

THE UNIVERSITY OF WEST BOHEMIA IN PILSEN

FACULTY OF ECONOMICS



## ANNUAL REPORT

Of the Faculty of Economics of  
the University of West Bohemia in  
Pilsen for 2014

*Submitted by:*

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*Editing office:*

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Vice-Dean of the UWB's Faculty of Economics for External Relations

**Pilsen, 2015**

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# 1 Composition of bodies of FoE UWB

## 1.1 Dean's Office

Dean: **doc. Dr. Ing. Miroslav Plevný**

Vice-Deans: **doc. Ing. Emil Vacík, Ph.D.**, Vice-Dean for Research and Development (until 28. 2. 2014)

**doc. PaedDr. Ludvík Eger, CSc.**, Vice-Dean for Research and Development (until 1.3.2014)

**Ing. Hana Kunešová**, Vice-Dean for Study Affairs

**doc. Ing. Jiří Vacek, Ph.D.**, Vice-Dean for Project Activities and Development

**RNDr. Jiří Preis, Ph.D.**, Vice-Dean for External Relations (since 1. 3. 2014)

Secretary: **Ing. Mgr. Radka Součková**

Secretariat: **Ing. Veronika Vosková** (until 28.2.2014, Pilsen section)

**Zuzana Martinčíková** (since 1.3.2014, Pilsen section)

**Zuzana Placrová** (until 15.4.2014, Cheb section)

**Ludmila Boďová** (since 16.4.2014, Cheb section)

Study Department - Pilsen section:

**Kateřina Hráčková** (full-time bachelor's study)

**Kateřina Štruncová** (follow-up full-time study and combined study, both stages)

**Ing. Barbara Trojanowská** (doctoral study and bachelor's study ERG)

Study Department - Cheb section:

**Hana Blatná** (combined bachelor's study)

**Ivana Kurová** (full-time bachelor's study)

Study Department - CECEV section:

**Tomáš Kasík** (lifelong learning)

**Romana Kočvarová** (lifelong learning)

## 1.2 Academic Senate

Chair: PaedDr. Dana Egerová, Ph.D.

Vice-Chair: Ing. Michaela Krechovská, Ph.D.

Secretary: Ing. Radim Špicar (until 30.9.2014), Mgr. Ing. Radka Součková (since 1.10.2014)

Chair of Student Chamber: Bc. Lucie Doubravová (until 31. 8. 2014), Bc. Jana Boučková (since 1.10.2014)

### Members - academic section:

RNDr. Mikuláš Gangur, Ph.D.

Ing. Pavlína Hejduková, Ph.D. (until 30. 9. 2014)

Ing. Jarmila Ircingová, Ph.D.

Ing. Lenka Králová, Ph.D.

Ing. Kateřina Mičudová, Ph.D. (until 31. 3. 2014)

JUDr. Ing. David Martinčík

Ing. Jan Tluchoř, Ph.D.

Ing. Lenka Zahradníčková (since 1. 4. 2014)

Ing. Jitka Zborková, Ph.D (since 1. 10. 2014)

**Members - student section:**

Jakub Hazda

Martina Mončeková

Ondřej Pelnář

Ing. et Ing. Jiří Pešík (since 1. 9. 2014)

David Ženíšek

Bc. Lucie Doubravová (until 31. 8. 2014)

Ing. Radim Špicar (until 30. 9. 2014)

**1.3 Scientific Board**

doc. Ing. Petr CIMLER, CSc.

doc. PaedDr. Jaroslav DOKOUPIL, Ph.D.

prof. Ing. Lilia DVOŘÁKOVÁ, CSc.

doc. PaedDr. Ludvík EGER, CSc.

doc. Ing. Jakub FISCHER, Ph.D.

RNDr. Mikuláš GANGUR, Ph.D.

prof. Ing. Ladislav HÁJEK, CSc.

doc. Ing. Jan HOREJC, Ph.D.

prof. Ing. Ivan JÁČ, CSc.

Ing. Miloš KRATOCHVÍL

prof. Ing. Helena MAJDÚCHOVÁ, CSc.

doc. PaedDr. Alena MATUŠKOVÁ, CSc.

prof. RNDr. Eva MILKOVÁ, Ph.D.

Ing. Zdeněk MUŽÍK

doc. Dr. Ing. Miroslav PLEVNÝ

prof. Ing. Ján POKRIVČÁK, M.S., Ph.D.

doc. Ing. Ladislav ROLÍNEK, Ph.D.

doc. Ing. Jiří SKALICKÝ, CSc.

doc. Ing. Luboš SMRČKA, CSc.

doc. Ing. Petr SUCHÁNEK, Ph.D.

prof. Ing. Milan TURČÁNI, CSc.

doc. Ing. Jiří VACEK, Ph.D.

doc. Ing. Emil VACÍK, Ph.D.

doc. Ing. Miroslav ŽIŽKA, Ph.D.

## 1.4 Subject Board

doc. Ing. Theodor BERAN, Ph.D.

doc. Ing. Petr CIMLER, CSc.

doc. PaedDr. Jaroslav DOKOUPIL, Ph.D.

prof. Ing. Lilia DVOŘÁKOVÁ, CSc.

doc. PaedDr. Ludvík EGER, CSc.

doc. Ing. Jan HOREJC, Ph.D.

doc. Ing. Dagmar JAKUBÍKOVÁ, Ph.D.

doc. RNDr. Jiří JEŽEK, Ph.D.

doc. RNDr. Ing. Ladislav LUKÁŠ, CSc.

doc. RNDr. Marie NOVOTNÁ, CSc.

doc. Dr. Ing. Miroslav PLEVNÝ

doc. Ing. Luboš SMRČKA, CSc.

doc. Ing. Petr SUCHÁNEK, Ph.D.

doc. Ing. Jiří VACEK, Ph.D.

doc. Ing. Emil VACÍK, Ph.D.

doc. Ing. Miroslav ŽIŽKA, Ph.D.

## 2 Departments and sections of FoE UWB

### 2.1 Departments

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

Head: **RNDr. Mikuláš Gangur, Ph.D.**

**KFU - Department of Finance and Accounting**

Head: **prof. Ing. Lilia Dvořáková, CSc.**

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

Head: **Ing. Jan Tluchoř, Ph.D.**

**KPM - Department of Business Economy and Management**

Head: **doc. Ing. Emil Vacík, Ph.D.**

**KGE - Department of Geography**

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

### 2.2 Sections

**CECEV - Lifelong Learning Centre**

Head: **Ing. Jan Tluchoř, Ph.D.**

**SPA – Project Activities Centre (subordinate to the FoE Dean's Office)**

Head: **doc. Ing. Jiří Vacek, Ph.D.**

**SMA - International Activities Centre**

Head: **doc. Ing. Jiří Vacek, Ph.D.**(until 28.2.2014)

**RNDr. Jiří Preis, Ph.D.** (since 1. 3. 2014)

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

Head: **doc. RNDr. Jiří Ježek, Ph.D.**



### 3 Employees of FoE UWB

As of 31.12.2014, 64 academic staff were employed at the UWB Faculty of Economics (with an average workload of 0.81; recalculated status of 52.09 persons), 1 researcher (recalculated status of 1.82 persons) and 21 other workers (with average workload of 0,96, recalculated status was 20,25 persons).

The table below gives an overview of the number of employees by category and their section (Table 1).

**Table 1: Staff by sections and categories**

		Pedagogical staff					Researchers	Other staff
		Professors	Associate Professors	Assistant Professors	Professors	Lecturers		
KEM	Natural persons	1	3	7	2	0	0	2
	Recalculated	0,50	0,44	6,70	2,71	0	0	1,50
KFU	Natural persons	1	0	8	1	0	0	1
	Recalculated	1,01	0	7,13	1,00	0	0	1,00
KMO	Natural persons	0	3	4	1	0	0	1
	Recalculated	0	2,13	3,07	0,25	0	0	0,81
KPM	Natural persons	0	2	13	0	0	1	1
	Recalculated	0	2,00	10,76	0	0	0,13	0,88
KGE	Natural persons	0	4	5	0	0	0	1
	Recalculated	0	3,95	4,00	0	0	0	1,30
SPA	Natural persons	0	0	0	0	0	0	1
	Recalculated	0	0	0	0	0	1,69	2,00
CECEV	Natural persons	0	0	0	0	0	0	2
	Recalculated	0	0	0	0	0	0	2,01
SMA	Natural persons	0	0	7	0	2	0	0
	Recalculated	0	0	4,94	0	1,50	0	0
DFEK	Natural persons	0	1	0	0	0	0	12
	Recalculated	0	1,00	0	0	0	0	10,75
FoE	Natural persons	2	12	44	4	2	1	21
	Recalculated	1,51	8,52	36,60	3,96	1,50	1,82	20,25

Source: INIS / Magion

### 3.1 Appointment and habilitation procedures

In 2014, none of the faculty staff was habilitated.

### 3.2 Study in doctoral study programmes

Table 2 shows the numbers of DSP students at FoE in 2014.

Table 2: Number of DSP students at FoE as of 31.12.2014.

Year of study	Y1	Y2	Y3	Y4	Y5	Y6+	total	ended	graduated
Form:									
Combined	5	5	6	8	5	2	31	10	2
Full-time	3	3	4	0	0	0	10	1	1
Total:	8	8	10	8	5	2	41	11	3

Source: FoE Study Department

The column “Ended” shows the total number of students who ended their studies at their own request (11) or their study was terminated due to non-fulfilment of their study obligations.

Full-time study contributes significantly to the qualification growth of young faculty staff.

The continuing problem (especially in the combined form of study) is the high number of students who fail to complete their studies within the given period.

## **4 Students of FoE UWB**

### **4.1 Interest in study, number of applications, enrolled, results and evaluation of admission procedure**

#### **Collaboration with secondary schools in informing applicants**

FoE has long-term contacts with grammar schools and economically oriented secondary schools in the Pilsen and Karlovy Vary regions. FoE staff visited selected secondary schools, where they informed final-year students about the study programmes offer, the possibilities of graduates' employment and the conditions of the admission procedure. The faculty also sent information materials to selected secondary schools in the Pilsen, Karlovy Vary, Central Bohemian, South Bohemian and Ústí nad Labem regions with the offer of study fields and an invitation to the Open Days in Pilsen and Cheb, which took place in January 2014. The faculty has created a website for applicants with information on the admission procedure and fields of study. Email and telephone contact with applicants is arranged by an authorized employee of the Study Department. The faculty also attracts the interest of potential applicants by organizing a week-long summer school for children and youth, HOMO ECONOMICUS, which took place in March and July 2014 and was attended by 48 children in total.

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

In 2014, the number of FoE applicants for bachelor's degree exceeded 2.5 times the total capacity of bachelor's degree programmes and the number of applicants for the follow-up master's degree was 2.8 times greater than the total capacity of the follow-up master's degree programmes. The application for doctoral study was submitted by 15 applicants, the capacity was 8 places (the capacity of study programmes was given by the indicator of recalculated financed students for the 2015 budget). As in the previous year, the highest number of applications was submitted for the full-time bachelor's degree programme of Economics and Management in Pilsen and the combined form in Cheb and also for the follow-up combined master's degree programme of Economics and Management. A lower interest of applicants was in the bachelor's and follow-up study programme of Systems Engineering and Informatics. A low interest of applicants was in the bachelor's full-time study at FoE in Cheb.

Detailed overview information on the admission procedure containing data pursuant to Notice of the Ministry of Education, Youth and Sports No. 343/2002 Coll., as amended by Notice No. 276/2004 Coll., is listed in an attachment to this report.

The Admission Procedure Report for the academic year 2014/2015 is published on the faculty's official website: <http://www.fek.zcu.cz/deska.php>.

**Table 3: Interest of applicants for study**

Accredited study programmes	Number of applicants <sup>1)</sup>	Number of applying persons <sup>2)</sup>	Total number of applicants admitted <sup>3)</sup>	Total number of persons admitted <sup>4)</sup>	Number of enrolled applicants	Number of enrolled persons
<b>FoE UWB in total</b>	2213	1644	888	857	709	708
<b>B1301 Geography</b>	191	185	87	87	81	81
<b>B6208 Economics and Management, Combined form<sup>5)</sup></b>	156	156	55	55	53	53
<b>B6208 Economics and Management, full-time form<sup>5)</sup></b>	1141	819	396	384	283	283
<b>B6209 Systems Engineering and Informatics</b>	302	233	132	132	125	125
<b>N6208 Economics and Management, combined form<sup>5)</sup></b>	136	135	43	43	37	37
<b>N6208 Economics and Management, full-time form<sup>5)</sup></b>	175	175	109	109	85	85
<b>N6209 Systems Engineering and Informatics</b>	98	83	56	55	36	36
<b>P6208 Economics and Management, combined form</b>	9	9	6	6	6	6
<b>P6208 Economics and Management, full-time form</b>	5	5	4	4	3	3

Source: STAG

<sup>1)</sup>Number of applications from all stages of admission procedure for all forms of study.<sup>2)</sup>Number of persons applying from all stages of admission procedure for all forms of study.<sup>3)</sup>Number of applications received, including applications received after the review procedure.<sup>4)</sup>Number of persons admitted, including persons admitted after the review procedure.<sup>5)</sup>Data for study programmes B6208 and N6208 is provided including admission procedure in accordance with Sec. 48 to 50 and Sec. 60 of Higher Education Act No. 111/1998 Coll. as amended (admission of successful graduates of lifelong learning programmes within accredited study programmes).

Compared to admission procedure for academic year 2013/2014, the number of persons submitting an application to study at FoE decreased by 18% and the number of enrolled persons decreased by 15%. The bachelor's degree programmes saw the largest relative decrease in the number of applying persons in the B6209 Systems Engineering and Informatics study programme (decrease in the number of applying persons by 33% and enrolled persons by 21%). Applicants have a stable interest in the combined bachelor's degree programme B6208 Economics and Management (decrease in the number of applying persons by 2.5%, the number

of enrolled persons increased by 35%). In the B1301 Geography programme, the number of enrolled persons increased by 15% and the number of applying persons decreased by 14%.

The follow-up study programmes saw a greater relative decrease in the number of applying persons in the full-time study programme N6208 Economics and Management (the number of applying persons decreased by 30%, the number of enrolled persons decreased by 20%). However, in the combined form of the same study programme, the number of applying persons increased by 14% and the number of enrolled persons by 23%. In the study programme N6209 Systems Engineering and Informatics, the number of applying persons decreased by 9%, the number of enrolled persons decreased by 26%.

The number of applying persons in the doctoral study programme increased by 80% in the combined form and 66% in the full-time form of study.

The above figures include the final outcome of the admission procedure, including the second stage of the admission procedure, which was announced in the Pilsen part of the faculty for bachelor's study programmes of Systems Engineering and Informatics and Geography and in the Cheb part of the faculty for the full-time bachelor's study programme of Economics and Management. The capacity of study fields at the Cheb faculty was not filled even after the second round of the admission procedure. The low number of applicants for study at the Cheb faculty is probably the result of a smaller catchment area, a permanent demographic decline, competition from private universities in the Karlovy Vary region and also a preference by some applicants of study at universities outside the Karlovy Vary region. The second stage of the admission procedure was announced also for the follow-up master's study programme N6209 Systems Engineering and Informatics. The low number of applicants for this study programme reflects the low number of graduates of the B6209 System Engineering and Informatics bachelor's study programme.

**Table 4: Admission procedure 2014 - overview of dates**

	Date for submission applications for study	Start and end dates of entrance exams	Replacement date for entrance exams	Date of issue decision about admission for study	Date of issue decision about review of initial decision	Date for review of materials for admission procedure	End date of admission procedure
<b>Stage 1 admission procedure</b>							
Bachelor's study	31. 3. 2014	7. 12. 2013 to 8. 5. 2014	X	12. 5. 2014 <sup>1)</sup> 2. 6. 2014 <sup>2)</sup> 21. 7. 2014 <sup>3)</sup>	7. 7. 2014 23. 7. 2014	X	10. 8. 2014
Follow-up master's study	31. 3. 2014	18. 6. 2014 19. 6. 2014	21. 8. 2014	25. 6. 2014 27. 8. 2014	Continually 23. 7. to 23. 9. 2014	23. 7. 2014 15. 9. 2014	10. 10. 2014
Doctoral study	20. 6. 2014	30. 6. 2014	X	1. 7. 2014	26. 8. 2014	X	10. 9. 2014
<b>Stage 2 admission procedure</b>							
Bachelor's study	31. 7. 2014	X	X	6. 8. 2014	Continually 4. 9. to 1. 10. 2014	X	10. 10. 2014
Follow-up master's study	31. 7. 2014	21. 8. 2014	X	27. 8. 2014	9. 9. 2014 17. 9. 2014 23. 9. 2014	15. 9. 2014	10. 10. 2014

1) A decision was issued that in order to meet the criteria for the exemption from the entrance examination, the student has to deliver an officially certified copy of the school-leaving certificate by a given deadline.

2) A decision was issued that in order to meet the criteria for the admission/non-admission based on the result of the entrance examination, the student has to deliver an officially certified copy of the school-leaving certificate by a given deadline.

3) A decision was issued that students who did not deliver an officially certified copy of the school-leaving certificate by a given deadline will not meet the criteria for the admission to study.

Source: Admission Procedure Report at FoE UWB in Pilsen for the academic year 2014/2015

The criteria for the evaluation of the entrance examination in the bachelor's and follow-up master's degree programmes in the first stage of the admission procedure were set by Dean's Notices No. 10DV/2013 and No. 11DV/2013.

**Table 5: Criteria for the admission procedure evaluation (stage 1 of admission procedure)**

<b>Bachelor's study:</b>	
Geography SP Economics and Management SP Systems Engineering and Informatics SP	Národní srovnávací zkouška Scio, s.r.o. Test of general study qualifications - basic exam Maximum percentile: 100
<b>Follow-up master's study:</b>	
Economics and Management SP	Test in economic subjects: maximum number of points 100
Systems Engineering and Informatics SP field of Project Management Systems	Test in economic subjects: maximum number of points 100
Systems Engineering and Informatics SP field of Information Management	Test in economic subjects: maximum number of points 40 Mathematics test: maximum number of points 40 Informatics test: maximum number of points 40

Source: Dean's Notices No. 10DV/2013 and No. 11DV/20

The following table shows the criteria for successfully passing the entrance examination in the first stage of the admission procedure.

**Table 6: Criteria for successful passing of entrance exam (stage 1 of admission procedure)**

<b>Bachelor's study:</b>	
Geography SP Economy and Management SP Systems Engineering and Informatics SP	Národní srovnávací zkouška Scio, s.r.o. Test of general study qualifications - basic exam. For the successful passing of the entrance examination, Dean's Notice No. 10DV/2013 set the percentile limit to 40. Applicants with a minimum percentile of 40 were admitted <b>in order of percentile score obtained</b> , considering the capacity of the study fields for each form and place of study.
<b>Follow-up master's study:</b>	
Economics and Management SP	Test in economic subjects: minimum of 50 points. Applicants with the minimum limit provided above were admitted <b>in order of point score obtained</b> , considering the capacity of the study fields for the full-time and combined form of study.
Systems Engineering and Informatics SP field of Project Management Systems	Test in economic subjects: minimum of 50 points. Applicants with the minimum limit provided above were admitted <b>in order of point score obtained</b> , considering the capacity of the study field.
Systems Engineering and Informatics SP field of Information Management	Test in economic subjects: minimum of 20 points. Mathematics test: minimum of 20 points Informatics test: minimum of 20 points  Applicants with the minimum limit provided above were admitted <b>in order of point score obtained</b> , taking into account the capacity of the study field.

Source: Dean's Notices No. 10DV/2013 and No. 11DV/2013

Applicants for bachelor's study with the minimum limit provided above were admitted in order of percentile score obtained, taking into account the capacities of the individual fields listed in Dean's Notice No. 10DV/2013. Applicants for the bachelor's study programme Economics and Management, who were not admitted to study in Pilsen due to capacity reasons, were offered

the same study programme in Cheb or the study programme of Systems Engineering and Informatics and Geography in Pilsen.

Applicants for the follow-up study programme of Economics and Management, who were not admitted for study due to capacity reasons, were offered the follow-up study field of Project Management Systems in the study programme of Systems Engineering and Informatics.

Admission criteria in the second stage of the admission procedure for the bachelor's study:

In accordance with Dean's Notice No. 5DV/2014, the applicants were ranked according to the calculated value of "P" in order from the best down (i.e. from the lowest value of "P" to the highest). With regard to the free capacity of study fields in the given place of study and the number of applicants in the 2nd stage of the admission procedure, the Admission Committee for admission to study in the Geography study programme set the maximum value of "P" to 2.35 and in the Systems Engineering and Informatics study programme the maximum value of "P" to 2.85. Applicants with a higher "P" value were not admitted to study in these study programmes due to insufficient capacity of the study programme and the field of study.

All applicants who duly submitted their application and the required documents were admitted to the study programme of Economics and Management (the place of study in Cheb). The candidate on the last place in the ranking had a value of "P" of 2.9 (Business Activity Management), or 2,6 (Business Economy and Management).

Admission criteria in the second stage of the admission procedure for the follow-up study:

The criterion was the same as in the first stage of the admission procedure (Dean's Notice No. 6DV/2014).

Admission for the doctoral study programme:

The entrance examination for the doctoral study programme had a form of an oral discussion of a selected framework topic of the dissertation thesis and general knowledge in the given scientific field. The Admission Committee evaluated documents submitted by the applicant as part of the application, and knowledge demonstrated by the applicant during the entrance examination. On the basis of this evaluation, it submitted a reasonable proposal to the Faculty's Dean for admission or non-admission of the applicant.

## **4.2 Students in accredited study programmes**

Total number of students at the faculty shows a decreasing tendency. As of 31.10.2014, 1,559 students were studying at the faculty, by the same date in 2013 there were 1,738 students and in 2012 there were 2,016 students. The largest relative year-on-year decrease in the number of students occurred in the full-time follow-up study programme of Economics and Management (27% decrease in the number of students, i.e. 84 students compared to 2013) and in the full-time bachelor's study programme of Economics and Management (14%, i.e. 114 students). The combined form of this study programme in the bachelor's and follow-up degree shows a stable number of students. In the bachelor's study programme of Geography, the number of students increased by 15% (i.e. 20 students). The Systems Engineering and Informatics study programme showed a stable number of students in the bachelor's degree, while the number of students in the follow-up degree increased by 31% (i.e. 17 students) as a result of opening both years of the Project Management Systems study field.

The decrease in the number of students at the bachelor's level is mainly due to the demographic development; the faculty expects a gradual decrease in the number of students by 2016.

**Table 7: Number of students in accredited study programmes of FoE UWB as of 31.12.2014**

Accredited study programmes	Students in study programmes						Total of students
	Bachelor's SPs		Master's SPs		Doctoral SPs		
	F	C	F	C	F	C	
Economic Policy and Administration	0	1	0	0	0	0	1
Geography	149	0	0	0	0	0	149
Economics and Management	702	105	226	59	10	35	1137
Systems Engineering and Informatics	201	0	71	0	0	0	272
Total of students	1052	106	297	59	10	35	1559

Explanatory notes:

SP = study programme, F = full-time form, C = combined form. The table shows numbers of students with status "studying" (it does not include students that suspended their study by this date).

Source: STAG

### 4.3 So-called double degree study programme

In 2014, the Faculty of Economics continued for the third year to implement the Double Degree bachelor's study programme of Economics and Management with the Hochschule Hof - University of Applied Sciences in Hof, Germany. In 2014, student of the Cheb faculty Kateřina Šušová graduated from Double Degree at FoE, and FoE students Libor Nový and Václav Klail successfully graduated from Double Degree at the Hochschule Hof.

### 4.4 FoE graduates

In 2014, 439 students graduated from the faculty, which is 20 graduates less than in 2013. The greatest changes in the number of graduates occurred in the full-time study programme of Economics and Management. In 2014, compared to the previous year, the number of bachelor's graduates decreased by 69 and of the follow-up graduates increased by 42.

**Table 6: Number of graduates of accredited study programmes at FoE from 1.1.2014 to 31.12.2014**

Accredited study programmes	Graduates of study programmes						Total of graduates
	Bachelor's SPs		Follow-up master's SPs		Doctoral SPs		
	F	C	F	C	F	C	
Economic Policy and Administration	0	11	0	0	0	0	11
Geography	11	0	0	0	0	0	11
Economics and Management	202	48	124	19	1	2	396
Systems Engineering and Informatics	19	0	2	0	0	0	21
Graduates in total	232	59	126	19	1	2	439

Explanatory notes:

SP = study programme, F = full-time form, C = combined form. The table shows numbers of students with status "studying" (it does not include students that suspended their study by this date).

Source: STAG

### Employment and employability of graduates:

In the long term, the faculty explores the employability of its graduates on the labour market in cooperation with the Pilsen Jobcentre and implements acquired knowledge in the innovation and preparation of new fields of study. According to data in Hospodářské noviny newspaper from 22.1.2015, the faculty shows the lowest unemployment rate of graduates from six months to two years after graduation from the faculties of economics outside Prague (2.3%, data as of 30.4.2014).



### Cooperation with future employers of the graduates:

In 2014, FoE cooperated with potential employers, for example within the UNIPRANET and INEM projects. The cooperation is realized in the form of professional work experience in the private or public sector usually resulting in a thesis on specific topics. Potential employers are also invited to conferences and workshops organized by the faculty. Part of the education plans of all economic fields of study in the bachelor's and follow-up master's study programmes at FoE is the compulsory subject of Professional Work Experience, or Pre-Diploma Work Experience, in which students gain practical experience and materials to produce their thesis and have the opportunity to establish contact with potential employers.

### Cooperation and maintaining contact with the graduates:

FoE invites its graduates to the international professional conference Trends in Business, which has been organized since 2011. There is also space for developing cooperation with graduates within consultations of diploma or bachelor theses or participation in workshops that are also supported by projects of the European Structural Funds.

Departments do not maintain contact with graduates in a targeted and systematic way, but there is cooperation in the form of external lectures, which are realized by graduates at the faculty. Another kind of cooperation with graduates is through consulting and advisory company Moore Stephens. Social media (Facebook, LinkedIn) are also used, through which it is possible not only to maintain contacts but also to create unofficial Graduates Clubs.

## 4.5 Unsuccessful students at FoE, measures to reduce study failure rate

In 2014, 482 students unsuccessfully ended their studies. FoE is struggling with the study failure rate, especially in the first year of the full-time bachelor's degree. As in the previous year, a significant proportion of unsuccessful students did not receive any credit in the first semester of study, suggesting speculative enrolments to gain the benefits of the student status. Especially the bachelor's study programme of Information Management showed a high failure rate in subjects. In the follow-up master's study programme of Business Economy and Management, the long-term reason for the failure rate is the difficulty of the profile courses of the Department of Business Economy and Management and the failure to fulfil study obligations within the maximum possible period of study.

**Table 9: Overview of the number of unsuccessful students in FoE accredited study programmes from 1.1.2014 to 31.12.2014**

Accredited study programmes	Unsuccessful students in a study programme			Total of students
	bachelor's SPs	master's SP	doctoral SPs	
Economic Policy and Administration	0	0	0	0
Geography	50	0	0	50
Economics and Management	235	70	11	316
Systems Engineering and Informatics	102	14	0	116
<b>Total of students</b>	<b>387</b>	<b>84</b>	<b>11</b>	<b>482</b>

Source: INIS

### **Measures to reduce study failure rate**

In the first semester of the full-time bachelor's study, a Dean's decision set the compulsory attendance at tutorials and seminars to 75%. FoE offers students, in the first semester of bachelor's degree, compensatory courses in mathematics and specialized foreign language as part of lifelong learning. In the first semester, students from non-economic secondary schools are also offered the optional subject of Basics of Accounting. For students of higher grades, the faculty organizes lifelong learning courses aimed at increasing the knowledge of statistics and preparing for the state examination in economics. In the last two years, the faculty has significantly expanded its offer of study support in the form of e-learning courses, which can also be used by full-time students as part of their preparation. The faculty management uses personal consultations with students and the results of electronic evaluation of teaching quality to analyse the study failure rate. To increase students' awareness of study regulations, the faculty uses mass e-mail and publishes important study information on the faculty website dedicated to this issue.

### **4.6 Conditions of study**

The course of study is checked in accordance with the UWB Study and Examination Regulations. The basic forms of control are credit, examination and final state examination. Effective from September 2013, the FoE AS approved the reduction of the required minimum number of credits for the first semester of full-time study from 18 credits to 10 credits. This minimum number of credits has also been approved for combined study. Further, the UWB Study and Examination Regulations require students to obtain at least 40 credits for the first year of study and 80 credits for each of 4 consecutive semesters.

### **4.7 Innovations of study at FoE in 2014**

2014 was the last year when the faculty realised the project of Comprehensive Innovation of the Bachelor's Degree Programme of Economics and Management (INEM) under the leadership of CECEV Head, Ing. Jan Tluchoř, Ph.D. Within this project, the offer of LMS Unifor e-learning courses and other study materials in printed or electronic form (study texts, study guides for specific subjects, and others) was significantly increased.

### **4.8 Re-accreditation**

In 2014, the faculty successfully renewed accreditation for the bachelor's study programme of Business Economy and Management (study programme of Economics and Management) in both full-time and combined forms of study. The accreditation was extended by 6 years until 31.12.2020. In December 2014, the faculty applied for the renewal of accreditation for the full-time bachelor's study programme of Business Management (Economics and Management study programme) and the extension of accreditation for the combined study and for the renewal of the accreditation for the full-time bachelor's study programme of Economic and Regional Geography (Geography study programme). Both applications will be discussed by the Czech Accreditation Commission in April 2015.

### **4.9 Awarded students**

Special Scholarship of the UWB Chancellor in 2014 was awarded to:

**Bc. Kateřina Beroušková**

A student of the follow-up master's study programme of Economics and Management received special scholarship for the successful representation of UWB in the Czech Republic and abroad in cross-country skiing.

**Bc. Klára Jechová**

A student of the follow-up master's degree programme of Economics and Management received special scholarship for successfully organizing student blood-donation project "Bucket of Academic Blood" at FoE in Cheb, active cooperation in organizing student parts of FoE conferences and working in project teams of the Project Activities Centre and the FoE Department of Marketing, Business and Services in producing innovative vouchers and other projects.

Special Scholarship of the Pilsen Region in 2014 was awarded to:

**Ing. Veronika Burešová**

A student of the doctoral study programme of Economics and Management received special scholarship for significant results in publishing activities abroad and in the Czech Republic, including a publication in an impact-factor magazine and presentation of research outputs in the area of business performance measurement and management at international conferences.

Students awarded for best bachelor thesis in a study programme in 2014 were:

Field: Economic and Regional Geography	
Bc. Ján Šíkula	Cartographic Analysis of the Bock-Polach Mineralogy Map of Czechia from 1808
Field: Information Management	
Bc. Pavel Straka	Implementation of the Pensions Scheme into DSGEgame
Field: Business Activities Management	
Bc. Veronika Brejchová	The Brand Management of the Pilsen Urquell company
Bc. Kateřina Marková	Communication Plan "For The New Face" of Techmania Science Centre in 2014
Bc. Blanka Sandnerová	Awareness of citizens of the Karlovy Vary region about the range of transport services and their use
Field: Business Economy and Management, field of study: Finance and Accounting	
Bc. Lucie Doubravová	Proposal for Tax Optimization of a Company Operating Plants Generating Electricity from Renewable Sources
Bc. Jana Krumlová	Income Taxation of Natural and Legal Persons in the Czech Republic and Switzerland
Bc. Ladislav Trávníček	Internal Directives Regulating Accounting at Úněšovský statek, a.s.
Field: Business Economy and Management, field of study: Business and Management	
Bc. Jiřina Dolanská	Businesses and Entrepreneurship in Regional Development
Bc. Michaela Hauerová	Franchising Business Opportunities
Field: Project Management	
Systems Bc. Jana Šíroká	Risk Management in a Project of Collection-Yard Transfer

Students awarded for best diploma thesis in a study programme in 2014 were:

Field: Information Management	
Ing. Ladislav Velek	Using Mathematica SW to Analyse Capital Markets
Field: Business Economy and Management, field of study: Business Economy	
Ing. Martin Holub	Financial Analysis of AGRO Staňkov, a.s.
Ing. Luděk Hývnař	Economic Benefits of the Implementation of Treasury Management System
Ing. Kateřina Voříšková	Cost Management in a Chosen Business Entity
Field: Business Economy and Management, field of study: Business Management	
Ing. Tomáš Roháč	Analysis and Follow-up Optimization of Selected Business Processes
Ing. Markéta Votrubcová	Implementation of a Strategic Plan into Business Processes

#### 2014 Talent:

In 2014, 8 students in total were awarded in three stages:

Veronika Burešová

Milena Jiřincová

Radim Špicar

Lenka Čechurová

Petr Janeček

Marta Šlehoferová

Tomáš Roháč

Michal Mičík

The above-mentioned students were awarded for significant publishing activity within their doctoral studies and other outputs beyond their duties. The total sum paid out within the 2014 Talent programme was CZK 66,000.

## 4.9 Overview of the use of the Scholarship Fund and scholarships paid in 2014

In accordance with the UWB Scholarship Regulations in Pilsen and in accordance with the valid regulations of the Dean of FoE UWB for results achieved in academic years 2012/2013 and 2013/2014, talented students received special scholarships for study results achieved, special scholarships for outstanding results on completion of their study and for representing the faculty, or for other activities benefiting the FoE UWB in Pilsen.

The tables below show an overview of the creation and drawing of the Scholarship Fund and scholarships in 2014 by category.

**Table 7: FoE Scholarship Fund in 2014 (in CZK)**

Status as of 1.1.2014	Increase in 2014	Decrease in 2014	Status as of 31.12.2014
3 793 642	887 325	1 584 848	3 096 119

Source: Magion 2014

**Table 8: Number of students receiving scholarships (under Higher Education Act No. 111/1998)**

Type of scholarship	Number of students
<b>Total number of students receiving scholarship (natural persons)</b>	<b>184</b>
✓ results - for outstanding study results under Sec. 91(2)(a)	87
✓ doctoral - for students of doctoral study programmes under Sec. 91(4)(c)	16
✓ to support studies abroad under Sec. 91(4)(a) and (b)	26
✓ special - under Sec. 91(2)(b) to (e) - divided as follows	117
- project and assistant scientific activity	39
- representation of FoE - sports and artistic activity, participation in competitions	2
- organizational and other work for FoE	36
- publishing activity	14
- for graduating with honours	10
- for high-quality DP/BP	16

Source: Registration of scholarships

## 5 Educational activities at FoE UWB

### 5.1 Full-time and combined programmes and fields of study divided into bachelor's, follow-up master's and doctoral studies

The accredited study programmes of the Faculty of Economics of UWB are implemented in the credit system. The number of credits reflects the level of the student's workload in the subject, it is derived from the number of hours of contact learning, while also taking into account the difficulty of the student's individual preparation. By grouping subjects into complete blocks, FoE seeks to increase the student's specialization, and at the same time, to create conditions for them to choose according to their abilities and interest.

**Table 9: Programmes and fields of study at FoE UWB**

STUDPROG / Title of the study programme	KKOV code / Title of the study programme
<b>B6202 / Economic Policy and Administration</b>	6202R054 / Public Economy
<b>B6208 / Economics and Management</b>	6208R086 / Business Economy and Management
	6208R044 / Business Activities Management
<b>B6209 / Systems Engineering and Informatics</b>	6209R015 / Information Management
	6209R033/ Project Management Systems
<b>B1301/ Geography</b>	1301R001/ Economic and Regional Geography
<b>N6208 / Economics and Management</b>	6208T086 / Business Economy and Management
<b>N6209 / Systems Engineering and Informatics</b>	6209T015 / Information Management
	6209T033/ Project Management Systems
<b>P6208 / Economics and Management</b>	6208V086 / Business Economy and Management

Source: INIS

### 5.2 Arranging professional work experience if it is part of the study programme

#### **Project: Creation and Strengthening of Partnership of Universities and Practice - UNIPRANET**

Since June 2011, the process of realizing students' work experience has been supported by the UNIPRANET project ([www.unipranet.zcu.cz](http://www.unipranet.zcu.cz)), which focuses, among other things, on improving the quality of internships for students of the Faculty of Economics.

#### **KEM**

Bachelor's work experience and pre-diploma work experience are arranged individually by students. Assessment of the quality of work experience is the responsibility of the guarantor of the subject of Professional Work Experience; in the follow-up master's study it is the responsibility of the thesis supervisor.

#### **KFU**

Work experiences that are part of the curriculum are arranged by students individually, mostly in cooperation with organizations in which they prepare bachelor's or master's theses. The Department of Finance and Accounting offers students the opportunity to complete work experience at Panasonic AVC Networks Czech, with which the arrangement of work experience for students of the follow-up master's and bachelor's study was successfully negotiated.

#### **KPM**

Pre-diploma work experience in the fields of Project Management Systems and Business Economy and Management, specialization in Business Management, is based on the diploma theses topic. When choosing the topic of their thesis, students arrange a business or company

in which they will apply the diploma thesis assignment. In the process of assigning the theses, emphasis is placed on communication in the business, securing relevant data and information necessary for the processing of the given topic. Great attention is paid to the conditions of disclosability of information provided by the company, i.e. the protection of company data from possible misuse. The actual work experience is focused on thorough knowledge of the company's internal environment and the environment that surrounds the company and in which it operates. Through the consultant assigned by the company, the student undertakes to produce the thesis according to the principles specified in the thesis assignment. The thesis supervisor, who continually consults methodological procedures for solving the problem, may be in contact with the specific consultant if necessary. In case of problems in the evaluation of the quality of the thesis submitted for expert assessment by the supervisor and the opponent, the department may also request the opinion of the consultant in the company. The quality of pre-diploma work experience is closely linked (and therefore indirectly evaluable) to the quality of the diploma theses.

Students arrange bachelor work experiences individually, mainly in cooperation with the organization in which they work on their bachelor thesis. Assessment of the quality of work experience is then the responsibility of the guarantor and the tutors of the subject of Professional Work Experience.

## KMO

The quality of work experience at CMO is ensured according to the accredited conditions (syllabus) by submitting a work experience report by the student and discussing this report with the guarantor of the subject of Professional Work Experience.

## 5.3 Lifelong learning programmes implemented in 2014 under accredited study programmes

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

### 1. List of lifelong learning programmes

- Complete blocks of subjects of individual programmes and fields of study
  - Block of subjects in Year 1 of bachelor's study field **Business Economy and Management, specialization Business and Management** - study in Cheb
  - Block of subjects in Year 1 of bachelor's study field **Business Economy and Management, specialization Finance and Accounting** - study in Pilsen
  - Block of subjects in Year 1 of follow-up master's study field **Business Economy and Management** – study in Pilsen
- Continuing education courses
  - Mathematical practice I and II (full-time study in Cheb and in Pilsen)
  - Language lessons (English and German for Economists I and II)
  - Preparatory courses for subjects using quantitative methods
  - Preparatory course for the state examination in Economics
- University of the Third Age - study in Cheb, Aš and Karlovy Vary

### 2. Staff of the Lifelong Learning Centre of the Faculty of Economics

Head: Ing. Jan Tlučkoř, Ph.D. - Deputy Head: Ing. Hana Kunešová

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

### 3. Numbers of participants in lifelong learning in 2014

Tables 13 and 14 show statistics of lifelong learning programmes in 2014.

**Table 10: Numbers of participants in LLL programmes and continuing education at FoE UWB in 2014**

<b>LLL programme - complete blocks</b>	<b>as of 30. 4. 2014</b>	<b>as of 31. 10. 2014</b>	<b>average</b>
Business and Management - Cheb	91	54	73
Finance and Accounting - Pilsen	131	117	124
Business Economy and Management - Pilsen	76	70	73
<b>Total of complete blocks of subjects</b>	<b>298</b>	<b>241</b>	<b>270</b>
<b>LLL programme - lifelong learning courses</b>	<b>summer semester</b>	<b>winter semester</b>	<b>total</b>
Mathematical practice I and II	0	37	37
Language lessons (English, German)	39	77	116
Preparatory courses for subjects using quantitative methods	0	14	14
Preparatory course for the state examination in Economics	87	0	87
<b>Total of courses within lifelong learning</b>	<b>126</b>	<b>128</b>	<b>254</b>

Source: Lifelong Learning Centre of FoE

**Table 11: More detailed statistics on LLL programmes - 2014**

<b>Block of subjects in Year 1 of bachelor's study field Business Economy and Management, specialization Business and Management - study in Cheb</b>			
<b>Number</b>	<b>February</b>	<b>September</b>	<b>total</b>
Number of participants admitted	3	16	19
Number of students who completed the block	3	7	10
<b>Block of subjects in Year 1 of bachelor's study field Business Economy and Management, specialization Finance and Accounting - study in Pilsen</b>			
<b>Number</b>	<b>February</b>	<b>September</b>	<b>total</b>
Number of participants admitted	14	45	59
Number of students who completed the block	8	26	34
<b>Block of subjects in Year 1 of follow-up master's study field Business Economy and Management - study in Pilsen</b>			
<b>Number</b>	<b>February</b>	<b>September</b>	<b>total</b>
Number of participants admitted	9	25	34
Number of students who completed the block	7	6	13

Source: Lifelong Learning Centre

### 4. CECEV activity

CECEV organizes lifelong learning in study programmes of fields and subjects taught at the faculty. In all forms of lifelong learning, participants or their employers must pay for their studies. Lifelong learning is organized in both the combined and the full-time forms. The main part of CECEV's activities is the organization and arrangement of study programmes for complete blocks of courses and a service for students of the combined form of study. In addition, it operates the University of the Third Age in Cheb, Aš and Karlovy Vary, educational (language, mathematical and other) courses for students and the general public, continuing education in companies and participates in educational projects. In its activities, it cooperates with partners in the region, such as the City of Cheb, the City of Aš, the City of Karlovy Vary, the Regional Library of the Karlovy Vary Region, the Regional Chamber of Commerce of the Karlovy Vary Region, and educational institutions. For its activities, it mainly uses educational facilities in Cheb and Pilsen.

For the combined form of regular study at FoE UWB, the Lifelong Learning Centre carries out the organization and administration of studies.



## 5. University of the Third Age

University of the Third Age is organized under the auspices of the Institute of Lifelong Learning of UWB by the Lifelong Learning Centre in Cheb, Aš and since September 2014 also in Karlovy Vary. It cooperates in its implementation and is financially supported by the City of Cheb and the City of Aš, as well as by the Ministry of Education, Youth and Sports. University of the Third Age is open to the general public. Each of the courses offered is taught according to relevant regulations in one semester in the range of 16 lessons (8 two-hour sessions) and is completed with a control work (e.g. test, essay, paper). Individual courses of the University of the Third Age are included in the study programmes. After completing the prescribed number of six courses in one study programme, the participant of the University of the Third Age can “graduate”. It is good practice that the graduation ceremony for the participants of the University of the Third Age takes place together with the graduation ceremonies of regular students of the Faculty of Economics.

**Table 12: University of the Third Age - courses realized and numbers of participants - 2014 (Aš, Cheb)**

Courses studied - winter semester			No. of participants
English 3 for U3V			15
English 7 for U3V			18
Astronomical Mysteries of the Distant Universe			26
Journey through the Star Universe in Planetarium 1			18
Digital Photography			10
Financial Literacy 3			13
French 1 for U3V			16
Graphology in HR 2			12
Italian 3 for U3V			13
German 7 for U3V			19
New Civil Law 3			23
Social Communication 1			14
Tourist Attractions of West Bohemia and the Neighbouring German Regions			32
Introduction to Humanities, Philosophy, Psychology and Questions of Human Communication 2			18
Basics of Informatics 1			18
Basics of Informatics 2			18
Basics of Informatics 4			15
Courses studied - summer semester			
Basics of Informatics 3			13
Basics of Informatics 4			14
Astronomy Step by Step 2			29
Financial Literacy 3			13
New Civil Law 2			29
Introduction to Humanities, Philosophy, Psychology and Questions of Human Communication			13
Graphology in HR 1			11
Graphology in HR 3			16
Italian 2 for U3V			24
English 6 for U3V			29
English 2 for U3V			17
German 6 for U3V			12
Basics of Informatics 1			22
Philosophy, Psychology and Questions of Human Communication			20
German 5 for U3V			9
Total			569
Statistics by semester			
Number	Winter semester	Summer semester	Total
Number of courses ( <i>not number of study groups</i> )	17	15	32
Number of participants	298	271	569

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

In 2014, the city of Cheb provided a contribution to the running and development of the University of the Third Age and the Cheb part of the faculty in the amount of CZK 500,000. The contribution was used mainly on the modernization of computer room CD121 (U10), where out-dated computers from 2006 were replaced by 21 new computers, incl. Office 2013 software. The contribution was also used to replace batteries for backup power sources and to extend the disk array used for data backup, on spare parts and for partial payment of material for the copier operation and other minor material of the Lifelong Learning Centre.

The INEM project further developed the LMS Unifor e-learning system by adding 523 additional user licenses and, in particular, by creating more than forty e-learning supports for subjects in bachelor's degree courses.

## **5.5 Applying new forms of teaching**

The application of new forms of teaching is enabled by the above-standard technical equipment of UWB in the field of technical support of the educational process. The basic information support of education is arranged by the university in the form of UWB electronic portal, including information system COURSEWARE, for subjects offered and taught. The faculty also has LMS Unifor for e-learning, which is used in an increasing number of subjects. New forms of teaching are currently applied at the faculty mainly in the form of asynchronous on-line courses and in the form of electronic support for full-time teaching via distance systems (e.g. electronic submission of seminar and other papers), video conferencing or communication with teachers at selected times via Skype.

Good technical equipment of the learning spaces contributes to the application of new forms of teaching: the faculty and the university in Pilsen and Cheb have classrooms with PCs, the buildings have internet and Eduroam (wireless network with access for students and teachers). Many classrooms are equipped with audio-visual technology and PCs, while other PCs for internet access are in the library and study rooms and in open or partially open computer classrooms. Students can use information kiosks (PC with internet connection in the corridors of buildings) to quickly find information.

## 6 Research and publishing activities

### 6.1 UWB grant system

In 2014, the following projects were implemented at FoE as part of the UWB grant system.

**Table 13: Projects within the UWB grant system**

Department	Solver / theme	thousands of	CZK
KPM	Ing. Petra Taušl-Procházková, Ph.D. / SGS-2014-040 - Modern Approaches in Innovations, Entrepreneurship and Business Management		200
KEM	JUDr. Ing. David Martinčík / SGS-2014-047 - Quantitative Modelling and Experiments for Economy and Business Economy		199
KFU	Ing. Michaela Krechovská, Ph.D. / SGS-2013-040 - The Paradigm of Development in the 21st Century and its Impact on the Behaviour of Economic Entities		200
KMO	Ing. Lenka Čechurová /, SGS-2013-063 - Possibilities and Potential of the Use of Modern Technologies in Retail		200
KGE	doc. RNDr. Marie Novotná, CSc. / SGS-2014-053 - Evaluation of Spatial Differentiation of Socio-Economic Activities in the Pilsen Region		113
SPA	Ing. Petr Janeček / SVK1-2013-017 - Trends in Business in 2014 - Section for Students of Doctoral Study Programmes		120
KMO	Ing. Dita Hommerová, Ph.D., MBA /SVK1-2014-002 - International Science Conference "Opportunities and Threats to the Current Business Economy in Cross-Border Comparison in 2014"		60

Source: IGA UWB in  
Pilsen

### 6.2 Research projects

In 2014, the following research projects were solved at FEK.

**Table 14: Research projects**

Department	Solver / theme	thousands of	CZK
KPM, KMO, KEM	PaedDr. Dana Egerová, Ph.D. / Visegrad Fund, 31410020, Innovative Entrepreneurship Education - Necessary Precondition for Future Prosperity of V4 region		65
KFU, KPM	Ing. Michaela Krechovská, Ph.D. / Visegrad Fund, 2141034, Scientific Centres for the Enhancement of Financial Literacy and Entrepreneurship Education		33
KGE, KPM	doc. RNDr. Jaroslav Dokoupil, Ph.D. / TAČR, TD020272 – Innovation Potential of the Pilsen Region - an Incentive for Strengthening the Territorial Cohesion of the Pilsen Agglomeration and Border Regions		680
KGE	doc. RNDr. Jiří Ježek, Ph.D. / TAČR, TD020323 – Strategic Planning of Municipalities, Cities and Regions: Challenges, Problems, Solutions		1192
KGE	doc. RNDr. Jaroslav Dokoupil, Ph.D. / TAČR, TD020254 – Impact of Cross-Border Cooperation on Regional Development of the Czech Borderland (principal solver: MU Brno)		167
KMO	Ing. Dita Hommerová, Ph.D., MBA/ MMR č. 305: Motivation of Visitors in the Czech-Bavarian Border Region (extensive research in the CZ/DE border region)		800
KMO	Ing. Jan Tluchoř, Ph.D. / Innovative Voucher of the Karlovy Vary Region, Tourism Product Prototype according to the Principle of Design Thinking		170
SPA	Ing. Jarmila Ircingová, Ph.D. / Innovative Voucher of the Karlovy Vary Region, Development of a Business Plan for an Innovative Modular System of House Construction		165

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

### 6.3 Educational, development projects

In 2014, the following development projects were solved at FoE.

**Table 15: Development projects**

Department	Solver / theme	thousands of CZK
KEM	Ing. Pavla Netušilová, Ph.D. / 2012-5189/001-001 Reforming the Economic and Monetary Union (J. Monet)	137
KGE	doc. RNDr. Jaroslav Dokoupil, Ph.D. / Cíl3/DF/SU/12/18 Euro-Region of Šumava – History and Present	30
SVRR	doc. RNDr. Jiří Ježek, Ph.D. / CZ.1.07/2.2.00/28.0290 – InRegion – Innovation of Teaching Geography and Regional Development with Regard to the Labour Market Needs	600
SVRR	doc. RNDr. Jiří Ježek, Ph.D. / CZ.1.07/2.4.00/17.0132 – NetRegio – Platform for Accelerating Networks of Relationships and Links between the Regional Development Research Environment and the Application Sector	250
SPA	Ing. Jarmila Ircingová, Ph.D. / CZ.1.07/2.4.00/17.0054 – Building and Strengthening Partnerships between Universities and Practice (UNIPRANET)	1100
SPA	Ing. Jan Tlučhoř, Ph.D. / CZ.1.07/2.2.00/28.0059 – Comprehensive Innovation of the Bachelor's Study Programme of Economics and Management (INEM)	7200
SPA	Ing. Dita Hommerová, Ph.D., MBA / Trading-up of Czech-Bavarian Subsidy Area Objective 3 – Empiricism and Measures	290
SPA	Ing. Jarmila Ircingová, Ph.D. / VS-14-034 Supporting Pedagogical Work to Increase Qualification	166
SPA	Ing. Lenka Zahradníčková / VS-14-037 Innovation of Selected FoE Subjects with Regard to Current Requirements	330

Source: OBD UWB in Pilsen and SPA

## 6.4 Most important publishing activity of FoE in 2014

### Articles in magazines registered in WoS and Scopus:

- Burešová, V., Dvořáková, L. Influence of Economic Development Paradigm on Enterprise Performance Measurement and Management System. *WSEAS Transactions on Business and Economics*, 2014, vol. 11, No. 1, p. 525-536, ISSN 1109-9526.
- Dvořáková, L., Macková, M. Fundraising and its Realization in Community Services Providing. *Economic Annals-XXI*. 2014, No. 9-10, p. 89-93. ISSN 1728-6220.
- Eger, L, Indruchová, Z. Diversity Management - Perceptions and Attitudes by Czech Managers. *E+M Economics and Management*, 2014, vol. 17. No. 1, p. 73-81, ISSN 1212-3609.
- Egerová, D., Jiřincová, M. Managing Workplace Diversity - Empirical Evidence from the Czech Republic. *Actual Problems of Economics*, 2014, vol. 7, No. 157, p. 335 - 342, ISSN 1993-6788.
- Havlíček, M., Pavelková, R., Frajer, J., Skokanová, H. The Long-Term Development of Water Bodies in the Context of Land Use: The Case of the Kyjovka and Trkmanka River Basins (Czech Republic). *Moravian Geographical Reports*. 2014, vol. 22, No. 4, p. 39-50. ISSN 1210-8812.
- Gangur, M. The Selected Problems of Prediction Market Management. *Actual Problems of Economics*, 2014, vol. 158, No. 8, p. 418-427, ISSN 1993-6788.
- Gangur, M., Plevný, M. Tools for Consumer Rights Protection in the Prediction of Electronic Virtual Market and Technological Changes. *Amfiteatru Economic*, 2014, vol. 16, No. 36, p. 578-592, ISSN 1582-9146.
- Krechovská, M., Taušl Procházková, P. Enhancing Entrepreneurial Education Activities: New Challenges for SME Development. *Actual Problems of Economics*, 2014, vol. 158, No. 8, p. 262-271, ISSN 1993-6788.
- Martinčík, D., Šlehoferová, M. Competitiveness and Convergence of Czech Regions: Persistence of Discrepancies. *E+M Economics and Management*, 2014, vol. 17. No. 2, p. 14-33, ISSN 1212-3609.
- Plevný, M. Business Performance Evaluation - a Comparison of the Effectiveness of Municipal Companies. *Actual Problems of Economics*, 2014, vol. 158, No. 8, p. 135-146, ISSN 1993-6788.
- Polívka, M., Martinčík, D. Measures Ensuring Food Quality on Retail Markets: Experimental Perspective. *Agricultural Economics (AGRICECON)*, 2014, vol. 60, No. 8, p. 343-352, ISSN 0139-570X.
- Rousová, M., Matušková, A. Czech-German Relations in the Context of Shadows of the Past and Geographical Education. *Journal of Geography*, 2014, vol. 113, No. 1, p. 10-19, ISSN 0022-1341.
- Vacík, E., Fotr, J., Špaček, M., Souček, I. Scenarios and their Application in Strategic Planning. *E+M Economics and Management*, 2014, vol. 17. No. 3, p. 118-134, ISSN 1212-3609.

### Monographs:

- Cimler, P., Hommerová, D. *Der grenzüberschreitende Besucherverkehr Nordostbayern - Westböhmen; Cross-border Shopping Tourism in North East Bavaria - West Bohemia*. Krumbach: Access Marketing Management e.V., 2014. 92 p. ISBN 978-3-945456-00-2.

- Čechurová, L., Janeček, P., Králová, L., Petrtyl, J., Tluchoř, J., Mičík, M. *Modern Technology in Retail and Tourism - Trends and Current Practice*. 2014. 196 s. ISBN 978-80-261-0455-1
- Dokoupil, J., Matušková, A., Preis, J., Rousová, M., Kaňka, L. *Euroregion Böhmerwald/Bayerischer Wald-Unterer Inn/Mühlviertel*. Pilsen: University of West Bohemia in Pilsen, 2014. 148 p. ISBN 978-80-261-0410-0.
- Pavelková, R.; Frajer, J.; Netopil, P. *Historical Ponds of the Czech Republic: Comparing the Present Status with the 2nd Half of the 19th Century*. Prague: TG Masaryk Water Research Institute , v.v.i., 2014. 167 p. ISBN 978-80-87402-32-0.
- Stárová, M.; Hinke, J.; Čermáková, H.; Lorinczová, E.; Valder, A.; Kuchařová, I.; Štáfek, P. *Asymmetries in Accounting Information*. Prague: Powerprint Prague, 2014. 174 p. ISBN 978-80-87994-10-8.
- Vacík, E., Kracík, L. *Research of Approaches Used in Companies to Work with Project Portfolios*. Pilsen: NAVA, 2014. 105 p. ISBN 978-80-7211-470-2.

## 6.5 Other important activities of individual sections of FoE UWB in 2014

In 2014, the following significant activities of individual departments and sections were recorded at FoE.

**Table 16: Prestigious activities by departments of FoE UWB**

Activity name	KMO	KFU	KEM	KPM	KGE
Number of international conferences and seminars*	10	12	7	6	27
Number of other professional conferences and seminars*	12	2	5	8	8
Number of other events*	1	2	1	2	5
Staff memberships in editorial boards	5	2	6	6	3
Staff memberships in scientific boards (outside FoE)	0	1	1	1	0
Staff memberships in associations and commissions	1	1	0	3	3
Staff memberships in programme boards and grant commissions	1	0	0	0	1
Staff memberships in programme boards of conferences outside FoE	0	0	0	0	0
Staff memberships in national and international companies***	3	16	11	7	11

\* This is number of conferences attended

\*\* This is organized conferences and workshops and similar activities.

\*\*\* see section 8.2 of Annual Report

Source: Departments of FoE UWB

### Membership of FoE UWB academic staff in editorial and scientific boards, associations and committees, programme boards and grant committees and conference programme committees

#### KFU

prof. Ing. Lilia Dvořáková, CSc.      Scientific Board of NAVA Publishing House  
Editorial Board of the Trends in Business magazine  
UWB Scientific Board

Ing. Michaela Krechovská, Ph.D.      Editorial Board of the Trends in Business magazine

#### KMO

doc. Ing. Petr Cimler, CSc.      Editorial Board of Working Papers magazine FMV

doc. PaedDr. Ludvík Eger, CSc.      Editorial Board of Technology in Education magazine  
Chief Editor of the Trends in Business magazine  
Member of the Andragogy Subject Board at PF UK in Prague

doc. Ing. Dagmar Jakubíková, Ph.D.      Scientific Board of Grada publishing house  
Editorial Board of Trends in Business magazine  
Ing. Jan Tluchoř, Ph.D.      Editorial Board of Trends in Business magazine

#### KEM

doc. Ing. Jiří Beck, CSc.      Editorial Board of B&IT magazine

doc. Dr. Ing. Miroslav Plevný  
 Editorial Board of Technological and Economic Development of Economy magazine, ISSN 2029-4913 (Impact Factor = 3,224)  
 Editorial Board of E+M magazine, ISSN 1212-3609 (Impact Factor = 0,633)  
 Editorial Board of ACC JOURNAL magazine, ISSN 1803-9782  
 Editorial Board of Trends in Business magazine  
 WBU Scientific Board

Ing. Kateřina Mičudová, Ph.D. Editorial Board of Trends in Business magazine

### KPM

doc. Ing. Emil Vacík, Ph.D. Editorial Board of Trends in Business magazine, Scientific Board of EF TU in Liberec, member of CoU

doc. Ing. Jiří Vacek, Ph.D. Editorial Board of ERGO magazine (TC CAS)  
 Expert advisory body for the subsidy title Innovative Vouchers of the Karlovy Vary Region

Ing. Yvona Šlechtová, Ph.D. Editorial Board of Innovative Business & Technology Transfer (AIE CR)

PaedDr. Dana Egerová, Ph.D. Editorial Board of Problems of Management in the 21st Century magazine  
 Editorial Board of Trends in Business magazine  
 PhDr. Milan Jermář, Ph.D. Scientific Editors of UWB

Ing. Jarmila Ircingová, Ph.D. Editorial Board of Trends in Business magazine

### KGE

doc. PaedDr. Alena Matušková, CSc. Association of Evaluators of Education for Competitiveness Operational Programme (MEYS)  
 Expert Group on Geography of the National Institute of Education (NIE),  
 Working Group on Standards for the Educational Field of Geography (MEYS),  
 Editorial Board of Information CGS

doc. PaedDr. Jaroslav Dokoupil, Ph.D. Editorial Board of Geographica CGS  
 WBU Scientific Board  
 FPE Scientific Board

doc. RNDr. Jiří Ježek, Ph.D. Editorial Board Regional Studies (UoE in Prague)  
 Slovak Society for Public Administration at SAS

Mgr. Pavel Červený Working Group for the Creation of Standards for Primary Education - Education in Geography



## 6.6 Publishing activities by departments - summary

In 2014, the following publishing activity of individual departments and sections was recorded.

**Table 17: Publishing activities by departments**

Description of the publishing activity	KPM	KFU	KMO	KEM	KGE
Article in a magazine with IF in Web of Science	1	0	1	3	2
Article in journals registered in Scopus	1	3	0	2	0
Expert book publication (monograph)	1	1	2	0	2
Article in conference collection registered in WoS or Scopus databases	15	16	7	5	1
Publication in a reviewed scientific magazine	0	0	0	0	1
Article in a Czech reviewed magazine	0	0	0	0	0
University textbooks, lecture notes	1	1	0	2	12
Other scientific publications	13	12	12	9	12

Source: Departments and Sections of FoE UWB, OBD

## 7 External relations of FoE UWB

### 7.1 International collaboration

In the area of international cooperation, the most important project is **Erasmus**, which is coordinated by the Foreign Section of UWB in Pilsen. As of 31.12.2014, the Faculty had a total of 51 contracts with 47 partner universities in 15 European countries and for a project with associated Turkey. The majority of contracts were signed with universities in Germany (11), France (8), Poland (6), Turkey (4) and Spain (3). There are two contracts each with partner universities in the Netherlands, Finland and Slovakia and one contract each in Austria, Denmark, Greece, Croatia, Hungary, Italy, Portugal, Slovenia and the UK. In 2014, the faculty offered a total of 769 months of internships for a total of 133 students and 43 internships for teachers (48 months) at the following universities and colleges:

#### Germany

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

#### France

France Business School Amiens  
Université Catholique de Lille  
IUT Limoges  
Université Montpellier 1  
Université Montpellier 2 - IAE  
Université de Strasbourg  
NEOMA Business School  
IEP de Toulouse

#### Poland

Bielska Wyższa Szkoła im. J. Tyżkiewicza  
University of Applied Sciences in Nysa  
Wyższa Szkoła Bankowa w Poznaniu (Poznan School of Banking)  
Radom Academy of Economics  
Torun School of Banking  
University of Zielona Góra

#### Turkey

Cukurova University  
TED University  
Akdeniz University (Alanya Faculty of Business)

Yildiz Technical University Istanbul

## Spain

Universidad de A Coruna

Universidad de Sevilla

Universidad de Vigo

## The Netherlands

SAXION University of Applied Sciences - HBS

Fontys Internationale Hogeschool Economie

## Finland

Central Ostrobothnia University of Applied Sciences

HAMK University of Applied Sciences

## Slovakia

Comenius University of Bratislava

Constantine the Philosopher University in Nitra

## Slovenia

University of Maribor

## Austria

Karl-Franzens-Universität Graz

## Denmark

Copenhagen Business Academy

## Greece

Harokopio University, Kallithea (Athens)

## Croatia

University of Rijeka

## Hungary

University of Pécs

## Italy

Università degli Studi di Verona

## Portugal

Instituto Superior D.Afonso III (INUAF)

## United Kingdom

Salford University

In addition to student mobility, the faculty allows its staff to travel to partner workplaces. In 2014, a total of six staff members went to five countries where they alternated in working at one of the partner workplaces each week. The long-term goal is to maintain and develop contacts with all workplaces with the same intensity, if possible.

The foreign students of the partner schools are taught in English at the workplace in Pilsen. In 2014, a total of 45 courses were offered on the basic list, in reality about half of them were taught.

During 2014, contracts for the new programming period 2014-2020 were still being finalized, which was initially expected to be completed at the end of 2013. However, due to lengthy communication with some foreign partners, this issue was still being solved in the first quarter of 2014.

For more than 10 years, there has been collaboration with Marquette University in the USA; students from this university create projects together with FoE students, meet at workshops in the Czech Republic, USA and of course online. Each year, these international projects end in a joint presentation. It also includes lectures by teachers from partner faculties. In 2014, seven students from our faculty and 15 students from the American partner university participated in a joint project.

The faculty maintains bilateral relations with non-European partner universities. In 2014, it offered cooperation with Escuela Bancaria y Comercial (EBC) in Mexico City (Mexico); Sogang University in Seoul (South Korea); Chienkuo Technology University in Changua City (Taiwan); Beijing Institute of Technology (BIT) in Beijing (China) and Ural State Economic University and Ural Federal University of BN Yeltsin in Ekaterinburg (Russia). At the end of 2014, a new contract was concluded with the Ekaterinburg workplaces, which from 2015 will replace those used for cooperation in previous years. The new contracts had to be signed together due to the name change of the Russian workplace (Ural State University was renamed Ural Federal University of BN Yeltsin), but also to clearly define the conditions under which students can study during the exchange (since the Russian side does not use assessment based on ECTS). Bilateral contracts cover both student and teacher mobility and scientific and research cooperation.

Students in the **Inter** (sometimes **Free Movers**) programme may attend these partner universities. Twelve students took part in this programme in 2014.

In cooperation with the Hochschule Hof, there is a successful 'double degree' programme. In 2014, a student from the Cheb part of the faculty graduated from this study programme and received two university diplomas; two students from the Pilsen part of the faculty continued their 'double degree' studies.

In order to promote, motivate and disseminate information about mobility, Erasmus Day was organized on 11.11.2014 in cooperation with the UWB Department of Foreign Relations, which presented all types of mobility offered, applications and the selection procedure. This event, which took place in the morning at the Pilsen faculty, was attended by teachers and selected contract coordinators of FoE, also by students who shared their experience from foreign studies and representatives from the UWB Foreign Relations and ČSOB bank, which wishes to establish a long-term cooperation with the faculty in searching for talent and which fully supports foreign internships of its potential employees. 80 students participated in the event.

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

## 7.2 Foreign mobility of students

The following tables show overviews of student visits to foreign partner universities as well as arrivals of foreign students to FoE in the calendar year of 2014 (not in the academic year from which the indicators for K-coefficient are calculated).

**Table 18: Student mobility - going out**

Programme	Number of students / number of student-days <sup>1</sup>
Erasmus	46/5262
Leonardo da Vinci	3/240
Marquette University	7
Scholarships	0
Mobility MEYS <sup>2</sup>	12/1298
Erasmus - work internships	6/542
Other	0
<b>Total</b>	<b>67/7342</b>

Source: INIS

Compared to 2013 (105 students), there was a decrease by 36%. Nevertheless, most faculties of the university saw a decline. The total cumulative number of outgoings placed FoE on the second place within the university with the share of 13% of all outgoing students at UWB.

**Table 19: Student mobility - coming in**

Programme	Number of students / number of student-days
Erasmus	42/5367
Marquette University	15
Inter-university cooperation	3
Free movers	5/560
Erasmus - work internships	1
<b>Total</b>	<b>66/5927</b>

Source: INIS

Compared to 2013 (70 students), there was a decrease by 5%.

In 2014, an English-language video clip was created in cooperation with external collaborators to reach international students at partner universities through the YouTube channel. This video clip is available as a link or as an offline file to all partnership contract coordinators who communicate with foreign universities.

<sup>1</sup> Important for the Faculty Evaluation K index (study stays abroad over 30 days)

<sup>2</sup> Inter Programme (Free Movers)

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

### **8.1 Cooperation of specialized departments with the region**

#### **KFU**

KFU cooperates with the basic organization of the Association of Accountants in Pilsen on the development of education in the accounting profession in the region.

In 2014, the FoE Department of Finance and Accounting (KFU) signed a contract on practical training of students with Panasonic AVC Networks Czech, s.r.o. with the aim to extend the practical skills of students of the follow-up master's and bachelor's degrees.

KFU cooperates with Moore Stephens in providing selected professional experts for educational activities in subjects guaranteed by KFU.

KFU is a member and cooperates with the Czech Treasury Association within professional education of academic staff.

#### **KMO**

Collaboration with Plzeň Turismus, p.o.

Cooperation in the preparation of the Tourism Development Programme 2014-2020 (regional authority of the Karlovy Vary region)

D&A Travel - implementation of innovation voucher.

Professional cooperation with the Regional Chamber of Commerce of the Karlovy Vary Region, the City of Pilsen, the City of Cheb, the regional authorities of the Karlovy Vary Region and the Pilsen Region, Destination Management West, etc.

Cooperation with Dolní Poohří Destination Agency and Litoměřice Tourism Centre - membership in the preparatory committee and hosting of the Stop and Stay 2014 conference, which took place on 24 and 25 April 2014 in Litoměřice.

Czech Tourism, Institute of Tourism - creation of questionnaire survey among residents of the Pilsen region focused on the perception of impacts of tourism.

Arrangement of professional excursions within the taught subjects: The Geography of Tourism - the Harz area (Germany).

An analysis of communication means used by tourists was carried out for the City of Pilsen and the Pilsen Region.

#### **KPM**

KPM department has a long-term collaboration with the representatives of Škoda Transportation.

#### **KEM**

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

**KGE**

The department cooperates with the regional authority of the Pilsen region, in particular with the Department of Regional Development and the Department of EU Funds and Programmes, with the Department of Concept and Development of the City of Pilsen, Pilsen 2015, with the Regional Administration of the Czech Statistical Office in Pilsen. Other partners are REVIS - Regional and Information Centre in Tachov, Techmania Science Centre, LAG Zlatá cesta, CHMI - Pilsen branch, Amethyst - Centre for Environmental Education, CGS.

**8.2 Membership of academic staff of FoE UWB in professional organizations and associations by departments****KFU**

prof. Ing. Lilia Dvořáková, CSc.	Czech Association of Accountants - Vice-President Chamber of Certified Accountants, member Czech National Accounting Board, member Association of Accountants in Pilsen - board
Ing. Lucie Kuldová, Ph.D.	Czech Society for Quality Czech Marketing Society Member of International Campaign of Fair Trade Cities Member of Amnesty International CZ Global Teacher - Society for Fair Trade
Ing. Jana Hinke, Ph.D.	Czech Pedagogical Society Czech Economic Society Czech Society for Political Sciences Association of Accountants
Ing. Michaela Krechovská, Ph.D.	Czech Association for Financial Management Czech Treasury Association
Ing. Pavlína Hejduková, Ph.D.	Czech Association for Financial Management

**KMO**

doc. PaedDr. Ludvík Eger, CSc.	Society for Human Resource Management
Ing. Dita Hommerová, Ph.D., MBA	Czech Marketing Society Access Marketing Management e.V. (AMM)

**KEM**

doc. Ing. Jiří Beck, CSc.	Czech Society for Operational Research
Ing. et Ing. Miloš Nový	Institute of the Association of Accountants

doc. RNDr. Ing. Ladislav Lukáš, CSc.

Czech Society for Operational Research  
Czech Econometric Society  
Czechoslovak Society for Mechanics  
Czech Technical Matrix

prof. Ing. Jan Macek, CSc.  
doc. Dr. Ing. Miroslav Plevný  
RNDr. Jaroslav Potměšil, CSc.

Czech Society for Operational Research  
Czech Society for Op. Research (board member)  
Czech Society for Operational Research  
Czech Statistical Society  
Czech Econometric Society

## KPM

Dr. Ing. Jiří Hofman

Union of Czech Mathematicians and  
Physicists Czech-Japanese Society  
Czech-Chinese Society Czech-Korean  
Society Czech Astronomical Society

PhDr. Milan Jermář, Ph.D.

Czech Association of Labour Psychology and  
Organization

PaedDr. Dana Egerová, Ph.D.

Society for Human Resource Management

## KGE

doc. PaedDr. Jaroslav Dokoupil, Ph.D.

Czech Geographical Society

doc. RNDr. Jiří Ježek, Ph.D.

European Regional Science Association (ERSA) –  
Slovak section (member of steering committee)  
Czech Society for Spatial Planning and Urban Planning  
Czech Geographical Society

RNDr. Marie Novotná, CSc.

Czech Geographical Society

Mgr. Pavel Červený

Czech Geographical Society

RNDr. Jan Kopp, Ph.D.

Czech Geographical Society - chairman  
of the West Bohemia branch

Mgr. Monika Čechurová, Ph.D.

Cartography Society

RNDr. Jiří Preis, Ph.D.

ACET (AIDS Care Education Training) ČR, o.s.  
ACET International Alliance (international  
alliance associating individual national branches  
of ACET),

## SMA

Mgr. Hana Ovesleová

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

Mgr. Romana SUCHÁ

Czech Association of Teachers of Spanish  
Czech Association of Teachers of French

Mgr. Květoslava ŠIMKOVÁ

Czech Chamber of Court Interpreters



### 8.3 Project Activities Centre in 2014

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

- identification of potential and know-how of FoE sections in the project area;
- monitoring and searching for suitable grants;
- help with searching for project partners;
- developing contacts with the public and business sectors, educational and advisory agencies, regional development agencies, BIC, chambers of commerce and other entities;
- cooperation with relevant sections of the UWB's Chancellor's Office;
- informing FoE staff about opportunities for participation in project activities, training, seminars and other events aimed at participating in projects;
- assistance and consultations in the preparation of projects formally (subject matter will be provided by sections submitting project proposals).

This mission reflects the professional focus and know-how of FoE and is in line with the long-term development plans of FoE and UWB.

The Centre's activities also include international cooperation projects and student and teacher mobility.

The Centre includes a Project Office whose main aim is to provide methodological support to the proposers, or research project solvers, assistance in their administration and training focused on particular areas of research projects. The Project Office participates in the above activities in accordance with the Centre's mission.

In 2014, the Centre participated in the implementation of the OP EC project entitled "Comprehensive Innovation of the Bachelor's Degree Programme of Economics and Management" and two projects focused on the issue of entrepreneurial education (Visegrad Fund). The Centre also cooperated on the implementation of university-wide OP EC projects (cooperation with the UWB Project Centre). Furthermore, its employees participated in the administration of a competition of projects of the UWB grant system and newly also in the Internal Competition.

By May 2014, the Centre implemented the EC OP project entitled "Creating and Strengthening Partnerships between Universities and Practice" (UNIPRANET).

Another project that was implemented through SPA was Analyses for the Pilsen Region, in which four partial analyses were processed.

As part of the UNIPRANET SPA project, it supported the organization of the international conference Trends in Business in 2014, organized by PhD students at FoE. The conference was attended by students and researchers from the Czech Republic, Slovakia, Poland, Germany, Russia and Serbia. 250 participants registered for the conference and 140 of them attended the conference. A total of 156 papers were received for the review process, 93 papers were included in the collection and 27 papers in a magazine.

## **8.4 International Activities Centre 2014**

The Centre consists of two parts, the Foreign Mobility Section and the Specialized Languages Section.

The International Mobility Section provides all faculty activities related to international relations. Its main activities include registration and administration of bilateral Erasmus agreements, cooperation with foreign partner universities, searching for other possibilities of international cooperation, consultancy for students on the possibilities of foreign studies, organization of workshops on foreign mobility, organization of selection procedures for student international mobility and mobility of academic staff and consultancy for foreign students.

The Specialized Languages Section provides foreign language teaching at the faculty. This includes teaching of compulsory-optional languages, economic English and German, teaching of extended compulsory-optional languages in the bachelor's degree, and teaching specialized subjects in a foreign language in the follow-up master's degree. It also organizes additional paid English and German courses for first-year students. In addition to teaching, the Specialized Languages Section also provides other services for specialized FoE departments, such as translation and interpreting, language proofreading, etc.

During 2014, bachelor's language subjects offered a piloting of e-learning support as part of the INEM subjects innovation. In addition, several lectures by practitioners and a number of excursions in English and German were organized for students of language subjects. In that year, SMA continued to translate and proofread professional articles in English for faculty departments. At the same time, consultation activities for students in the field of international language examinations and study opportunities abroad were extended.

## **8.5 Centre for Regional Development Research in 2014**

In 2014, the Centre for Regional Development Research (SVRR) started to solve a two-year project of the Czech Technology Agency, "Strategic Planning of Municipalities, Cities and Regions: Challenges, Problems, Solutions". Furthermore, cooperation with the non-profit organization Pilsen 2015 continued on monitoring and evaluation of the project "Pilsen - the 2015 European Capital of Culture".

In addition, cooperation with the Jan Evangelista Purkyně University in Ústí nad Labem on the EC OP projects was successfully completed: NetRegio - a platform for accelerating networks of relationships and links between the regional development research environment and the application sector, and InRegion - innovation in teaching subjects of Geography and Regional Development with regard to labour market needs.

## 9 Physical education, leisure and social activities of students

In Cheb, a sports club USK Akademik o.s. provides leisure and recreational activities for students. USK Akademik o.s. also organizes sports tournaments and social events for students and teachers. These club activities help develop social and friendly relationships between students and teachers.

One of the most prestigious activities in Cheb is the "Bucket of Academic Blood", which is organized twice a year at FoE. It is a voluntary blood donation by students, graduates and friends of FoE UWB. In 2014, the 42nd and 43rd season of this event took place. Pupils and students of the School of Nursing and the College of Nursing in Cheb were newly invited to the event. This year, blood donors received pictures by prominent Czech artists. Bc. Klára Jechová, who together with Ing. Tluchoř took over the organization of the event from Ing. Michalák, managed to arrange cooperation with Adolf Dudek and Jindřiška Bernátová in 2014.

Various social activities take place in the Cheb part of FoE, e.g. Samuelsoning (second- and third-year students of FoE UWB welcoming first-year students), Faculty of Economics' Ball, etc.

The faculty supports activities of the international student organization AIESEC, which is based on Husova Street in Pilsen. With the significant participation of students and teachers of FoE UWB, a number of events were organized directly in the faculty building in 2014.

## 10 Significant events in the life of FoE UWB

The most important event organized by FoE on 13-14 November 2014 was the international conference Trends in Business, which took place in the SECESE conference centre at the Pilsen Urquell brewery. The conference was attended by 140 delegates (45 students) on the first day and 114 delegates (36 students) on the second day. All faculty departments participated in the conference.

In October 2014, the Department of Finance and Accounting organized an international workshop in Nitra, Slovakia as part of the Visegrad Fund project, V4 Scientific Centres for Enhancement of Financial Literacy and Entrepreneurship Education.

In May 2014, the Department of Finance and Accounting participated in the organization of an international workshop within the Visegrad Fund, Festival of Science as a platform for intensifying cooperation between V4 region universities in Trnava.

On 15-16 May 2014, the Department of Marketing, Trade and Services, with the support of the Czech-German Future Fund, organized an international conference, 2014 Opportunities and Threats for the Current Business Economy in Cross-Border Comparison, attended by representatives of Czech and German universities and key actors in the cross-border cooperation in the region.

In 2014, a student of Business Management successfully completed the Double Degree programme, which is implemented in cooperation with Hochschule Hof, Germany.

KMO has shown long-term success in the implementation of cross-border projects under the Czech Republic - Free State of Bavaria Operational Programme, within which very valuable publications are produced for the public.

In 2014, a V4 project was launched: Innovative Entrepreneurship Education - a Necessary Precondition for the Future Prosperity of the V4 Region. The opening international workshop took place in September 2014 at the FoE premises in Pilsen.

The interactive exhibition Days of Science and Technology in Pilsen is a unique project, which was created thanks to the cooperation of the University of West Bohemia in Pilsen and the Statutory City of Pilsen. The Faculty of Economics participated in this successful event also in 2014.