



# 2018 Annual Report

Main part



June 2019

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 (hereinafter referred to as the "PHEI"):

**ŠKODA AUTO VYSOKÁ ŠKOLA o.p.s.**

Name of the higher education institution in English

**ŠKODA AUTO University**

Abbreviation used by the PHEI:

**ŠAVŠ**

Registered address of ŠAVŠ:

Na Karmeli 1457  
293 01 Mladá Boleslav  
Central Bohemian Region

Phone: **+420 326 823 024**

www: [www.savs.cz](http://www.savs.cz)

Address of ŠAVŠ branch:

Ekonomická 957  
140 00 Prague 4  
Prague

Address of the PHEI:

Type of higher education institution: **non-university**

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

**4<sup>th</sup> April 2000, ref. no. MSMT-16493/2000-30 for ŠKODA AUTO a.s. Vysoká škola**  
**23<sup>rd</sup> March 2013, ref. no. MSMT-11008/2013-30 for ŠKODA AUTO VYSOKÁ ŠKOLA o.p.s.**

Reg. no.: **29142890**

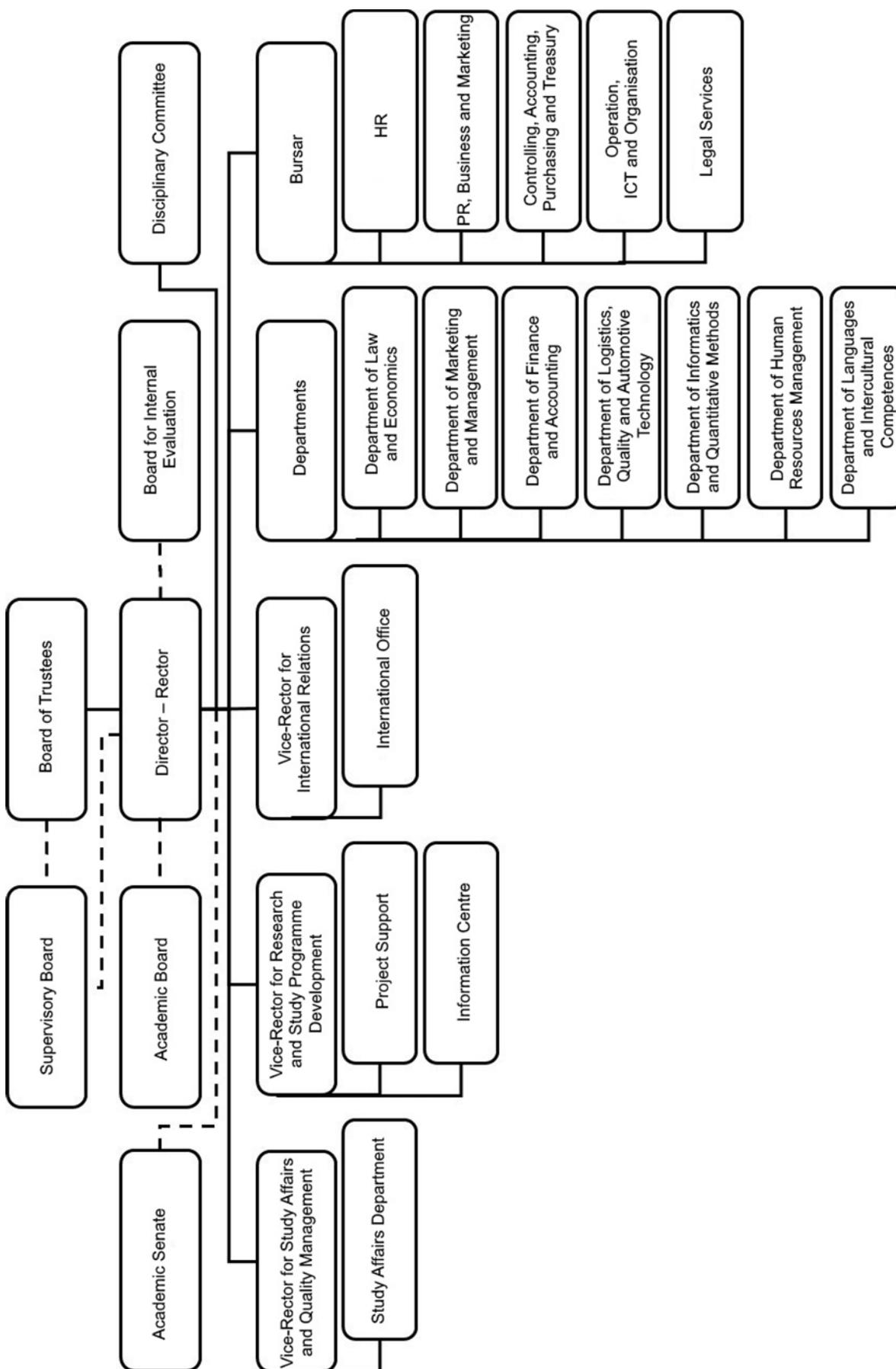
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Highest official of the PHEI:

**Director – authorised representative of the 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**



From its inception in 2000 until 2012, 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 26<sup>th</sup> 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 in a new type of legal entity, i.e. an o.p.s. (a public service company).

Operation as the new type of legal entity began on 1<sup>st</sup> September 2013.

The administrative bodies of the University as an o.p.s. 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 – 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 is appointed upon recommendation of the Academic Board and one third upon recommendation 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 2018, the above mentioned administrative and self-governing bodies were staffed as follows:

#### **Board of Trustees**

Ing. Bohdan Wojnar	Chairman of the Board
Dipl.-Wirt.- Ing. Dieter Seemann	Member
Dipl.-Ing. Matthias Bursig	Member (until 30/11/2018)
Dipl.-Ing. Klaus-Dieter Schürmann, MBA	Member (from 1/12/2018)

#### **Supervisory Board**

Mgr. David Kavan	Chairman of the Board
Dipl.- Ing. Carsten Brandes	Member
Ing. Dana Němečková, MBA	Member (until 30/11/2018)
Dipl.-Kff. Anke Bujara	Member (from 1/12/2018)

#### **Director – Rector**

doc. Ing. Pavel Mertlík, CSc.

The Rector is in charge of 3 Vice-Rectors: Vice-Rector for Research and Study Programme Development, the Vice-Rector for Study Affairs and Quality Management, the Vice-Rector for International Relations, and also the Bursar 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, and 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 organisation units of the University are the departments, creating space not only for education, but also for creative activities and the University's third role.

### Academic Board

The Academic Board saw changes in its composition during 2018. Mgr. Pavel Neset, Ph.D. and Ing. Jana Šrámová were appointed as members of the academic board of 20/8/2018. In the academic board, they replaced Ing. Dana Němečková, MBA, who ended her membership on 11/5/2018 and Ing. Bohdan Wojnar, who ended his membership on 30/6/2018.

As of 31<sup>st</sup> December 2018, the Academic Board 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.
Ing. Josef Bradáč, 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.	ŠKODA AUTO VYSOKÁ ŠKOLA O.P.S.
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.
Mgr. Pavel Neset, 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 Příkladová, Ph.D.	ŠKODA AUTO VYSOKÁ ŠKOLA O.P.S.
Mgr. Lenka Stejskalová, MBA	ŠKODA AUTO VYSOKÁ ŠKOLA O.P.S.
Prof. Ing. Stanislav Šaroch, 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.
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. Jaroslav Machan, CSc.	Czech Technical University
Prof. Ing. Jindřich Soukup, CSc.	University of Economics
Ing. Jana Šrámová	ŠKODA AUTO a.s.

### Board for Internal Evaluation

The Board for Internal Evaluation changed its composition in 2018. Doc. Ing. Jiřina Bokšová, Ph.D. was replaced by doc. Ing. Romana Čížinská, Ph.D on 23/3/2018.

As of 31<sup>st</sup> December 2018, the Board for Internal Evaluation had the following composition:

Doc. Ing. Pavel Mertlík, CSc.	Chairman
Doc. Ing. Stanislav Šaroch, Ph.D.	Vice-Chairman
Doc. Ing. Romana Čížinská, Ph.D.	Member – upon recommendation of the Academic Senate
Doc. Ing. Radim Lenort, Ph.D.	Member – upon recommendation of the Academic Board
Doc. Ing. Jana Přikrylová, Ph.D.	Member – upon recommendation of the Academic Senate
Bc. Lukáš Paták	Member – upon recommendation of the Academic Senate, student
Mgr. Lenka Stejskalová, MBA	Member – upon recommendation of the Academic Board
Doc. Ing. Pavel Štrach, Ph.D. et Ph.D.	Member – upon recommendation of the Academic Board
Mgr. Petr Šulc	Member

### Academic Senate

There were no changes to the composition of the Academic Senate in 2018. As of 31 December 2018, the Academic Senate had the following composition:

The Chamber of Academic Staff	
Doc. Ing. Jana Přikrylová, Ph.D.	Chairman
Doc. Ing. Jiřina Bokšová, Ph.D.	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 Czech higher education institutions

Organisation	Representative	Position in the representation body
Czech Rectors Conference	Doc. Ing. Pavel Mertlík, CSc.	
Higher Education Council	Mgr. Petr Šulc	Vice-Chairman, Member of the 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. It closely and systematically cooperates with ŠKODA AUTO a.s. and other major partners in the manufacturing and non-manufacturing sectors, in particular the automotive industry. As a 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 through the presence of the academic community as a centre of education, 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 until 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 scientific outcomes 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 are undertaken 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 network of partner institutions to build double degree programmes and prepare for doctoral studies. Expanding the partner 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 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 of part-time and distance modes of study using a 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 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 the 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.

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 2018**

There were no changes in the internal regulations of the University in 2018.

#### **1.5 Provision of information under Section 18 of the Act 106/1999 Coll., on Free Access to Information**

In 2018, the University did not receive any requests for the provision of information under Section 18 of the Act 106/1999 Coll., on Free Access to Information.

## 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	4	3	4	3	14
<b>TOTAL</b>		4	3	4	3	14

Programmes in a foreign language are also included. In 2018, all study programmes listed in the table above were described using the learning outcomes method in accordance with the Framework of Qualifications of Higher Education in the Czech Republic.

### 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	2	1	2	1	6
<b>TOTAL</b>		2	1	2	1	6

In 2018, all study programmes listed in the table above were described using the learning outcomes method in accordance with the Framework of Qualifications of Higher Education in the Czech Republic.

### 2.3 Double degree study programmes

Double degree study programmes	
<b>ŠKODA AUTO University</b>	
<b>Study programme title</b>	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 semesters
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 3 students per year from each one. Students take 6 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 their 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 <sup>st</sup> December 2018	0

Joint/Double/Multiple degree study programmes	
<b>ŠKODA AUTO University</b>	
<b>Study programme title</b>	Double degree programme of follow-on Master's degree programmes Marketing Management in the Global Environment (ŠAVS) 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
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 each university. Students take 3 semesters at their home university and 1 exchange semester at the partner university. The structure of courses in the semester at the partner university is defined in a contract between the two institutions.
Issue method for Diploma and Diploma Supplement	Successful programme graduates receive a diploma and diploma supplement at the home university as well as a diploma at the partner university.
Organisation of student exchanges	Exchanges of students are for 1 semester with the support of the Erasmus+ programme
Number of active studies as of 31 December 2018	3

Joint/Double/Multiple degree study programmes	
<b>ŠKODA AUTO University</b>	
<b>Study programme title</b>	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 semesters
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 each one. Students take 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	Students take 2 semesters on exchange with the support of the Erasmus+ programme
Number of active studies as of 31 December	0

## 2.4 Accredited study programmes offered outside the registered office of the University in cooperation with another university or college

In 2018, ŠKODA AUTO University offered the follow-on Master's study programme Economics and Management in full-time mode and the fields of study Business Administration and Human Resources Management and Business Administration and Financial Management as part of the Bachelor's degree programme Economics and Management at its branch in Prague. The staffing is identical to the main office of the school. Since the winter semester of the academic year 2018/2019, teaching in the branch took place in the newly rented premises in the building of the University of Economics on Ekonomická Street in Prague.

In 2018, ŠKODA AUTO University did not engage in any joint study programmes with another higher education institution based in the Czech Republic.

In 2018, ŠKODA AUTO University did not implement any study programmes together with a higher vocational school.

## 2.5 Credit system, application of the learning outcomes methods

ŠKODA AUTO University uses a 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 1 credit is set at 28 hours. The study workload for one semester is 30 credits. In the Bachelor's degree programme Economics and Management accredited under legislation valid until 2016, at least 180 credits must be acquired for the entire study; in the newly accredited professional Bachelor's degree programme Economics and Management, it is 210 credits, with 30 credits awarded for completing an internship. In the follow-on Master's degree programme Economics and Management, it is at least 120 credits for the entire study. Credits are assigned with classification, i.e. examination or marked credit test, and without classification, i.e. a credit test. Bachelor's as well as follow-on Master's degree programmes are concluded with a final state examination, which includes the 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 within 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, better linking their assessment with classification, setting up more detailed evaluation of their achievement and creating a feedback system for students on their achievements. The process described above was fully completed during 2018. Learning outcomes are determined for each course

using a uniform methodology. The final assessment in individual courses is expressed using the marks 1 – excellent, 2 – very good, 3 – good, 4 – failed and also a percentage expressing the fulfilment of requirements. In addition, each course has a formative assessment of achieving the individual learning outcomes. Students therefore get detailed feedback on their work in the course. Evaluation of the learning outcome takes place with full support of the Academic Information System (hereinafter referred to the “AIS”), which also makes the results available to students.

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.

## 2.6 Other educational activities outside the accredited study programmes

### 2.6.1 Lifelong learning courses

The system of lifelong learning courses offers for the corporate sector and the public is built on the expert potential of the academic personnel of the University. The course offering is continuously updated.

In 2018, ŠKODA AUTO University organised the following courses under the lifelong learning programme:

Course title	Number of participants	Scope
Preparatory Course in Mathematics	26	30h
New Materials and Technologies Used in Car Construction	20	7h
Speaking and Rhetoric	13	16h
Optimisation in Transport	7	8h
Development of the Modern Automobile	14	7h
Intercultural Management	10	8h
Effective Communication and Cooperation in Organisations	10	8h
Effective Business Negotiations and Contracts	7	7h
Business Logistics	11	3h
Principles of TPM – Total Productive Maintenance	11	8h
New Trends in the Automotive Industry	12	3h
Basic Prerequisites of Successful Project Management	6	4h
Innovative Trends and Inspirational Real-life Examples of Supply Chain Management	9	16h
Intercultural Management	8	8h
Quality Management in the Automotive Industry	10	3h
Life and Work in CZ	2	8h
MBA Programme: Global Business in the Automotive Industry	13	224h

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									
natural sciences	11-18					1			1	
technical sciences	21-39	4							4	
economics	62, 65	10	2	1					13	
<b>TOTAL</b>		14	2	1		1			18	

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									
natural sciences	11-18					26			26	
technical sciences	21-39	62							62	
economics	62, 65	82	22	13					117	
<b>TOTAL</b>		144	22	13		26			205	

### Lifelong Learning Programme - Global Business in Automotive Industry

As a part of professional lifelong learning, ŠKODA AUTO University started an MBA programme "Global Business in the Automotive Industry" in March 2018. The study programme is accredited by CMBAS (Czech Association of MBA schools) and ACBSP (Accreditation Council for Business Schools and Programs). The MBA programme is organised under the auspices of, and in the premises of, the German-Czech Chamber of Industry and Commerce on Wenceslas Square in Prague. Another partner of the programme is AutoSAP – Automotive Industry Association. The MBA programme is taught entirely in English by top-ranked lecturers from the Czech Republic and abroad. The MBA study is designed for working professionals in the automotive industry, graduates of at least a Bachelor's degree programme. 13 participants started their studies in March 2018.

### 2.6.2 Discussion forums and other professional events organised by ŠKODA AUTO University in 2018:

Date	Name	Speakers
17/01/2018	RESEARCH OPEN DAY - 8th year (all-day series of lectures)	doc. J. Bokšová Ing. J. Horák Ing. E. Jadrná doc. J. Příkrylová Ing. D. Holman Ing. D. Staš doc. J. Fábry
26/03/2018	Agile project management	P. Mašek, O. Shelongová, Česká spořitelna a.s.
03/04/2018	Production planning in ŠKODA AUTO a.s.	R. A. Villagomez, ŠKODA AUTO a.s.
09/04/2018	E-Kanban and its practical application	V. Dolejšová, EP – Manufactus GmbH
19/04/2018	The euro and the Czech Republic: is it a good time to adopt the single European currency?	Z. Čech T. Kozelský S. Šaroch,
24/04/2018	International trade agreements and the future of the EU	Jan Michal, Secretariat-General of the European Commission
11/05/2018	The role of the automotive industry in the EU economy – the present, trends and perspectives	Tomáš Kozelský, Česká spořitelna and ŠAVŠ
25/05/2018	National Convention on the EU: Internal market as a tool of convergence	S. Šaroch, J. Malý, ŠKODA AUTO University
03/10/2018	Conference – Integrated Engineering in Industrial Enterprise Management	19th year – Intelligent production in the digital economy
25/10/2018	<b>Procurement within an automotive global player</b>	D. Seemann, Member of the Board of ŠKODA AUTO a.s. for procurement
26/10/2018	The question of adopting the euro in the Czech Republic	Marek Mora, Member of the Bank Board of CNB
15/11/2018	Draft of the EU budget for the period 2021–2027: discussion, disagreements, consequences for the Czech Republic	Discussion forum in cooperation with the European Movement in the Czech Republic and Friedrich Ebert Stiftung
3–5/12/2018	8TH CARPATHIAN LOGISTICS CONGRESS in Prague	conference in cooperation with TANGER

### 2.6.3 Internships

Professional internships are a mandatory part of Bachelor's degree study programmes. Their 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		Number	Internship location		Number
ŠKODA AUTO	Area G (management, PR)	5	Group makes	Bentley Motors United Kingdom	3
	Area P (manufacturing, logistics)	21		Volkswagen AG	1
	Area B (purchasing)	7			
	Area E (technical development)	7			
	Area V (sales, marketing)	18			
	Area F (finance and IT)	4			
	Area S (HR)	17			
<b>ŠKODA AUTO total</b>		<b>79</b>	<b>Group makes total</b>		<b>4</b>
External companies	partner companies	10	Other foreign companies:	Agrotechservice LLC	1
	other	26			
<b>External domestic companies total</b>		<b>36</b>	<b>External foreign companies total</b>		<b>1</b>
<b>Domestic total</b>		<b>115</b>	<b>Foreign total</b>		<b>5</b>

In the academic year 2018/2019, a total of 120 students took their compulsory internships.

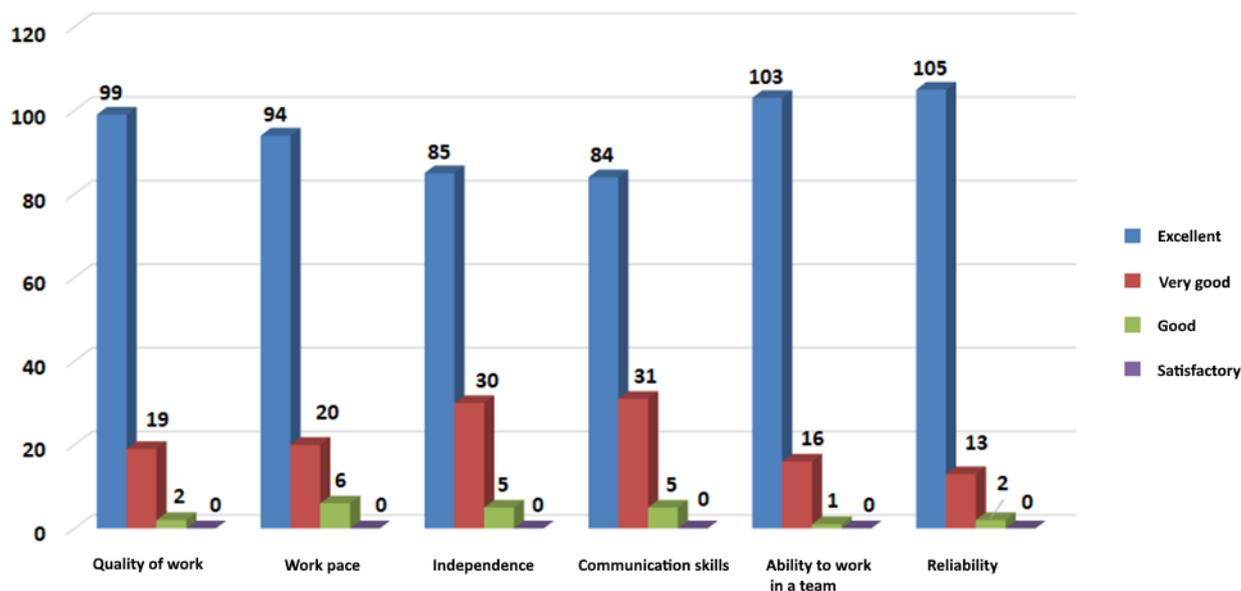
Based on their own choice, students take their internships in ŠKODA AUTO a.s., a partner company in the Czech Republic or abroad, mainly within the VW Group. All makes of the VW Group have an elaborate internal system of student internships, providing a guarantee of quality content of internships for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

Feedback after completed internships is provided in the form of written standardised “Confirmation of the 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 Bachelor Thesis topic. The completion of an internship is a prerequisite for the assignment of a Bachelor Thesis.

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

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



#### 2.6.4 Other educational activities

In 2018, 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 language certificates and the exchange of experience on new trends in language teaching. Academics took part in the international week for foreign partners and in the seminar on learning skills and intercultural communication competences.

The department is the coordinator of language teaching of the University's staff. A number of English courses were organised in 2018 with target levels 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. Successful cooperation was initiated with the Educational Institute of the Central Bohemian Region (VISK) as part of a series of methodology seminars for secondary school teachers.

Since 2017, ŠAVŠ has been an exam centre for the Cambridge English certificate. At the beginning of the year, regular training was held to verify the certification of six lecturers as official examiners for the international exams, specifically for FCE and CAE. In 2018, the campus of ŠKODA AUTO University hosted several of these exams.

**The Department of Logistics, Quality and Automotive Technology** organises seminars every year. It offers expert 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 eJLog. 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 coordinates 6 courses focusing on logistics, production, purchasing and quality, 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), Planning Production in the Automotive Industry (production managers), Methods of Lean Production I and II (skills training in the Lean Centre, training centres in the welding shop, paint shop and assembly, logistics) and Selected Chapters from Quality Management (quality managers).

In cooperation with Regensburg University of Applied Sciences (Germany), a new selective course was introduced – Innovative Trends in International Supply Chain Management, which is taught for teams of students from both universities. As part of this course, students attend lectures of invited experts, visit industrial companies in the Czech Republic and Germany and solve and present the results of case studies.

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 the Green Logistics Strategy of ŠKODA AUTO a.s., E-kanban (manufactus GmbH), Agile Project Management (Česká spořitelna a.s.), Introduction to Production Planning (ŠKODA AUTO a.s.) or Crisis Management (Dopravní podnik hl. m. Prahy). As part of the above courses, students also visited key manufacturing and logistics departments in ŠKODA AUTO a.s.: e.g., 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. In the course Business Logistics, students also took an excursion to the THIMM Packaging company. Students of the courses Green Logistics and Organisation and Management of Production II worked on specific logistics and manufacturing issues for ŠKODA AUTO a.s. logistics and manufacturing in the form of semestral projects.

In addition to lectures by experts in the field, experts from abroad also came to give lectures. Lectures were organised in the courses Supply Chain Management, Quality Management, Statistical Methods of Quality Management I and II, Lean Supply Chain Management and Organisation and Management of Production. The lecturers included academics from Seinäjoki University of Applied Sciences (Finland), Nürtingen-Geislingen University (Germany), Kuban State University (Russia) and Technical University in Košice (Slovakia).

Two talented students were involved in the contract research project Concept of Optimum Use of FTS in Hall M1, conducted for ŠKODA AUTO a.s. An internship and Bachelor thesis with ŠKODA AUTO a.s. was organised for the first time for a student from Seinäjoki University of Applied Sciences (Finland).

Throughout the year, members of the department actively participated in lectures as part of the International week, 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.

PhDr. Jiří Malý, Ph.D. was the head of the implementation team and prepared the background documentation for the round table of the National Convention on the EU on the topic "Internal market as a tool of convergence", organised for the Office of the Government of the Czech Republic (Prague, 25/5/2018). He also participated with the paper "Possibilities and limits of further deepening of European integration: is the European federation a real project?" Autumn schools 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 in Brno, Eurocentre Brno and the Faculty of Business and Economics at Mendel University in Brno (Brno, 16/11/2018). He was also the organiser and host of the discussion forum "Euro and the Czech Republic: is it a good time to adopt the single European currency?" (Mladá Boleslav, 19/4/2018) and the discussion forum "Draft of the EU budget for the period 2021–2027: discussion, disagreements, consequences for the Czech Republic" (Mladá Boleslav, 15/11/2018).

Ing. Šárka Dvořáková, Ph.D. regularly participates in the Gaudeamus education fairs held in Prague and Brno every year. There she promotes the educational activities, unique focus, strengths and uniqueness of studying at ŠAVŠ directly at the booth of ŠAVŠ. She also prepared a lecture on the topic "Why economic education is useful" to make the regularly organised Open Days more attractive.

In 2018, Professor Šaroch presented his paper at the international conference ICEI organised by the Technical University of Ostrava, a week-long conference run in the Advanced Studies Programme at the Kiel Institute for World Economy led by Carmen Reinhart (Harvard University). He also gave an invitation-based lecture 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. Again in 2018, now also with Dr. Malý, he contributed to the format of discussions of the Office of the Czech Government called "National Convention on the EU", preparing documents and hosting round table discussions. As a committee member and second reader, he took part in five defences of dissertations and two habilitation procedures. He also served as chairman or member of 6 evaluation boards of the National Accreditation Bureau and worked as a member of the editorial board of Economic Perspectives, a journal listed in the Scopus database.

JUDr. Petr Frischmann, Ph.D. had a lecture on consumer protection as part of the project "Experts to schools" organised by the Czech Economic Society.

**The Department of Marketing and Management** started working on a task of the student grant competition called "Green Products of Automotive Companies and their Perception by Different Generations of Czech Consumers". The main researcher of this project is Ing. Eva Jaderná, Ph.D. The results were presented at the Research Open Day in January and at professional conferences, among others at the Marketing Identity 2018 Conference. The Department of Marketing and Management expanded its cooperation with the Purchasing Department of ŠKODA AUTO and in addition to the Purchasing Expert certification for students of the follow-on Master's degree programme Marketing Management in the Global Environment, a specific group of profiling courses was prepared called Purchasing Specialist for the students of Bachelor's degree programmes Business Administration and Sales and Business Administration and Logistics and Quality.

In 2018, 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, continued in his lectures. Guest lectures in courses organised by this department as part of discussion forums were given by a member of the board of ŠKODA AUTO for purchasing Dipl.-Ing. Dieter Seemann and Ing. Mgr. Jan Michal, former head of the representation of the European Commission in the Czech Republic and current head of the Political & Economic Unit of the Directorate for Representations in Member States of the European Commission in Brussels.

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 the Automotive Industry and Branding in the 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 Human Resources Management** in 2018 invited Dr. Cory Issacs from Seinäjoki University of Applied Sciences, who taught Social Communication as a one-week intensive course. An intensive two-day excursion seminar with Dr. C. Isaacs from the same partner university was organised in October 2018 as a part of the course Social and Managerial Potential Development. The seminar covered "Cultural Diversity and Communication Problems in International Organisations and Business" and "Teambuilding Activities".

Dr. Eva Švejdarová gave an expert lecture on "Diversity and Intercultural Communication" for international colleagues and students from partner universities as part of the International Week at ŠAVŠ.

Dr. Ingrid Matoušková has provided psychological counselling to students and academics at ŠAVŠ in the areas of coping with personal problems and planning a professional career.

**The Department of Informatics and Quantitative Methods** prepared for its new students intensive preparatory courses in mathematics, which continued in the form of proseminars 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.

**The Department of Finance and Accounting** received a three-year research project in April 2018 from the TAČR (programme Eta) "New e-Government challenges in a Europe-wide context to increase the competitiveness of the Czech Republic" with a budget of over 5.3 million CZK. Project participants from this department include prof. Ing. Jiří Strouhal, Ph.D. (project investigator), doc. Ing. Jiřina Bokšová, Ph.D., Ing. Josef Horák, Ph.D. and Michal Bokša, MSc., due to the interdisciplinary nature of the project additional members include prof. Ing. Stanislav Šaroch, Ph.D. and doc. PhDr. Karel Pavlica, Ph.D.

### 3 Students

#### 3.1 Students in accredited study programmes

Number of students in accredited study programmes					
Group of accredited study programmes	Bachelor's degree		Follow-on Master's degree programme		TOTAL
	Full-time	Part/dist.	Full-time	Part/dist.	
Economics	716	142	122	73	1,053
<b>TOTAL</b>	<b>716</b>	<b>142</b>	<b>122</b>	<b>73</b>	<b>1,053</b>

#### 3.2 Unsuccessful students in accredited study programmes

Number of unsuccessful students in accredited study programmes					
Group of accredited study programmes	Bachelor's degree		Follow-on Master's degree programme		TOTAL
	Full-time	Part/dist.	Full-time	Part/dist.	
Economics	104	68	14	15	201
<b>TOTAL</b>	<b>104</b>	<b>68</b>	<b>14</b>	<b>15</b>	<b>201</b>

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	
26.0 %	63.3 %	32.8 %	11.9 %	21.2 %	15.2 %	<b>28.3 %</b>

\*Share of the number of studies started in 2017 and the sum of unsuccessful studies of this group in 2017 and 2018

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

The Study and Examination Regulations of ŠKODA AUTO University, together with the credit system in use, allow students who are unable to handle the studies at 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 their system of studies at ŠAVŠ.

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

Counselling services for students were offered in 2018 as well. The activities included pre-emptive communication with students who have achieved weaker study results. Measures were implemented 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 innovation is the “buddy system”, which means that every applicant is assigned a patron from among more senior students to help them before enrolment and during their first semester of studies.

Despite the implementation of all the measures described above, the gross study failure rate increased in 2018, Expressed as the number of unsuccessful students against the number of all students, the share grew by more than 5% to 19.1% compared to 2017. The study failure rate increased especially in the full-time Bachelor programmes.

In 2018, the study failure rate in the 1st year also increased, 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 8 percent. The failure rate is especially high in the part-time mode of study in Bachelor programmes, which the school must focus on in 2019.

### 3.3 Measure to reduce the number of study extensions

The credit system of ŠAVŠ allows students to choose their own pace of study. The school's internal regulations do not set the maximum length of study in individual study programmes. The up-to-dateness of acquired knowledge is ensured by the provisions of the Study and Examination Regulations that limit the maximum period of validity of the achieved study results in Bachelor's study programmes to 7 years and in follow-on Master's programmes to 5 years. After this period, the study result is no longer valid, and the student must complete the full course again. This measure, together with the fact that students pay full tuition for each semester in which they enrol for study, has proven to be sufficient motivation against excessive extensions of the study duration.

### 3.4 Scholarships awarded to students

Student scholarships by scholarship purpose		
ŠKODA AUTO University		
Scholarship purpose	Number of students	Average amount of scholarship
for excellent study results under Section 91 (2) (a)	113	11,150
for excellent scientific, research, development or other creative results under Section 91 (2) (b)	271	21,250
for research, development and innovation activities under special legislation Section 91 (2) (c)		
in case of a difficult social situation of the student under Section 91 (2) (d)		
in case of a difficult social situation of the student under Section 91 (3)	1	3,050
in cases requiring special consideration under Section 91 (2) (e)	530	3,640
of which accommodation subsidy	530	3,640
<b>TOTAL</b>	<b>662</b>	<b>13,510</b>

#### 3.4.1 Own specific scholarship programmes

In 2018, the University paid merit, accommodation and social scholarships and scholarships for research, development and innovation activities and scholarships supporting students travelling outside the EU.

The Incentive Programme for talented applicants can be considered a specific scholarship programme. It consists of providing a scholarship equal to the tuition fee to 30 applicants entering the first year of the Bachelor's degree programme and the best 5–10 applicants entering the follow-on Master's programme.

The applicants are selected based on pre-established criteria: excellent results during secondary school studies, results of the SCIO national comparative exams, or excellent study results in the Bachelor's programme. The condition for granting this scholarship for the entire standard duration of study is to obtain at least 60 credits in each two consecutive semesters.

In addition, a scholarship of CZK 4,000 per semester is given to applicants entering a follow-on Master's degree programme with very good results from their previous Bachelor's study.

### 3.5 Counselling services

Study counselling is the responsibility of the Study Affairs Department with a total of 4 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 2018, offering every applicant a patron from among the more senior students to help them before and after enrolment. Patrons are assigned by region. Students perform the role of patrons voluntarily, receiving only a token payment. So far, the students' interest in this role has been strong, so this service was able to cover almost all regions from which the applicants are recruited. Surveys show that the buddy system is very effective in helping students adapt during their first year.

One member of staff is responsible for the organisation of internships and also acts as a counsellor in this area and, partially, in 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 2018, 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 20 partner companies.

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

### 3.6 Identification and support of students with specific needs

The system of identification and support of students with specific educational needs is described in detail in the "Rector's Directive on Study Support Provided to Applicants and Students with Special Educational Needs". Based on the directive, the school provides all students and applicants with special educational needs with support aimed at creating conditions for achieving their maximum potential.

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

Foreign students can also be considered as students with specific needs. For this group of students, Czech language lessons are offered free of charge during their studies in a scope corresponding to their needs. This group of students also receives extensive counselling and assistance in the visa process and verification of previous education. The International Office and the Department of Languages and Intercultural Competences also provides intercultural counselling to this group of students. Support includes the buddy system, which deliberately involves foreign students as well.

### 3.7 Working with exceptionally gifted students and applicants

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

In 2018, the University continued awarding and paying out merit scholarships based on academic performance.

The number of applicants admitted to the incentive programme for talented 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 equal to 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.

In 2018, the internal grant programme GAS was used to support students' activities in educational, cultural and sports 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 in organising discussion forums with interesting guests. Exceptionally gifted students are selected for projects that last up to one year under the leadership of international partners, for example, as part of long-term cooperation with foreign companies such as Bentley Motors Ltd, VW UK, Škoda UK, VW Slovensko, Audi AG Ingolstadt. Selected students benefit from the support of special scholarships for foreign stays at partner universities outside the EU.

In 2018, 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 can make use of our offer of an individual plan of foreign language studies corresponding to their level of knowledge.

In 2018, selected students worked intensively on the project "Formule student", which is an example of long-term cooperation with the Czech Technical University in Prague. In the competition team, ŠAVŠ students are responsible for economic competencies.

### **3.8 Identification and support of students with a socioeconomic disadvantage**

Students with socioeconomic disadvantages may apply for a social scholarship under the conditions and in the amount set by law. Students can request the tuition payment for one semester to be divided into several payments.

### **3.9 Support of parenting students**

Students who become mothers can suspend their studies for the necessary period as defined by the law. This period is not counted towards the maximum period of study suspension. In addition, they may also apply for a social scholarship or payment of the tuition fee in instalments.

### 3.10 Accommodation and catering services

Accommodation, catering	
<b>ŠKODA AUTO University</b>	
<b>Total bed capacity of dormitories</b>	*
<b>Number of beds in rented facilities</b>	*
<b>Number of applications for accommodation submitted as of 31/12/2018</b>	*
<b>Number of accepted applications as of 31/12/2018</b>	*
<b>Number of accommodation days in 2018</b>	*
<b>Number of main meals distributed to students in 2018</b>	10,847
<b>Number of main meals distributed to staff in 2018</b>	5,486
<b>Number of main meals distributed to other customers in 2018</b>	37,204

\* ŠKODA AUTO University does not own or rent accommodation facilities. Accommodation of students is arranged through framework contracts with several accommodation facilities in Mladá Boleslav. The required data are not systematically monitored.

## 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	116	29	51	35	231
<b>TOTAL</b>	<b>116</b>	<b>29</b>	<b>51</b>	<b>35</b>	<b>231</b>

### 4.2 Cooperation and maintaining contact with graduates

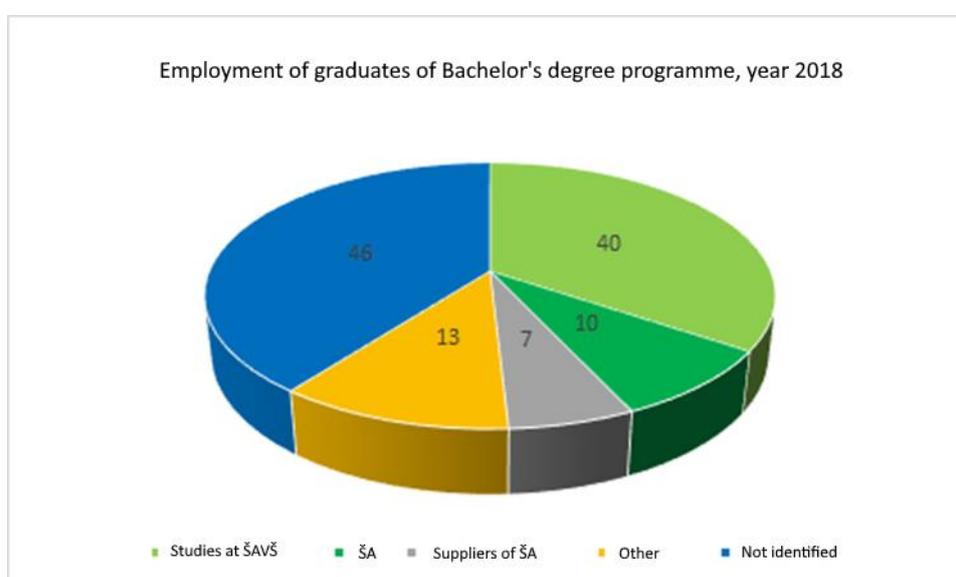
Graduates of both modes and degree levels can become members of the Alumni Association of ŠKODA AUTO University. The Association has operated in its current form since 2010. The University uses the association as a means of keeping in touch with its graduates who now work, to obtain statistically interesting data from them and to invite them to expert and social events. A special email inbox is set up in the information system of the school for the purposes of maintaining contact with the graduates. 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.

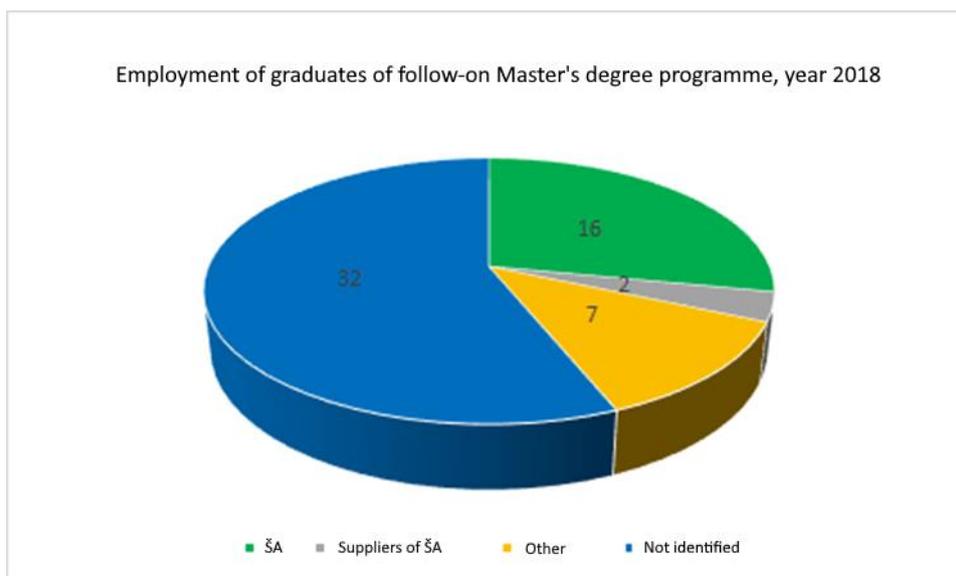
The Alumni Association has its own site on the ŠKODA AUTO University website, which contains basic information about the association, interviews with successful graduates and information about the activities of the association.

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.

### 4.3 Monitoring the employment rate of graduates and measures to increase it

The University regularly conducts an annual survey of employment of graduates from Bachelor's and follow-on Master's degree programmes. The results of this survey for 2018 are shown in the charts below.





The survey in 2018, especially at the level of follow-on Master's degree programmes, has a high number of graduates who did not provide information about their employment (marked as "not identified" in the charts). It is therefore necessary to focus on increasing the return rate of answers in this survey in the coming years.

In addition to the survey mentioned above, the University actively participated in national projects of the Ministry called Eurograduate and Absolvent 2018 aimed at identifying the employment rates of higher education graduates.

The measures to increase the employment rates of graduates are part of the system of cooperation with the corporate sector – the Partnership Concept, which is described in more detail in the following chapter 4.4.

#### 4.4 Cooperation with future employers

Since the founder of the University as a new type of legal entity is the company ŠKODA AUTO a.s., it cooperates very closely with this multinational corporation in particular in terms of support of job opportunities for its graduates.

The University's 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 2018, 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 thesis supervision, a pilot project of the dual education system, involvement of experts from partner companies in study programme boards and the academic board of the University, cooperation in preparing new and innovating existing study programmes, education and consultation services for companies.

During 2018, a series of ŠAVŠ students' meetings were organised with the representatives of partner companies, focusing on the placement opportunities of students as interns or employees.

The highlight of this area of cooperation was the Career Day – a fair of internship and job opportunities with 20 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.

The University's management continuously monitors the unemployment rate of graduates. Extra attention is paid to the monitoring of graduate employment in Škoda Auto a.s.

In 2018, 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.  
Teradata Česká republika, spol. s.r.o.  
3BT software s.r.o.  
Central Bohemian Innovation Center  
Behavio Labs s.r.o.  
Czech Logistics Association  
DYNAMIC FUTURE s.r.o.  
02 Family, s.r.o.

## 5 Interest in studies

### 5.1 Interest in studies at the University

Interest in studies at the University*						
Study programme	Bachelor's degree programme			Follow-on Master's degree programme		
	Number of applications (natural persons)	Number of admitted	Number of enrolled	Number of applications (natural persons)	Number of admitted	Number of enrolled
Economics and Management SS 2017/2018				58 (+4)	58 (+4)	50 (+5)
Economics and Management WS 2018/2019	485 (+57)	485 (+57)	299 (+42)	101 (+4)	101 (+4)	56 (+10)
<b>TOTAL</b>	<b>485 (+57)</b>	<b>485 (+57)</b>	<b>299 (+42)</b>	<b>159 (+8)</b>	<b>159 (+8)</b>	<b>106 (+15)</b>

\*The table shows the corresponding numbers and differences compared to 2017.

In 2018, 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 for Bachelor's study 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 2018	
	Follow-on Master's degree programme
ŠKODA AUTO University	38

### 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 promotion materials to secondary schools in the Czech Republic. 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.

The lecturing activities of academic staff of ŠAVŠ at secondary schools continued in the academic year 2018/2019. A catalogue of offered expert lectures was distributed to secondary schools. A total of 13 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. A new project was organised in cooperation with a private secondary school in Prague, where students can try what it is like to be a university student.

Between October 2018 and February 2019, short presentations were held mainly for the graduate years at secondary schools or in language centres. A total of 55 presentations took place at 49 schools in the Czech Republic and Slovakia.

Secondary schools and their students are also regularly informed of suitable educational and cultural events organised at ŠAVŠ.

## 6 Employees

The number of academic employees in 2018 remained stable. There were partial changes and additions made in line with the implementation of the strategy of the University and due to the launch of 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	Research personnel	TOTAL
	TOTAL	Prof.	Doc.	Assistant professors	Assistants	Lecturers			
<b>Adjusted count</b>	43.39	3.43	11.36	20.6	3	5	24.26	0	<b>67.65</b>
<b>Of which women</b>	15.2	0.3	4	5.9	0	5	20.26	0	<b>35.46</b>
<b>Physical number</b>	<b>52</b>	<b>6</b>	<b>11</b>	<b>27</b>	<b>3</b>	<b>5</b>	<b>28</b>	<b>0</b>	<b>80</b>

\*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	Assistants	Lecturers		
<b>Adjusted count</b>	64.21	3.43	11.39	24.41	7.48	17.5	0	<b>64.21</b>
<b>Physical number</b>	<b>111</b>	<b>6</b>	<b>12</b>	<b>43</b>	<b>15</b>	<b>35</b>	<b>0</b>	<b>111</b>

\*\*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		Assistants		Lecturers		TOTAL	Women	
	TOTAL	Women	TOTAL	Women	TOTAL	Women	TOTAL	Women	TOTAL	Women			
up to 29 years	0	0	0	0	1	0	0	0	0	0	0	0	1
30–39 years	1	0	1	0	9	4	0	0	0	0	0	0	11
40–49 years	2	0	2	1	10	2	1	0	2	2	0	0	17
50–59 years	0	0	6	1	5	2	2	0	3	3	0	0	16
60–69 years	1	0	2	2	2	0	0	0	0	0	0	0	5
over 70 years	2	1	0	0	0	0	0	0	0	0	0	0	2
<b>TOTAL</b>	<b>6</b>	<b>1</b>	<b>11</b>	<b>4</b>	<b>27</b>	<b>8</b>	<b>3</b>	<b>0</b>	<b>5</b>	<b>5</b>	<b>0</b>	<b>0</b>	<b>52</b>

\*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
	Professor s		Docents		Senior Lecturers		Assistants		Lecturers		TOTAL	Women	
	TOTAL	Women	TOTAL	Women	TOTAL	Women	TOTAL	Women	TOTAL	Women			
up to 29 years	0	0	0	0	1	0	0	0	3	1	0	0	4
30–39 years	1	0	1	0	14	6	0	0	10	8	0	0	26
40–49 years	2	0	2	1	17	4	1	0	12	9	0	0	34
50–59 years	0	0	6	1	7	5	2	0	14	6	0	0	29
60–69 years	1	0	2	2	3	0	0	0	5	3	0	0	11
over 70 years	2	1	1	1	1	0	0	0	3	1	0	0	7
<b>TOTAL</b>	<b>6</b>	<b>1</b>	<b>12</b>	<b>5</b>	<b>43</b>	<b>15</b>	<b>3</b>	<b>0</b>	<b>47</b>	<b>28</b>	<b>0</b>	<b>0</b>	<b>111</b>

\*\*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	Of which women	
up to 0.3	2	1	0	0	4	1	0		6
up to 0.5	1	0	0	0	5	2	0		6
up to 0.7	0	0	1	0	2	0	0		3
up to 1.0	3	0	10	4	16	5	8	4	37
<b>TOTAL</b>	<b>6</b>	<b>1</b>	<b>11</b>	<b>4</b>	<b>27</b>	<b>8</b>	<b>8</b>	<b>3</b>	<b>52</b>

\*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	2	1	17	22	42
up to 0.5	1	0	6	10	17
up to 0.7	0	1	2	0	3
up to 1.0	3	10	18	18	49
<b>TOTAL</b>	<b>6</b>	<b>12</b>	<b>43</b>	<b>50</b>	<b>111</b>

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

N.B.: In 2018, ŠAVŠ had 2 academic employees with foreign citizenship with an employment contract.

Number of academic, scientific and other personnel with foreign citizenship (average adjusted counts)										
ŠKODA AUTO VYSOKÁ ŠKOLA o.p.s.	Academic personnel						Research personnel			Other personnel
	Professors	Docents	Senior Lecturers	Assistants	Lecturers	Science, research and development personnel involved in teaching activities	Postdoctoral fellows	Ph.D. students	Other science, research and development personnel****	
<b>UNIVERSITY TOTAL</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0.3</b>
<b>of which:</b>										
Germany	0	0	0	0	0	0	0	0	0	0
Poland	0	0	0	0	0	0	0	0	0	0
Austria	0	0	0	0	0	0	0	0	0	0
Slovakia	0	0		0	0	0	0	0	0	0
other EU states	0	0	1	0	0	0	0	0	0	0
other non-EU states	0	0	1	0	0	0	0	0	0	0.3
Women in the total number (regardless of citizenship)	0	0	0.3	0	0	0	0	0	0	0.3

## 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	6	27	1	3	0	7	48
of which women	0	1	2	7	0	0	0	2	12

## 6.5 Number of docents and professors appointed in 2018

Newly appointed docents and professors (numbers)		
ŠKODA AUTO University	Quantity	Average age of the newly appointed
Professors appointed in 2018	1	49
of which women	0	
Docents appointed in 2018	0	
of which women	0	
<b>TOTAL</b>	<b>1</b>	

## 6.6 Career rules, motivation tools for employee remuneration

Academic employees are motivated to develop their professional qualifications. The remuneration system incorporates differentiation of salary levels based on the achieved scientific and pedagogical rank. Academic employees are supported in their professional growth efforts by tools such as direct support of editorial and publishing activities or study leave, which is stipulated in the collective agreement. Academic employees who achieve excellent results in their creative activities, can have their teaching duties reduced substantially in order to create space for further development of their creative activities.

During 2018, personal development plans of academic employees were prepared and discussed. The plans reflect the school objectives described in its strategic documents and also react to the findings in the internal evaluation report and outcomes of the accreditation processes conducted by the National Accreditation Bureau and the ACBSP.

The use of the capacity of academic employees and their results were monitored in 2018 as in previous years using a system of evaluation of their academic performance in teaching, scientific and creative activities and in terms of fulfilling the 3rd role of the University. The evaluation is done periodically for the past academic year. The evaluation outputs can be used by department heads and the University's management as important information about the overall academic performance of different employees and as input for planning pedagogical and creative activities for future periods. The academic performance of employees is directly reflected in their remuneration in the form of personal bonuses. The rules of the evaluation system are defined in the relevant directive of the Rector.

## 6.7 Development of pedagogical skills of academic employees

Several workshops were organised in 2018 to develop the pedagogical skills of academic employees. The workshops were presented by academic employees of the University or external experts. Significant effort was dedicated to this topic as part of the regular external workshop of the school in June 2018, where one half-day block was dedicated to sharing good practice in the field of didactic tools among academic employees.

In 2018, the system for identification and evaluation of the achievement of learning outcomes by students in different courses was completed and fully implemented. This system significantly develops the ability of each academic to provide not only summative, but especially formative evaluation of students.

As part of further development of pedagogical skills, seminars and workshops for teachers were used for the first time to test methods and activities of critical thinking. The outcome is a book called *Teaching the 21st Century Student – methods and activities through critical thinking and interaction*, published in English in the autumn of 2018, which responds to the needs of teachers of not only language courses, but also specialised courses and reflects the rapidly evolving world of technology, perception, communication and information sharing in the 21st century.

The Department of Languages and Intercultural Competences regularly organises and provides language training of academics with the aim of developing receptive and productive skills that are then applied by the academics in courses taught in English. The training of academic employees also included the certification of 6 lecturers as examiners of the FCE and CEA Cambridge exams.

Many of our lecturers received training abroad to develop their teaching skills. The trainings were supported by the Erasmus+ programme or internal funds of the University.

## 6.8 Plan for gender equality, harmonisation of professional and family life

The basic document that defines the school's obligation to ensure equal treatment of all employees, especially in terms of working conditions, remuneration for work and opportunities of career growth, is the *Working Rules* document of ŠKODA AUTO University, chapter 5. The same document also defines the various potential forms of discrimination against or harassment of workers, including sexual harassment. It also describes the procedure that can be used by employees if they feel like any of their rights to equal treatment is being violated or they are being harassed in any way.

Any suspected cases of sexual or other harassment or bullying in the workplace are dealt with by the school management and the HR Department in accordance with the Labour Code and the *Working Rules* and in cooperation with the trade union.

In case of crisis situations, professional psychological counselling is available to all employees. In case of legal employment disputes, the trade union can provide legal services to employees free of charge.

Other internal documents describe the performance requirements of different positions in a clear and gender-neutral manner. Academic, administrative and managerial positions are filled based on open competition, where gender is not a factor. The table in chapter 6.4 shows the representation of women in management positions. In addition to these positions, in 2018 the Heads of the Study Affairs Department, the International Office, the Information Centre and the Controlling Department were women.

The harmonisation of the employees' professional and family life is ensured the Collective agreement entered into between the school and the trade union that represents its academic and non-academic employees. Under this agreement, ŠAVŠ employees continued to use an extensive range of social benefits in 2018. A major part of these benefits is intended to support family life (extra time off for working parents, support after childbirth, etc.). An important element supporting this harmonisation in 2018 has been the home office option, allowing employees to perform a substantial part of their work from home without having to commute. This is especially important given that many employees come from locations that are far from the campus. Mothers looking after pre-school children usually use the option of working part-time after parental leave, accommodating their family situation.

## 7 Internationalisation

### 7.1 Development strategy of international relations

In 2018, the strategy of development of international relations of 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 industries.

At the same time, ŠKODA AUTO University has looked for and 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.

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 automotive-related industries (suppliers, distribution network). These partnerships are formed with the vision of the potential for cooperation not only in internship stays and 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 2018, cooperation was successfully initiated with universities in Israel. A memorandum of understanding was signed with Coller School of Management at Tel Aviv University and a cooperation agreement was prepared with IDC Herzliya, which was signed in early 2019. Bilateral agreements under the Erasmus+ programme were signed with both institutions.

Cooperation has been developed with universities in the Russian Federation, Bosnia and Herzegovina, Vietnam and China, both in terms of mobility projects (KA1) and in capacity enhancement (KA2). Another year of the Europa im Wandel project also took place with the financial support of the Czech-German Future Fund.

In spring 2018, the first international week for academics, employees and students of partner universities focusing on global management in the automotive industry took place. ŠKODA AUTO University is involved 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, 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. As part of this project, the research teams met in Siena (01/18), Nanjing (03/18), Kent (05/18), Mladá Boleslav (05/18), Vilnius (06/18), Kent (09/18), Siena (10/18) Ho Chi Minh City (11/18). Workshops with a practical focus dealt

with the preparation of learning materials and their future implementation into teaching with regard to the needs of practice.

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 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 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, cultural and sports trips and events, visiting sights, and excursions). Outgoing and incoming students can also use the offer for 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. In the same way, the International Office ensures support and integration of incoming academics and employees, always in cooperation with the relevant department or operational unit.

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 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, focusing on cooperation with industrial businesses (especially the automotive industry) and offering study programmes examining economics and management on a global scale.

#### International events in 2018:

- Opening meeting of the JEUL project, 21<sup>st</sup> Jan–3<sup>rd</sup> Feb 2018 Siena, Italy
- Orientation week for foreign students (SS) 12<sup>th</sup>–16<sup>th</sup> Feb 2018
- 1st International Week at ŠAVŠ, 19<sup>th</sup>–23<sup>rd</sup> March 2018
- Workshop of the JEUL project at NUAA, Nanjing, China, 24<sup>th</sup>–30<sup>th</sup> March 2018
- Europa im Wandel – project seminar with FH Münster at ŠAVŠ 9<sup>th</sup>–13<sup>th</sup> Apr 2018
- JEUL project workshop, Vilnius, Lithuania, 11<sup>th</sup>–13<sup>th</sup> June 2018
- One-week workshop of the JEUL project for academic employees of NUAA at ŠAVŠ, 12<sup>th</sup>–14<sup>th</sup> June 2018
- Lectures and additional activities for MBA students from Leipzig Graduate School of Management at ŠAVŠ 20<sup>th</sup> Jun 2018
- MBA tour – one-week programme in the Czech Republic, Austria and Germany focused on corporate practice as part of MBA studies, 25<sup>th</sup>–29<sup>th</sup> June 2018
- Orientation week for foreign students (WS) 24<sup>th</sup>–27<sup>th</sup> Sep 2018
- Seminar and workshop at Siena University as part of the JEUL project, 22<sup>nd</sup>–26<sup>th</sup> October 2018
- Bentley Days, 17<sup>th</sup>–19<sup>th</sup> Oct 2018 (including Bentley Alumni club)
- Seminar for headmasters of grammar schools and vocational secondary schools from the Russian Federation at ŠAVŠ, 22<sup>nd</sup> Nov 2018
- JEUL project workshop, School of Economics, Ho Chi Minh City, Vietnam, 17<sup>th</sup>–23<sup>rd</sup> Nov 2018
- Student Václav Volf at the ET trade conference in Brussels 26<sup>th</sup>–28<sup>th</sup> Nov 2018
- Presentations from foreign students,
- Erasmus+ café, Erasmus Info Days in Mladá Boleslav
- Erasmus Info Days in Prague
- International evenings

## 7.2 Participation in international education programmes, including mobility

In 2018, the following ŠKODA AUTO University academic personnel travelled abroad for educational mobility:

**Lecturer: Mgr. Dagmar Siegllová, M.S.Ed., Ph.D.**

**Location:** Germany, University of Applied Sciences, Zwickau

**Date:** 9/1/2018 – 11/1/2018

**Topic:** Teaching the 21<sup>st</sup> Century

**Lecturer: Mgr. Lenka Stejskalová, MBA**

**Location:** Germany, University of Applied Sciences, Zwickau

**Date:** 9/1/2018 – 11/1/2018

**Topic:** Critical Incidents

**Lecturer: Ing. Pavel Wicher, Ph.D.**

**Location:** Germany, OTH Regensburg

**Date:** 11/1/2018 – 12/1/2018

**Topic:** Sustainability Logistics and Supply Chain Management in Automotive Industry

**Lecturer: Doc. Ing. Pavel Štrach, Ph.D. et Ph.D.**

**Location:** Austria, University of Applied Sciences Upper Austria

**Date:** 07/03/2018 – 10/03/2018

**Topic:** Marketing Synopsis

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

**Location:** Croatia, University of Zagreb

**Date:** 28/03/2018 – 31/03/2018

**Topic:** EU Law

**Lecturer: Mgr. Pavlína Příbramská**

**Location:** Italy, University of Siena

**Date:** 15/04/2018 – 20/04/2018

**Topic:** Business English

**Lecturer: Doc. PhDr. Karel Pavlica, Ph.D.**

**Location:** Finland, Seinäjoki University of Applied Sciences

**Date:** 22/04/2018 – 28/04/2018

**Topic:** International Business and Communication

**Lecturer: Doc. Ing. Pavel Štrach, Ph.D. et Ph.D.**

**Location:** Germany, HfWU Nuertingen Geislingen University

**Date:** 01/05/2018 – 02/05/2018

**Topic:** Sustainability in the Automotive Industry

**Lecturer: Ing. Pavel Wicher, Ph.D.**

**Location:** Finland, Seinäjoki University of Applied Sciences

**Date:** 14/05/2018 – 18/05/2018

**Topic:** Sustainability Logistics and Supply Chain Management in Automotive Industry

**Lecturer: Mgr. Emil Velinov, Ph.D.**

**Location:** Portugal, Portucalense University

**Date:** 20/05/2018 – 26/05/2018

**Topic:** Marketing Strategies in Multinational corporations in Central and Eastern Europe

**Lecturer: Ing. Pavel Wicher, Ph.D.**

**Location:** Germany, OTH Regensburg

**Date:** 24/05/2018 – 25/05/2018

**Topic:** Sustainability Logistics and Supply Chain Management in Automotive Industry

**Lecturer: Ing. David Holman, Ph.D.**  
**Location:** Lithuania, Vilnius University  
**Date:** 04/06/2018 – 08/06/2018  
**Topic:** Supply Chain Management

**Lecturer: Mgr. Petr Šulc**  
**Location:** Lithuania, Vilnius University  
**Date:** 04/06/2018 – 08/06/2018  
**Topic:** Practical Corporate Experience

**Lecturer: Mgr. Emil Velinov, Ph.D.**  
**Location:** Poland, Wrocław University of Economics  
**Date:** 09/06/2018 – 13/06/2018  
**Topic:** Strategic Management and Marketing

**Lecturer: doc. JUDr. Václav Šmejkal, Ph.D.**  
**Location:** Russia, KUBSU Krasnodar  
**Date:** 05/06/2018 – 10/06/2018  
**Topic:** EU Law

**Lecturer: Mgr. Emil Velinov, Ph.D.**  
**Location:** Poland, SGH Warsaw  
**Date:** 09/07/2018 – 10/07/2018  
**Topic:** Brand Management

**Lecturer: Ing. David Holman, Ph.D.**  
**Location:** Russia  
**Date:** 23/08/2018 – 27/08/2018  
**Topic:** Supply Chain Management, Lean thinking

**Lecturer: Ing. Martina Beránek, Ph.D.**  
**Location:** Cyprus, ShipCon Limassol Ltd  
**Date:** 03/09/2018 – 07/09/2018  
**Topic:** Innovation & Leadership

**Lecturer: PhDr. Martina Žáčková**  
**Location:** Germany, Rosenheim University of Applied Sciences  
**Date:** 18/09/2018 – 22/09/2018  
**Topic:** German language

**Lecturer: Mgr. Pavlína Příbramská**  
**Location:** Italy, University of Siena  
**Date:** 01/10/2018 – 05/10/2018  
**Topic:** Business English

**Lecturer: Ing. Martin Juhas**  
**Location:** Finland, Seinäjoki University of Applied Sciences  
**Date:** 22/10/2018 – 26/10/2018  
**Topic:** Digital Photography

**Lecturer: Ing. Pavel Wicher, Ph.D.**  
**Location:** Germany, OTH Regensburg  
**Date:** 06/11/2018 – 09/11/2018  
**Topic:** Sustainability Logistics and Supply Chain Management in Automotive Industry

**Lecturer: PhDr. Martina Žáčková**  
**Location:** Germany, Münster University of Applied Sciences  
**Date:** 26/11/2018 – 01/12/2018  
**Topic:** Intercultural Competences

**Lecturer: Doc. Ing. Tomáš Krabec, Ph.D., MBA**  
**Location:** Germany, Münster University of Applied Sciences

**Date:** 26/11/2018 – 29/11/2018

**Topic:** Practical solutions to economic and intercultural questions

**Lecturer:** **Doc. PhDr. Karel Pavlica, Ph.D.**

**Location:** Finland, Seinäjoki University of Applied Sciences

**Date:** 26/11/2018 – 30/11/2018

**Topic:** International Business and Communication

**In 2018, cooperation was established with the following foreign higher education institutions and organisations:**

VIA University College (Denmark)

University of Sassari (Italy)

HfNU Nuertingen-Geislingen University (Germany)

TTK University of Applied Sciences (Estonia)

Vilnius University (Lithuania)

VIVES University of Applied Sciences Kortrijk – Roeselare – Torhout (Belgium)

SGH Warsaw School of Economics (Poland)

University of Novo Mesto (Slovenia)

Tel Aviv University (Israel)

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

**Higher education institutions:**

**Belgium**

Artevelde University College, Ghent

VIVES University of Applied Sciences Kortrijk – Roeselare – Torhout

**Bosnia and Herzegovina**

University College "CEPS - Centre for Business Studies" Kiseljak

**Bulgaria**

Technical University, Sofia

**Denmark**

VIA University College, Horsens

**Estonia**

TTK University of Applied Sciences

**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  
Vilnius University

**Hungary**

University of Sopron

**Germany**

Eberhard Karls Universität Tübingen  
HHL Leipzig Graduate School of Management  
HfWU Nuertingen-Geislingen University  
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**

SGH Warsaw School of Economics  
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  
University of Novo Mesto

**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 worked with ŠKODA AUTO University in 2018:****Lecturer: Cory Isaacs****Home institution:** Seinäjoki University of Applied Sciences**Date:** 17/02/2018 – 22/02/2018 & 30/10/2018 – 4/11/2018**Topic:** Cross-cultural communication**Lecturer: Anne-Maria Aho****Home institution:** Seinäjoki University of Applied Sciences**Date:** 19/03/2018 – 22/03/2018**Topic:** Automotive Industry in 21<sup>st</sup> century**Lecturer: Hannu Johannes Ylinen****Home institution:** Seinäjoki University of Applied Sciences**Date:** 19/03/2018 – 22/03/2018**Topic:** Automotive Industry in 21<sup>st</sup> century**Lecturer: Alain Opoczynski****Home institution:** Lille Nord de France**Date:** 19/03/2018 – 23/03/2018**Topic:** Automotive Industry in 21<sup>st</sup> century**Lecturer: Johanna Koivula****Home institution:** Seinäjoki University of Applied Sciences**Date:** 19/03/2018 – 22/03/2018**Topic:** Automotive Industry in 21<sup>st</sup> century**Lecturer: Isa Santos****Home institution:** Polytechnic Institute of Cávado and Ave**Date:** 19/03/2018 – 22/03/2018**Topic:** Automotive Industry in 21<sup>st</sup> century**Lecturer: Aivis Grislis****Home institution:** Riga Technical University**Date:** 19/03/2018 – 23/03/2018**Topic:** Automotive Industry in 21<sup>st</sup> century**Lecturer: Peter Kačmárý****Home institution:** Technical University of Košice**Date:** 16/04/2018 – 20/04/2018**Topic:** Production Logistics and Modelling of production processes**Lecturer: Jana Fabianová****Home institution:** Technical University of Košice**Date:** 16/04/2018 – 20/04/2018**Topic:** Enterprise logistics and Risk Management in Logistics**Lecturer: Osmo Antero Mäkiniemi****Home institution:** Seinäjoki University of Applied Sciences**Date:** 14/05/2018 – 18/05/2018**Topic:** Information systems**Lecturer: Reinhold Bopp****Home institution:** HfWU Nuertingen-Geislingen University**Date:** 02/10/2018 – 05/10/2018**Topic:** Lean Production and Logistics**Lecturer: Sebastian Bobowski****Home institution:** Wroclaw University of Economics**Date:** 08/10/2018 – 12/10/2018**Topic:** Challenges and Opportunities for EU Carmakers

Participation in international education programmes*													
ŠKODA AUTO University	EU programmes for education and training								Ceepus	Aktion	Development programmes of the Ministry of Education Youth and Sports	Other	TOTAL
	Erasmus+	Comenius	Grundtwig	Leonardo	Jean Monnet	Erasmus Mundus	Tempus	Other					
Number of projects	5												5
Number of outgoing students	54											2	56
Number of incoming students	19												19
Number of outgoing academic personnel	33												33
Number of incoming academic personnel and experts	28												28
Number of other outgoing personnel	8												8
Number of other incoming personnel	3												3

\*Stays shorter than 5 days are not included in the table.

### 7.3 Participation in international research and development programmes, including mobility

In 2018, the University did not participate in international research and development programmes.

### 7.4 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	
	Country	Outgoing	Incoming	Outgoing
Belgium		2	1	
Bosnia and Herzegovina		1	1	5
China	2		2	5
Finland	9	4	4	6
France				1
Croatia			1	
Italy		5	7	
Cyprus			1	
Lithuania		1	2	
Latvia				2
Germany	7	1	9	3
Norway	3			
Poland	1		2	1
Portugal			3	
Austria	8	2	1	
Russia	2	2	1	3
Greece				
Slovakia				2
Spain	6			1
Sweden	1			
Turkey		1		
United Kingdom	17			2
Vietnam			6	
<b>TOTAL</b>	<b>56</b>	<b>19</b>	<b>41</b>	<b>31</b>

\*The table includes stays shorter than 5 days.

### 7.5 Support of student participation in international mobility programmes

Standard tools of the Erasmus+ programme are used to support student participation in international mobility programmes. The University has its own scholarship programme prepared for supporting students going to countries outside of the scope of the Erasmus+ programme. The International Office provides administrative support to outgoing students.

## 7.6 Integration of foreign members of the academic society

Both long-term foreign members of the academic society were fully adapted to life in the Czech Republic before joining ŠAVŠ. The International Office and specialised academics in charge of intercultural counselling are ready to help with any potential issues with overcoming intercultural differences. Foreign students coming in for shorter periods as part of mobility programmes enjoy the support of the International Office, the relevant department, and if they need intercultural counselling, then also the support of a specialised academic.

## 8 Research, development, art and other creative activities

### 8.1 Fulfilment of the strategic 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, and second based on the current methodology of RIV (register of information on results). Based on detailed external evaluations conducted by the accreditation commission and the section for science and research of the Ministry of Education, Youth and Sports and later also the R&D Council, the University was added to the list of research organisations as per Act no. 130/2002 Coll. and related regulations, as amended. This was confirmed also after the transformation into a different type of legal entity. 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.

### 8.2 Connecting creative and educational activities

Creative activities of academic personnel and their results organically grow into innovation in the content of specialised courses. This connection is primarily a result of a personal union of researchers and lecturers, which amounts to almost 100%. The first priority is working on theses. Compulsory, compulsory elective and elective courses are taught by academic personnel who engage in publishing and other creative activities in the fields related to the content of the courses. The professional orientation of lecturers – thesis supervisors – correspond 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.

### 8.3 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 the year 2018. 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.

### 8.4 Targeted funding for research, development and innovation acquired in 2018

No.	Project title	Provider	Allocated funds
1.	New e-Government challenges in a Europe-wide context to increase the competitiveness of the Czech Republic	TAČR	CZK 1,041,439
2.	Support of specific research at universities	MŠMT	CZK 264,014
3.	Joint Enterprise University Learning	Erasmus+	EUR 8,679

## 8.5 Support of doctoral students and employees at post-doctoral positions

ŠKODA AUTO University currently does not offer doctoral studies, personnel at post-doctoral positions are supported in obtaining postdoctoral grants of the Czech Science Foundation and projects of other grant agencies as well as contractual research projects.

## 8.6 Creative projects in 2018

In 2018, the following research and creative projects were worked on:

No.	Main investigator	Project title	Provider	Period	Project costs, in thousand CZK	
					2018	Total
1.	prof. Ing. J. Strouhal Ph.D.	New e-Government challenges in a Europe-wide context to increase the competitiveness of the Czech Republic	TAČR	2018 – 2021	1,041	5,305

No.	Main investigator	Project title	Provider	Period	Costs in thousand EUR	
					2018	Total
2.	Mgr. L. Stejskalová, MBA	Joint Enterprise University Learning	EC, Erasmus+	2017– 2020	18	78

### Project investigated by Dynamic Future, s.r.o in cooperation with ŠAVŠ

No.	Main investigator	Project title	Provider	Period	Project costs, in thousand CZK	
					2018	Total
3.	prof. Ing. R. Lenort Ph.D.	Development of new SW by DYNAMIC FUTURE s.r.o.; Predictive planning application 4.0.	MPO OP PIK	2018 – 2020	108	3,575.6

### Contractual research projects:

No.	Main investigator	Project title	Provider	Period	Total project costs, in thousand CZK
1.	doc. Ing. Eva Jarošová, CSc.	Analysis of risks of the India project depending on the development of selected macroeconomic indicators	ŠKODA AUTO a.s.	2018	309
2.	doc. Ing. Pavel Štrach, Ph.D.	Image of the PL unit – ŠKODA AUTO a.s.	ŠKODA AUTO a.s.	2018	61

No.	Main investigator	Project title	Provider	Period	Total project costs, in thousand CZK
3.	Ing. J. Pechová, Ph.D.	Analysis of job position handover to successors	ŠKODA AUTO a.s.	2018	75
4.	Mgr. R. Picková, Ph.D., Mgr. P. Šulc	Concept of statistical data processing and macroeconomic analysis	AutoSAP	2018	62
5.	Ing. D. Holman, Ph.D.	Concept of optimal use of FTS	ŠKODA AUTO a.s.	2018	182
6.	doc. Ing. S. Šaroach, Ph.D.	<b>National Convention on the EU: "Internal market as a tool of convergence"</b>	Office of the Government of the Czech Republic	2018	30
<b>Total</b>					<b>709</b>

#### Projects of the student grant competition

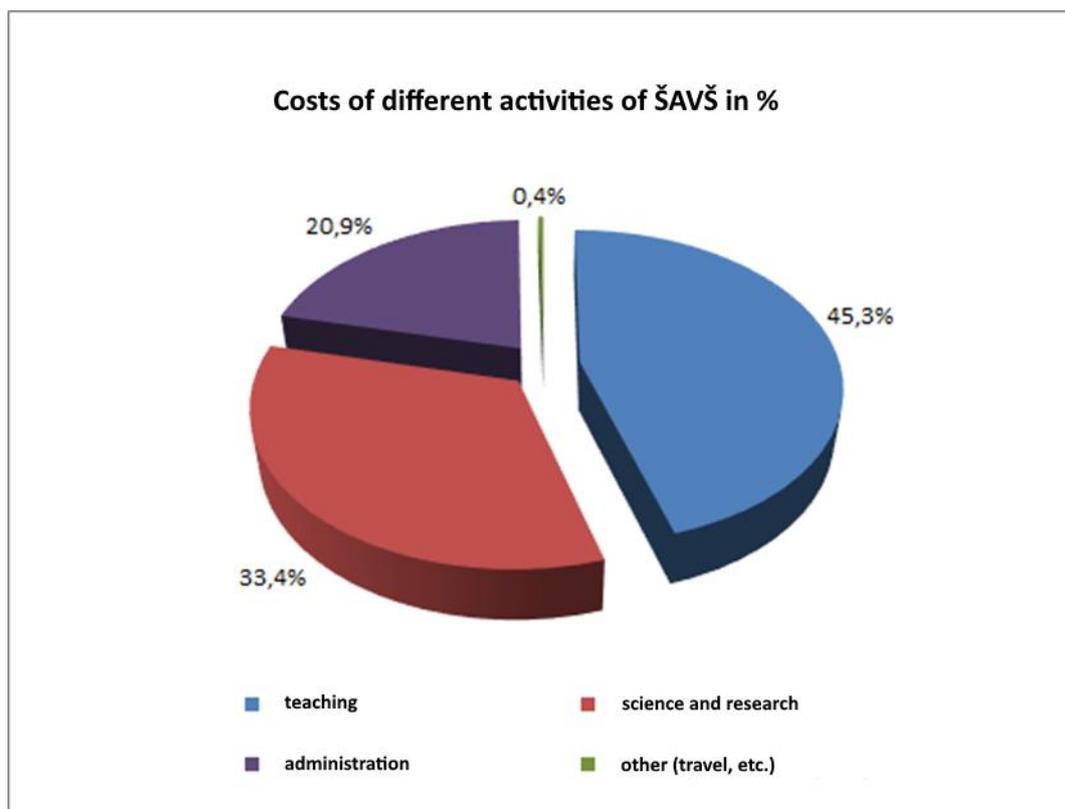
No.	Main investigator	Project title	Department	Period	2018 costs in thousand CZK	2019 costs in thousand CZK	Total costs in thousand CZK
1.	Ing. E. Jaderná, Ph.D.	Green products of automotive companies and their perception by different generations of Czech consumers	Marketing and Management	2018-2019	262	156.8	418.8

### 8.7 Conferences organised by ŠKODA AUTO University in 2018

ŠKODA AUTO University did not hold any conferences in 2018. It co-organised the 8th Carpathian Logistics Congress in Prague on 3<sup>th</sup>–5<sup>th</sup> December 2018.

### 8.8 Share of expenditure on R&D activities

The share of expenditure on R&D activities and the transfer of its results is 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 2018 is available in the following chart:



### 8.9 Share of the application sector in the creation and implementation of study programmes

In 2018, the University continued in systematic cooperation on the creation and implementation of study programmes with the application sector within the automotive industry and beyond.

The application sector contributes in the creation and innovations of study programmes, especially through systematic work in programme boards, which are advisory expert bodies of the study programme coordinator and whose activities are described in detail in the internal regulations of the school. Stakeholders are strongly represented on the study programme boards.

Cooperation with the application sector on the implementation of study programmes is done particularly in these forms: internships of ŠAVŠ students in companies, involvement of experts from the corporate sector in teaching in the form of one-off lectures in different courses, or complete specialised elective courses reflecting the current development and practice, supervision and reading of theses, pilot project of the dual education system, excursions to selected operations of partner companies.

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

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
<b>TOTAL</b>	<b>51</b>	<b>5</b>	<b>120</b>

Fields of study that have at least 1 month of compulsory professional internship (numbers)

ŠKODA AUTO University	Number of programmes/fields of study	Number of students in these programmes/fields
<b>TOTAL</b>	<b>8</b>	<b>858</b>

### 8.10 Cooperation with the application sector on the creation and transfer of innovation

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 small 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.

### 8.11 Support of horizontal mobility of students and academics

ŠAVŠ systematically supports horizontal mobility of students through a sophisticated system of compulsory 5-month internships during Bachelor studies. Internships are included in the fifth semester and take place mainly within ŠKODA AUTO, its suppliers as well as a wide network of partner companies. Students of follow-on Master studies have an optional 3-month internship. In addition to the established one- or two-semester study visits at partner universities, students can also use the Erasmus+ programme to do internships in a large network of foreign partner institutions (see chapter 7). The Erasmus+ programme mobility options are also used by academics.

## 9 Quality assurance and evaluation of activities

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 to 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 referred to as the “quality assurance rules”).

The 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 (hereinafter referred to as the “Report”). 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 was prepared in the second half of the year. Board for Internal Evaluation approved the report at the beginning of 2018.

In 2018, an Amendment to the 2017 was prepared for the first time. The Amendment focused on the evaluation of different measures and development targets with set deadlines which were included in the 2017 Report. The Board for Internal Evaluation approved the Amendment at the beginning of 2019.

The Board for Internal Evaluation worked already in 2018 in full extent as an internal accreditation body that approves submitted accreditation requests as well as smaller changes in study plans of study programmes, including the inclusion of new elective courses.

The newly established Study Programme Boards were an important participant in the quality assurance system of ŠAVŠ in 2018.

In 2018, the National Accreditation Bureau accredited the following study programmes:

Professionally oriented Bachelor study programme Economics and Management in Czech with study plans (specializations) in Business Administration, Financial Management, Logistics and Quality management, Human Resources Management;

Bachelor's degree programme Business Administration in English with the same content;

Academically oriented follow-on Master' programme Economics and Management in Czech with the specialisations International Marketing, Finance in International Business, Management of International Supply Chains and International Business and Law;

Follow-on Master's degree programme Business Administration in English with the same content;

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 5 years, which can be considered a very positive result of external evaluation of the school quality.

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

In 2014, ŠKODA AUTO University obtained ACBSP accreditation. See chapter 10.4.

At the end of 2018, an application was submitted for the accreditation of a professionally focused Bachelor's degree programme Business Economics and Managerial Informatics.

## 10 National and international excellence of the University

### 10.1 International and significant national development and creative activities

In 2018, the University actively participated in the large international project Joint Enterprise University Learning, supported by the Erasmus+ programme. The project team includes universities from Italy, the UK, Lithuania, the Czech Republic, China and Vietnam.

The project focuses primarily on the sharing of experience of European universities in cooperation with future employers.

### 10.2 Membership of ŠKODA AUTO University in international and national 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
European Confederation of Language Centres in Higher Education (CercleS)	Member
Czech and Slovak Association of Language Centres at Higher Education Institutions (CASAJC)	Member
Czech Logistics Association	Member
GNSS Centre of Excellence	Member
Lean & Green Czech	Member
CAMBAS	Member
Association of University Administration Workers (APUA)	Member
Union of Librarians and Information Workers	Member
SDRUK – Association of Libraries	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 Centers at Higher Education Institutions (CASAJC)  
 Association of Teachers of English of the Czech Republic (ATECR)  
 Member of the CAMBAS accreditation committee

**PhDr. Martina Žáčková**

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

**Mgr. Pavlína Příbramská**

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

**Mgr. Jana Stará**

European Confederation of Language Centres in Higher Education (CercleS)  
 Czech and Slovak Association of Language Centers 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 (coordinator of institutional membership of ŠAVŠ)  
Czech Logistics Association (coordinator of institutional membership of ŠAVŠ)  
Chamber of Logistic Auditors (individual membership)  
Slovak Logistics Society (individual membership)  
Editorial board member of *Acta Logistica*  
Editorial board member of *Transport & Logistics*

**prof. Ing. Otto Pastor, CSc.**

Project Management Association

**Ing. David Staš, Ph.D.**

Chamber of Logistic Auditors (individual membership)

**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

**Ing. David Holman, Ph.D.**

Member of the chamber of Logistic Auditors

**doc. Ing. Stanislav Šaroč, 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 Nešet, 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 Masaryk Democratic Academy

**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. 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.  
Editorial board of Juridicheskiy Journal of KUBSU (Kuban State University, Russia)

**JUDr. Petr Frischmann, Ph.D.**

Czech Bar Association  
Arbitration Court of the Czech Economic Chamber and Czech Agricultural Chamber  
OSA, member of the editorial board of *Culturologia Journal*

**JUDr. Jiří Valdhans, Ph.D.**

SECOLA (Society of European Contract Law), member of CYIL (Czech Yearbook of International Law),  
Member of the editorial board of the Czech-Polish forum

**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

**PhDr. Alemayehu Kumsa, Ph.D.**

Czech Sociological Association, member  
Czech Association for Social Anthropology (CASA), member  
Oromo Studies Association (OSA), member  
International Sociology Association (ISA), member  
International Sociology Association (ISA) Research Committee 01 (RC01 Armed Forces and Conflict Resolution), member

**Mgr. Eva Švejdarová, Ph.D.**

The American Educational Research Association (AERA)  
Paulo Freire Institute UCLA  
The World Council of Comparative Education Societies (WCCES)  
European Confederation of Language Centres in Higher Education (CercLES)  
Czech and Slovak Association of Language Center Teachers at Higher Education Institutions (CASAJC)

**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 CAMBAS Review Committee

**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

### 10.3 International and national awards of the school

In 2018, the school did not receive any international or national awards.

### 10.4 International evaluation of the school

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 3 notes.

During 2018, measures were completed and fully implemented in order to remove the remaining notes, and the second Quality Assurance Report was submitted in line with the accreditation criteria. The remaining notes were removed based on the implemented measures, which consisted primarily in a thorough definition of learning outcomes in all courses of study plans and setting up a system of their regular evaluation and student feedback at the end of each semester. The assessment of quality done by an independent international accreditation authority is something the school considers a significant achievement.

## 11 The third role of the University

### 11.1 Transfer of knowledge into practice

The transfer of knowledge into practice is mainly done through applied research projects described in chapter 8.

Additionally, in 2018, the University started working on a joint project with ŠKODA AUTO a.s. called InnoCube, which provides ground to business ideas, offers educational programmes and organises networking events for exchange of information of students and young professionals from the Czech Republic and abroad.

As a part of the InnoCube project, the University organises the SIC LAB ŠAVŠ programme, which is an innovation work-education laboratory for starting entrepreneurs. In the programme, the participating team, under the guidance of experience mentors, refine their business model, establish hypotheses that they verify through interviews with potential customers.

Other organised activities include Hackathons – contests of student and professional teams in solving a predefined real work problem or the Crowdstorming IdeaSpace – ŠKODA AUTO, which offers students space for their ideas on a web platform. With the help of challenges, students together with employees look for ideas how to improve products, services or even their own university campus.

Students who have not found their own project yet can use the so-called pre-startup, a partially predefined projects in ŠAVŠ InnoCube, which are supervised by experienced employees of the University.

The 2018 Research Open Day was again an important opportunity for the transfer of knowledge into practice. Academic employees of ŠAVŠ presented the results of their creative activities to invited representatives both from the academic and corporate sector.

### 11.2 Regional activities

ŠKODA AUTO University is the only higher education institution in the city of Mladá Boleslav and the surrounding areas. It is a significant component contributing to the development of Mladá Boleslav as a centre of education in the regional and transregional sense. The University's 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.

In 2018, ŠAVŠ again organised the Majáles celebration, which was attended by about 500 visitors from among secondary school students and the wider public. ŠAVŠ also organise the 2018 T-Mobile Olympic run in Mladá Boleslav with more than 300 runners.

### 11.3 Transregional activities and importance

Even though ŠKODA AUTO University is not among the largest higher education institutions in the Czech Republic, it is a transregional institution. This is also apparent from the fact that more than 70% of its students come from regions other than Mladá Boleslav. In 2018, the share of international students remained stable – approximately 20% of students are of a nationality other than Czech.

The international character of the University is also a result of the close relationship with the globally active ŠKODA AUTO a.s. and high activity of the University in terms of the Erasmus+ programme. This is reflected in a wide network of cooperating partner educational and business institutions, particularly in the EU and the key markets of ŠKODA AUTO a.s. (China, Russia and India). This network allows students and academic personnel to establish numerous international contacts, for example at the Master 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.

University representatives regularly participate actively in the National Convention on the EU.

Transregional importance can also be seen in major media appearances of doc. Ing. Pavel Mertlík, CSc. in connection with the 30th anniversary of November 1989 and 15th anniversary of accession to the EU (CT, HN) and television commentaries of other academic employees on current economic topics.

## 12 Infrastructure

### 12.1 Information Centre

University information centre (former library)	
ŠKODA AUTO University	1
Increase in number of library titles	617
Total number of library titles	23,498
Number of subscribed periodicals:	
- physical	29
- digital (estimate)*	4

The Information Centre of ŠKODA AUTO University offers a total of 23,498 publications (as of 31/12/2018) and other primary information sources (increased by 617 titles in 2018).

The study and media libraries offer 68 seats.

Of the 14,944 registered borrowings in 2018 (of which the first 6,339), the highest share was books, periodicals at 513 (of which the first 123), multimedia and cartographic documents 112 (of which the first 30). The company Dilia received payments associated with the acquisition of 62,034 copies (CZK 11,812 incl. VAT).

In 2018, 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 2018, 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).

### 12.2 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.

In 2018, the information centre provided access to the databases ASPI, EMERALD OPERATIONS, LOGISTICS & QUALITY, JSTOR ARTS & SCIENCE VI and JSTOR BUSINESS II, TAYLOR & FRANCIS BUSINESS, MANAGEMENT & ECONOMICS.

### 12.3 Information and communication services, information technology

#### 12.3.1 Technical facilities of the Na Karmeli campus

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 15/26 PCs for students and 1 PC for the lecturer. 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 143-seat lecture halls can be joined thanks to mobile walls or connected to the building atrium to create sufficient space for regular lectures or for any other educational or social events. Each lecture hall is equipped with touch-screen computers with internet access, three projectors, electrically operated screen, visualiser and audio equipment including wireless microphones. 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. It is therefore 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.

### 12.3.2 Technical facilities of the branch in Prague

The Prague branch has one specialised computer room with 25 PCs for students and 1 PC for the lecturer. The other five standard lecture rooms each have 1 PC for the lecturer.

All computers are connected to the internet, and there is an all-in-one printer for copying and printing available to students and lecturers.

Thanks to a VPN connection to the Na Karmeli campus, the Prague branch can use all the IT services installed on servers in Mladá Boleslav.

### 12.3.3 Other information services

The University uses the AIS implemented in 2007. The AIS 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.

A further increase in the number of applications for electronic testing, which is a part of the AIS, 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 also uses the AIS for internal study, management and administrative processes.

The AIS 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 receives continuous updates and new features. In 2018, the following changes were made: setting the postponement of publication of theses, central registration and view of contact centres

information (contacts, working hours, etc. – study affairs department, international office, library), registration of evaluation of course outcomes, consent to processing personal data in e-applications (GDPR), record-keeping services, management of course registration on multiple branches, notification from these workflow, notification of approaching end of suspension, view of the study week (order, even, odd) in the system header 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.

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's website [www.savs.cz](http://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 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 2018, the University had a total of 191 computers, of which 99 were for specifically for study purposes.

The computers of ŠKODA AUTO University personnel are connected to the internet. All software and hardware are provided by the internal IT department of ŠKODA AUTO University.

Since 2018, 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.

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.

## 13 Conclusion

In 2018, 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 2018, doc. Ing. Pavel Mertlík, CSc. held the combined position of Rector and Director of ŠAVŠ.

In 2018, 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 299 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 16.3%.

In addition to studies in the main campus, the Prague branch continued to offer the Business Administration and Human Resources Management full-time study, and also the Business Administration and Financial Management study since the winter semester 2018/2019. 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 fully implemented 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 106 new students enrolled for studies throughout the year. Compared to the previous year, the number of newly enrolled students increased by almost 16.5%.

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. Teaching in all fields of study taught in Czech under the follow-on Master's degree programme took place not only in the main campus, but also in the Prague branch. Follow-on Master's degree programmes Marketing Management in the Global Environment and Corporate Finance in the Global Environment were taught in English continued in full scale.

ŠKODA AUTO University had 231 graduates in 2018, of which 145 graduates obtained the Bachelor degree (Bc.) and 86 graduates obtained the Master's degree (Ing.).

The overall number of students as of 31/12/2018 was 1,053, which is a 1.4% decrease compared to the previous year. This decrease was a result of a slight increase of the study failure rate and also the high number of Master's graduates, with the relatively strong starting years 2011, 2012 and 2013 reaching the end of their studies.

In 2018, ŠAVŠ received accreditation of the newly designed, professionally focused Bachelor's degree programme taught in Czech and a programme with the same content in English – Business Administration – for a period of 10 years.

Another successful accreditation was acquired for the newly designed, academically focused Master's degree programme taught in Czech - Economics and Management and a programme with the same content in English - Business Administration - for a period of 5 years.

The personnel needs of study programmes in 2018 remained stable and given the size of the University, they provided a guarantee of individual approach and intensive contact with students. Extensive personal negotiations took place with the aim of strengthening the academic personnel numbers in connection with the preparation of accreditation of new study programmes Business Administration and Managerial Informatics and Industrial Management. 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.

In 2018, ŠAVŠ received the support of TAČR for working on the project New e-Government challenges in a Europe-wide context to increase the competitiveness of the Czech Republic and support from the programme MPO OP PIK for working on the project Development of new SW by DYNAMIC FUTURE s.r.o.; Predictive planning application 4.0.

The University has intensively participated in the international project JEUL (Joint Enterprise University Learning). ŠAVŠ is involved in the project together with 7 other institutions from Italy, the UK, Lithuania, China and Vietnam.

New project applications were again submitted to the Czech Science Foundation; unfortunately, none of them were awarded grant support. Work continued on projects under SGS. Research activity in applied and oriented research continued to develop.

In 2018, 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 Seinäjoki. 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 120 students of the third year of the Bachelor's degree study programme took their internships between September 2018 and February 2019. Two thirds worked in ŠKODA AUTO a.s. and 5 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 presented annual report provides information on the activities of ŠKODA AUTO Vysoká škola o.p.s. for the year 2018.

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<sup>th</sup> June 2019