

FACULTY OF MANAGEMENT AND ECONOMICS

Choose FAME
and be FAMEous!

FACULTY OF MANAGEMENT AND ECONOMICS



WELCOME!

ABOUT FAME

Welcome to the Faculty of Management and Economics (FaME) of Tomas Bata University in Zlín (TBU). FaME is a respected faculty focused on economic and managerial education that offers degree programs in English at all levels of study.

Among the fundamental principles the faculty follows, and of which we are proud, is having a high standard of practical training, be it through projects, research and development, or cooperation with scientific institutions. Moreover, the faculty places great emphasis on the personal development of students and individual approaches to learning.

FaME is among the top three most active faculties of economics in the Czech Republic regarding internationalization. Here, our top priorities are student and teacher mobilities, the high-quality degree programs we offer in English, double degree programs, international projects, joint research projects, and short-term courses. We participate in Erasmus Mundus, Erasmus+, Horizon 2020, CEEPUS and other educational and research programs. FaME is also a member of a prestigious group of three Czech universities that are allowed to admit students from developing countries to their degree programs accredited in English within the project of governmental scholarships. Tomas Bata University is ranked among the top 5% of universities worldwide (QS, THE rankings). It is a medium-sized university with about 9,300 students, including a large international student body (more than 10%).



Keep Calm
and be FaME

- ✓ The prestigious certificate ECTS Label demonstrates the high quality of education.
- ✓ FaME is a bilingual faculty – English and Czech are of equal standing.
- ✓ Exchange programs in cooperation with universities worldwide.
- ✓ More than 130 courses in the English language.
- ✓ Experts and professionals in research and business areas.
- ✓ Learn from the best. Where else to absorb the basics of modern management than in the city of Tomáš Baťa?
- ✓ The program for talented students offers even more knowledge, experience and skills to active students beyond their studies.
- ✓ Do you plan to do business in the future but you still do not know how to grasp it? At FaME, we offer the Business Academy course, taught by experienced and successful business specialists.
- ✓ You can meet top managers of successful companies during lectures and workshops, as well as in their workplaces.
- ✓ At FaME, you will have a chance of interconnecting theory with practice and taking part in many internships at our partner companies.
- ✓ There are fully optional schedules available for students at FaME.
- ✓ You will enjoy a friendly atmosphere, individual approach and professional as well as team spirit.

- ✓ Zlín is a cultural city having a vibrant student life, interesting architecture, and enticing green spaces, and offering a wide range of entertainment possibilities.
- ✓ FaME offers studies with modern methods and incorporating the latest global trends, while at the same time respecting history and roots.
- ✓ You may participate in student organizations such as Student Accounting and Tax Office, Student Union, AIESEC or Buddy System Zlín.
- ✓ The student organization Buddy System Zlín helps international students feel at home in Zlín.
- ✓ The faculty takes part in prestigious international projects and is open to new opportunities.
- ✓ FaME is partnered with more than 200 universities and institutions in Europe and the world.
- ✓ Every year, hundreds of international students study at FaME.
- ✓ The multicultural, dynamic and friendly environment at FaME provides a great basis for an excellent study experience.

Choose FAME
and be FAMEous!

WHY STUDY AT FAME?

According to The World University Rankings for the year 2020 focusing on the field of Business and Economics, issued by a highly respected British company Times Higher Education, TBU in Zlín was placed 401 – 500 in the fields of Business and Management and Accounting and Finance as for the world-wide comparisons. We have defended our last year's rating of being the best university in these fields of study in the Czech Republic.

FaME also offers joint degree programs with foreign universities. One of partners is the University of Huddersfield, a business school in Great Britain where you can participate in the so-called "Double Degree Program." To be more precise, it is a joint bachelor's and master's program. This mutual cooperation enables students to earn a BA degree or a MSc (Master of Science) degree in Huddersfield. You can spend part of your studies there! Moreover, you will earn two university degrees in a standard length of study.

DEGREE PROGRAMS IN ENGLISH



You can find the online application as well as all details of the admission procedure (specification of the entrance examination, required documents, Dean's Directive) at apply.utb.cz



BACHELOR'S PROGRAM

This program normally takes 3 years and is for all people who have completed their secondary studies with A-levels. You may earn the degree of Bachelor – Bc. as soon as you complete this program by passing the final state examination and successfully defending your bachelor's thesis.

- **ECONOMICS AND MANAGEMENT**
- **FINANCE AND FINANCIAL TECHNOLOGIES**



FOLLOW-UP MASTER'S PROGRAM

The bachelor's program is focused on gaining the theoretical knowledge of a certain field, whereas the follow-up master's program is focused on the application of this knowledge. In short, it is more about practice and specialization. This program normally takes 2 years, and as soon as you complete the following degree courses, you will earn the degree of Engineer – Ing.

- **BUSINESS ADMINISTRATION AND ENTREPRENEURSHIP**
- **MANAGEMENT AND MARKETING**
- **FINANCE**

DOCTORAL PROGRAM

The doctoral program is suitable for science enthusiasts. You may apply for this type of study as soon as you complete the master's program. The program normally takes 4 years, and after its successful completion, you will earn the degree of Doctor – Ph.D. The prerequisite for this is passing the final state examination and successfully defending your dissertation.

- **ECONOMICS AND MANAGEMENT**
- **FINANCE**
- **INDUSTRIAL ENGINEERING**

Mode of study:
full-time and part-time

FAME STUDY PROGRAMS IN ENGLISH



BACHELOR'S PROGRAM

ECONOMICS AND MANAGEMENT

After completing the basic theoretical and general introductory subjects (e.g. Microeconomics, Macroeconomics, Mathematics, Computer Science, Statistics, Foreign Language, etc.), practical subjects aim at mastering the requirements of economic and managerial practice (Enterprise Economics, Management, Marketing, Accounting and Taxes, Management and Organization of Production, Finance, Banking, etc.). Upon passing the final examination, a graduate may continue in a master's program. The graduates may find jobs mainly in industrial enterprises, commercial or financial companies.

Duration: 6 semesters (3 academic years)
Deadline for applications: 31 July
Tuition Fee: CZK 54,000 per 1 academic year
Scholarship: may apply for TBU scholarship

FINANCE AND FINANCIAL TECHNOLOGIES

The aim of this professionally focused study program is to prepare graduates for working in business and financial institutions in positions of lower and middle

management, with the ability to make independent decisions and apply a systematic and creative approach to problem solving. In addition to acquiring knowledge and skills in the fields of finance, controlling, business economics, accounting, taxes, financial markets, investment and financial technology, the aim is to acquaint students with the general fundamentals of economics, law, management and human resources.

Duration: 6 semesters (3 academic years)
Deadline for applications: 31 July
Tuition Fee: CZK 54,000 per 1 academic year
Scholarship: may apply for TBU scholarship

FOLLOW-UP MASTER'S PROGRAM

FINANCE

After completing the core theoretical and methodological subjects (e.g., Microeconomics, Macroeconomics, Management, Quantitative Methods for Decision Making, Business Information Systems, etc.), the students undergo professional training in the fields of Finance, Corporate Finance, Taxation, Financial Valuation, Auditing, International Finance, Banking

and Insurance. The training is focused on gaining general knowledge in specific financial management disciplines and skills, money and capital markets, public finance, taxation, tax consulting and auditing from the perspective of domestic and foreign environments. Our students acquire the required knowledge and skills for, e.g., developing corporate strategies. Furthermore, they may hold positions at various levels of management in the field of finance, accounting, taxation, or auditing in production and trade organizations, financial institutions such as banks, insurance companies, investment companies, advisory and consulting firms, the public sector, services and non-profit organizations. Upon successful completion of the program, the most talented graduates will be able to continue their studies in a Ph.D. program.

Duration: 4 semesters (2 academic years)
Deadline for applications: 31 July
Tuition Fee: CZK 54,000 (approx. EUR 2,100) per 1 academic year
Scholarship: may apply for TBU scholarship

MANAGEMENT AND MARKETING

After completing the core subjects (e.g., Microeconomics, Macroeconomics, Management, Quantitative Methods for Decision Making, Logistics, Business Information Systems, etc.), the students undergo professional training in the fields of Management and Marketing, International Marketing, Digital Marketing, Applied Marketing, Research, and B2B Marketing. The training is focused on gaining general knowledge in specific managerial and marketing disciplines and skills to address current challenges in domestic organizations as well as international enterprises and institutions. Graduates gain sufficient knowledge to hold senior management positions and professional positions in industrial and

business areas, public administration organizations, consulting and non-profit firms. Upon successful completion of the program, the most talented graduates will be able to continue their studies in a Ph.D. program.

Duration: 4 semesters (2 academic years)
Deadline for applications: 31 July
Tuition Fee: CZK 54,000 per 1 academic year
Scholarship: may apply for TBU scholarship

BUSINESS ADMINISTRATION AND ENTREPRENEURSHIP

After completing the key subjects (e.g., Microeconomics, Macroeconomics, Management, Quantitative Methods for Decision Making, Logistics, Business Information Systems, etc.), the students undergo professional training in the fields of Business Administration, Firm Innovation Policy, Enterprise Economics, Controlling, and Business Information Systems. Graduates may at any time utilize the knowledge gained during their studies in modern, market-driven companies as well as in practice. In addition, graduates are also provided with a fundamental basis for applying their knowledge in the fields of management, marketing, manufacturing and industrial engineering. Graduates will be well equipped to hold senior management and professional economic positions related to industry and business, public administration organizations, consulting and non-profit firms. Upon successful completion of the program, the most talented graduates will be able to continue their studies in a Ph.D. program.

Duration: 4 semesters (2 academic years)
Deadline for applications: 31 July
Tuition Fee: CZK 54,000 per 1 academic year
Scholarship: may apply for TBU scholarship

DOCTORAL PROGRAM

ECONOMICS AND MANAGEMENT

In this doctoral program, particular emphasis is placed on the methodology of research activities, including the extension of some professional presumptions. Graduates improve their professional skills in order to solve step by step highly challenging and complicated tasks and activities based on the three basic pillars of stability, the forming and development of internal abilities in larger industrial and non-industrial, domestic and foreign organizations, and adequately competitive abilities in the market environment. Students can conduct research and specialize in management, enterprise economics, marketing, production and technology rationalization. Within this degree course, students can apply for a government scholarship.

Duration: 8 semesters (4 academic years)

Degree Obtained: Ph.D.

Deadline for applications: 12 May

Tuition Fee: CZK 45,000 (approx. EUR 1,700) per 1 academic year

Scholarship: may apply for TBU scholarship

FINANCE

Graduates improve their professional skills in order to solve step by step highly challenging and complicated tasks and activities regarding finance, accounting, banking, capital markets, taxes and the sustainable development of value resources in a given organization based on three basic pillars - stability, the formation and development of internal abilities in an organization,

and adequately competitive abilities in the market environment, with understanding and respect for the situation at the macro and micro levels of domestic and foreign environments.

Duration: 8 semesters (4 academic years)

Deadline for applications: 12 May

Tuition Fee: CZK 45,000 (approx. EUR 1,700) per 1 academic year

Scholarship: may apply for TBU scholarship

INDUSTRIAL ENGINEERING

This study program provides a scientific education to experts from both academia and industrial companies. The core focus is on applied research and the development of new methods and tools enhancing the performance of manufacturing and administrative processes within complex corporate systems. Research specializations - Production and Technology, Rationalization, Planning and Control, Business Processes, Management, ITC Support for Production System, and Logistics.

Duration: 8 semesters (4 academic years)

Deadline for applications: 12 May

Tuition Fee: CZK 45,000 (approx. EUR 1,700) per 1 academic year

Scholarship: may apply for TBU scholarship



www.apply.utb.cz

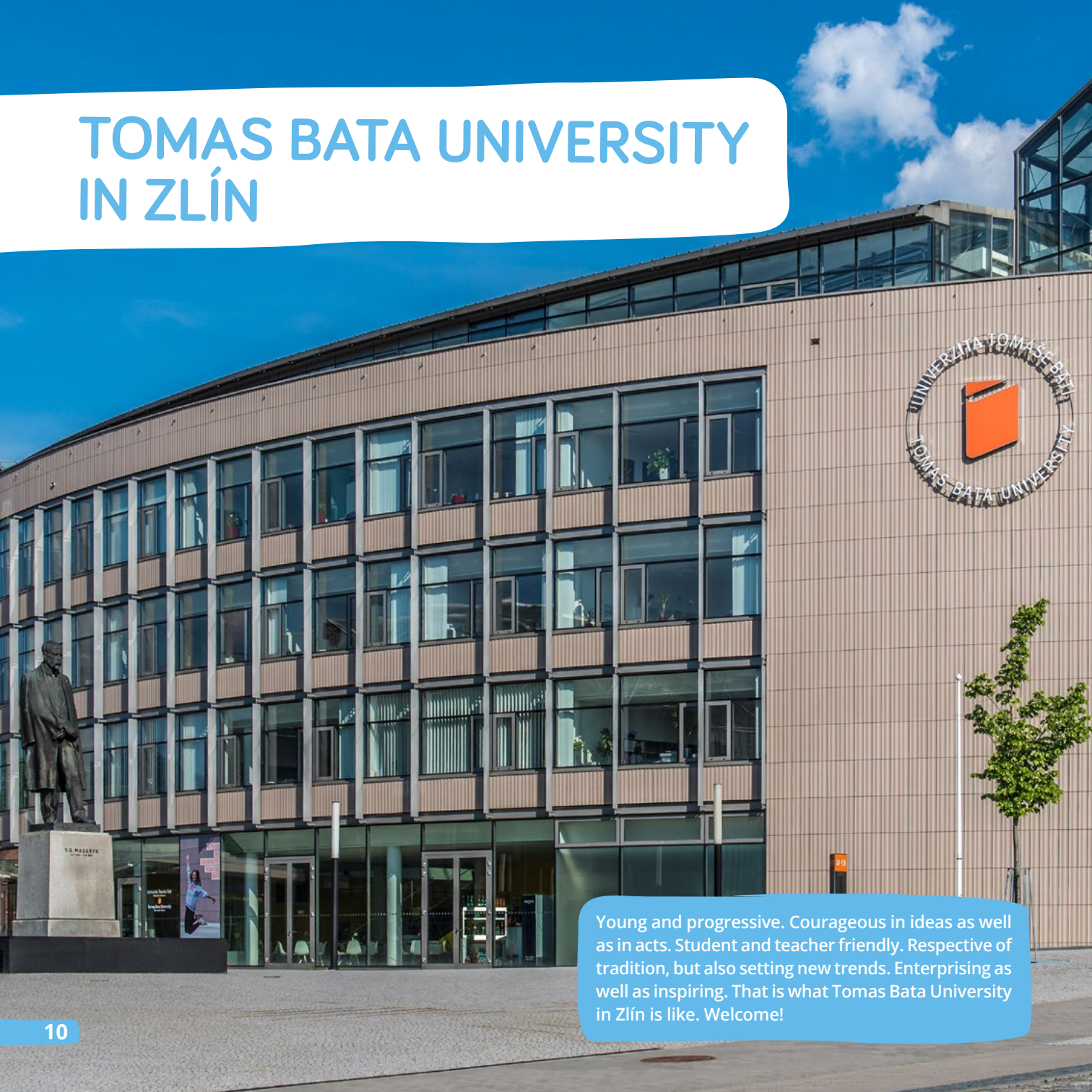
DOUBLE DEGREE PROGRAM

One of the faculty's priorities in the sphere of internationalization is the preparation and implementation of double degree programs.

Students can currently choose a program in cooperation with one of the following universities:

- University of Huddersfield, Great Britain
- Ton Duc Thang University, Vietnam
- Baku Business University, Azerbaijan

TOMAS BATA UNIVERSITY IN ZLÍN



Young and progressive. Courageous in ideas as well as in acts. Student and teacher friendly. Respective of tradition, but also setting new trends. Enterprising as well as inspiring. That is what Tomas Bata University in Zlín is like. Welcome!

Following the latest world trends in higher education, Tomas Bata University in Zlín is a modern and progressive university located in the Czech Republic.

Since its establishment in January 2001, thousands of highly-qualified professionals have received their education at TBU. The university is named after Tomáš Baťa, a world-renowned entrepreneur and founder of the shoe industry in Zlín, who played a significant role in the socioeconomic transformation of Zlín and of the country as a whole.

TBU has six faculties, and students may choose to study technology, economics, management, marketing communications, natural sciences, informatics, humanities, visual arts, design, logistics, crisis management, environmental protection and health care.

Students will benefit from modern facilities, which help support their personal development and skills. In classes, a strong emphasis is placed not only on the theoretical, but also on the practical components of learning. Students also participate in a variety of extra-curricular activities. The university is open to all kinds of practical and academically stimulating ideas. TBU has an open-door policy; talented students, irrespective of their origin or background, are always welcome.

The university places emphasis on the development of internationalization. Every year, hundreds of international students study at TBU in degree programs accredited in Czech or English or in exchange programs. TBU's student body is multicultural and comes from more than 70 countries worldwide. This creates a rich environment for intercultural interaction, knowledge sharing, and an enriching experience for all students at TBU. In addition, Buddy System Zlín, a student organization, takes care of international students, helping them with everyday activities and making their days at TBU more pleasant.

WHY STUDY AT TBU

- A large number of degree courses in humanities, natural sciences, technology as well as arts that you may study at six faculties.
- A high-quality education leading to excellent career prospects.
- Highly qualified teachers and excellent study facilities equipped with state-of-the-art technology.
- Teaches you the basics of entrepreneurship and encourages you to become self-reliant and responsible for your future.
- A center of science and research, achieving world-class levels in many areas, which might lead you to decide to pursue a career in science.
- Uses the ECTS credit system.
- Is bilingual (English and Czech are of equal standing)
- Is a center of top-class science and research.
- Named after a world-famous shoe entrepreneur Tomáš Baťa (1876 – 1932).
- Offers exchange programs abroad.
- Issues all graduates with a diploma supplement.
- Puts maximum emphasis on the interconnection between studies and business/industry.
- Zlín is a beautiful town, bustling with events and activities. You will definitely spend an unforgettable time here.

STUDENT ORGANIZATIONS

Students at TBU have little chance to get bored. A day in a TBU student's life consists not only of studies but also of enjoyment and fun. Those who are interested in engaging in various activities may join any of the several student organizations that are active in Zlín. In cooperation with the university, the TBU Student Union organizes the Gala Ball, Gala Evening, Rag Day, University Christmas Tree Lighting Ceremony, and many other interesting events. The branch of the international student organization – AISEC Zlín – organizes cultural traineeships and internships abroad, while IAESTE invites companies from the Czech Republic as well as from abroad to Zlín to participate in the iKariéra fair where future graduates are informed about job offers. The practical jokers' club Sailors' Union will invite you to attend the Sailors' Ball or the open-air festival Apráles.

OUR TOWN

The regional capital of Zlín is situated in the Dřevnice stream valley, in the moderate climatic zone of southeast Moravia on the border of the local regions of Moravian Wallachia, Haná and Moravian Slovakia. With a population of about 75,000, Zlín has become a natural metropolis of southeast Moravia thanks to its location and many other reasons. Tomáš Baťa, the founder of the shoemaking company, brought fame to the town in the first half of the 20th century. The local functionalist architecture is unique, as it has no parallel elsewhere in the country or even in the world. The town center with the factory compound and residential districts built at the time of Baťa's highest economic boom is now a conservation area. Tomas Bata University was established in Zlín in 2001.

SPORT

Our university offers a wide range of sporting opportunities. Students can take part in various organized activities, such as aerobics, self-defense courses, gym workouts, mountain climbing, etc. In addition, TBU offers, for example, Japanese swordplay (Kendo), bodybuilding, skiing, swimming, softball, squash, taekwondo, volleyball, fit-balling, badminton, tennis, table-tennis, indoor cycling or futsal, and a number of other activities. Students also have the opportunity to take part in winter skiing trips to the Alps. We are making the effort to extend the range of sporting opportunities at TBU.

EXCHANGE PROGRAMS IN ENGLISH

Exchange students can study at FaME within a variety of exchange programs including Erasmus+, CEEPUS or Freemover.

Not only students, but also academic, research and administrative staff are more than welcome to come to Zlín within exchange programs in order to hold lectures or seminars, promote degree programs offered by their home university, discuss further cooperation and participate in various international projects, research activities or publications.

TBU SUMMER SCHOOLS

FaME organizes two or three-week summer courses in different economic fields. In addition, participants are also provided with an interesting program including the opportunity to attend various cultural events, to get acquainted with Czech culture and traditions and to discover Zlín and its beautiful surroundings. For further information, kindly visit our webpage: www.summerschools.utb.cz

ACTIVITIES



FaME is a unique place, where the finest academic minds can discuss their thoughts and the current trends in their spheres of expertise and also interact with professionals from different business spheres of expertise and with students. The faculty places great emphasis on research activities carried out in close cooperation with enterprises and institutions within the region and worldwide.

Our faculty participates in a number of research projects funded by the European Commission (Horizon 2020), the Grant Agency of the Czech Republic, the Technology Agency of the Czech Republic, the Ministry of Health of the Czech Republic, the European Social Fund, the University Development Fund and many more. Moreover, international scientific cooperation in research projects is one of the major priorities of the faculty.

The faculty regularly organizes international research conferences in various research areas, for example:

- ✓ Finance and the Performance of Firms in Science, Education and Practice
- ✓ International Conference on Finance and Economics in cooperation with Ton Duc Thang University in Vietnam
- ✓ DOKBAT – International Conference for Ph.D. Students and Young Researchers

The faculty organizes the annual SVOČ competition for the best student research and professional work- to give students an opportunity to explore the world of scientific research in order to enable them to develop innovative ideas in the spheres of economics and business.

The faculty also publishes a scientific periodical – Journal of Competitiveness – that offers results of basic and applied economic research of domestic and international authors in the English language. The journal concentrates on the fields of the competitiveness of individual companies, clusters of companies, regions or nations, from different points of view. Articles focused on micro-economics, management, marketing, human resources, financial management, as well as problems and challenges of regional or national economies, or other economic subjects connected with competitiveness, are welcome. Further information about the journal is available on the following webpage – www.cjournal.cz.

The Journal of Competitiveness is indexed in the Social Sciences Citation Index® (SSCI) on the Web of Science™.



RESEARCH AT FAME

MAIN RESEARCH AREAS OF FAME:

- Entrepreneurship
- Business Activities of Small and Medium Enterprises
- Social Entrepreneurship
- Performance Management
- Corporate and Cluster Performance Management and Measurement
- Management Accounting Tools in Performance Measurement
- Digital Transformation and Market Behaviour
- Accounting Information Quality
- Industry 4.0
- Process Modelling for Industry 4.0
- Public Governance
- Healthcare Organizations Governance
- Knowledge Management + Human Capital Management
- Human Capital Management
- Labor Market



CENTER OF APPLIED ECONOMIC RESEARCH

CAEV's mission is to improve FaME's position in the field of scientific research and its application in practice, to strengthen FaME's prestige, internationalization and research project cooperation with other universities, research organizations, businesses and public sector stakeholders for their mutual benefit, and to cooperate in selected areas of basic and applied research.

CAEV's research and development activities focus on FaME priority areas of research, measuring and managing the performance of companies, public and regional organizations, knowledge management and corporate social responsibility.

INTERNATIONAL PROJECTS & MEMBERSHIPS

One of the ways of developing internationalization at TBU FaME is getting involved in international projects (educational / research & development). The faculty participates in Erasmus Mundus, Freemover and Erasmus+ partnership projects.

International educational projects increase the prestige of the university worldwide and help develop relationships between institutions in different areas, e.g., student/academic staff mobilities, the preparation and implementation of joint degree programs, the transfer of knowledge and experience between partners, joint conferences, support of quality, and influence the institution's position in the world university rankings, etc.

CRANET NETWORK

Another network of which FaME is a member is the Cranet Network (Cranfield Network on International Human Resources Management), which is composed of 40 collaborating universities and business schools. Furthermore, the network is the acknowledged leader in all aspects of international human resources management, both theoretical and practical, with a distinguished reputation worldwide. It disseminates research findings through newspapers, practitioner press, academic journals and books, through conferences and seminars, and in teaching.

NICE

FaME is a member of the Nice Network, which is comprised of 35 partner institutions located in Europe, North Africa and Asia. The faculty as well as other members of this network are highly committed to the Bologna and Lisbon conventions and have signed a Quality Charter, which ensures that all members accept and implement the ECTS quality standards in their institutions. Membership in the network involves conditions for student and staff exchanges, joint projects and programs.



HORIZON2020: SHAPE ENERGY PROJECT (2017-2019)

This is a two-year international research project that addresses the impact of social and human sciences on energy, namely the transition of the energy system to a reliable, sustainable and competitive system to reduce dependence on fossil fuels. The partners of the project are renowned foreign academic and research institutions. FaME is one of the members of the consortium.

FaME is also actively involved in the project of government scholarships offered by the government of the Czech Republic under the Foreign Development Cooperation Program and CEEPUS.

FaME is a member of the Nice Network (New Initiatives and Challenges in Europe) and the Cranet Network (International Human Resources Management).

www.shapeenergy.eu



GRADUATES ABOUT FAME



You never get experience by studying theory only. I started my freelance business during the 2nd year of my bachelor studies, and after graduating, I just got more time to work on it. I guess everybody should decide before starting studies what the goal of all the effort is in order to get to know and grasp as much as possible. Besides the knowledge important for any type of specialization, becoming aware of what I want to do in my life was the most positive aspect for me. I found out what I like when working on tasks, seminar works, discussions and presentations.

Tereza, portrait photographer/lecturer

One of many activities within the scope of FaME that I had a chance to take was a one-semester study stay in Steyr, Austria within the Erasmus program. Such an experience opened my mind and not only that. I also got various contacts, which opened the door to more possibilities. That is the reason why, when a great opportunity came my way to work on my diploma thesis in Italy, at the Graziano Oerlikon company, I went for it.

Martina, FPT Industrial Turin

On the day of my graduation, I had ten employees and it was not easy for me to manage the company. That is why, right after completing my studies, I started to work on the standardization of all processes in the company. It was an important moment. The company began to develop, and at present, there are more than 300 colleagues working with us. At university, I mainly learned that all depends on the point of view and the essential thing is to listen and absorb the useful pieces of information and later on make use of these.

Lukáš, PYTLOUN HOTELS

FaME played an important role on my way. In any case, the Bata omnipresence as well as business mindset always influences you in Zlín, which is fantastic. I spent the 3rd year of my bachelor studies at the University of Huddersfield, in Great Britain, which was the best and most beneficial year of my studies. I spent my master's studies with foreign students, attending English equivalents of Czech courses there. I also went to Vilnius, Lithuania for one semester within the Erasmus program.

Jakub, Procter&Gamble

It is important to combine theoretical knowledge with practice and to improvise and sell one's ideas - there was a good reason for Henry Ford to spend his last four dollars on marketing, and to be humble. Having the access to internships while studying at university was of great benefit, seeing in practice what I heard of from the lecturers at the faculty.

Jiří, Continental Automotive Czech Republic s.r.o.

I spent 8 years of my life at FaME, which is a lot. Not only did I meet a lot of friends there, but also my wife! I often think of my PhD studies, which were great. There were rather too many of us in one office, which was a little bit scary at the beginning. However, it turned out to be great, as it was a bunch of nice people of Czech as well as foreign origin there, and we had much fun together.

Jiří, STRABAG a.s.

By all means, the combination of theory and practice during university studies at FaME is very beneficial, as a great deal of skills and competences can be required in practice only.

Zuzana, College Hospital Brno

CONTACT US

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Submit your application at

APPLY.UTB.CZ

fame.utb.cz

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