



2017 Annual Report

Main part



June 2018

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: +420 326 823 024

Website: **www.savs.cz**

Date and reference number of the state approval to act as a private higher education institution:

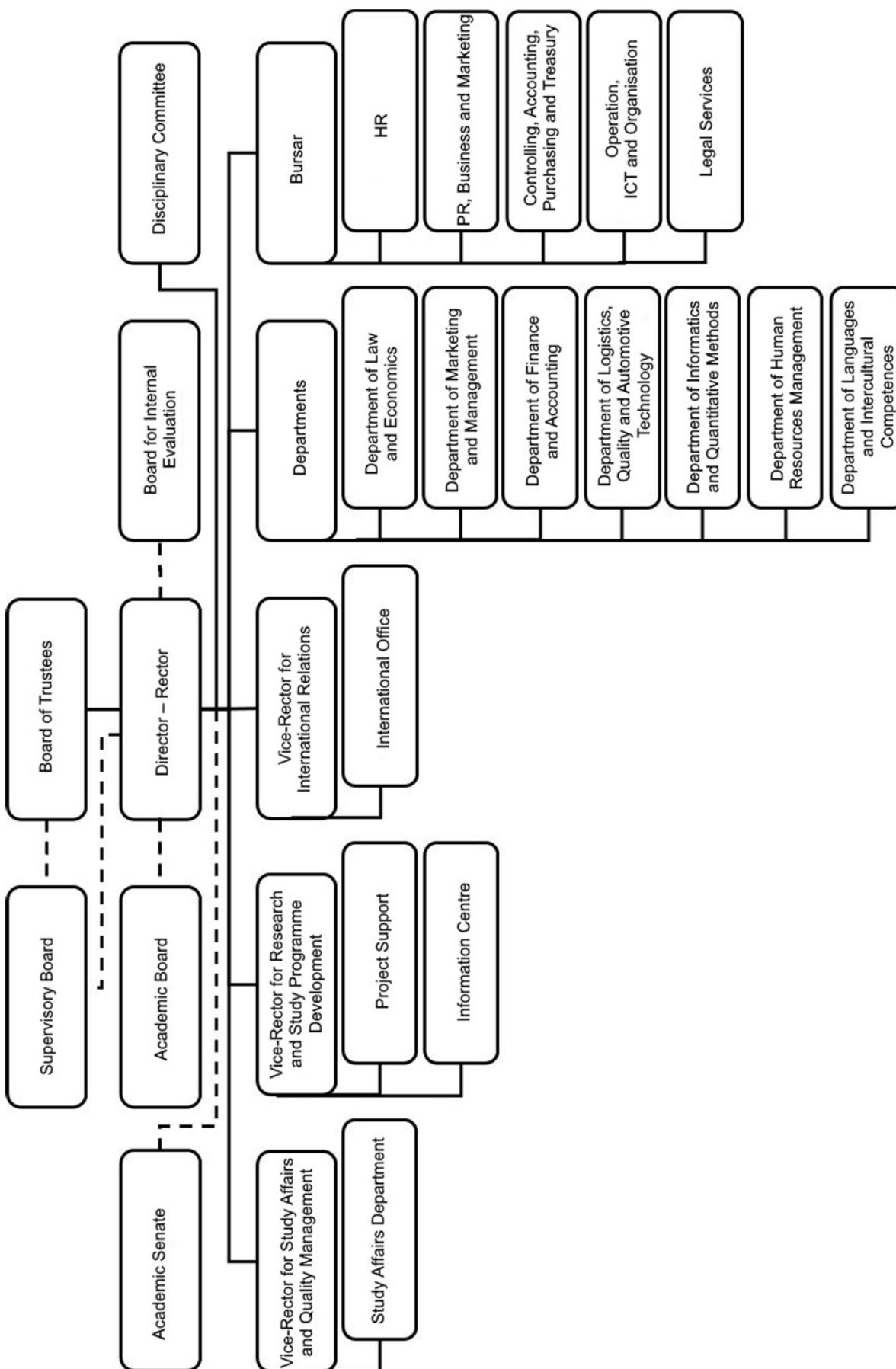
4th April 2000, ref. no. 16 493/2000 – 30 for ŠKODA AUTO a.s. Vysoká škola

Highest official of the PHEI:

**Director – authorised representative of o. p. s (public service company):
doc. Ing. Pavel Mertlík, CSc.**

**Rector – self-governing academic body of the higher education institution
doc. Ing. Pavel Mertlík, CSc.**

Organisational structure of the university



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

In July 2012, 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 26th March 2013. Concurrently, this decision granted ŠKODA AUTO Vysoká škola o.p.s. all the accreditations of study fields accredited and offered at ŠKODA AUTO a.s. Vysoká škola. Continuity was therefore ensured in terms of the operation of ŠKODA AUTO University as a new type of business entity, namely o.p.s. (public service company).

Operation as a new type of business entity began on 1st September 2013.

The administrative bodies of the university as an o.p.s. business entity 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 Rector, the Academic Board, the Academic Senate, the Disciplinary Committee and the Board for Internal Evaluation. The Rector of the University is the Director. The Bursar, in cooperation with the Director, is responsible for the management and internal administration of the university.

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 Bursar is appointed by the Rector and is subject to approval of the Board of Trustees. The Rector appoints the Academic Board, the Disciplinary Committee and the Board for Internal Evaluation, where one third of members of the Board for Internal Evaluation are appointed on the proposal of the Academic Board and one third on the proposal of the Academic Senate. The Board for Internal Evaluation was established in May 2017. The Academic Senate is an advisory body to the Rector and is elected by the academic community.

In 2017, the above mentioned administrative and self-governing bodies were constituted as follows:

Board of Trustees

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

Supervisory Board

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

Director and Rector

doc. Ing. Pavel Mertlík, CSc.

The Director is the authorised representative of the university. The Rector is responsible for the management of academic processes.

The Rector is also in charge of three Vice-Rectors: the Vice-Rector for Research and Study Programme Development, the Vice-Rector for Study Affairs and Quality Management, the Vice-Rector for International Relations, the Bursar who is responsible for the management and internal administration of the university together with the Director, and the heads of the individual departments.

The Vice-Rector for Study Affairs and Quality Management is in charge of the Study Affairs Department. The Vice-Rector for Research and Study Programme Development is in charge of the projects department and the information centre. The Vice-Rector for International Relations is in charge of international cooperation (the International Office). The Bursar is in charge of the operational departments of the school.

The basic organisational units of the university are the departments, creating space not only for education, but also for productive activities and the university's third role.

Academic Board

The Academic Board saw changes in its composition during 2017. On 12th May 2017, doc. Ing. Jan Fábry, Ph.D. was appointed a member of the Academic Board, replacing prof. PhDr. Ing. et Ing. Vladimír Tomšík, Ph.D. et. Ph.D., whose membership ended at the end of 2016. Doc. Ing. František Pavelka, CSc. ended his membership to the Academic Board as of 31st December 2017.

As of 31st December 2017, the Academic Council had 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. Jan Dušek	ŠKODA AUTO VYSOKÁ ŠKOLA O.P.S.
Doc. Ing. Jan Fábry, Ph.D.	
Doc. Ing. Eva Jarošová, CSc.	ŠKODA AUTO VYSOKÁ ŠKOLA O.P.S.
Doc. Ing. Tomáš Krabec, Ph.D., MBA	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.
Prof. Dr. Ing. Otto Pastor, CSc.	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 Šaroč, Ph.D.	ŠKODA AUTO VYSOKÁ ŠKOLA O.P.S.
Doc. JUDr. Václav Šmejkal, 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.
Ing. Bohdan Wojnar	ŠKODA AUTO a.s.
Doc. Ing. Jaroslav Machan, CSc.	ŠKODA AUTO a.s.
Ing. Dana Němečková, MBA	ŠKODA AUTO a.s.
Prof. Ing. Eva Cihelková, CSc.	Pan-European University
Doc. Ing. Jan Čadil, Ph.D.	Unicorn College
Ing. Mojmír Hampl, MSc., Ph.D.	Czech National Bank
Prof. Ing. Vojtěch Krebs, CSc.	University of Economics
Doc. Ing. Martin Kvizda, Ph.D.	Masaryk University Brno
Prof. Ing. Petr Louda, CSc.	Technical University of Liberec
Doc. Ing. František Pavelka, CSc.	College of Banking
Prof. Ing. Jindřich Soukup, CSc.	University of Economics

Board for Internal Evaluation

Doc. Ing. Pavel Mertlík, CSc.	Chairman
Doc. Ing. Stanislav Šaroč, Ph.D.	Vice-Chairman
Doc. Ing. Jiřina Bokšová, Ph.D.	Member – on the proposal of the Academic Senate
Doc. Ing. Radim Lenort, Ph.D.	Member – on the proposal of the Academic

	Board
Doc. Ing. Jana Příkladová, Ph.D.	Member – on the proposal of the Academic Senate
Bc. Lukáš Paták	Member – on the proposal of the Academic Senate, student
Mgr. Lenka Stejskalová, MBA	Member – on the proposal of the Academic Board
Doc. Ing. Pavel Štrach, Ph.D. et Ph.D.	Member – on the proposal of the Academic Board
Mgr. Petr Šulc	Member

The Academic Senate

As of 1st January 2017, the Academic Senate had the following composition:

The Chamber of Academic Staff	
Doc. Ing. Jana Příkladová, Ph.D.	Chairman
Doc. Ing. Jiřina Bokšová, CSc.	Member
Ing. Josef Bradáč, Ph.D.	Member
Ing. David Holman, Ph.D.	Member
Ing. Martin Juhas	Member
Student Chamber	
Ing. Michal Vejvoda	Vice-Chairman
Bc. Anton Evstigneev	Member
Michaela Stáňová	Member
Bc. Miroslav Jílek	Member

As of 3rd April 2017, Ing. Michal Vejvoda was replaced by David Vyhnánek.

Elections to the Academic Senate took place in May 2017, resulting in the following composition of the Senate:

The Chamber of Academic Staff	
Doc. Ing. Jana Příkladová, Ph.D.	Chairman
Doc. Ing. Jiřina Bokšová, CSc.	Member
Ing. Josef Bradáč, Ph.D.	Member
Ing. David Holman, Ph.D.	Member
Ing. Martin Juhas	Member
Doc. Ing. Tomáš Krabec, Ph.D., MBA	Member
Student Chamber	
Anna Vystydová	Vice-Chairman
Tereza Havelková	Member
Rustam Osmanov	Member
Bc. Martin Vlk	Member
David Vyhnánek	Member

1.2 Representation of the private higher education institution in the representation of 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	Member of the Board, Committee for private higher education institutions
Higher Education Council	Tereza Havelková	Member of the Student Chamber of the Higher Education Council

1.3 Vision of ŠKODA AUTO University and its strategic objectives

ŠKODA AUTO University is a top-class higher education institution focusing on business administration that closely and systematically cooperates with ŠKODA AUTO a.s. and other major partners in the manufacturing and non-manufacturing sectors, in particular in the automotive industry. As higher education institution founded by a global multinational industrial corporation, it combines academic excellence with professional training of students and connects theory with practical applications, while maintaining high academic standards and an emphasis on internationalisation. As part of international academic networks, it cooperates with renowned foreign and domestic universities. It helps create the company culture of ŠKODA AUTO a.s. and cultivates the city of Mladá Boleslav as a centre of education through the presence of its academic community, bringing young people from across the globe to the region.

In pursuing its vision, ŠKODA AUTO University fulfils its mission – to prepare highly qualified business administration experts, who are prepared for work in multinational industrial corporations.

This mission is described in detail in the strategic documents of ŠKODA AUTO University, specifically in the Strategy of Development of ŠAVŠ up to 2025, approved by the Board of Directors of ŠKODA AUTO a.s., and the Strategic Plan for Educational, Research, Development and Innovation and Other Creative Activities of ŠKODA AUTO University for the period 2016 – 2020 and its updates.

These documents define the following strategic goals in particular for ŠKODA AUTO University:

- 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 personnel development of global industrial companies including the founding company ŠKODA AUTO and other partner companies both from manufacturing and non-manufacturing sectors in the Czech Republic and abroad. The specific needs of globally active industrial companies are accounted for by the composition of courses in accredited study programmes, which in addition to economic and other courses typical for business administration studies offer also technical courses and many courses dealing with language learning and intercultural competence. An integral part of the development of accredited study programmes is improving the quality of professional internships which constitute an organic part of the study programmes at ŠKODA AUTO University. Internships take place in ŠKODA AUTO a.s. as well as in other partner companies of our school in the Czech Republic, in other EU countries and beyond.
- Use of the international ACBSP accreditation for further development of the university including efforts to obtain institutional accreditation for the field of economics.
- Development of internationalisation including more intensive focus on acquiring students for the accredited follow-on Master's as well as Bachelor's study programmes taught in English.

- Expanding and improving the quality of the network of partner institutions to build Double Degree programmes and prepare for doctoral studies. Expanding the partnership network for academic mobility under the Erasmus programme and further expansion of volume and quality of academic mobility.
- Continuous innovation of content of all fields of study based on intensive work of the boards of the individual fields of study.
- Priority development of study specialisations in the economic and technical field in line with the needs of the job market, especially towards commercial engineering and applied corporate informatics. Development of lifelong learning programmes including an MBA programme.
- Development of the Prague branch with the aim of gradually building a second complete campus comparable to the one in Mladá Boleslav. Make use of the synergy connected with the Prague location, among others in connection with the Prague activities of the founder of the university, ŠKODA AUTO a.s. and the Prague innovation and start-up scene.
- Expansion and modernisation of support for part-time and distance modes of study using virtual learning environment (VLA).
- Systematic development of scientific, research and consulting activities corresponding to the structure of accredited study programmes. Research will continue to focus on cooperation with ŠKODA AUTO a.s. and other Volkswagen Group companies on the one hand, and on cooperation with quality domestic and 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. Expansion and reinforcement of cooperation with technical higher education institutions.
- A logically related objective that will help permanently improve professional quality and research potential of the university is the accreditation of doctoral study programme Economics and Management and acquiring the status of a university type higher education institution. The system of doctoral studies will build on the research focus and international partnership of ŠKODA AUTO University.
- Obtaining institutional accreditation for fields of education in Economic Sciences.

An overarching objective related to all the above priorities is a systematic development of personnel and continuous improvement of the staffing of the offered study programmes.

1.4 Changes in internal regulations in 2017

In connection with the entry into force of Act No. 137/2016 Coll. (the so-called “major” amendment to Act No. 111/1998 Coll., on Higher Education Institutions), ŠAVŠ prepared updates of all its internal regulations as well as new internal regulations applying the new provisions of the Higher Education Act. All new and amended internal regulations were registered with the Ministry of Education, Youth and Sports in August 2017.

As a result, ŠAVŠ had the following study regulations registered with the Ministry as of 31st December 2017:

- Statute
- Study and examination regulations
- Disciplinary regulations
- Scholarship regulations
- Rules of procedure of the Academic Board
- Election rules of the Academic Senate
- Rules of procedure of the Academic Senate
- Rules of procedure of the Board for Internal Evaluation
- Rules of the quality assurance system for educational, creative and other related activities and the internal quality evaluation of educational and creative and other related activities
- Study fees

Together with the registration of new and amended internal regulations, the system of follow-on implementing regulations was completed and amended.

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 Accredited 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	1	1	4
TOTAL		1	1	1	1	4

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 (ŠAVS) 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 programme admits excellent students of Bachelor's degree programmes from 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	Exchanges of students are for 1 semester with the support of the Erasmus+ programme
Number of active studies as of 31 st December	2

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 with 1 semester 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 programme admits excellent students of follow-on Master's degree programmes, about 3 students per year from both universities. 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	Exchanges of students are for 1 semester with the support of the Erasmus+ programme
Number of active studies as of 31 st December	3

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 Seinäjoki
Partner organisation	University of Applied Sciences Seinäjoki
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 excellent students of Bachelor's degree programmes of both universities, about 1-2 students per year from both universities. 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
Number of active studies as of 31 st December	1

All the above Double Degree programmes ran in 2017.

In 2017, ŠKODA AUTO University offered the field of study Business Administration and Operations as part of the follow-on Master's degree programme Economics and Management in full-time mode of study and the field of study Business Administration and Human Resources Management as part of the Bachelor's degree programme Economics and Management at its branch in Prague. The staffing is identical to the one in the main office of the school.

In 2017, ŠKODA AUTO University did not engage in any joint study programmes with another higher education institution based in the Czech Republic.

In 2017, ŠKODA AUTO University did not implement any study programmes together with a higher vocational school.

2.4 Credit system

ŠKODA AUTO University uses the credit system to organise its studies. As per the curriculum, each course is assigned with a number of credits corresponding to the average study workload required for successfully completing the given course. The study workload equivalent to one 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.

A process was launched in 2017 with the aim of clarifying the formulation of outcomes in individual courses, to better link their assessment with classification, to set up more detailed evaluation of their achievement and to create a feedback system for students on their achievements. The aim is to have a fully operational system for evaluating the achievements and providing feedback in the first half of 2018.

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 2017:

Date	Name	Speakers
18-19 Jan 2017	Research Open Day ŠAVŠ, 7th year	Ing. M. Srholec, Ph.D. Ing. D. Staš, Ph.D. Ing. D. Holman, Ph.D. JUDr. V. Šmejkal, Ph.D. doc. Ing. J. Bokšová, Ph.D. doc. Ing. J. Přikrylová, Ph.D. Ing. E. Jaderná, Ph.D. Mgr. D. Siegllová, M.S.Ed., Ph.D. PhDr. M. Žáčková
30 Mar 2017	Modern technology in audit and accounting	Tomáš Fiala, Michal Čábelá, Jiří Schwarz; PricewaterhouseCoopers Audit Praha
28 Apr 2017	VAT - A comprehensive example	Aleš Krempa, KPMG
12 May 2017	Creating and sustaining value in global manufacturing networks: the Czech automotive industry as an example.	prof. RNDr. Petr Pavlínek, Ph.D., Charles University in Prague and University of Nebraska, USA
8 Nov 2017	The future of EU: federalization, disintegration or multi-speed Europe?	Ing. Zdeněk Čech, Ph.D., M.A.; Economic Advisor, representation of the European Commission in the CR Ing. Petr Zahradník, MSc.; European Economic and Social Committee
9 Nov 2017	Industry 4.0: possible impacts on the single internal market, employment and future form of the EU	Ing. Petr Zahradník, MSc.; European Economic and Social Committee Ing. Tomáš Kozelský; Manager of EU Office / Knowledge Centre, Česká spořitelna, a.s.
10 Nov 2017	National convention on the EU: "The future of the Eurozone and the Czech Republic"	doc. Ing. S. Šaroch, Ph.D. (ŠAVŠ); Mgr. Jarolím Antal, Ph.D. (University of Economics)
8 Dec 2017	National convention on the EU: "The benefits and risks of globalization for trade and investment"	doc. Ing. S. Šaroch, Ph.D.; doc. JUDr. Václav Šmejkal, Ph.D., ŠKODA AUTO University

2.5.2 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.

Professional internships					
Domestic			Foreign		
Internship location		No.	Internship location		No.
ŠKODA AUTO	Area G (management, PR)	4	Group makes	Bentley Motors United Kingdom	8
	Area P (manufacturing, logistics)	14		ŠKODA AUTO Deutschland	2
	Area B (purchasing)	12		VW Group Severige AB, Sweden	1
	Area E (technical development)	3			
	Area V (sales, marketing)	12			
	Area F (finance and IT)	4			
	Area S (HR)	2			
ŠKODA AUTO total		51	Group makes total		11
External companies	partner companies	12	Other foreign companies:		
	other	35	ISKS.KZ		1
			G.K. Fitness GmbH		1
			Klagenfurt LLC Your Logistic		1
			Moskva JSC NC Kazachstan		1
		Benteler Poland		1	
		Senia Food and Beverage Spain		1	
		Sendway LLC Russia		1	
		Pervay transportnaya Russia		1	
External domestic companies total		47	External foreign companies total		8
Domestic total		98	Foreign total		19

In the academic year 2017/2018, a total of 117 students took their compulsory internships.

Based on their own choice, students take their internships in ŠKODA AUTO a.s., a partner company in the Czech Republic or abroad, mainly within the VW Group.

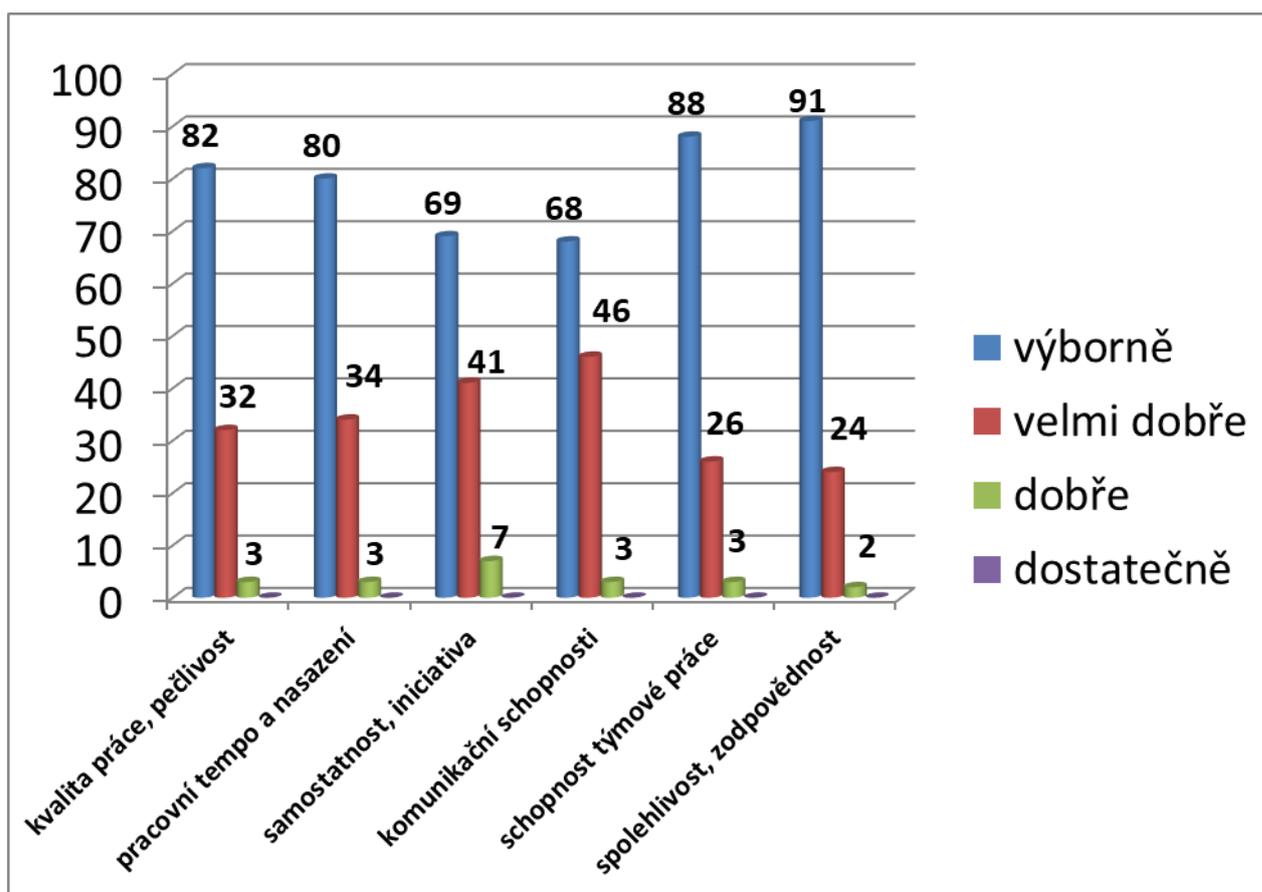
All makes of the VW Group have an elaborate internal system of student internships, providing a guarantee of quality content in the internships of ŠAVŠ students. Relationships with external providers of internships are governed by agreements on the performance of student internships between the university 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 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 the topic for the Bachelor’s Thesis. The completion of an internship is a prerequisite for the assignment of a Bachelor’s 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 (numbers of students)



2.5.3 Other educational activities

In 2017, ŠKODA AUTO University organised the following activities beyond the standard scope of courses in accredited study programmes:

The Department of Languages and Intercultural Competences has participated in a number of educational activities organised both for students and lecturers. Several methodology workshops were organised for the department's lecturers on the topic of modern teaching methods and the exchange of experience on new trends in language teaching. Academics took part in the Global Management in Automotive Industry summer school by teaching presentation skills and intercultural communication competences.

The department is the coordinator of language teaching of the university staff. A number of English courses were organised in 2017 with target levels A2, B1, B2 and C1 of the European Framework of Reference. As a standard, individual consultations take place with academics from other departments in order to prepare specialised courses taught in English.

The department's lecturers participated in workshops for secondary school students as part of the Open Days and also as committee members for specialised presentations of students of the Business Academy in Mladá Boleslav.

Six lecturers were trained and certified as official examiners for the FCE and CAE certifications in the Cambridge exam centre. In 2017, the campus of ŠKODA AUTO University hosted the exams for the first time.

The Department of Logistics, Quality and Automotive Technology organises seminars every year, offering experts from the field giving lectures, excursions and work with talent in the form of engagement in the research activities of the department. The department has the accreditation of the European Logistics Association for the Bachelor's degree programme Business Administration and Operations, Logistics and Quality Management. This allows the department to award excellent students the European certificate cEJLog. The department offers course packages for other students as well, allowing them to obtain the certificates Logistics Management I and Logistics Management II under the auspices of the Czech Logistics Association.

The department guarantees six 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), Selected Chapters from Quality Management (quality managers) and the newly introduced course Production Planning in the Automotive Industry (production managers).

In terms of courses taught by the department experts, special lectures are held with invited experts from the field, focusing on selected topics and excursions. These courses are: Corporate Logistics, Green Logistics, Supply Chain Management, Lean Supply Chains, Manufacturing Organisation and Management II, Quality Management, Basics of Mechanical Engineering, Basics of Automotive Technology and New Trends in the Automotive Industry. Examples include E-kanban, Connected Car and Infotainment, Green Logistics Strategy of ŠKODA AUTO a.s., Industry 4.0 and Biodiversity, Introduction to Production Planning. As part of the above courses, students also visited key manufacturing and logistics departments in ŠKODA AUTO a.s.: the foundry, forge, press shop, welding shop, engine assembly, car assembly lines, semi-automated parts warehouse, conveyor bridge, supermarkets, trailer station, Green logistics solutions and CKD centre. Students attended the conference Measurement Technology in the Automotive Industry, which was organised by the Czech Metrological Society in cooperation with the Department of Metrology of ŠKODA AUTO a.s. Students of the courses Green Logistics and Organisation and Management of Production II also worked on specific logistics and manufacturing issues for ŠKODA AUTO a.s. logistics and manufacturing in the form of semester projects.

Five talented students took part in the department project for the student grant competition Concept Proposal of a System Solution of Implementation of Sustainable Supply Chain Management (SSCM) Innovations in the Market Conditions of the 21st century. One student was involved in a contract research project called the Design of a Logistics Concept for Handling Empty Pallets and Chassis in the M13 hall for ŠKODA AUTO a.s.

Throughout the year, members of the department actively participated in the popularisation lectures as part of Open Days and in cooperation with secondary schools.

The Department of Economics and Law is actively involved in lectures for professional and general public beyond the standard curriculum. Its members also participate in other professional activities.

- In 2017, doc. Ing. Vladislav Flek, CSc. was invited to VŠB - TUO, Ostrava, where he had a lecture on the "Age Inequality in the Labour Market". He presented the book *Youth Employment*, in which he co-authored two chapters, in the European Commission (Brussels, 14 September 2017).
- JUDr. Petr Frischmann, Ph.D. had a lecture on contracts and negotiation as part of the project "Experts to schools" organised by the Czech Economic Society.
- Ing. Šárka Dvořáková, Ph.D. regularly contributes to the ŠAVŠ Open Days by giving lectures on the topic "How is Economic Education Useful". She also regularly participates in the Gaudeamus education fairs held in Prague and Brno.
- PhDr. Jiří Malý, Ph.D. was the organiser and host of the discussion forum "The future of EU: federalization, disintegration or multi-speed Europe?" (Prague, 8 Nov 2017) and the discussion forum "Industry 4.0: possible impacts on the single internal market, employment and future form of the EU" (Mladá Boleslav, 9 Nov 2017).
- Doc. Ing. Stanislav Šaroch, Ph.D. was invited to two lectures as part of the Autumn school of European integration in Brno organised by the Mendel European Centre think-tank in cooperation with the European Commission representation in the Czech Republic, the Europe Direct information centre at the Mahen Library in Brno, Eurocentre Brno and the Faculty of Business and Economics at Mendel University in Brno. He has also contributed significantly to the initiative of the Office of the Czech Government called "National Convention on the EU", preparing documents and hosting round table discussions.
- Doc. JUDr. Václav Šmejkal, Ph.D. is another member of the department who has also significantly contributed by preparing documents for the National Convention on the EU.

The Department of Marketing and Management completed its work on the internal grant assignment on the topic of perception of green marketing by the young generation applied to the automotive market. The results were presented at the Research Open Day in January and at professional conferences, among others at the Marketing Identity 2017 conference indexed in WoS. The Department of Marketing and Management in cooperation with the Purchasing Section of ŠKODA AUTO launched the first run of studies as part of the Purchasing Expert certification for students of the follow-on Master's degree programme Marketing Management in the Global Environment. First certificate holders are expected in 2018.

In 2017, the department hosted Ing. Jiří Jíra and Ing. Zdeněk Dvořák, MIM, external lecturers with rich managerial experience in the automotive industry. PhDr. Karel Červený, MSc., MBA., innovation coach, is among the new external lecturers in 2017.

A seminar was held in May for students of International Business from Barcelona School of Management of the Pompeu Fabra University on the topic Country of Origin in Automotive Industry and Branding in Automotive Industry. Throughout the year, members of the department actively participated in the popularisation lectures as part of Open Days and in cooperation with secondary schools in the Mladá Boleslav region and its surroundings.

The Department of HR Management offered a one-week intensive course called Social Communication with Dr. Miiou Koski from Seinajoki University of Applied Science in February 2017. An intensive two-day excursion seminar with Dr. C. Isaacs from Seinajoki University of Applied Science was organised in October 2017 as a part of the course Social and Managerial Potential Development. The seminar covered "Communication problems and barriers in international organisations" and "Teambuilding activities".

As part of the 2017 summer school, Dr. Pavlica taught the course "Personality and Competencies of an International Manager".

The Department of Informatics and Quantitative Methods prepared for its new students intensive preparatory courses in mathematics, which continued in the form of pro-seminars during the academic year. The members of the department organised a meetup for new students of ŠAVŠ. The department continued to offer the specialised certificate ICT management. Ing. Martin Juhas and Mgr. Petr Kasal gave several lectures for secondary school students on the topics of ITC and applied mathematics.

Department of Finance and Tax Law

In March 2017, PricewaterhouseCoopers delivered a lecture on modern technology in audit and accounting. It focused on the issue of using the latest technology in the context of Industry 4.0 with the aim of highlighting the possibilities of efficient data collection and evaluation. The lecturers were Tomáš Fiala, Michal Čábela and Jiří Schwarz.

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	711	153	131	73	1,068
TOTAL	711	153	131	73	1,068

3.2 Unsuccessful students in accredited study programmes

Unsuccessful 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	66	51	13	18	148
TOTAL	66	51	13	18	148

Study failure rate in 1st year*						
Bachelor's degree programme			Follow-on Master's degree programme			TOTAL
Full-time	Part/dist.	Total	Full-time	Part/dist.	Total	
16.6%	38.9%	20.0%	22.4%	20.0%	21.8%	20.5%

*Share of the number of studies started in 2016 and the sum of unsuccessful studies of this group in 2016 and 2017

The causes of unsuccessful studies are typically the conflict between the abilities of students, their willingness to study intensively and the demanding study obligations, alternatively 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 credit system used 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 pre-semester period offered a meetup for new first-year students, including social activities as well as information about the system of studies at ŠAVŠ.

Other activities in the pre-semester period included preparatory courses of mathematics, English and Czech in order to eliminate potential failure during studies.

Counselling services for students were offered in 2017 as well. The activities included preventive communication with students who have achieved weaker study results. Measures were adopted to increase the time comfort of part-time students, especially in terms of registering for examination dates.

All academic personnel of the university have sufficient capacity for consultation hours. Another new development is the "buddy system", which means that every applicant is assigned a helper from among higher year students to assist them before enrolment and during their first semester of studies.

These measures led to a reduction in the study failure rate, reducing the share of unsuccessful students to 13.9%, which is almost four percent lower compared to 2016.

Another success in 2017 was the reduction of study failure rate in the 1st year, calculated as the share of the number of studies commenced in the year t and the sum of unsuccessful studies within this group in the year t and $t+1$ compared to the previous year, by more than nine percent.

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	114	32	26	26	198
TOTAL	114	32	26	26	198

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 now work, to obtain statistically interesting data from them and to invite them to 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, 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 660 active members.

4.3 Cooperation with future employers

Though the university is a new type of business entity, its found remains the company ŠKODA AUTO a.s.. The university cooperates very closely with this multinational corporation, especially with supporting job opportunities of its graduates.

The employment opportunities of graduates are significantly influenced by the fact that a substantial portion of them took their 5-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 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, gradually evolving into a comprehensive system called the "Partnership Concept". In 2017, the university continued through systematic cooperation with partner 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 business practice.

During 2017, 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 18 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 also continuously monitors the unemployment rate of graduates.

In 2017, the university established and expanded cooperation with the following companies:

Ernst & Young s.r.o.
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, s.r.o.
Porsche Inter Auto CZ spol. s.r.o.
Hönigsberg&Düvel Datentechnik Czech s.r.o.
KPMG Česká republika, s.r.o.
MAHLE Behr Mnichovo Hradiště s.r.o.
SCIO s.r.o.
DigiTech (formerly E4t electronics for transportation) s.r.o.
M. Preymesser logistika s.r.o.
Klokočka Autosalon spol. s.r.o.
KIEKERT-CS, s.r.o.
Ipsos s.r.o.
Manufactus GmbH
SIC (Středočeské inovační centrum)
HYPERA s.r.o.
Alevia s.r.o.
Česká spořitelna a.s.

5 Interest in studies

5.1 Interest in studies 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 2015/2016				54 (-12)	54 (-12)	45 ()
Economics WS 2016/2017	428 (+7)	428 (+7)	257 (+22)	97 (-6)	97 (-6)	46 (-13)
TOTAL	428 (+7)	428 (+7)	257 (+22)	151 (-18)	151 (-18)	91 (-13)

The table shows the corresponding numbers and differences compared to 2016.

In 2017, applicants were admitted without entrance exams. Newly enrolled students of Bachelor's degree programmes take general study prerequisites tests by Scio. Test results serve as an important indicator of applicant quality.

All enrolled applicants also take tests in English which serve primarily to determine the entry level of knowledge. Foreign students in study programmes taught in Czech also take diagnostic tests in Czech.

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 2017	
	Follow-on Master's degree programme
ŠKODA AUTO University	27
Average for the entire university	27

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 secondary schools in the Czech Republic. 466 secondary schools were approached in this way in the academic year 2017/2018. ŠKODA AUTO University representatives regularly visit secondary schools throughout the Czech Republic and inform their students of the possibilities of studying at ŠKODA AUTO University. Students of ŠAVŠ are also involved in this activity and visit their former secondary schools, among others.

The lecturing activities of academic staff of ŠAVŠ at secondary schools continued in 2017/2018. A catalogue of offered expert lectures was developed and distributed to secondary schools. A total of 10 of these lectures were held, mostly at secondary schools in Mladá Boleslav and its surroundings. Selected secondary schools 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.

Secondary schools and their students are also regularly informed of suitable educational and cultural events organised at ŠAVŠ. In 2017/2018, cooperation was established with a private secondary school Maja and the Business Academy in Mladá Boleslav, whose students participated in the preparation of the Majáles schedule and also worked as hosts.

6 Academic personnel

The number of academic personnel in 2017 remained stable. There were partial changes and additions made in line with the implementation of the strategy of the university and due to launching a newly accredited Bachelor's degree programme.

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, research and other personnel*																		
	Academic personnel												Other personnel	Of which women	Research personnel		Of which women	TOTAL
	TOTAL	Of which women	Professors	Of which women	Docents	Of which women	Senior lecturers	Of which women	Lecturers	Of which women	Teachers	Of which women			Research personnel	Of which women		
Adjusted count	38.3	14.3	3.1	0.3	12.7	4.0	16.5	6.0	1.0	1.0	5.0	3.0	22.6	16.6	0	0	60.9	
Physical number	48	18	5	1	13	4	24	9	1	1	5	3	24	18	0	0	72	

*Not including academic and other personnel employed part-time, with temporary contracts or contractors, only including full-time employees.

Academic and research personnel **								
	Academic personnel						Research personnel	TOTAL
	TOTAL	Professors	Docents	Senior Lecturers	Lecturers	Teachers		
Adjusted count	54.75	3.25	12.96	20.04	1	17.5	0	54.75
Physical number	114	8	17	38	1	50	0	114
TOTAL (adjusted count)	54.75	3.25	12.96	20.04	1	15.5	0	54.75

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

6.2 Age structure of academic and research 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
30–39 years	1	0	2	0	11	4	0	0	1	1	0	0	15
40–49 years	1	0	3	1	8	3	0	0	4	2	0	0	16
50–59 years	0	0	6	1	4	2	1	1	0	0	0	0	11
60–69 years	3	1	2	2	1	0	0	0	0	0	0	0	6
over 70 years	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL	5	1	13	4	24	9	1	1	5	3	0	0	48

*Not including academic personnel employed part-time, with temporary contracts or contractors, only including full-time employees.

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
30–39 years	1	0	2	0	16	8	0	0	25	14	0	0	44
40–49 years	1	0	3	1	14	6	0	0	19	12	0	0	37
50–59 years	3	1	7	1	7	2	1	1	5	1	0	0	23
60–69 years	3	1	5	4	1	0	0	0	1	0	0	0	10
over 70 years	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL	8	2	17	6	38	16	1	1	50	27	0	0	114

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

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)								
Scope of contracts	Academic personnel							TOTAL
	prof.	Of which women	doc.	Of which women	DrSc., CSc., Dr., Ph.D., Th.D.	Of which women	other	
up to 0.3	1	1	1	0	5	1	0	7
up to 0.5	2	0	1	0	2	0	0	5
up to 0.7	0	0	0	0	4	1	0	4
up to 1.0	2	0	11	4	13	7	6	32
TOTAL	5	1	13	4	24	9	6	48

*Not including academic personnel employed part-time, with temporary contracts or contractors, only including full-time employees.

Numbers of academic personnel by scope of work duties and highest level of qualification (numbers of individuals)					
Scope of contracts	Academic personnel				TOTAL
	prof.	doc.	DrSc., CSc., Dr., Ph.D., Th.D.	other	
up to 0.3	4	5	17	32	58
up to 0.5	2	1	2	4	9
up to 0.7	0	0	4	1	5
up to 1.0	2	11	15	14	42
TOTAL	8	17	38	51	114

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

In 2017, ŠAVŠ had no academic personnel with foreign citizenship who would have an employment contract.

6.4 Numbers of executives

Executives (natural persons)									
ŠKODA AUTO Vysoká škola o.p.s.	Rector	Vice-Rector	Academic Senate	Academic Board	Bursar	Board of Trustees	Director	Head of Department	TOTAL
ŠKODA AUTO Vysoká škola o.p.s.	1	3	5	27	1	3	0	7	47
of which women	0	1	2	7	0	0	0	2	12

6.5 Number of docents and professors appointed in 2017

Newly appointed docents and professors (numbers)		
ŠKODA AUTO University	Number	Average age of newly appointed personnel
Professors appointed in 2017	0	
of which women	0	
Docents appointed in 2017	0	
of which women	0	
TOTAL	0	

7 Social affairs of students and employees

In 2017, the university paid merit, accommodation and social scholarships and scholarships for research, development and innovation activities. Special scholarships are designed to support students going outside the EU.

The university did not offer any other scholarship programmes.

7.1 Scholarships awarded to students

Student scholarships by scholarship purpose		
ŠKODA AUTO University		
Scholarship purpose	Number of students	Average amount of scholarship
Merit scholarships	70	12,330
For excellent research, development, innovation, art or other creative results contributing to knowledge expansion	0	0
For research, development and innovation activities under special legal regulations	15	9,380
Social scholarships	1	2,750
As support when studying abroad	3	60,000
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)	102	51,730
Doctoral scholarships	0	0
Accommodation scholarships	530	3,673
TOTAL	721	11,664

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 disabled students with limited mobility. All lecture rooms and most of the 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 of academic year 2017/2018. Czech language lessons for this group of students continued also during the academic year. The International Office and the Department of Languages and Intercultural Competences provide intercultural counselling to this group of students.

7.3 Counselling

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

The “buddy system” continued in 2017, offering every applicant a patron from among higher year students to help them before enrolment and during their first semester of studies. Patrons are assigned based on regions. Surveys show that the buddy system is very effective in helping students adapt in their first year.

One member of staff is responsible for the organisation of internships. This staff member also acts as a counsellor in this field and partially also in the field of career counselling together with selected academic personnel. ŠKODA AUTO University can also benefit from close cooperation with the corresponding personnel departments of companies in terms of graduate employment opportunities. During 2017, 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 18 partner companies.

Crisis counselling is provided by a qualified member of the Department of Human Resources Management.

7.4 Exceptionally gifted students

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

In 2017, 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 and other research 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 projects, which last up to one year, of international partners, for example as part of the long-term cooperation with foreign companies such as Bentley Motors Ltd, VW UK, Škoda UK, VW Slovensko and 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, sports and social events in Germany. In April of the following year, the seminar continues with a one-week visit of the German students at ŠAVŠ, following on the event from autumn. Students with exceptional language skills are continuously offered an individual plan of foreign language studies corresponding to their level of knowledge.

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 31/12/2016	*
Number of accepted applications as of 31/12/2016	*
Number of accommodation days in 2017	*
Number of main meals distributed to students in 2017	19,260
Number of main meals distributed to staff in 2017	6,965
Number of main meals distributed to other customers in 2017	45,075

* ŠKODA AUTO University does not own or lease accommodation facilities. Accommodation of students is arranged through master service agreements with several accommodation facilities in Mladá Boleslav. The requested data are not systematically monitored.

7.6 Employee welfare

In 2017, ŠKODA AUTO University had its own collective agreement with the OS KOVO MB union, which also includes employee benefits. 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 and women on 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 and 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 Centre 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 University employees from other companies

International travel insurance, non-purpose loans, sales of computers, offers of mobile carrier services.

8 Infrastructure

8.1 Information Centre

University information centre (former library)	
ŠKODA AUTO University	1
Increase in number of library titles	812
Total number of library titles	25,085
Number of subscribed periodicals:	
- physical	25
- digital (estimate)*	4

The Information Centre of ŠKODA AUTO University offers a total of 25,085 publications (as of 31st December 2017) and other primary information sources (increase by 812 titles in 2017).

The study and media libraries offer 68 seats.

Of the 17,245 registered borrowings in 2017 (of which the first 7,653), the highest share was of books at 16,685 (of which the first 7,402), periodicals at 314 (of which the first 101), multimedia and cartographic documents 246 (of which the first 30). The company Dilia received payments associated with the acquisition of 71,335 copies (CZK 12,245 incl. VAT).

In 2017, the Information Centre 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 catalogue of the TRITIUS system. In 2017, the library also offered 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).

In 2017, the library was 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, fixed projectors, electrically operated projection screens and computers with internet connection. Two specialised computer rooms are each equipped with 15 PCs for students and one PC for the teacher. All computers are connected to the internet. Computer rooms are equipped with a fixed projector, electrically operated projection screen, audio equipment and a visualiser. Specialised language classrooms are equipped with a fixed 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.

The two lecture halls contain 143 seats each and 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 internet-connected, touch-screen computers, three projectors, electrically operated screen, visualiser and audio equipment including wireless microphones. Video production allows switching between large screen modes (signal from one projector shown on the entire screen) and dual display (signal from two projectors next to each other – e.g. presentation and visualiser). 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, 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 hallways are connected to a common computer network with computers in the study and classrooms, allowing students to use the printers for printing and copying. Wi-Fi covers all of the indoor areas of the university, allowing students to access the internet on their mobile devices (laptops, tablets, phones) as well as print using the all-in-one printers.

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

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 school management,
- compulsory registers – students register, UIS reports, records for Foreign Police of the Czech Republic
- alumni association,
- research module

The AIS system receives continuous updates and new features. In 2017, the following changes were made, among others: support for thesis confidentiality, legally enforced modifications to generation of matrix sentences, implementation of the jobs portal, registry of disciplinary proceedings, improved support for recording unsuccessful final state exam attempts, new generation of timetables, addition of study location to the variability of study plans, improvements to the registration application by adding a detailed view of attributes of offered courses, addition to the records of information on external second readers of theses and many others.

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, 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.

The university website www.savs.cz is considered an external information system, which is used to inform applicants and the public and has 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 2017, the university had a total of 160 computers, of which 89 were for specifically for study purposes. The computers of ŠKODA AUTO University personnel are connected to the internet. All software and hardware is provided by the internal IT department of ŠKODA AUTO University.

Since 2016, the school has fully used the Office 365 solution (Office 365 Education for students and employees and Office 365 ProPlus for students and employees). Office 365 is integrated with AIS (user management and messaging) and serves as the primary technological platform for all employees and students to store, share and archive data (OneDrive) and email (Calendar). SharePoint and team websites are also used in Office 365 on a project basis.

Simulation and interactive teaching methods continued to be used in 2017. The course Strategic Marketing uses simulation software StratSim, the course Simulation of Supplier-customer Relations Management uses a customised 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 using the tool Witness, course focusing on statistics 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 presentation 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 offer for the corporate sector and the public that is built on the expert potential of the academic personnel of the university was prepared in 2016, with new courses being added continuously.

In 2017, ŠKODA AUTO University organised the following courses under the lifelong learning programme:

Course title	Number of participants	Scope
Development of the Modern Automobile	17	8h
New Materials and Technologies Used in Car Manufacturing	17	8h
Innovative Trends and Inspirational Real-life Examples of Supply Chain Management	7	16h
Financial Statements 2016 and News from 2017	8	8h
Development of the Modern Automobile – open course at ŠAVŠ	19	8h
Business Negotiations – open course at ŠAVŠ	12	8h
Presentation of Education at ŠAVŠ	20	8h
Innovative Trends and Inspirational Real-life Examples of Supply Chain Management	8	16h
Modern HR	6	6h
Custom Course for the IATF 16949	13	16h
Development of the Modern Automobile	10	8h
Welding Technology	11	8h
Effective Communication and Teamwork of Managers in Organisations	10	8h
The 5S Method and its Implementation	7	8h

During 2017, ŠKODA AUTO University continued the MBA programme, which was previously run by the Institute for Industrial and Financial Management. The university provided lectures and thesis supervision for a total of 40 students of this lifelong learning programme.

Another form of lifelong learning at ŠKODA AUTO University is the study of individual courses included in standard accredited study programmes. 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 the 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.

Lifelong learning courses at the university (number of courses)										
University (title)		Courses focused on job duties			Courses of interest			U3V	TOTAL	
		up to 15 hrs	from 16 to 100 hrs	more than 100 hrs	up to 15 hrs	from 16 to 100 hrs	more than 100 hrs			
Groups of accredited study programmes	Codes									
Technical sciences	21-39	5							5	
Economics	62, 65	4	2						6	
Law, legal and public administration activities	68	1							1	
Pedagogy, teaching and social care	74, 75	1							1	
Fields in psychology	77	2							2	
TOTAL		13	2	0	0	0	0	0	15	

Lifelong learning courses at the university (number of participants)										
University (title)		Courses focused on job duties			Courses of interest			U3V	TOTAL	
		up to 15 hrs	from 16 to 100 hrs	more than 100 hrs	up to 15 hrs	from 16 to 100 hrs	more than 100 hrs			
Groups of accredited study programmes	Codes									
Technical sciences	21-39	74							74	
Economics	62, 65	23	28						51	
Law, legal and public administration activities	68	12							12	
Pedagogy, teaching and social care	74, 75	20							20	
Fields in psychology	77	16							16	
TOTAL		145	28	0	0	0	0	0	173	

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 takes place 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, 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 confirmed also after the transformation into a different legal form. Since 2017, the university is also on the list of research organisations, newly kept by the Ministry of Education, Youth and Sports. This represents continued fulfilment of the part of the Strategic 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 the personal cooperation of researchers and lecturers, which amounts to almost 100%. The first priority is working on theses. Compulsory, compulsory-elective and elective courses are taught by academic personnel who engage in publishing and other productive activities in the fields related to the content of the courses. The professional orientation of lecturers – thesis supervisors – corresponds to the topics of theses prepared by their students. The department with specific study fields of the relevant study programmes and fields of study run projects in basic, contractual and applied research as well as projects of the student grant competition.

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. Based on the RIV results and other criteria set by the Ministry, the university received funding for specific research from the Ministry for 2017. Students of follow-on Master's studies have the opportunity to participate in projects of the Student Grant Competition, primarily by preparing qualification papers. They can also participate in other projects in basic, applied and contractual research conducted in the departments. A project of the Internal Grant Agency funded from the university's budget was completed in 2017.

10.4 Creative projects in 2017

In 2017, the following internal and external research projects were the focus of research:

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.	Green Solutions for Business and Industry	EC, Erasmus+	2014-2017	28	85	85	57	255

No.	Main investigator	Project title	Provider	Period	Project costs, in thousand EUR				
					2017	2018	2019	2020	total
2.	Mgr. L. Stejskalová, MBA	Joint University Enterprise Learning	EC, Erasmus+	2017-2020	-	311	311	312	934

Contractual research projects:

No.	Main investigator	Project title	Provider	Period	Total project costs, in thousand CZK
1.	doc. Ing. Jiřina Bokšová, Ph.D.	The Impact of Industry 4.0 on Financial Management	ŠKODA AUTO a.s.	2017	100
2.	prof. Ing. R. Lenort, Ph.D.	Methodological Support of Simulation Studies in Production and Logistics Processes of ŠKODA AUTO a.s.	ŠKODA AUTO a.s.	2017	200
3.	doc. Ing. Pavel Štrach, Ph.D.	Survey among ŠA Employees - internal image of purchasing	ŠKODA AUTO a.s.	2017	95
4.	Ing. D. Staš, Ph.D.	Design of a Logistics Concept for Handling Empty Pallets and Chassis in the M13 hall	ŠKODA AUTO a.s.	2017	85
5.	Mgr. R. Picková, Ph.D., Mgr. P. Šulc	Concept of Statistical Data Processing and Macroeconomic Analysis	ŠKODA AUTO a.s.	2017	80
6.	doc. Ing. S. Šaroch, Ph.D., doc. JUDr. V. Šmejkal, Ph.D.	National Convention on the EU: "The benefits and risks of globalization for trade and investment"	Office of the Government of the Czech Republic	2017	24.7
7.	doc. Ing. S. Šaroch, Ph.D., Mgr. Jarolím Antal, Ph.D. (University of Economics)	National Convention on the EU: "The future of the Eurozone and the Czech Republic"	Office of the Government of the Czech Republic	2017	10
Total					594.7

Project of the Internal Grant Agency:

No.	Main investigator	Project title	Department	Period	Project budget
1.	doc. Ing. Jana Příkladová, Ph.D.	Perception of Green Marketing in the Young Generation Applied to the Automotive Market	Marketing and Management	2016-2017	CZK 196,800

Projects of the student grant competition

No.	Main investigator	Project title	Department	Period	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	Finance and Accounting	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	Logistics, Quality and Automotive Technology	2015-2017	84	140	140	364
Total					164	220	235	619

10.5 Conferences organised by ŠKODA AUTO University in 2017

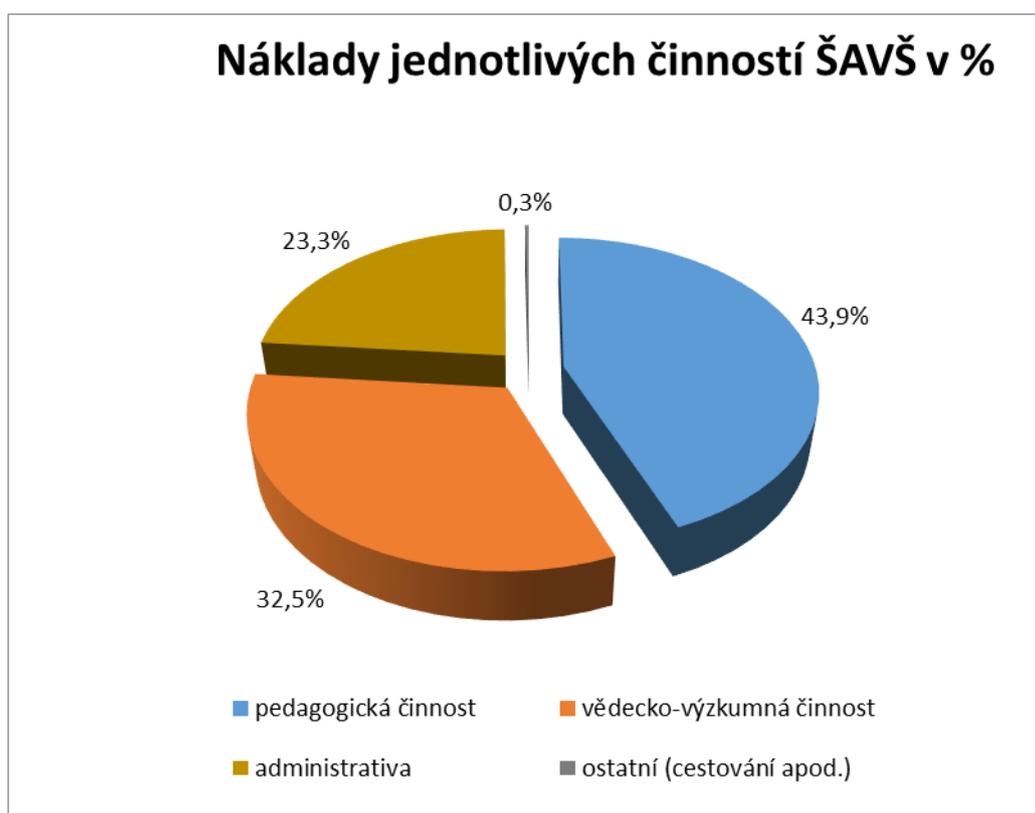
ŠKODA AUTO University did not hold any conferences in 2017.

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 Science Foundation and projects of other grant agencies as well as contractual research projects.

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 an ongoing tax optimisation, ŠKODA AUTO in cooperation with the auditing firm Deloitte 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 2017 is available in the following chart:



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 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 have a strong representation 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 is 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, statistics.

A compulsory part of Bachelor's degree programmes is a 20-week professional internship under the supervision of experts from the given field. Students of follow-on Master's programmes can select a three-month work placement as a part of the block of compulsory elective courses. Selected experts act as supervisors of final theses. In most cases, the defence of Bachelor Theses involves experts from the field.

Experts from the application sector involved in teaching, thesis supervision and internship supervision in accredited study programmes (numbers)

ŠKODA AUTO University	Teaching	Thesis supervision	Internship supervision
TOTAL	37	5	117

Fields of study that have at least one month of compulsory professional internship (numbers)

ŠKODA AUTO University	Number of fields	Number of students in these fields
TOTAL	4	854

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 either 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 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 university also has an internal regulation defining the distribution of income from intellectual property between the institution and its employees.

10.10 University activities on 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 element that contributes 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 city of Mladá Boleslav on creating strategic regional documents. 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 fact is also apparent in that more than 70% of its students come from other regions than Mladá Boleslav. In 2017, the share of international students remained stable – approximately 20% of students are of other than Czech nationality.

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

ŠKODA AUTO University has continued to focus on building a well-functioning network of cooperating partner higher education institutions within and beyond the EU. The international strategy of ŠKODA AUTO University in terms of cooperation with higher education institutions has a long-term focus on those partner universities that possess a well-developed network of contacts with major businesses, ideally in the automotive or other engineering industry.

At the same time, ŠKODA AUTO University has developed 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.

This trend continued in 2017. It was further reinforced and developed.

The basic criteria for the selection of international partners remain unchanged and are based on monitoring and evaluation of the following three criteria:

- 1) **Cooperating universities must focus on excellence in education;**
- 2) **Partners aim for similar areas of expertise in terms of composition of fields of study;**
- 3) **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.**

Our corporate international partners are leaders in the automotive industry 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 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.

Within the EU, we have reinforced cooperation with higher education institutions in neighbouring countries; in addition to student and academic mobility. We have also focused on other forms of cooperation such as long-term education and creative projects, summer schools and short-term activities. We continue to strengthen our relationships with existing partners.

In terms of cooperation with China, a contract for cooperation was signed with a new partner in Beijing; the student exchange programme continued with Tongji University. Chinese students on a study visit attended a practical internship in ŠKODA AUTO a.s. ŠKODA AUTO University students successfully participated in another semester study in China.

The project seminar **Europa im Wandel** successfully followed on the previous years in cooperation with Fachhochschule Münster, in Mladá Boleslav in April and in Münster in November. Over 300 students attended the seminar.

In 2017, the three-year Erasmus+ project **Green Solutions for Business and Industry** was completed. Six foreign higher education institutions participated in this project, with ŠKODA AUTO University as the coordinator. In addition to international project meetings, there was also a two-week winter school in March 2017, which was attended by students and academic personnel from all project countries. A final international conference was held at the end of May 2017.

In August 2017, an international summer school **Global Management in Automotive Industry** was held under the auspices of the departments of Logistics, Quality and Automotive Technology; Marketing and Management; Human Resources Management and Languages and Intercultural Competences. The attendants of this school came from India and Taiwan.

A great success is the involvement of ŠKODA AUTO University in the centralised EU project **Joint University Enterprise Learning**. This three-year project launched in October 2017 focuses on the cooperation of higher education institutions with the business sector, transfer of know-how between European and non-European institutions, reflection of employers' demands and better employment opportunities in the job market. The project is coordinated by University of Siena, Italy; and in addition to ŠKODA AUTO University other European partners include University of Kent, UK; Vilnius University, Lithuania and the EU-China Economics and Politics Institute, Czech Republic. Non-European partners include Nankai University, China; Nanjing University, China; UEH Ho Chi Minh, Vietnam and BUH University Ho Chi Minh, Vietnam.

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.

An integral part of internationalisation is the continued development of care for international students and their integration into studies and the 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, 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 sports 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 buddy system has contributed to this significantly. The support of stays abroad is offered not only to students but also to the staff of ŠKODA AUTO University.

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.

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.

International events in 2017:

- Participation at a conference in Sochi organised by a partner university KUBSU, Krasnodar, 25 – 28 Jan 2017
- Orientation week for foreign students (SS) 13 – 17 Feb 2017
- Europa im Wandel – project seminar with FH Muenster at ŠAVŠ 3 – 6 Apr 2017
- Lectures for MBA students from Leipzig Graduate School of Management at ŠAVŠ 21 Jun 2017
- Project meeting with colleagues from École d'Ingénieur-e-s, Sceaux-Troyes-Montpellier, France at ŠAVŠ 12 Jul 2017
- Summer School 2017 - Global Management in Automotive Industry 24 Jul – 4 Aug 2017
- Orientation week for foreign students (WS) 18 – 22 Sep 2017
- Bentley Days 11 – 13 Oct 2017 (including Bentley Alumni club)
- Visit of Porsche AG representatives at ŠAVŠ 11 – 13 October 2017
- Contact seminar Erasmus+ Seminar for Mediterranean countries: Rome, Italy, 17 – 19 Oct 2017

- Fair “China Education Expo”, negotiations at SEM and Technical Department of Beijing Tsinghua University, Beijing, China 18 – 23 Oct 2017
- International fair “Education and Career”, Moscow, RF, 20 - 22 Oct 2017
- Negotiations in Kiseljak on future cooperation with CEPS Centar za poslovne studije Kiseljak, FB&H 1 – 4 Nov 2017
- Erasmus+ anniversary celebrations
 - presentations of foreign students,
 - Erasmus+ café, Erasmus Info Day 14 – 15 Nov 2017,
 - Erasmus Info Day in Prague 21 Nov 2017,
 - International evenings

11.2 Participation in international education programmes, including mobility

In 2017, the following ŠKODA AUTO University academic personnel travelled abroad for educational mobility:

Lecturer: Ing. David Staš, Ph.D.

Location: Finland, Seinäjoki University of Applied Sciences

Date: 28 - 31 Mar 2017

Topic: Supply chain management, systems thinking

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

Location: Austria, University of Applied Sciences Upper Austria

Date: 08 - 11 Mar 2017

Topic: Marketing synopsis

Lecturer: Ing. David Holman, Ph.D.

Location: Finland, Seinäjoki University of Applied Sciences

Date: 28 - 31 Mar 2017

Topic: Sustainable management

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

Location: Finland, Seinäjoki University of Applied Sciences

Date: 30 Apr - 06 May 2017

Topic: International business and communication

Lecturer: doc. JUDr. Václav Šmejkal, Ph.D.

Location: Poland, University of Bialystok

Date: 22 May - 26 May 2017

Topic: Internal market of the European Union and its freedom

Lecturer: Mgr. Lenka Stejskalová, MBA

Location: Germany, Westsächsische Hochschule Zwickau

Date: 12 - 15 Jun 2017

Topic: International management and communication

Lecturer: doc. Ing. Pavel Mertlík, CSc.

Location: Germany, Westsächsische Hochschule Zwickau

Date: 12 - 15 Jun 2017
Topic: International management and communication

Lecturer: **Ing. Josef Bradáč, Ph.D.**
Location: Austria, University of Applied Sciences Upper Austria
Date: 03 - 06 Oct 2017
Topic: Automotive IT Systems 3

Lecturer: **doc. PhDr. Karel Pavlica, Ph.D.**
Location: Finland, Seinäjoki University of Applied Sciences
Date: 27 Nov - 01 Dec 2017
Topic: International business and communication

Lecturer: **PhDr. Martina Žáčková**
Location: Germany, Münster University of Applied Sciences
Date: 27 Nov - 02 Dec 2017
Topic: Interkulturelle Unterschiede, Kompetenzen

Lecturer: **Ioana Giurgiu, M.A.**
Location: Germany, Münster University of Applied Sciences
Date: 29 Sep - 06 Oct 2017
Topic: Intercultural communication, academic writing in English

Lecturer: **Ing. Martin Juhas**
Location: Finland, Seinäjoki University of Applied Sciences
Date: 30 Oct - 03 Nov 2017
Topic: Digital photography, electronic trap & history of IT

Lecturer: **Ing. David Holman, Ph.D.**
Location: Germany, Ostbayerische Technische Hochschule Regensburg
Date: 23 - 24 Nov 2017
Topic: Lean logistics and supply chain management in the automotive industry

Lecturer: **doc. Ing. Tomáš Krabec, Ph.D., MBA**
Location: Germany, Münster University of Applied Sciences
Date: 27 - 30 Nov 2017
Topic: Practical solutions to economic and intercultural questions

In 2017, cooperation continued or was established with the following foreign higher education institutions and organisations:

February 2017 – signing a bilateral E+ agreement with Aleksandras Stulginskis University (Lithuania)
March 2017 – signing a bilateral E+ agreement with Artevelde University College Ghent (Netherlands)
April 2017 – signing a Memorandum of cooperation with A. Baitursynov Kostanay State University (Kazakhstan)
April 2017 – signing a bilateral E+ agreement with Rosenheim University of Applied Sciences (Germany)
April 2017 – signing a bilateral E+ agreement with University of Sopron (Hungary)
May 2017 – signing a bilateral E+ agreement with MODRAGON UNIVERSITY (Spain)

July 2017 – signing a bilateral E+ agreement with CEPS Centar za poslovne studije Kiseljak (Bosnia a Herzegovina)
October 2017 – signing a bilateral E+ agreement with Instituto Politecnico do Porto (Portugal)
October 2017 – signing a bilateral E+ agreement with Universidade Portucalense Infante D. Henrique (Portugal)
October 2017 – signing a bilateral E+ agreement with Eberhard Karls Universität Tübingen (Germany)
November 2017 – signing a bilateral E+ agreement with EPF Graduate School of Engineering (France)
December 2017 – signing a bilateral E+ agreement with Alanya HEP University (Turkey)

Current partners of ŠAVŠ – higher education institutions, companies and organisations:

Higher education institutions:

Belgium

Artevelde University College, Ghent

Bosnia and Herzegovina

University College "CEPS - Centre for Business Studies" Kiseljak

Bulgaria

Technical University, Sofia

Denmark

VIA University College, Horsens

Finland

Seinäjoki University of Applied Sciences

France

EPF Graduate School of Engineering, Sceaux
BBA INSEEC - European Business School Bordeaux/Lyon/Paris

Croatia

University of Zagreb

Iceland

Reykjavik University

Italy

Marche Polytechnic University, Ancona
University of Sassari
University of Siena

Lithuania

Aleksandras Stulginskis University

Hungary

University of Sopron

Germany

Eberhard Karls Universität Tübingen
HHL Leipzig Graduate School of Management
Ostfalia University of Applied Sciences
PFH Private University of Applied Sciences
Regensburg University of Applied Sciences
Rosenheim University of Applied Sciences
Technical University Ingolstadt
University of Applied Sciences Amberg-Weiden
University of Applied Sciences Aschaffenburg

University of Applied Sciences Dresden
University of Applied Sciences Koblenz
University of Applied Sciences Münster
University of Applied Sciences Zwickau

Norway

Aalesund University College

Poland

University of Bialystok
University of Economics in Katowice
University of Lodz
University of Szczecin
Wroclaw School of Banking
Wroclaw University of Economics

Portugal

Polytechnic Institute of Porto
Portucalense University Infante D. Henrique
Instituto Politécnico do Cávado e do AVE

Austria

University of Applied Sciences Upper Austria
University of Applied Sciences of WKW

Romania

Universitatea Babes-Bolyai

Greece

Technological Educational Institute of Athens

Slovakia

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

Slovenia

University of Maribor

Spain

Mondragon University, Arrasate

Turkey

Alanya HEP University
Isik University
Sakarya University

Partner companies:**China**

Audi China
Volkswagen Shanghai
Volkswagen China

India

Volkswagen Pune

Germany

Audi
Skoda Auto Deutschland
Volkswagen Deutschland
Porsche AG

Poland

Volkswagen Poland

Russia

Volkswagen Russia

Slovakia

Skoda Auto Slovakia
Volkswagen Slovakia

Slovenia

Porsche Ljubljana

United Kingdom of Great Britain and Northern Ireland

Bentley Motors
Skoda Auto United Kingdom
Volkswagen UK

Ireland

Volkswagen Ireland

Spain

GRAN HOTEL SOL NET
Seat
VW-AUDI Espana

Sweden

Volkswagen Sweden

Foreign teachers and other experts who came to ŠKODA AUTO University in 2017:

Lecturer: Miia Koski

Home institution: Seinäjoki University of Applied Sciences, Seinäjoki, Finland

Date: February 2017

Topic: Social communication

Lecturer: Iurii Chepurko

Home institution: Kuban state University, Krasnodar, Russia

Date: April 2017

Topic: Negotiation of the partnership and a future collaboration

Lecturer: Evgenia Rotaj

Home institution: Kuban state University, Krasnodar, Russia

Date: April 2017

Topic: Negotiation of the partnership and a future collaboration

Lecturer: Osmo Mäkiniemi

Home institution: Seinäjoki University of Applied Sciences, Seinäjoki, Finland

Date: May 2017

Topic: Information systems

Lecturer: Cory Isaacs

Home institution: Seinäjoki University of Applied Sciences, Seinäjoki, Finland

Date: October 2017

Topic: Social stereotypes and communication

Lecturer: Bob Humphries

Home institution: Bentley UK

Date: October 2017

Topic: Presentation of Bentley Motors Ltd., workshop “How to write a CV”, “How to prepare for a job interview”

Lecturer: Shane Burrows

Home institution: Bentley UK

Date: October 2017

Topic: Presentation of Bentley Motors Ltd., workshop “How to write a CV”, “How to prepare for a job interview”

Lecturer: Dominik Hoerig

Home institution: Porsche Stuttgart

Date: October 2017

Topic: Presentation of the Porsche Company and negotiations of future cooperation in student mobility

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	4												4
Number of outgoing students	51											3	54
Number of incoming students	29											2	31
Number of outgoing academic personnel	13											2	15
Number of incoming academic personnel and experts	2												8
Number of other outgoing personnel	0											2	2
Number of other incoming personnel	2											3	3

11.3 Participation in international research and development programmes, including mobility

Participation in international research and development programmes				
ŠKODA AUTO University	H2020/ 7th Framework Programme of the EC			TOTAL
	TOTAL	Of which Marie-Curie Actions	Other	
Number of projects				
Number of outgoing students*				
Number of incoming students*				
Number of outgoing academic and research personnel***				
Number of incoming academic and research personnel***				
Subsidies in thousand CZK				

In 2017, the university did not participate in international programmes of the above type.

11.4 Mobility of students and academic personnel by country

Mobility of students, academic personnel, experts and other employees by country				
ŠKODA AUTO University	Number of students		Number of academic personnel, experts and other employees	
	Outgoing	Incoming	Outgoing	Incoming
Belgium			2	
Bosnia and Herzegovina			2	
China	3	2	2	
Finland	3	7	7	3
Croatia		2		
Iceland	1			
Italy		6		
Germany	17		6	1
Poland	1			
Austria	6	2	2	
Russia	2	7	2	2
Greece	1			
Spain	3			
Sweden	1			
Turkey		5		
United Kingdom	16			2
TOTAL	54	31	23	8

12 Quality assurance and evaluation of activities

12.1 Internal evaluation of quality at ŠKODA AUTO University

In connection with the entering into force of Act No. 137/2016 Coll. (the so called “major” amendment to Act No. 111/1998 Coll., on Higher Education Institutions), ŠAVŠ prepared updates of all its internal regulations as well as new internal regulations applying the new provisions of the Higher Education Act. All new and amended internal regulations were registered with the Ministry of Education, Youth and Sports in August 2017. In terms of quality assurance and evaluation of implemented documents, the key point was to prepare, register and apply the Rules of the Quality Assurance System for Educational, Creative and Other Related Activities and the internal quality evaluation of educational, creative and other related activities (hereinafter quality assurance rules).

Quality assurance rules define the system of quality assurance, evaluation processes and responsibilities. They also define the structure of the Report on Internal Quality Assessment of Educational and Creative Activities and Related Activities. Another important milestone in building the quality assurance system was the establishment of the Board for Internal Evaluation in May 2017. The board composition is defined in section 1.1

Based on the quality assurance rules, the 2017 Report on internal quality assessment of educational and creative activities and related activities was prepared in the second half of the year.

The report is divided into sections dealing with the different activities of ŠAVŠ:

- Strategic management
- Educational activities in accredited study programmes
- Lifelong learning
- Productive activities
- Third role
- Support activities

Each area has a set of defined standards, a set of standard indicators and their fulfilment, a methodology of evaluation and current evaluated level of their fulfilment in the form of a three-level scale; complete fulfilment, partial fulfilment and no fulfilment. The evaluation of fulfilment level of most of the standards is followed by a set of measures and development goals with deadlines (these are based on applicable strategic development documents of ŠAVŠ) adopted to ensure the fulfilment of the relevant standard in the next period. The Board for Internal Evaluation approved the report at the beginning of 2018.

Following the evaluation of the fulfilment levels of the different standards and adoption of appropriate measures and development goals for the majority of standards, a summary table was prepared that is used by different academic officials and other senior staff and bodies and boards (e.g. Rector's advisory board, academic meeting, operations meeting) in their everyday management activities. This summary table will also be used by the Board for Internal Evaluation when preparing annual amendments of the report and for the next report which is anticipated for 2022. This table implies that out of the 107 defined standards, 88 are fulfilled completely and 19 partially. No standard was evaluated as unfulfilled.

The main findings of the report are summarised in its final section – the SWOT analysis. The following is an overview of main strengths and opportunities for improvement identified by the report:

Strengths

Institutional environment

Mission and strategy of the university

Ensuring and evaluating the compliance of study programmes with the current state of knowledge and the mission, strategic plan and other strategic documents of the university and the programme type and profile

Ensuring and evaluating the relevance of study programme content in practical use

Ensuring and evaluating the fulfilment of the graduate profile of study programmes

Ensuring and evaluating quality of staffing of study programmes, including the efficiency of use of human resources

Ensuring and evaluating quality of organisation of study programmes, including the feedback of students and academics

Ensuring and evaluating achievement of defined learning outcomes at the level of study programmes and individual courses

Evaluation of content of study programmes and direct teaching based on the feedback of graduates of the university, evaluation of graduate employment

Ensuring and evaluating the quality of professional internship, if included in the given study programme, including feedback from students and internship providers

Ensuring and evaluating quality of the international aspect / internationalisation of study programmes

Ensuring and evaluating the relevance of creative activities for practical application

Ensuring and evaluating quality of cooperation with employers

Ensuring and evaluating quality of management and administration of the university

Ensuring and evaluating quality of the use of financial resources

Ensuring and evaluating quality of information systems, information and advisory services

Weaknesses (opportunities for improvement)

Ensuring and evaluating quality of work with talented students

Ensuring and evaluating quality of staffing of creative activities and growth of the qualification of academics

Ensuring and evaluating quality of creative activities of students focusing on the degree of involvement of students in the creative activities of the university

Ensuring and evaluating excellence of creative activities – evaluation of the most significant results achieved

Ensuring and evaluating quality of the use and development of human resources

Ensuring and evaluating quality of support for students in terms of accommodation and catering

Ensuring and evaluating quality of support for students with specific needs

Study field boards were an important participant in the quality assurance system of ŠAVŠ in 2017. As part of the above-mentioned amendment of internal regulations and as a response to the new rules of study programme accreditation, study programme boards were newly established.

At the end of 2017, the university applied for accreditation of a professionally oriented Bachelor's study programme in Czech language, Economics and Management, with study plans (specialisations) in Business Administration, Financial Management, Logistics and Quality management, Human Resources Management; and for accreditation of an academically oriented follow-on Master programme in Czech language International Marketing, Finance in International Business, Management of International Supply Chains and International Business and Law. These innovated

study programmes will replace the current fields of study after their accreditation expires. At the same time, the above-mentioned study programme boards will replace the existing study field boards.

12.2 External quality assessment

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

At the end of 2017, the university applied for accreditation of a professionally oriented Bachelor's study programme in Czech language, Economics and Management, with study plans (specialisations) in Business Administration, Financial Management, Logistics and Quality Management, Human Resources Management; and for accreditation of an academically oriented follow-on Master programme in Czech language International Marketing, Finance in International Business, Management of International Supply Chains and International Business and Law. These innovated study programmes will replace the current fields of study after their accreditation expires.

The decisions of the National Accreditation Bureau on these applications were issued during 2018. Accreditation of the Bachelor's degree programme Economics and Management for a period of 10 years, accreditation of the follow-on Master's degree programme Economics and Management for a period of five years, which can be considered a very positive result of external evaluation.

In 2017, the university submitted a review report on the teaching spaces of the Prague branch to the National Accreditation Bureau. This report was registered.

No other evaluations were performed by the National Accreditation Bureau in 2017.

ŠKODA AUTO University obtained the institutional international accreditation ACBSP in 2014. The accreditation was awarded with five so-called notes, which are recommendations for improvement. ŠKODA AUTO University has started work on activities that will result in removal of these notes. In 2016, the first inspection report was submitted based on the required accreditation criteria, a so-called Quality Assurance Report. Based on this report, the commission removed three notes related to Standard 5, focus on faculty and staff, and Standard 6, focus on process management of education and operations. During 2017, measures were implemented aimed at removing more notes in 2018.

Based on the assessment of adherence to accreditation standards, especially the composition, course and staffing, the ACBSP Commissioner Board approved in April the addition of the MBA programme Global Management in Automotive Industry to accredited study programmes. Accreditation of the MBA programme was granted until 2024. The MBA programme was also successfully re-accredited with the Czech Association of MBA Schools (CAMBAS) in September 2017. Re-accreditation of the MBA programme was granted until 2028.

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 Centre Teachers at Higher Education Institutions	Member
European Confederation of Language Centres in Higher Education (CercleS)	Member
Czech and Slovak Association of Language Centre Teachers at Higher Education Institutions (CASAJC)	Member
Czech Logistics Association	Member
GNSS Centre of Excellence	Member
Lean & Green Czech	Member
CAMBAS	Member

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 Centre Teachers at Higher Education Institutions (CASAJC)
Association of Teachers of English of the Czech Republic (ATECR)

PhDr. Martina Žáčková

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

Mgr. Pavlína Příbramská

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

Mgr. Jana Stará

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

doc. Ing. Eva Jarošová, CSc.

Technical Standardisation Committee TNK 4 (Application of Statistical Methods) UNMZ (Institute for Standards, Measurements and Testing)
Czech Statistical Society
Czech Society for Quality

prof. Ing. Radim Lenort, Ph.D.

GNSS Centre of Excellence (guarantor of institutional membership of ŠAVŠ)
Czech Logistics Association (guarantor of institutional membership of ŠAVŠ)
Chamber of Logistic Auditors (individual membership)

Slovak Logistics Society (individual membership)

prof. Ing. Otto Pastor, CSc.

Project Management Association

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. Josef Bradáč, Ph.D.

Czech Society for Mechanics
Czech Society for New Materials and Technology
Czech Society for Quality

doc. JUDr. Václav Šmejkal, Ph.D.

Czech Association for European Studies
Czech Society of International Law
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.

JUDr. Petr Frischmann, Ph.D.

Czech Bar Association
Arbitration Court of the Czech Economic Chamber and Czech
Agricultural Chamber
Editorial board member of Culturologia journal

JUDr. Jiří Valdhans, 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)
Observatory on the Practical Protection of Taxpayers' Rights
Women in Tax Law

prof. Ing. Jiří Strouhal, Ph.D.

Association of International Accountants (member)
Union of Accountants Prague (chairman of the audit committee of the association)
Union of Accountants of the Czech Republic (accounting expert)
Chamber of Certified Accountants of the Czech Republic (president)
Chamber of Auditors (non-member, reviewer of the exam Financial Accounting I)
Member of the Scientific Board of the Publisher at the Tomáš Baťa University in Zlín
Editorial board member of International Advances in Economic Research (SCOPUS, ISI Web of Science – Emerging Sources)
Editorial board member of Central European Business Review (SCOPUS)
Editorial board member of Journal of Competitiveness (ISI Web of Science – Emerging Sources)
Editorial board member of International Journal of Entrepreneurial Knowledge (ERIH+)

doc. Ing. Jiřina Bokšová, Ph.D.

Chamber of Auditors of the Czech Republic (examination commissioner and lecturer)
Member of a five-member Advisory Board of the Minister of Justice for economics

doc. PhDr. Karel Pavlica, Ph.D.

IACCM, i.e. International Association of Cross-Cultural Competence and Management, WU Wien
Editorial board member of "Scientia et Societas" journal
Member of Czech Association of Labour and Organisation Psychologists

PhDr. Ingrid Matoušková, Ph.D.

Editorial board member of Studies of Socio-Economics and Humanities, printed and digital (ERIH+)
Member of Consortium for Security Research Projects
Member of Association of Forensic Psychologists of Bohemia, Moravia and Silesia
Member of Czech Association of Labour and Organisation Psychologists
Member of the Association of Managers and Entrepreneurs of Central Bohemia

doc. Ing. Jana Přikrylová, PhD.

International Chamber of Commerce, Paris
Marketing and Advertising Section

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

Editorial board member of Marketing Science & Inspiration
Member of Bylaws Committee of Accreditation Council for Business Schools and Programs
Member of CMBAS Review 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
Editor of journals Contemporary Europe and the Czech Republic, Acta VSFS and European Scientific Journal
Newton College Academic Board, SAVS
Member of the Czech Economic Society
National Accreditation Bureau for higher education, evaluator, Economic Sciences

Mgr. Pavel Neset, Ph.D.

Institute for Certification of Accountants (exam commissioner for Management Economics)
National Accreditation Bureau for higher education, evaluator, Economic Sciences

doc. Ing. Pavel Mertlík, CSc.

Member of the Scientific Council of the Czech Banking Association
Member of the Czech Economic Society

doc. Ing. Vladislav Flek, CSc.

Member of the Scientific Council of the Czech Banking Association
Field evaluation panel (OVHP), field of economics, R&D Council, member
Member of EUROTEAM expert team - European Commission, DG ECFIN

doc. Ing. Jan Fábry, Ph.D.

Member of the Czech Society for Operational Research

prof. Ing. Josef Jílek, CSc.

Member of Standing Committee on Accounting, Reporting and Auditing (SCARA) with the European Banking Authority (EBA) in London
Member of Corporate Reporting Standing Committee (CRSC) with the European Securities and Markets Authority (ESMA) in Paris
Member of LTG Project Group with the European Insurance and Occupational Pensions Authority (EIOPA) in Frankfurt am Main

prof. RNDr. Václava Pánková, CSc.

Czech Econometric Society
Czech Society of Operational Research

Ing. Václav Žďárek, MSc., Ph.D.

Member of the Czech Economic Society
Member of the Royal Economic Society
Member of the European Economic Association

Ing. Drahošlav Dvořák, Ph.D

Project Management Institute – Czech Republic

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 unites more than 600 business economics higher education institutions in dozens of countries. ŠKODA AUTO University obtained the ACBSP accreditation in 2014.

Based on the assessment of adherence to accreditation standards, especially the composition, course and staffing, the ACBSP Commissioner Board approved in April the addition of the MBA programme Global Management in Automotive Industry to accredited study programmes. Accreditation of the MBA programme was granted until 2024.

14 Conclusion

In 2017, the university worked in accordance with the long-term strategy document *Development Strategy of ŠAVŠ until 2025*, which was approved in 2016 by the founder of ŠKODA AUTO University, the company ŠKODA AUTO a.s., including the financing of the university until 2021. This new strategic document confirms and develops the strategic goals of ŠAVŠ defined in the Long-term Plan for Educational, Research, Scientific, Development and Innovative and Other Creative Activities of ŠKODA AUTO University for the period 2016 – 2020 and sets new ambitious goals for 2025.

In 2017, doc. Ing. Pavel Mertlík, CSc. held the combined position of Rector and Director of ŠAVŠ.

In 2017, 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 Business Administration and Operations, Logistics and Quality Management and Business Administration and Human Resources Management in full-time mode. A total of 257 students enrolled for studies in the 1st year of Bachelor studies. Compared to the previous year, the number of newly enrolled students increased by almost 10%.

Starting in the winter semester 2017/2018, Business Administration and Human Resources Management was also taught in the Prague branch.

The English programmes Business Administration and Sales and Business Administration and Financial Management 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, Business Administration and Operations and in full-time mode in the accredited field of study Law in the Global Business Environment. A total of 91 new students enrolled for studies throughout the 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.

In 2017, the follow-on Master's degree programme Business Administration and Operations was also offered in the Prague branch.

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 2017 increased slightly compared with the previous year to 1,068 as of 31 December.

At the end of the year, the university applied for accreditation of a professionally oriented Bachelor's study programme in Czech language, Economics and Management, with study plans (specialisations) in Business Administration, Financial Management, Logistics and Quality management, Human Resources Management; and for accreditation of an academically oriented follow-on Master programme in Czech language International Marketing, Finance in International Business, Management of International Supply Chains and International Business and Law. These innovated study programmes will replace the current fields of study after their accreditation expires.

ŠKODA AUTO University had 198 graduates in 2017, of which 146 graduates obtained the Bachelor degree (Bc.) and 52 graduates obtained the engineer degree (Ing.).

The personnel needs of study programmes in 2017 remained stable and given the size of the university, they provided a guarantee of individual approach and intensive contact with students. The share of courses taught by academic personnel with full-time contracts continued to grow, as this group dominates the roles of lecturers and coordinators in more than 90% of courses in the curricula.

New project applications were again submitted to the Czech Science Foundation in 2017. Unfortunately, none of them was awarded grant support. Work continued on projects under SGS.

Research activity in applied and oriented research continued to develop in 2017. The project Green Solutions for Business and Industry funded by the Erasmus+ programme was successfully completed.

The extensive international project JEUL (Joint Enterprise University Learning) received support from the Erasmus+ programme. ŠAVŠ is involved in the project together with seven other institutions from Italy, the UK, Lithuania, China and Vietnam.

In 2017, ŠKODA AUTO University received support for two projects under the OP VVV, however, the support could not be accepted by the university due to the rules of the VW group.

In 2017, 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. New bilateral agreements were concluded with new partner universities.

A total of 117 students of the third year of the Bachelor's degree study programme took their internships between September 2017 and February 2018. Almost half of them worked in ŠKODA AUTO a.s., and 19 students travelled to work abroad.

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

The presented annual report provides information on the activities of ŠKODA AUTO Vysoká škola o.p.s. for the year 2017.

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, 14 June 2018