economics, took place in the summer semester.

3 Students

3.1 Students in Accredited Study Programmes

Students in accredited study programmes (numbers)					
	Bachelor's degree programme		Follow-on Master's degree programme		TOTAL
	Full-time	Part/dist.	Full-time	Part/dist.	
Economics	753	193	96	66	1108
TOTAL	753	193	96	66	1108

3.2 Students over 30 Years of Age

Students in accredited study programmes (numbers)					
	Bachelor's degree programme		Follow-on Master's degree programme		TOTAL
	Full-time	Part/dist.	Full-time	Part/dist.	
Economics	1	51	1	18	71
TOTAL	1	51	1	18	71

3.3 Unsuccessful Students in Accredited Study Programmes

Students in accredited study programmes (numbers)					
	Bachelor's degree programme		Follow-on Master's degree programme		TOTAL
	Full-time	Part/dist.	Full-time	Part/dist.	
Economics	118	62	21	14	215
TOTAL	118	62	21	14	215

The causes of unsuccessful studies are typically the conflict between the abilities of students, their willingness to study intensively and the demanding study obligations, or difficulties arising from the necessity to manage work and study duties in the case of students who are employed full-time and study part-time.

The Study and Examination Regulations of ŠKODA AUTO University together with the used credit system allow students who are unable to handle the studies in the pace of the standard curriculum to spread the study duties over a longer period.

The relatively high fail rate reflects the high difficulty level of studies at ŠKODA AUTO University.

Preparatory courses in mathematics, English and Czech were organised in the pre-semester period in order to eliminate potential failure while studying.

Students can use academic counselling and all academic personnel of the university has sufficient capacity for consultation hours.

4 Graduates

4.1 Graduates of Accredited Study Programmes

Graduates of accredited study programmes (numbers)					
	Bachelor's degree programme		Follow-on Master's degree programme		TOTAL
	Full-time	Part/dist.	Full-time	Part/dist.	
Economics	154	21	46	15	236
TOTAL	154	21	46	15	236

4.2 Alumni Association

Graduates of both modes and degree levels can become members of the Alumni Association of ŠKODA AUTO University. The Association has operated in its current form since 2010. The university uses the association as a means of keeping in touch with its graduates who are currently employed, to obtain statistically significant data from them and to invite them to both expert and social events. The aim is not only to keep in touch with the graduates of ŠKODA AUTO University, but also to ensure they participate actively in the events organised by the university.

The Alumni Association has its own site on the ŠKODA AUTO University website which contains basic information about the association, interviews with successful graduates and information about the activities of the association.

Members of the Alumni Association of ŠKODA AUTO University are regularly invited to the following events: expert discussion forums and conferences organised by the university, cultural and sports events (Annual Ball, Woman – be inspired, Majáles, etc.). The alumni can provide feedback related to e.g. their opportunities in the labour market or events they have attended.

The Alumni Association of ŠKODA AUTO University currently has 597 active members.

4.3 Cooperation with Future Employers

Since the founder of the university in its new legal form is the company ŠKODA AUTO a.s., it cooperates very closely with this multinational corporation especially in terms of support of job opportunities of its graduates.

The employment opportunities of graduates are significantly influenced by the fact that a substantial portion of them took their five-month internships in ŠKODA AUTO, other VW Group companies or other companies predominantly in the automotive industry. More opportunities become available also thanks to the development of the international activities of ŠKODA AUTO a.s., which is reflected in the offer of internship stays abroad.

The university management developed a new approach to cooperation with the corporate sector on preparing graduates already at the end of 2013. In 2015, the university continued to develop the already started systematic cooperation with other major companies within the automotive industry and beyond. Cooperation was implemented in the following forms in particular: professional internships of ŠAVŠ students in companies, joint research and consulting projects, involvement of experts from the business sector in teaching and education services for companies.

The requirements of employers are further reflected in curriculum innovations based on the results of study field councils, which have a substantial representation of experts from the actual business world.

During 2015, a series of ŠAVŠ students' meetings was organised with the representatives of partner companies, focusing on the placement opportunities of students as interns or employees.

The highlight in this area of cooperation was the Career Day – a fair of internship and job opportunities with 15 presentations of partner companies. The Career Day also included workshops for students focusing on increasing their chances for quality employment.

The university periodically monitors the employment rates of its graduates and publishes the statistics on its website.

University management continuously monitors the unemployment rate of graduates.

In 2015, the university established and expanded cooperation with the following companies:

EY
AIMTEC a.s.
Montana s.r.o. Mladá Boleslav
Innov8 s.r.o.
Siemens, s.r.o., branch Elektromotory Mohelnice
Magna Exteriors & Interiors (Bohemia) s.r.o.
ROHDE & SCHWARZ, plant Vimperk, s.r.o.
Continental Automotive Czech Republic s.r.o.
Kautex Textron Bohemia spol. s.r.o.
Odbory Kovo MB
AUTO JAROV
Porsche Inter Auto CZ spol. s.r.o.
Hönigsberg&Düvel Datentechnik Czech s.r.o.
KPMG
MAHLE Behr
SCIO
E4t
Preymesser

5 Interest in Studying

5.1 Interest in Studying at the University

Interest in studies at the university						
	Bachelor's degree programme			Follow-on Master's degree programme		
	Number of applications	Number of admitted	Number of enrolled	Number of applications	Number of admitted	Number of enrolled
Economics SS 2014/2015				46 (+9)	46 (+9)	32 (+4)
Economics WS 2015/2016	437 (-40)	437 (-40)	260 (-39)	83 (-4)	83 (-4)	44 (0)
TOTAL	437 (-40)	437 (-40)	260 (-39)	129 (+5)	129 (-+5)	76 (+4)

The table shows the corresponding numbers and differences compared to 2014.

In 2015, applicants were admitted without entrance exams. Newly enrolled students of Bachelor's degree programmes take general study prerequisites tests by Scio. All enrolled applicants also take tests in English which serve primarily to determine the entry level knowledge. Test results serve as an important indicator of applicant quality.

Students of follow-on Master's and Doctoral degree programmes who have graduated from a different higher education institution	
from the total number of first-year students enrolled in 2015	
	Follow-on Master's degree programme
ŠKODA AUTO University	37
Average for the entire university	37

5.2 Cooperation with Secondary Schools

ŠKODA AUTO University intensively cooperates with secondary schools in terms of informing potential applicants. In addition to many other information channels, ŠKODA AUTO University sends its promotional materials to almost all secondary schools in the Czech Republic. ŠKODA AUTO University representatives regularly visit several dozen high schools throughout the Czech Republic and inform their students of the possibilities of studying at ŠKODA AUTO University. In 2015, the lecturing activities of academic staff of ŠAVŠ at high schools saw substantial development. A catalogue of offered expert lectures was developed and distributed to secondary schools. Selected secondary schools in the region also cooperate with ŠKODA AUTO University in the form of student excursions to ŠKODA AUTO University outside of the regular open days associated with expert lectures.

ŠKODA AUTO University regularly communicates with educational consultants from secondary schools, not only in the nearby regions. In 2015, ŠAVŠ organised a presentation for educational consultants and high school management which was attended by representatives of more than 20 institutions.

Secondary schools are regularly informed of all suitable educational events organised by ŠAVŠ.

6 Academic Personnel

The number of academic personnel in 2015 remained stable. There were partial changes and additions made in line with the implementation of the strategy of the university and previous recommendations of the Accreditation Commission of the Czech Republic.

The tables below provide a comprehensive overview of the qualification and age structure of the academic personnel.

6.1 Adjusted Counts of Academic and Research Personnel

Academic and research personnel (adjusted figures)								
	Academic personnel						Research personnel	TOTAL
	TOTAL	Professors	Docents	Senior Lecturers	Lecturers	Teachers		
	56.183	3.322	12.25	20.003	7.065	10.984	0	56.183
TOTAL	56.183	3.322	12.25	20.003	7.065	10.984	0	56.183*

*Including academic personnel employed part-time, with temporary contracts or contractors

6.2 Age Structure of Academic Personnel

Age structure of academic and research personnel (numbers of individuals)														
	Academic personnel										Research personnel		TOTAL	
	Professors		Docents		Senior Lecturers		Lecturers		Teachers		TOTAL	Women		
	TOTAL	Women	TOTAL	Women	TOTAL	Women	TOTAL	Women	TOTAL	Women				
up to 29 years	0	0	0	0	0	0	0	0	0	0	0	0	0	0
30–39 years	0	0	5	1	24	8	8	4	8	7	0	0	0	45
40–49 years	1	0	2	1	10	6	11	3	8	8	0	0	0	32
50–59 years	2	0	6	2	8	3	3	2	2	2	0	0	0	21
60–69 years	6	1	6	4	3	2	1	1	1	0	0	0	0	17
over 70 years	0	0	1	0	1	0	2	1	1	0	0	0	0	5
TOTAL	9	1	20	8	46	19	25	11	20	17	0	0	0	120

6.3 Numbers of Academic Personnel by Scope of Work duties and Highest Level of Qualification

Numbers of academic personnel by scope of work duties and highest level of qualification (numbers of individuals)					
	Academic personnel				TOTAL
Scope of contracts	prof.	doc.	DrSc., CSc., Dr., Ph.D., Th.D.	other	
up to 0.3	5	6	13	24	48
up to 0.5	2	5	15	5	27
up to 0.7	1	0	7	3	11
up to 1.0	1	9	11	13	34

In 2015, ŠAVŠ had no academic personnel with foreign citizenship who would have an employment contract.

6.4 Number of Docents and Professors Appointed in 2015

Newly appointed docents and professors (numbers)		
ŠKODA AUTO University	Number	Average age of newly appointed personnel
Professors appointed in 2015	1	40
Docents appointed in 2015	0	
TOTAL	0	

6.5 Summary of Courses in Further Education of Academic Personnel

Summary of courses in further education of academic personnel		
ŠKODA AUTO University	Number of courses	Number of participants
Courses focused on teaching skills	3	3
Courses focused on general skills	6	18
Expert courses		
TOTAL	9	21

7 Social Affairs of Students and Employees

In 2015, the university paid merit, accommodation and social scholarships. Special scholarships are designed to support students going outside the EU. Some of the scholarships were awarded in 2014 but paid in 2015. The university did not provide any other scholarship programmes.

7.1 Scholarships Awarded to Students

Student scholarships by scholarship purpose (number of students)	
Scholarship purpose	Number of students
ŠKODA AUTO University	
Merit scholarships	54
For excellent research, development, innovation, art or other creative results contributing to knowledge expansion	0
For research, development and innovation activities under special legal regulations	0
Social scholarships	7
As support when studying abroad	3
Other special scholarships (in the amount of tuition fee as support for work placements abroad, in the amount of tuition fee for students in the Incentive programme for talented applicants)	181
Doctoral scholarships	0
Accommodation scholarships	345
TOTAL	590

7.2 Care for Disabled Students

There is a dedicated parking space in the underground parking garage of the main building to serve the needs of students with limited mobility. All lecture rooms and most of other areas in ŠKODA AUTO University are wheelchair accessible, including those located in the premises of ŠKODA AUTO company.

A Czech language course was organised for foreign students of regular study programmes in the pre-semester period the academic year 2015/2016. Czech language lessons for this group of students continued also during the academic year.

7.3 Counselling

Study counselling is the responsibility of the Study Affairs Department with a total of 3 employees. In justified cases, the Vice-Rector for Academic Affairs participates in counselling as well. Study counselling for international students and outgoing ŠAVŠ students is provided by the International Office and the Study Affairs Department, or the Vice-Rector for International Relations.

There is also an officer responsible for the organisation of internships, who also acts as a counsellor in this field and partially also in the field of career counselling. ŠKODA AUTO University can also benefit from close cooperation with the corresponding personnel departments of companies in terms of graduate employment opportunities. During 2015, a series of ŠAVŠ students' meetings was organised with the representatives of partner companies, focusing on the placement opportunities of students as interns or employees. This culminated in a one-day fair of work and internship opportunities – the Career Day, which was attended by 15 partner companies.

7.4 Exceptionally Gifted Students

ŠKODA AUTO University is aware of the importance of caring for gifted students who contribute substantially to promoting a positive image of the university.

In 2015, the university continued awarding and paying out merit scholarships based on academic performance.

The number of applicants admitted to the incentive programme for gifted applicants for Bachelor's and follow-on Master's degree programmes remained the same. A total of 30 best applicants selected based on excellent results during secondary school studies or results in the SCIO National Comparative Exams were allowed to complete their studies at ŠKODA AUTO University with a scholarship in the amount of the tuition fee.

Gifted students continued to participate in research activities of expert departments, particularly in the Student Grant Competition projects.

Gifted students participate in international projects. Throughout the year, they participate in the preparation and organisation of activities under the Erasmus+ programme, and cooperate on organising discussion forums with interesting guests. Exceptionally gifted students are selected for up to five-year projects of international partners, for example as part of long-term cooperation with foreign companies such as Bentley Motors Ltd, VW UK, Škoda UK, VW Slovakia, Audi AG Ingolstadt. Selected students benefit from the support of special scholarships on foreign stays at partner universities outside the EU.

Another continued activity was the project seminar in cooperation with Fachhochschule Münster for German language students. This two-week annual project takes place every November and is attended by a group of ŠAVŠ students with teachers who spend a week filled with lectures, seminars, project work and other cultural, sporting and social events in Germany.

In cooperation with the Czech Technical University in Prague, selected students of ŠAVŠ have been intensively involved in the Formula Student project, bringing their economic competence to the competition team.

7.5 Accommodation and Catering Services

Accommodation, catering	
ŠKODA AUTO University	
Total bed capacity of dormitories	*
Number of beds in rented facilities	*
Number of applications for accommodation submitted as of 31/12/2015	*
Number of accepted applications as of 31/12/2015	*
Number of accommodation days in 2015	*
Number of main meals distributed to students in 2015	25,587
Number of main meals distributed to staff in 2015	Not monitored
Number of main meals distributed to other customers in 2015	Not monitored

* ŠKODA AUTO University has no owned or rented accommodation facilities. Accommodation of students is arranged through framework contracts with several accommodation facilities in Mladá Boleslav. The required data are not systematically monitored.

7.6 Employee Welfare

In 2015, ŠKODA AUTO University concluded a collective agreement with the OS KOVO MB union, which includes employee benefits as well. The offer of employee benefits is as follows:

Social field

retirement bonus, work anniversary bonus, supplementary pension insurance, seniority programme, nursery allowance, recreation allowance, child birth allowance, housing loans, meals, additional week of holidays, assistance to family of deceased employee, use of recreational facilities, paid time off (child birth of wife/partner, disability, care for children below 12 years, family member of disability card holder, the elderly, moving, wedding and ceremony attendance, death and funeral attendance, women with night shifts).

Health benefits

flu vaccination, tick-borne encephalitis vaccination, preventive rehabilitation programmes, preventive health programmes, smoking cessation programmes, revitalising spa stays for selected groups of employees, health counselling and advisory, health benefits, discounts for sports activities.

Other products and services

leasing new cars, installation of original accessories and parts, sales of new cars, sales of used cars, sales of used cars for the elderly, sales of used cars for retiring employees, sales of original parts, sales of original accessories, sales of promotional items, ŠKODA AUTO Museum exhibition, services of the Service Center ŠKODA AUTO Kosmonosy, rental of space in the Na Karmeli monastery, rental of a car for a wedding.

Further opportunities for employee growth

library and internet, education

Offer for ŠKODA AUTO employees from other companies

international travel insurance, non-purpose loan by ŠkoFIN for ŠKODA AUTO employees, sales of computers, mobile operator services offers.

8 Infrastructure

8.1 Libraries

University library	
ŠKODA AUTO University	1
Increase in number of library titles	742
Total number of library titles	23,121
Number of subscribed periodicals:	
- physical	24
- electronic (estimate)*	8

The library of ŠKODA AUTO University offers a total of 23,121 publications (as of 31/12/2015) and other primary information sources (increase by 742 titles in 2015).

The study and media libraries offer 68 seats.

Of the 28,741 registered loans in 2015 (the first of which were 9,466), the highest share was books at 26,933 (the first of which were 9,268), periodicals at 1,654 (the first of which were 160), multimedia and cartographic documents 92 (the first of which were 37). The company Dilia received payments associated with the acquisition of 13,665 copies (CZK 3,117 incl. VAT).

The library has the latest computer technology. The PCs serve as internet workstations for students and can be also used to search the library collection in the Relief III system with the support of a full-text search engine FAST. (The complete agenda of the library was transposed to this library system.) The library is connected to the portal of ŠKODA AUTO, with basic information about the library on its website and direct access to searching the library collection. The library also offers access to information databases (e.g. access to the legal information system ASPI or to multidisciplinary collection ProQuest Central, which contains professional information from the fields of business, economics, natural and social sciences, humanities as well as engineering).

The library is a member of prestigious professional associations and organisations (e.g. SKIP – Association of Library and Information Professionals, SDRUK – Association of Libraries in the CR).

8.2 Electronic Information Sources

Electronic sources of information are represented primarily through the internet. Students have access to a total of 55 computer workstations in the studies, which thanks to internet connection and a high-capacity printer serve not only for searching, but also for further processing of new information and knowledge.

Students and staff of ŠKODA AUTO University have access to the ProQuest Central database.

8.3 Information and Communication Services, Information Technology

The modern ŠKODA AUTO University campus in the Na Karmeli Educational Centre offers a total of 15 lecture rooms equipped with audio equipment, mounted projectors, electrically operated projection screens and computers with internet connection. Two specialised computer rooms are each equipped with 15 PCs for students and 1 PC for the teacher. All computers are connected to the internet. Computer rooms are equipped with a mounted projector, electrically operated projection screen, audio equipment, visualiser and all-in-one printer. Specialised language classrooms are equipped with a mounted projector, electrically operated projection screen, audio and video equipment allowing reproduction and sound recording and video reproduction from different audio and data carriers. Language classrooms are also equipped with a computer with internet access and a visualiser allowing projection of images from printed and other documents.

Two lecture halls with 143 seats each, which can be joined thanks to mobile walls or connected to the building atrium to create sufficient space for regular lectures or for any other educational or social events. Each lecture hall is equipped with touch-screen computers with internet access, three projectors, electrically operated screen, visualiser and audio equipment including wireless microphones. Lecture halls also have a control room to manage all the equipment and provide support to events.

The central connection of audio, video and IT equipment in the lecture halls and the atrium allows sound and screen sharing. Therefore, it is possible, for example, to use the projectors, speakers and plasma screens in the atrium to transmit video and sound from the lecture halls to provide access to a wider audience, or to display any information from the internet as well as presentations of school events.

Students have access to a study with computers with internet access and a library. All-in-one printers located in the study are connected to a common computer network with computers in the study and classrooms, allowing students to use the printers for printing and copying. All indoor areas of the university have Wi-Fi coverage.

The university uses the AIS information system implemented in 2007 and now used extensively. The AIS system contains its own e-learning module. Thanks to its standard features (such as direct electronic communication between the teacher and students as well as among students, targeted display of learning materials, discussions on different courses, etc.) is a distance study aid itself.

Further increase in the number of applications for electronic testing, which is a part of the AIS system, was enabled thanks to the creation of new testing bases. Electronic tests were used for continuous testing of students' knowledge during the semester, such as credit tests as well as examinations. In some courses, electronic testing has fully replaced the written parts of exams. Electronic testing allows random selection of questions, automatic test assessment and transfer of results to a test report. This ensures objectivity and rapid test evaluation as well as objective selection of questions since the lecturer cannot influence the selection. Students know the results immediately after the test, which provides important feedback.

The university uses the AIS system also for internal study, management and administrative processes. The AIS system includes, among other things:

- personal management – school email, electronic applications,
- tools for managing learning processes – study records, electronic study application, exam registration,
- management module – aggregated data for heads of institutes and school management,
- compulsory registers – students register, UIS reports, records for Foreign Police of the Czech Republic
- Alumni Association,
- research module

Since 2014, the university has fully used the ROGER system for automatic generation of timetables that is fully linked to the AIS information system.

The system infrastructure of AIS is also connected to the Pohoda accounting system. All claims and liabilities associated with study processes (tuition, scholarships and other study-related fees) are generated in the corresponding AIS agendas and automatically transferred to the Pohoda system using mechanisms ensuring data consistency.

The supplied system includes technical support in the form of a helpdesk for the duration of the contract.

The university website www.savs.cz is considered an external information system, which is used to inform applicants and the public. It is available in two language versions. A substantial part of the information (curricula, syllabi, staffing) is linked online to data managed by the AIS.

ŠKODA AUTO University considers email to be the official internal communication channel. Every student, employee and external lecturer has a mailbox assigned in the AIS. With the ability to create specific recipient groups, the required current information is always distributed in a targeted manner.

Current events are presented to students and visitors on large screens in the building atrium.

In 2015, the university had a total of 161 computers, of which 88 were for specifically for study purposes.

The computers of ŠKODA AUTO University personnel are connected to the internet and the company network. All software and hardware is provided by the Department of Information and Communication Technology Services of ŠKODA AUTO. This department also provides full support for data backup, server services and technical support.

In 2015, the university continued using simulation and interactive teaching methods in the education process – the course Strategic Marketing uses simulation software StratSim, the course Simulation of Supplier-customer Relations Management uses a customized module of Global Marketplace (Supply Chain & Channel Management), the course Methods of Lean Production uses simulation and optimisation games to expand the knowledge of students while demonstrating and applying specific software tools used in the industry (e.g. Catia); the course Computer-controlled Production uses simulation of the production environment with the help of the tool Witness, and the courses focusing on statistics routinely use modern tools such as eViews or StatGraphics.

Computer classrooms have the Vision software installed, which significantly supports the work of lecturers and offers additional options for modern learning. It allows monitoring of students' work directly from the teacher's computer, providing the option of direct intervention if necessary. Vision also offers remote control and screen sharing, including the display of any screen using a projector, allowing everyone to see the solution to a particular learning situation.

9 Lifelong Learning

9.1 Lifelong Learning Courses

The system of lifelong learning courses offered to the corporate sector and the public, which has been built on the expert potential of the academic personnel of the university, was prepared in 2014.

In 2015, ŠKODA AUTO University organised the following courses under the lifelong learning programme:

- Principles of logistics, JIT, LEAN manufacturing	Number of participants: 5	Scope: 16 hours
- TPM-Total Productive Maintenance	Number of participants: 8	Scope: 8 hours
- TPM-Total Productive Maintenance	Number of participants: 9	Scope: 8 hours
- English language for companies	Number of participants: 2	Scope: 10 hours
- Company culture	Number of participants: 1	Scope: 8 hours
- Czech language and culture for foreigners	Number of participants: 4	Scope: 640 hours
- Mathematics – stabilisation course	Number of participants: 34	Scope: 30 hours
- Intensive course in English language	Number of participants: 4	Scope: 40 hours
- Course in German language DBS	Number of participants: 7	Scope: 30 hours
- Financial statements 2015 and new law on accounting 2016	Number of participants: 12	Scope: 7 hours

At the end of 2015, the offer of courses was expanded with the following topics. The courses are expected to run starting 2016.

- How to Understand Items in Financial Statements
- Training for Internal Lecturers
- Welding Technology in the Automotive Industry
- How not to Violate Competition Rules in the CR and the EU
- Commercial Disputes and their Resolution
- Business Negotiations and Contracts
- Claims Management and Effective Collection
- Managerial Simulation (StratSimMarketing)
- Project Management Support Using Microsoft Project
- Basic Prerequisites of Successful Project Management
- Methodological Standards of Project Management

Lifelong learning courses at the university (number of courses)								
ŠKODA AUTO University	Courses focused on job duties			Courses of interest			U3V	TOTAL
	up to 15 hrs	up to 100 hrs	more	up to 15 hrs	up to 100 hrs	more		

Groups of accredited study programmes	Codes									
social sciences and services	61,67,71-73	4	1	0	1	3	1	0	10	
TOTAL		4	1	0	1	3	1	0		
Lifelong learning courses at the university (number of participants)										
ŠKODA AUTO University		Courses focused on job duties			Courses of interest			U3V	TOTAL	Of which the number of participants that were admitted to accredited study programmes under Section 60 of the Higher Education Act
		up to 15 hrs	up to 100 hrs	more	up to 15 hrs	up to 100 hrs	more			
Groups of accredited study programmes	Codes									
social sciences and services	61,67,71-73	30	5	0	2	45	4	0	86	49
TOTAL		30	5	0	2	45	4	0		

Another form of lifelong learning at ŠKODA AUTO University is the study of individual courses included in standard study programmes accredited by the Ministry of Education Youth and Sports. **This education method provides a unique opportunity to get a detailed and comprehensive overview of a given topic. Lectures not only summarise the current knowledge and commonly used procedures and methods, but also new trends and latest findings in research and development in a given field.**

The individual courses can be studied both full-time and part-time.

For each semester there is a list of courses published that students can take.

10 Research, Development, Art and Other Creative Activities

10.1 Fulfilment of the Long-term Plan in Research, Development and Other Creative Activities

ŠKODA AUTO University conducts research and development primarily in those specialisations and fields that are closely connected to the accredited fields of study under the study programme Economics and Management, both for the Bachelor's and Master's level. The evaluation of quality of results of these activities is conducted in two ways – first in the forms described in the system of internal quality assessment of ŠKODA AUTO University, which is mentioned earlier in this report and second based on the current methodology of RIV (register of information on results). Based on detailed external evaluations conducted by the accreditation commission and the section for science and research of the Ministry of Education Youth and Sports and later also the R&D Council, the university was added to the list of research organisations as per Act no. 130/2002 Coll. and related regulations, as amended. This was also confirmed after the university's transition into a different legal form. This represents continued fulfilment of the part of the Long-term Plan that is related to the development of quality and excellence, including the ambition to become a university type education institution with a doctoral study programme. ŠKODA AUTO University also regularly monitors the level of spending on scientific, research and creative activities including the part of expenses that is related to the transfer of information about the results of R&D activities to the students (research led teaching). Specific data and numbers are provided below.

10.2 Connecting Creative and Educational Activities

Creative activities of academic personnel and their results organically grow into innovation in the content of specialised courses. This connection is primarily a result of a personal union of researchers and lecturers, which amounts to almost 100%. Those colleagues who are involved only in research and have no teaching duties have only part-time contracts. The first priority is working on these.

10.3 Involving Students in Creative Activities

The university also has its own SGS (student grant competition) rules which are nearly identical to the rules of grant competitions at public higher education institutions. In 2014, the first pilot project was organised under the SGS rules, even though ŠAVŠ did not receive support from the Ministry for specific research and the project was therefore funded from internal resources. Based on the RIV results, the university received funding for specific research from the Ministry for the year 2015. Students are also involved in work on a number of projects under the internal grant agency of ŠKODA AUTO University, which also uses the SGS rules.

10.4 Creative Projects in 2015

In 2015, the following internal and external projects were undertaken:

Research projects:

External projects:

No	Main investigator	Project title	Provider	Period	Project costs, in thousand EUR				
					2014	2015	2016	2017	total
1.	prof. Ing. R. Lenort, Ph.D.; Mgr. L. Stejskalová, MBA	Green Solutions for Business and Industry	Erasmus+	2014-2017	28	85	85	57	255
Total					28	85	85	57	255

No	Main investigator	Project title	Provider	Period	Project costs, in thousand CZK				
					2014	2015	2016	2017	total
1.	doc. Ing. J. Bokšová, Ph.D.	Analysis of Disruption of a Going Concern in the Foreseeable Future in Financial Statements of Business Entities in the Czech Republic	SGS	2015-2017	-	80	80	95	255
2.	Ing. D. Holman, Ph.D.	Concept Proposal of a System Solution of Implementation of Sustainable Supply Chain Management (SSCM) Innovations in the Market Conditions of the 21st Century	SGS	2015-2017	-	84	140	140	364
3.	doc. Ing. J. Prikrylová, Ph.D.	Using the Marketing Potential of Employees to Increase Sales	ŠKODA AUTO a.s.	2015-2017	-	69			69
4.	prof. Ing. R. Lenort, Ph.D.	Concept of Creating and Implementing a System of Milk Run Supplies in Siemens Mohelnice Inbound Transport	Siemens s.r.o.	2015-2016	-	-	168	-	168
5.	JUDr. V. Šmejkal, Ph.D.	Possibilities and Powers of the EU and the Goal of Highly Competitive Social Market Economy under Art. 3 par. 3 of the TEU	GA ČR	2014-2016	307	322	362	-	991

No	Main investigator	Project title	Provider	Period	Project costs, in thousand CZK				
6.	prof. Ing. R. Lenort, Ph.D.	Preliminary Study of the Use of Automotive Solutions in Inbound Transport in Siemens s.r.o., Branch Elektromotory Mohelnice with Selected Suppliers	Siemens s.r.o.	2015	-	96	-	-	96
7.	doc. Ing. J. Přikrylová, Ph.D.	Sales of Products for the Corporate Sector	ŠKODA AUTO a.s.	2015	-	-	68	-	68
8.	prof. Ing. R. Lenort, Ph.D.	Concept of a Comprehensive and Sustainable Solution of Entry of Freight and Passenger Traffic and Employees in ŠKODA AUTO a.s.	ŠKODA AUTO a.s.	2015	-	90	-	-	90
9.	prof. Ing. R. Lenort, Ph.D.	Concept of a Second-generation EDIS Project for Internal Freight Transport of ŠKODA AUTO a.s.	ŠKODA AUTO a.s.	2015	-	76	-	-	76
Total					307	817	818	235	2,177

Internal projects:

No	Main investigator	Project title	Department	Period	Project costs, in thousand CZK					
					2012	2013	2014	2015	2016	total
1.	doc. Ing. E. Jarošová, CSc.	Advanced Methods of Statistical Process Control	Department of Logistics, Quality and Automotive Technology	2012-2015	86	243	168	158	-	655
2.	doc. Ph.Dr. K. Pavlica, Ph.D.	Versatility in Organisational Management and its Reflection in the Corporate Culture and Personnel Processes	Department of HR Management	2012-2015	589	606	646	183	-	2024
3.	Ing. D. Staš, Ph.D.	Proposal of Green Logistics Balanced Scorecard for the Automotive Industry	Department of Logistics, Quality and Automotive Technology	2014-2016	-	-	61	89	95	245
Total					675	849	875	430	95	2,924

The total amount of financial subsidies including amounts for individual years is shown in the table.

In 2015, the university was a partner in the following international projects:

Green Solutions for Business and Industry

Sponsor: ERASMUS+

Duration: 1/9/2014 – 31/8/2017

Country / Project partners:

CZ / ŠKODA AUTO VYSOKÁ ŠKOLA o.p.s.

PL / Wyzsza Szkoła Bankowa we Wroclawiu

FI / Seinajoki University of Applied Sciences

SK / University of Žilina

DE / Hochschule für Technik und Wirtschaft Dresden

DE / OTH Regensburg

Total project funding: EUR 255,581

10.5 Conferences Organised by ŠKODA AUTO University in 2015

In 2015 ŠKODA AUTO University co-hosted a conference called “**Opportunities and Challenges in Language Teaching and Learning**”. The conference was attended by several lecturers active mainly in language teaching at higher education institutions in the Czech Republic and abroad and about 40 audience members from among ŠAVŠ teachers, students and others.

Scientific conferences (co-)hosted by the university (numbers)			
ŠKODA AUTO University	TOTAL number	More than 60 participants (out of total)	With international participation (out of total)
TOTAL	1	0	1

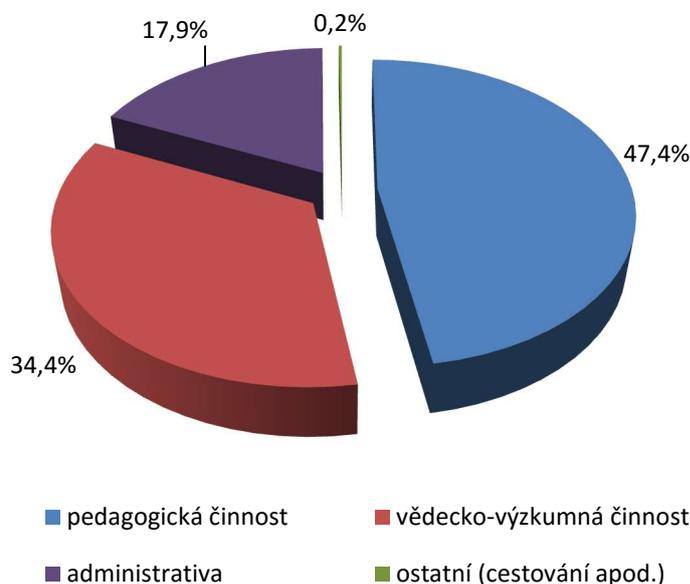
10.6 Support of Staff at Post-doctoral Positions

ŠKODA AUTO University currently does not offer doctoral studies. Personnel at post-doctoral positions are supported in obtaining postdoctoral grants from the Czech Grant Agency. At the same time they have enough space to obtain projects under the internal grant agency. In 2013, the university supported all trips of these young individuals to foreign specialised conferences, including overseas destinations. The strategy of support through the IGA as well as support by submitting external post-doc grants remains unchanged.

10.7 Share of Expenditure on R&D Activities

The share of expenditure on R&D activities and the transfer of its results are consistently reported to several institutions in line with the internal rules – starting from the Czech Statistical Office and ending with the R&D Council. In 2011 as part of ongoing tax optimisation, ŠKODA AUTO in cooperation with the auditing firm Delloite had a report made for the purpose of cost tax optimisation for ŠKODA AUTO University. The methodology of this calculation was used by the university also in 2012 to determine the share of expenditure on R&D in order to create a structure of expenditure to apply to the list of research organisations. The methodology has remained unchanged for subsequent periods and its current result for 2015 is available in the following graph:

Expenditure on activities of ŠKODA AUTO University in %



10.8 Share of the Application Sector in the Creation and Implementation of Study Programmes and the Development and Transfer of Innovations

The application sector participates in the creation and implementation of study programmes both through systematic work of study field councils described in detail in the characteristics of the system of internal and external quality assessment of ŠKODA AUTO University. The study field councils include a significant proportion of stakeholders.

The application sector also works very intensively on implementing study programmes as well as direct participation of a number of experts in the teaching process.

As part of external and internal research and consultancy projects, in which the academic personnel of the university are involved, there has been significant cooperation with several sections of ŠKODA AUTO a.s. and other partner companies. Specifically, these areas are related primarily to marketing research, use of exact optimisation methods in logistics and purchasing, human resources and statistics.

Experts from the application sector contributing to the teaching process in accredited study programmes (numbers)	
ŠKODA AUTO University	Number of persons
TOTAL	23

Fields of study that have at least 1 month of compulsory professional internship (numbers)	
ŠKODA AUTO University	Numbers of fields of study
TOTAL	3

10.9 Strategy for commercialisation of results of R&D activities

In terms of commercial use of highly qualified employees, the university does not intend to take the route of founding support units such as technology transfer centres, which is certainly a contemporary challenge for a number of major Czech technical universities; or the route of founding spin-off companies.

Due to its minor size and focus primarily on business administration, the university wants to develop internal organisation schemes and incentive systems for sales of consulting services corresponding to the specialisations of academic personnel and taught fields of study. The so called Profit Centre is an internal unit with separate accounts, which keeps a record of the activities of contractual research and additional courses for the public. The university also has an internal regulation defining the distribution of income from intellectual property between the institution and its employees.

10.10 University Activities at the Regional and Transregional Level

ŠKODA AUTO University is the only higher education institution in the city of Mladá Boleslav and the surrounding areas. It is a significant component contributing to the development of Mladá Boleslav as a centre of education in the regional and transregional sense. University management works closely with local authorities of the statutory city of Mladá Boleslav on creating strategic regional documents. In 2015, the Rector contributed to the activities of management committees of the Integrated City Development Plan and the Integrated Plan of Development of the Mladá Boleslav region. An important demonstration of the regional activity is also the cooperation with secondary schools, which is described in a separate chapter.

Even though ŠKODA AUTO University is not among the largest higher education institutions in the Czech Republic, it is a transregional institution.

This is also apparent from the fact that more than 70% of its students come from other regions than Mladá Boleslav. Furthermore, the international character of the university has been growing. In 2015, more than 20% of students were of other nationalities than Czech.

The international character of the university is also a result of the close relationship with the globally active ŠKODA AUTO a.s. and high activity of the university in terms of the Erasmus+ programme. This is reflected in a wide network of cooperating partner educational and business institutions, particularly in the EU and the key markets of ŠKODA AUTO a.s. (China, Russia, India). This network allows students and academic personnel to establish numerous international contacts, for example at the Master's level, this means that in the long term, every other graduate enters the labour market with at least six months of international study or work experience.

11 Internationalisation

11.1 Development Strategy of International Relations

In terms of international cooperation, ŠKODA AUTO University focuses on building a well-functioning network of cooperating partner higher education institutions within and beyond the EU. At the same time, ŠKODA AUTO University tries to develop other platforms of cooperation with major foreign companies in order to provide a wide range of opportunities to its students, academic personnel and other employees in the field of studies, practical internships, study visits, training and joint international projects.

The international strategy of ŠKODA AUTO University in terms of cooperation with higher education institutions focuses on those partner universities that possess a well-developed network of contacts with major businesses, ideally in the automotive or other engineering industry.

The choice of international partners is based on monitoring and evaluation of the following three criteria:

- 1) **Cooperating universities must focus on excellence in education**, have clear policies and procedures for the development of students and offer assistance services for visiting foreign students.
- 2) **Our partners aim for similar areas of expertise** in terms of composition of fields of study. Institutions offering both Bachelor's and Master's degree programmes are favoured. Considering further development of study programmes, science and research, the university also looks for partners offering quality doctoral study programmes.
- 3) Our partners should declare their **strategic interest in mutually beneficial cooperation not only in the exchange of students, but also the exchange of academic and other personnel**, in organisation of short-term intensive programmes (e.g. summer schools), interest in joint projects in research and development should have the **potential for double degree or joint degree type study programmes**.

Corporate international partners are expected to be leaders in the automotive industry or related industries (suppliers, distribution network). These partnerships are formed with the vision of potential for cooperation not only in internship stays, employing graduates, but also with prospects of cooperation on joint research and development projects. This cooperation has so far been highly successful especially with Volkswagen Group companies as well as ŠKODA AUTO Group companies.

In terms of geographic coverage, we intend to gain a more even geographical spread of the partner network within the EU as well as outside of the EU (with an emphasis on Russia, India, China and USA).

Within the EU, cooperation has been strengthened with higher education institutions in some of the neighbouring countries, where this network has not been fully developed yet. However, fulfilment of expectations implied by the criteria mentioned above is always assumed. Relations with existing partners have been reinforced as well.

Double degree preparations were initiated with the University of Zagreb, Croatia and the existing double degree programmes with FHOÖ Steyr, Austria and SeAMK, Finland have been strengthened. Specifically, they are the following programmes:

- 1) Business Administration and Sales at ŠKODA Auto University
Global Sales and Management at FHOÖ, Steyr, Austria
- 2) Business Administration and Sales at ŠKODA Auto University
Bachelor of Business Administration in International Business at SeAMK, Seinäjoki, Finland
- 3) Marketing Management in the Global Environment at ŠKODA Auto University
Global Sales and Management at FHOÖ, Steyr, Austria

Outside the EU, the university continued its cooperation with Asian institutions, signing a contract with Parul University, India in September, extending the cooperation agreement with Dalian University of Technology in China in October. More cooperation agreements or extensions were ready for signing at the beginning of 2016. These are Tongji University, China, KIIT University, India, Kuban State University and the Russian Federation.

Cooperation with Lehigh University in the USA continues successfully. American students on a study visit attended a practical internship at ŠKODA AUTO a.s. ŠKODA AUTO University students successfully participated in another year of the programme Global Village for Future Leaders in Business and Industry in the USA.

The project seminar **Europa im Wandel** successfully followed on the previous years in cooperation with Fachhochule Münster, in Mladá Boleslav in April and in Münster in November. Over 270 students attended the seminar.

In 2015, the three-year Erasmus+ project **Green Solutions for Business and Industry** continued. Six foreign higher education institutions participate in this project, with ŠKODA AUTO University as the coordinator. In addition to international project meetings, there was also a two-week summer school in September 2015, which was attended by students and academic personnel from all project countries. In addition to this project summer school, there was also a parallel summer school focused on logistics, which was attended also by foreign students from partner institutions, including a group from India.

The cooperation of ŠKODA AUTO University with foreign partners is not limited to student mobility, a significant part is represented by the mobility of academic personnel and other employees, participation of experts in seminars, participation in research teams and projects and implementation of results into processes and teaching at ŠKODA AUTO University.

In response to the growing number of foreign students and applicants for Czech study programmes, the university introduced compulsory courses of Czech for academic purposes in the academic year 2015/2016. It is a 5-semester course with a target level of C1 of the Common European Framework of Reference that aims to improve the academic success of foreign students and through the course content integrate them into the Czech environment and prepare them for practical internships in Czech companies.

Other foreign languages are not neglected either, especially German. With regard to the corporate environment of the VW Group and high requirements on applicants for internships in German-speaking countries, German language teaching has been strengthened and students are supported in order to obtain adequate language skills and knowledge. In the winter semester, the university also prepared a course taught in German, Interkulturelle Kompetenz.

As part of the development of intercultural competences, there was also a workshop called "Is China our Future? or Being Inspired by China". The main speakers were Ing. Martin Kříž, Ph.D., a lecturer and certified interpreter and the director Saša Dlouhý.

The university continued developing its care for international students and their integration into studies and broader society. In terms of this task, active partners of the International Office are the Study Affairs Department, specialised departments and other sections of the university including the management. There was also a series of meetings related to the main destinations (such as China), information briefings for studies under the ERASMUS+ programme or students' meetings before a stay or during a stay. Incoming students could attend a number of social, leisure, educational and cultural events (e.g. dinners, culture and sporting trips, visiting sights, cultural and sports events, excursions). Outgoing and incoming students can also use the offer assistance in difficult life situations, guidance in foreign countries and language consultations. The steadily developing buddy system has contributed to this significantly. In terms of recognition of education, assistance was provided in relation to the recognition of education of outgoing students. For incoming students, consultations regarding visa procedures are available if necessary. The support of stays abroad is offered not only to students, but also to the staff of ŠKODA AUTO University.

Projects of international cooperation are funded by the Erasmus programme, European funds, scholarship programmes of ŠKODA AUTO University and other, particularly internal sources. In terms of international cooperation, ŠKODA AUTO University focuses on building a solid foundation of cooperating higher education institutions and developing the platform of cooperating companies and organisations, within and beyond the EU that follow the same goals and values as ŠKODA AUTO University, focus on cooperation with industrial businesses (especially the automotive industry) and offer study programmes focused on economics and management on a global scale. Cooperation with foreign higher education institutions and businesses continued to develop positively, with a growing offer and number of internship positions and stronger relations between ŠKODA AUTO University and its partners.

11.2 Participation in International Education Programmes, Including Mobility

In 2015, the following ŠKODA AUTO University academic personnel travelled abroad for educational mobility:

Lecturers at ŠKODA AUTO University – trips abroad

Lecturer: PhDr. Martina Žáčková

Location: Germany, Münster University of Applied Sciences

Date: 23/11 – 27/11 2015

Topic: Project seminar "Europa im Wandel"

Lecturer: doc. PhDr. Karel Pavlica, Ph.D.

Location: Finland, Seinäjoki University of Applied Sciences

Date: 30/11 – 04/12 2015

Topic: Cross Cultural Management, Gender Equality

Lecturer: Mgr. Jana Stará

Location: Finland, Seinäjoki University of Applied Sciences

Date: 30/11 – 04/12 2015

Topic: Business English and Gender Equality

Lecturer: Ing. Martin Juhas

Location: Finland, Seinäjoki University of Applied Sciences

Date: 16/11 – 20/11 2015

Topic: Digital photography, electronic trap & history of IT in the Czech Republic

Lecturer: Ing. David Staš, Ph.D.

Location: Slovakia, University of Žilina

Date: 14/09 – 18/09 2015

Topic: Modern Trends in Supply Chain Management

Lecturer: Ing. Pavel Wicher, Ph.D.

Location: Slovakia, University of Žilina

Date: 14/09 – 18/09 2015

Topic: Modern Trends in Supply Chain Management

Lecturer: Ing. David Holman, Ph.D.

Location: Slovakia, University of Žilina

Date: 14/09 – 18/09 2015

Topic: Modern Trends in Supply Chain Management

Lecturer: JUDr. Václav Šmejkal, Ph.D.

Location: Croatia, University of Zagreb

Date: 22/05 – 23/05 2015

Topic: EU State Policy and Law

Lecturer: PhDr. Ivor Krátký

Location: Iceland, Reykjavik University

Date: 23/04 – 29/04 2015

Topic: Seminar in the course "International Management"

Lecturer: Ing. Jiří Jíra

Location: Austria, University of Applied Sciences Upper Austria

Date: 26/3 – 27/3 2015

In 2015, cooperation continued or was established with the following foreign higher education institutions and organisations:

Higher education institutions:

Bulgaria

Technical University Sofia

China

Dalian University of Technology, Dalian

Tongji University, Shanghai

Finland

Seinäjäoki University of Applied Sciences

France

Ecole de Commerce Europeenne - INSEEC Bordeaux

Ecole de Commerce Europeenne – INSEEC Lyon

Ecole de Commerce Europeenne – INSEEC PARIS

Croatia

University of Zagreb

India

Kalinga Institute of Industrial Technology, Odisha

Parul University, Vadodara, Gujarat

Iceland

Reykjavik University

Italy

Universita Politecnica delle Marche - UNIVPM

Germany

Hochschule Amberg-Weiden, University of Applied Sciences

University of Applied Sciences Aschaffenburg

Hochschule für Technik und Wirtschaft Dresden

Private Hochschule Göttingen

Hochschule Ingolstadt

Fachhochschule Koblenz - University of Applied Sciences

Münster University of Applied Sciences

OTH Regensburg

Ostfalia Hochschule Braunschweig/Wolfenbüttel
Zwickau University of Applied Sciences

Norway

Aalesund University College

Poland

University of Lodz
University of Szczecin
Wroclaw School of Banking

Portugal

Instituto Politécnico do Cávado e do Ave

Austria

University of Applied Sciences Upper Austria, School of Management
FH Wien Studiengänge der WKW

Romania

University of Cluj Napoca

Russia

ICC, Nizhny Novgorod

Greece

Technological Educational Institute (T.E.I.) of Athens

Slovakia

Comenius University in Bratislava
University of Economics in Bratislava
Slovak University of Agriculture in Nitra
University of Žilina

Slovenia

University of Maribor

Spain

Escola Universit ria Polit cnica de Matar 
Fundaci  TecnoCampus Matar -Maresme (Escola Universit ria del Maresme)

USA

Lehigh University, Bethlehem

Turkey

ISIK University
Sakarya University

Companies and organisations:

China

Shanghai Volkswagen, Shanghai

Ireland

Volkswagen Ireland
ŠKODA AUTO Ireland

Germany

Adam Opel Deutschland AG
Aliseo GmbH
Continental AG

Volkswagen AG
Skoda Auto Deutschland GmbH

Poland

Volkswagen Poland

Slovakia

ALD Mobil
ČSOB Slovakia
G+G Autoslužby
Reco Computer
Volkswagen Slovakia, a.s.
Treves Slovakia

Slovenia

Porsche Ljubljana

Spain

Finca Sol Net
Hotel Holiday

United Kingdom

Bentley Motors Ltd.
Skoda Auto United Kingdom

Foreign teachers and other experts who came to ŠKODA AUTO University in 2015:

Lecturer: Prof. Dr. iur. Peter Behrens, MCJ
Home institution: Germany, Institute for Integration
Date: 09/11 – 10/11 2015
Topic: Consumer Choice Paradigm in German Ordoliberalism and its Impact upon EU Competition Law

Lecturer: Cory Isaacs
Home institution: Finland, Seinäjoki University of Applied Sciences
Date: 21/10/2015 – 25/10/2015
Topic: Cross-cultural Communication

Lecturer: Thordur Vikingur Fridgeirsson
Home institution: Iceland, Reykjavik University
Date: 19/9 – 25/9 2015
Topic: Risk Management

Lecturer: Osmo Mäkinieniemi
Home institution: Finland, Seinäjoki University of Applied Sciences
Date: 16/2 – 20/2 2015
Topic: Information systems

Lecturer: Hannu Palomämi
Home institution: Finland, Seinäjoki University of Applied Sciences
Date: 16/2 – 20/2 2015
Topic: Information systems

Lecturer: Prof. Dr. Ing. Ingo Gestring
Home institution: Germany, Hochschule für Technik und Wirtschaft Dresden
Date: 29/8 – 12/9 2015
Topic: Summer school as part of Green Solutions for Business and Industry, topic:

Distribution and CO₂ emissions

Lecturer: Mr.sc. Jorma Impkola
Home institution: Finland, Seinäjoki University of Applied Sciences
Date: 29/8 – 12/9 2015
Topic: Summer school as part of Green Solutions for Business and Industry, topic: Ecological aspects of packing and storage

Lecturer: Dr hab. inż. Andrzej Bujak
Home institution: Poland, Wroclaw School of Banking
Date: 29/8 – 12/9 2015
Topic: Summer school as part of Green Solutions for Business and Industry, topic: Innovative Solutions in Sustainable Logistics

Lecturer: Mgr Agata Kobyłt
Home institution: Poland, Wroclaw School of Banking
Date: 29/8 – 12/9 2015
Topic: Summer school as part of Green Solutions for Business and Industry, topic: Innovative Solutions in Sustainable Logistics

Lecturer: Doc. Mgr. Jakub Soviar, PhD.
Home institution: Slovakia, University of Žilina
Date: 29/8 – 12/9 2015
Topic: Summer school as part of Green Solutions for Business and Industry, topic: Electromobility - possibilities for usage and trends

Lecturer: Ing. Michal Varmus, PhD.
Home institution: Slovakia, University of Žilina
Date: 29/8 – 12/9 2015
Topic: Summer school as part of Green Solutions for Business and Industry, topic: Electromobility - possibilities for usage and trends

Participation in international education programmes													
ŠKODA AUTO University	EU programmes for education and training										TOTAL		
	Erasmus+	Comenius	Grundtwig	Leonardo	Jean Monnet	Erasmus Mundus	Tempus	Other	Ceepus	Aktion		programmes of the Ministry of Education Youth	Other
Number of projects	2											2	4
Number of outgoing students	63											5	68
Number of incoming students	50											10	60

Italy	2	4		
Germany	22	11	1	2
Norway	4			
Poland		5		2
Austria	3	5	1	
Romania				
Russia				
Greece				
Slovakia	3	6	3	2
Slovenia				
Spain	2			
Sweden	2			
Turkey		1		
USA	2	2		
United Kingdom	20			
TOTAL	68	60	10	11

12 Quality Assurance and Evaluation of Activities

- All employees of ŠKODA AUTO University were trained and tested according to the **Compliance Standards of the Volkswagen Group**.
- ŠKODA AUTO uses the services of the renowned auditor **PricewaterhouseCoopers Audit to verify the accuracy of accounting and financial statements**. Just as in 2014, in 2015 ŠKODA AUTO University also received the best possible audit assessment.
- ŠKODA AUTO University uses a **specialised expert department in ŠKODA AUTO for the internal auditor position**. Under a contract with ŠKODA AUTO, a detailed internal audit of processes of the greatest economic importance was conducted in 2015. Emphasis was placed primarily on proper employment, personnel and payroll processes.

ŠKODA AUTO University uses a system of internal evaluation of study programme quality. This system was developed in accordance with the structure of recommendations and guidelines within ENQUA "Standards and Guidelines for Quality Assurance in the European Higher Education Area". A complete description of the system can be found in "Internal and External Evaluation at ŠAVŠ", which was discussed and assessed positively with the Ministry of Education Youth and Sports on 29/9/2011. In 2015, members of university management were actively involved in projects IPN Kvalita and IPN Metodika.

12.1 Basic Elements of the Quality Assurance System at ŠKODA AUTO University

ECTS including the definition of learning outputs and a uniform methodology for assessment of students in all courses

In terms of ECTS, great emphasis is put primarily on proper standardisation including course evaluation. The syllabi of courses include a description of learning outcomes. Each course also contains in its syllabus a description of workload distribution in the individual forms of work – lectures, practical seminars, seminars, group and project forms of work, self-study including preparation for the completion of the course, course completion and more. Fulfilment of the conditions for passing a course is divided into 100 points, with the share and form of each condition being precisely defined.

Editorial policy in the field of creating teaching aids and research work

The University supports, in terms of its editorial policy, publishing of quality learning texts as well as creating other forms of teaching materials, including aids for part-time form of study. In view of the changing requirements of textbooks, especially in terms of digitisation, the publishing process of traditional printed textbooks will no longer be supported. A process is currently underway, which once completed, will provide a clear definition of requirements for distance learning aids that will replace the publishing of traditional textbooks. These aids should meet the demands on modern learning texts in terms of e.g. interactivity, links to other sources etc. The review process will continue to be a part of the process of verification of suitability in order to prevent any decrease in quality of the textbooks. This is done through advertising support in publishing national and multinational textbooks, publishing proprietary teaching materials in its own editions, providing quality double blind review management including the involvement of skilled experts, adequate remuneration of internal and external authors of these materials using standardised contracts with authors.

Work of guarantors and field councils on periodic updates of content of curricula and individual courses

Periodic updates of contents of curricula and individual courses occur under the responsibility of course guarantors together with field councils. Field councils are composed of three groups of experts – internal academic staff, selected external experts and academics and experts from ŠKODA AUTO. Every two years by the end of January, selected members of the field councils are provided with material containing complete syllabi of courses, structure of curricula and the study and examination

regulations. (Requests for reviews are distributed so that each member of the field council does a review at least once every six years.) These members then complete standardised reviews by the end of March of the given year. Course guarantors can comment on all the comments and reviews at the spring meeting of the Academic Board.

System of stimulation and monitoring of growth and maintenance of qualification of academic staff

This includes the internal grant agency, stimulation of external grants acquisition, consultation practice, feedback with evaluation, minimum publishing standards and their relation to teaching workload. According to the Statute, it is the duty of every member of the academic staff to engage in research and creative activities. The minimum limits for ŠKODA AUTO University are given by the minimum publishing standards and their fulfilment is monitored through the database of publications of internal academic staff, which can be found in the AIS.

Evaluation of performance of academic personnel in terms of educational activity

During 2014, a new system was developed for measuring and evaluating the performance of academic personnel in terms of educational activity that also reflects the knowledge acquired during participation in the IPN KVALITA project. In connection with the above-described system for monitoring of fulfilment of standards in research and creative activities, it provides a comprehensive tool for periodic measurement and assessment of the performance of academic personnel.

Evaluation of teaching quality by the school management

The system of internal teaching evaluation by heads of departments and management of the university is set as follows. At the beginning of each semester (according to the academic year timetable), the head of each department submits a plan of visits in lectures for the given semester to the management. The plan will contain the course name, name of the lecturer, time of lecture/practical seminar/seminar, date and room. This will enable the school management to participate in these visits based on random choice.

Evaluation of teaching quality through student surveys

These are available to: individual teachers – course guarantors – heads of institutes – the Vice-Rector for Academic Affairs. In the event any shortcomings are identified, the course guarantor or the head of the department will engage in a discussion with the related teacher. Direct personal inspection is conducted afterwards (observation).

12.2 Competences and Responsibilities of Organisational Units and Positions for the Operation of Individual System Elements

Completeness and quality of the processes described above is the responsibility of the Rector, his superiors and colleagues within the Human Resources Department. Responsibility for the progress of processes and proposed corrective actions is delegated as follows:

Points a) and f) are the responsibility of the Vice-Rector for Studies, point b) is the responsibility of the Vice-Rector for Science, Research and Development of Fields of Study, point c) is the responsibility of the Vice-Rector for Studies and Vice-Rector for Development of Fields of Study with course guarantors, point e) is the responsibility of the Vice-Rector for Studies and heads of institutes.

An important feature of the internal evaluation system is the involvement of students in the process. Students are involved in the evaluation process in two ways. The first way is participation in student surveys offered regularly in AIS. The second platform are regular meetings of the management with representatives of the Student Union of ŠKODA AUTO University.

12.3 Basic Indicators for Monitoring and Evaluating Long-term Development of the Institution and its Position in the Tertiary Education Market

- a) Indicators of interest in the university and their development:
 - Market share measured by the number of applications in the total number of applications in the sector, and its development
 - Ratio of applicants/admitted
 - Ratio of admitted/enrolled
 - Average percentile of GSP of the enrolled based on Scio
 - Comparison – average GSP percentile of graduates entering/percentile of average starting salary of graduates

- b) Indicators of importance of research and other expert activities
 - Share of expenses (incomes) of research and expert activities in total income
 - Average costs of impacted elements (value of project/number of successful impacts)

12.4 Results of Internal Quality Assessment

12.4.1 Results of evaluation of basic elements of internal quality assurance for 2015

The ECTS including the definition of learning outputs and a uniform methodology for assessment of students in all courses

All basic elements of the ECTS are applied at ŠKODA AUTO University. Each course is assigned with a number of credits, where it is assumed that 1 credit represents 28 hours of study workload. The total annual workload is 60 credits, 30 credits per semester. The syllabus (characteristics) of each course contains a distribution of study workload in different forms of work. It defines the necessary skills and knowledge demonstrated by students as part of the course completion in terms of study check. All syllabi contain a distribution of the share of completing different study conditions in the overall course evaluation and definitions of learning outcomes for all courses.

During 2015, the university implemented some of the suggestions for further improvement of the methodology of student evaluation in courses, including the system of feedback that was implied by the process and evaluation documents of the ACBSP accreditation.

Editorial policy in the field of creating teaching aids and research work

In 2014, authors of ŠAVŠ submitted 1 textbook manuscript, which unfortunately failed the review process and was removed from the editorial plan of the university. The academic personnel of ŠKODA AUTO University published 3 reviewed monographs in national professional publishing houses during the year. As part of its editorial policy, the university supports publishing of peer-reviewed monographs in a sufficiently high number of copies. The review process is organised by cooperating publishing houses by themselves and require no input from the university.

Work of guarantors and field councils on periodic updates of content of curricula and individual courses

In 2015, guarantors submitted to field councils complete contents of both Bachelor's and Master's study programmes for another round of discussion and modernisation. The selected outcomes in the form of innovation of course content and curricula structures were incorporated into the accreditation files of applications for the renewal of accreditations of 2 Bachelor's and 1 follow-on Master's study programme submitted at the beginning of 2016.

System of stimulation and monitoring of growth and maintenance of qualification of academic personnel

In addition to the above system elements, at the end of 2015 there was another periodic evaluation of academic personnel in terms of fulfilment of minimum publishing standards of ŠAVŠ. Most personnel have met or exceeded the standards. Those who did not fulfil the standard in a substantial manner attended a personal discussion with heads of departments. In the same way as in 2014, a broader set of performance criteria in research and creative activities was evaluated. These broader criteria include, among other things – verification of membership and activities in specialised associations,

editorial boards, research and Academic Boards of other institutions, cooperation on thesis committee procedures for habilitation, doctoral and diploma theses, etc. Documentation was developed to reflect the performance in creative activities in the remuneration of academic personnel.

Evaluation of performance of academic personnel in terms of educational activity

During 2015, two data collections were conducted for the purposes of evaluation of academic personnel in terms of educational activity. It provides the university management with precious comprehensive information for managing the educational and creative process along with the evaluation of creative activities. Documentation was developed to reflect the educational performance in the remuneration of academic personnel.

Evaluation of teaching quality by the school management

In 2015, a plan was developed for direct inspection of classes for the summer semester of 2014/2015 and the winter semester of the academic year 2015/2016. The plan included a total of 24 inspections. In all cases, heads of departments conducting the inspections found the quality of lectures suitable and identified no major shortcomings.

Evaluation of teaching quality through student surveys

Student evaluation of lectures takes place regularly at the end of each semester. Students evaluate pre-defined aspects of teaching quality on a scale from 1 to 7, with higher value meaning a better mark.

Assessment is considered satisfactory if at least 75% of respondents rated the course with the three highest grades on the scale.

A less satisfactory assessment is when less than 75% of respondents rated the course with the three highest grades and at the same time less than 75% rated the course in the three lowest grades.

Assessment is considered unsatisfactory if more than 75% of respondents rated the course with the three lowest grades.

The results below refer to ŠAVŠ as a whole.

In the winter semester 2014/2015, assessment was conducted in 129 courses with the following result: satisfactory in 125 courses, less satisfactory in 4 courses. Nine courses were not evaluated.

In the summer semester 2014/2015, assessment was conducted in 117 courses with the following result: satisfactory in 116 courses, less satisfactory in 1 course. Eighteen courses were not evaluated.

The above results reflect the very positive perception overall of the quality of the education process at ŠAVŠ as a whole. In those cases, where the assessment identified shortcomings in teaching quality, the following procedure was used in line with the internal quality assurance system: the head of department or course guarantor discussed the matter with the given lecturer, or a direct inspection was scheduled for the earliest possible date. In one case, the employment contract was terminated.

For the future, the intention is to maintain or increase through suitable incentive means the share of students participating in the assessment process and in continuing cooperation with representatives of students work on improving the internal structure of this evaluation component, i.e. primarily a suitable structure of questions.

12.5 External Quality Assessment

One of the essential components of external assessment of ŠKODA AUTO University is the accreditation process.

In 2015, the university submitted to the Accreditation Commission an inspection report on staffing and creative activities for follow-on Master's degree programmes Marketing Management in the Global

Environment and Corporate Finance Management in the Global Environment and an inspection report on staffing of the follow-on Master's degree programme Business Administration and Operations. The reports were accepted by the Accreditation Commission and no further reports were required.

The university also submitted an application for the expansion of the Bachelor's degree programme Economics and Management, field of study Business Administration and Human Resources Management. The Accreditation Commission approved this request after the staffing process was completed.

In cooperation with Unicorn College a.s., an application was submitted for the expansion of accreditation of the follow-on Master's degree programme Economics and Management with the field of study Business Administration and Information System Management. This application was rejected by the Accreditation Commission.

No other evaluations were performed by the Accreditation Commission in 2015.

One of the key objectives in the field of external quality assessment defined in the strategy of the university is the acquisition of an internationally recognised accreditation. In 2012, ŠKODA AUTO University was admitted as a full member of the Accreditation Council for Business Schools and Programs, which globally unites more than 600 business economics higher education institutions in dozens of countries. After being awarded the ACBSP accreditation for all study programmes for a period of 10 years in 2014 based on a very positive comprehensive report of the ACBSP accreditation team, the university focused on implementing some of the recommendations from the report in 2015.

The character of the ACBSP accreditation is institutional. It focuses on the assessment of strategic management of the institution, course and quality of the education process including personnel, setup of the internal quality assurance system including student feedback, creative activities, cooperation with employers and graduates and the fulfilment of the third role of the university. Achieving and maintaining this type of accreditation is of vital importance for ŠKODA AUTO University, not only as an unquestionable recognition of quality, but also in view of the anticipated development of the Czech accreditation legislation.

All employees of ŠKODA AUTO University were trained and tested according to the Compliance Standards of the Volkswagen Group.

ŠKODA AUTO uses the services of the renowned auditor PricewaterhouseCoopers Audit to verify the accuracy of accounting and financial statements. As in previous years, also in 2015 ŠKODA AUTO University received the best possible audit opinion.

ŠKODA AUTO University does not provide educational activities outside of its registered office.

13 National and International Excellence of the University

13.1 Membership of ŠKODA AUTO University in International Associations, Organisations and Unions and in Professional Associations, Organisations and Unions

Organisation	Status
Accreditation Council for Business Schools and Programs	Member
Czech Economic Society	Member
European Marketing Academy	Member
Czech Marketing Association	Member
Czech and Slovak Association of Language Center Teachers at Higher Education Institutions	Member
European Confederation of Language Centres in Higher Education (CercleS) Czech and Slovak Association of Language Center Teachers at Higher Education Institutions (CASAJC)	Member Member

Academic personnel of the university are members of a number of professional and expert organisations:

Academic personnel of the university are members of a number of professional and expert organisations:

Mgr. Lenka Stejskalová, MBA

European Confederation of Language Centres in Higher Education (CercleS)
Czech and Slovak Association of Language Center Teachers at Higher Education Institutions (CASAJC)

PhDr. Martina Žáčková

European Confederation of Language Centres in Higher Education (CercleS)
Czech and Slovak Association of Language Center Teachers at Higher Education Institutions (CASAJC)

doc. Ing. Eva Jarošová, CSc.:

Czech Society for Quality – Expert Group for Statistical Methods (Vice-Chairman)
Technical Standardisation Committee TNK 4 (Application of Statistical Methods) UNMZ (Institute for Standards, Measurements and Testing)
Czech Statistical Society

doc. Ing. Radim Lenort, Ph.D.:

Chamber of Logistic Auditors
Slovak Logistics Society

prof. Ing. Otto Pastor, CSc.:

Project Management Association

Ing. Petr Novotný, Ph.D.:

APICS The Association for Operations Management
Honeywell Operation System - Subject Matter Expert - Cycle Time
Business Consulting Technology - Head of Technology Services

Ing. Martin Folta, Ph.D.:

International Automotive Task Force, International Qualified Automotive Auditor

Qualitäts Management Center im Verband der Automobilindustrie e.V. – Process Auditor VDA 6.3
European Federation of National Engineering Associations (FEANI) – EUR ING Club
Czech Society for Quality

Ing. Roman Maroušek, Ph.D.:
Czech Society for Quality

Ing. Josef Bradáč, Ph.D.:
Czech Society for Mechanics
Czech Society for New Materials and Technology
Czech Society for Quality

JUDr. Václav Šmejkal, Ph.D.:
Czech Association for European Studies
Czech Association for Competition Law
International League of Competition Law
Arbitration Court of the Czech Economic Chamber and Czech Agricultural Chamber.
Editorial Committee Prague Law Working Papers.

Mgr. Miroslav Černý, Ph.D.
Chamber of Patent Attorneys
Editorial Board of Industrial Property Journal
International Trademark Association

JUDr. Petr Frischmann, Ph.D.:
Czech Bar Association
Arbitration Court of the Czech Economic Chamber and Czech
Agricultural Chamber
OSA, member of the editorial board of Culturologia Journal

JUDr. Jiří Valdhan, Ph.D.:
SECOLA (Society of European Contract Law), member
CYIL (Czech Yearbook of International Law), editorial board
member
Czech-Polish forum, member

JUDr. Ing. Hana Skalická, Ph.D, BA:
Czech Bar Association
Slovak Bar Association
International Fiscal Association (board member)

doc. Ing. Jiří Strouhal, Ph.D.:
Association of International Accountants (member)
Union of Accountants – ZO SÚ Prague (member of organisation board)
Chamber of Certified Accountants of the Czech Republic (president)

doc. Ing. Jiřina Bokšová, Ph.D.:
Chamber of Auditors of the Czech Republic (not a member, but an examination commissioner and lecturer)

doc. PhDr. Karel Pavlica, Ph.D.:
IACCM, i.e. International Association of Cross-Cultural Competence and Management, WU Wien

doc. Ing. Jana Příkladová, Ph.D.:
International Chamber of Commerce, Paris
Marketing and Advertising Section

Ing. Hana Jahodová, CSc.:
Czech Marketing Society (CMS)

Marketing Lecturers Club section

ŠAVŠ is a co-publisher of the Marketing Science & Inspiration Journal with FM Comenius University in Bratislava (MSI)

doc. Ing. Pavel Štrach, Ph.D. et Ph.D.:

MSI editorial board member

doc. Ing. Marie Hesková, CSc.:

MSI editorial board member

Retail Academy in Cologne, DAČR – member of the education committee

doc. Ing. Stanislav Šaroch, Ph.D.:

Member of the Scientific Council of the Czech Banking Association

Editorial board member of the Scopus Journal Národohospodářský obzor

Editorial board member of Scientia&Societas

Editor of journals Contemporary Europe and the Czech Republic, Acta VSFS and European Scientific Journal

Member of the Scientific Council of FMV VSE, Academic Board of Newton College, BIVS and SAVS

Member of commission for state doctoral exams at FMV VSE Prague

Doctoral studies supervisor at FMV VSE, VSB-TU Ostrava and MU Brno, second reader of dissertation and habilitation theses

Ing. Helena Horská, Ph.D.:

Member of the Scientific Council of the Czech Banking Association

Member of the executive board of Prague Economic Papers

doc. Ing. Pavel Mertlík, Ph.D.:

Member of the Scientific Council of the Czech Banking Association

Doc. Ing. Vladislav Flek, CSc.

Member of the Scientific Council of the Czech Banking Association

13.2 National and international Awards of the University, Evaluation Conducted by a Team of International Experts

In 2012, ŠKODA AUTO University was admitted as a full member of the Accreditation Council for Business Schools and Programs, which globally combines more than 600 business economics higher education institutions in dozens of countries. In 2013, ŠKODA AUTO University became a candidate of the ACBSP accreditation. During 2014, the university was evaluated in a multi-stage evaluation process by an international team of experts, as described in detail in chapter 12.5.

There was no evaluation process by an international team of experts in 2015.

14 Conclusion

In 2013, the university successfully completed its transformation into a new legal form – a public service company. It has operated in this form throughout the year 2015.

In 2015, all accredited study programmes were implemented.

ŠKODA AUTO a.s. provided the university with full material and financial support and confirmed this support to the Ministry of Education Youth and Sports as part of the transformation.

Some of the bodies of the university were expanded or modified, particularly the Academic Board. As of 1 February 2015, doc. Ing. Pavel Mertlík, CSc. was appointed as rector. The former rector Mgr. Petr Šulc assumed the role of Vice-Rector for Academic Affairs. As a separate legal entity, in 2015 the university continued to fully develop its systematic cooperation with other important businesses within the automotive industry and beyond and could much more directly apply for participation in research projects funded not only by the EU and the Czech Republic, but also projects funded from private resources.

In 2015, the university continued in the implementation of the Bachelor's degree programme Economics and Management in full-time and part-time modes with the fields of study Business Administration and Sales, Business Administration and Financial Management and the innovated field of study Business Administration and Operations, Logistics and Quality Management. A total of 260 students enrolled for studies in the 1st year of Bachelor studies. The number has decreased in comparison with the previous year, which can be explained with the demographic development as well as the general decline of interest in the part-time mode of study at this degree level. Fields of study Business Administration and Sales, Business Administration and Financial Management taught fully in English continued.

The follow-on Master's degree programme Economics and Management was implemented in full scale both in full-time and part-time modes in the accredited fields of study Corporate Finance Management in the Global Environment, Marketing Management in the Global Environment, Law in the Global Business Environment and Business Administration and Operations. This year the number of newly enrolled students was 76, which is 4 more than the previous year. Studies in the follow-on Master's programme again started not only in the winter semester, but (due to the 3.5 years' duration of the Bachelor's programme) also in the summer semester of the given academic year.

Follow-on Master's degree programmes Marketing Management in the Global Environment and Corporate Finance in the Global Environment taught in English continued in full scale.

The overall number of students in 2015 decreased slightly compared with the previous year to 1,108 as of 31 December.

236 students graduated from ŠKODA AUTO University in 2015.

The personnel needs of study programmes in 2015 remained stable and given the size of the university, they provided a guarantee of individual approach and intensive contact with students. Academic personnel with full employment contracts absolutely prevailed in the roles of lecturers and guarantors in more than 90% of courses in the curricula.

In 2015, the university also submitted an application for the expansion of the Bachelor's degree programme Economics and Management, field of study Business Administration and Human Resources Management. The Accreditation Commission approved this application. This field of study is expected to start in the academic year 2016/2017.

In cooperation with Unicorn College a.s., an application was submitted for the expansion of accreditation of the follow-on Master's degree programme Economics and Management with the field of study Business Administration and Information System Management. This application was rejected by the Accreditation Commission.

In 2014, the university completed the two-year process of international ACBSP accreditation. The university has acquired this prestigious globally recognised institutional accreditation for a period of 10 years. In 2015, some of the recommendations arising from the conclusion of the accreditation process were implemented.

During 2015, work was conducted on 1 project of the Czech Science Foundation. Three new project applications were submitted to the Czech Science Foundation. Unfortunately, none of them were awarded grant support. Work continued on projects under SGS.

In the second half of 2015, intensive work was underway as part of the preparation for entering the OP VVV programme.

Work continued on the project **“Green Solutions for Business and Industry” funded by the Erasmus+ programme. Compared with previous years, the number of contractual research projects for partner companies increased.**

In 2015, the joint double degree programmes continued with the University of Applied Sciences Steyr on the Bachelor’s and follow-on Master’s degree study programme and a double degree programme with the University of Applied Sciences Seinajoki.

There were more study and academic stays at partner universities abroad, internship stays in foreign companies as well as foreign students coming to ŠKODA AUTO University. Cooperation with higher education institutions outside the EU continued in the form of student exchanges. Despite certain administrative limitations, internships were arranged even outside the EU, particularly in China. Several new bilateral agreements were concluded with new partner universities.

A total of 131 students of the third year of the Bachelor’s degree study programme took their internships between September 2015 and February 2016. Half of them worked in ŠKODA AUTO a.s. and 22 students travelled to work abroad.

The university continued to provide financial support to students taking internships abroad from EU programmes.

The network of partner manufacturing and non-manufacturing companies was further expanded, providing internships as well as other forms of cooperation, e.g. the Career Day. A long-term sustainable system of cooperation between the university and a wide range of prestigious companies was strengthened.

The presented annual report provides information on the activities of ŠKODA AUTO Vysoká škola o.p.s. for the year 2015.

The annual report on the activities of ŠKODA AUTO University was prepared according to Section 42 of Act No. 111/1998 Coll., on Higher Education Institutions and Amending Other Acts (the Higher Education Act).

Mgr. Petr Šulc et al.
Mladá Boleslav, 10 June 2016
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