

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 2017

Submitted by:

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Dean of the UWB's Faculty of Economics

Editing office:

RNDr. Jiří Preis, Ph.D.

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

1 Composition of bodies of FoE UWB

1.1 Dean's Office

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

Vice-Deans: Ing. Hana Kunešová, **Ph.D.**, 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

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

Secretariat: **Zuzana Martinčíková** (Pilsen section)
Ivana Kurová (Cheb section)

Study Department - Pilsen section:

Kateřina Hráčová (full-time bachelor's study) - until 28.2.2017
(full-time following study) - since 1.3.2017

Kateřina Štruncová (follow-up full-time study and combined study, both stages)- until 28.2.2017

Vladimíra Johánková (full-time bachelor's study) - since 1.3.2017

Tomáš Kasík (combined study - both stages) - since 1.3.2017

Ing. Barbara Trojanowská (doctoral study)

Study Department - Cheb section:

Hana Blatná (combined and full-time bachelor's study)

Study Department - CECEV section:

Tomáš Kasík (lifelong learning)

Romana Kočvarová (lifelong learning)

1.2 Academic Senate

Term until 1.3.2017

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Deputy Chair: doc. Ing. Michaela Krechovská, **Ph.D.**

Secretary: Bc. Olga Šlechtová Sojková

Chair of Student Chamber: Bc. Olga Šlechtová Sojková

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doc. RNDr. Marie Novotná, **CSc.**

Ing. Miroslav Pavlák, **Ph.D.**

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Ing. Petra Taušl Procházková, **Ph.D.**

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Tadeáš Jindra
Jan Pokorný
Soňa Štěpničková
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Term since 2.3.2017

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Deputy Chair: doc. Ing. Michaela Krechovská, Ph.D.
Secretary: Jan Pokorný
Chair of Student Chamber: Jan Pokorný

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doc. RNDr. Mikuláš Gangur, Ph.D.
Ing. Dita Hommerová, Ph.D., MBA
PhDr. Čestmír Jarý (since 20.9.2017)
Ing. et Ing. Miloš Nový (until 19. 9. 2017)
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prof. Ing. Lilia DVOŘÁKOVÁ, CSc.	KFU
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doc. Ing. Jiří SKALICKÝ	KPM
doc. Ing. Jiří VACEK, Ph.D.	KPM

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doc. Ing. Jan HOREJC, Ph.D.	FST, University of West Bohemia in Pilsen
prof. Ing. Ivan JÁČ, CSc.	EF, Technical University of Liberec
Ing. Miloš KRATOCHVÍL	Škoda, a.s. Plzeň
prof. Ing. Helena MAJDÚCHOVÁ, CSc.	FPM, University of Economics in Bratislava
Ing. Zdeněk MUŽÍK	Regional Economic Chamber of the Pilsen Region
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doc. Ing. Luboš SMRČKA, CSc.	FPH, University of Economics in Prague
doc. Ing. Petr SUCHÁNEK, Ph.D.	ESF, Masaryk University in Brno
prof. Ing. Milan TURČÁNI, CSc.	FPV, University of Constantine the Philosopher in Nitra
doc. Ing. Emil VACÍK, Ph.D.	FPH, University of Economics in Prague
prof. Ing. Miroslav ŽIŽKA, Ph.D.	EF, Technical University of Liberec

1.4 Subject Board

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doc. PaedDr. Jaroslav DOKOUPIL, Ph.D.	KGE FoE UWB
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doc. PaedDr. Ludvík EGER, CSc.	KMO FoE UWB
doc. PaedDr. Dana Egerová, Ph.D.	KEM FoE UWB
doc. RNDr. Mikuláš GANGUR, Ph.D.	KEM FoE UWB
doc. Ing. Jan HOREJC, Ph.D.	FST, University of West Bohemia in Pilsen
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doc. RNDr. Jiří JEŽEK, Ph.D.	KGE FoE UWB
doc. RNDr. Ing. Ladislav LUKÁŠ, CSc.	KEM FoE UWB
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doc. Ing. Jiří VACEK, Ph.D.	KEM FoE UWB
doc. Ing. Emil VACÍK, Ph.D.	FPH, University of Economics, Prague
doc. Ing. Miroslav ŽIŽKA, Ph.D.	EF, Technical University in Liberec

2 Departments and sections of FoE UWB

2.1 Departments

KEM - Department of Economics and Quantitative Methods

Head: **Ing. Mgr. Milan Svoboda, Ph.D.**

KFU - Department of Finance and Accounting

Head: **doc. Ing. Michaela Krechovská, Ph.D.**

KMO - Department of Marketing, Trade and Services

Head: **Ing. Jan Tluchoř, Ph.D.**

KPM - Department of Business Economy and Management

Head: **doc. PaedDr. Dana Egerová, 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.**

SMA - International Activities Centre

Head: **RNDr. Jiří Preis, Ph.D.**

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

Head: **doc. Ing. Jiří VACEK, Ph.D.**

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

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

CP – Centre of Entrepreneurship (subordinate to KFU)

Head: **Ing. Petra Taušl Procházková, Ph.D.**

3 Employees of FoE UWB

As of 31.12.2017, 51 academic staff were employed at the UWB Faculty of Economics (with an average workload of 0.83; recalculated status of 42.41 persons), 1 researcher (recalculated status of 0.25 persons) and 16 other employees (with average workload of 1.06, recalculated status was 16.94 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					Research staff	Other staff
		Associate Professors	Associate Professors	Assistant Professors	Assistants	Lecturers		
KEM	Natural persons	1	4	7	1	0	1	0
	Recalculated	0,56	1,75	6,13	1,00	0	0,25	0
KFU	Natural persons	1	1	6	0	0	0	1
	Recalculated	1,00	1,00	5,57	0	0	0	1,00
KMO	Natural persons	0	3	4	2	0	0	1
	Recalculated	0	2,13	3,01	1,76	0	0	1,00
KPM	Natural persons	0	2	7	3	0	0	1
	Recalculated	0	2,00	6,44	1,56	0	0	0,88
KGE	Natural persons	0	4	3	1	0	0	1
	Recalculated	0	3,50	3,00	1,00	0	0	0,75
SPA	Natural persons	0	0	0	0	0	0	1
	Recalculated	0	0	0	0	0	0	2,48
CECEV	Natural persons	0	0	0	0	0	0	2
	Recalculated	0	0	0	0	0	0	2,00
SMA	Natural persons	0	0	0	0	0	0	1
	Recalculated	0	0	0	0	0	0	1,2
DFEK	Natural persons	0	1	0	0	0	0	8
	Recalculated	0	1,00	0	0	0	0	7,63
FoE	Natural persons	2	15	27	7	0	1	16
	Recalculated	1,56	11,38	24,15	5,32	0	0,25	16,94

Source: INIS/Magion as of 31.12.2017

3.1 Appointment and habilitation procedures

- doc. Ing. Michaela Krechovská, Ph.D. – Business Economy and Management (Technical University in Liberec)

3.2 Study in doctoral study programmes

Table 2 shows the number of students in the doctoral study programme P6208 Economics and Management - field 6208V086 Business Economy and Management and the doctoral study program P6208 Economics and Management - field 6208V007 Economics and Management, graduates and ended studies (without graduation) in 2017.

Table 2: Number of DSP students at FoE as of 31.12.2017

Year of study	1	2	3	4	5	6+	Total	Number of ended studies	Number of graduates
Field/form:									
6208V086/K*	3	3	3	3	1	5	18	7	3
6208V086/P**	0	4	0	2	0	0	6	0	1
Total 6208V086	3	7	3	5	1	5	24	7	4
6208V007/K	2	0	0	0	0	0	2	0	0
6208V007/P	8	0	0	0	0	0	8	0	0
Total 6208V007	10	0	0	0	0	0	10	0	0
All SPs in total	13	7	3	5	1	5	34	7	4

Source: STAG

* combined form of study

** full-time form of study

The column 'Ended studies' shows the total number of students who ended their studies at their own request 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 and graduates of FoE UWB

4.1 Interest in study, course and results of the admission procedure

Collaboration with secondary schools in informing applicants

The faculty has long-term relationships with many grammar schools, business academies and other mainly economically oriented secondary schools in the Pilsen and Karlovy Vary regions. Every year, the faculty employees attend a large number of secondary schools and acquaint their students and educational advisers with study fields and activities of FoE. In 2017, the faculty staff also visited selected secondary schools in the Central Bohemian and Ústí nad Labem regions and Prague. The faculty annually sends 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. To attract potential applicants for study, the faculty organized the traditional HOMO ECONOMICUS Summer School for children and youth in July 2017. In the field of promotion, the faculty also builds its image by posting videos on social media (YouTube and Facebook) and in multimedia presentations at secondary schools. The faculty uses a website to increase awareness of applicants about the admission procedure and fields of study. In 2017, the Faculty informed about the study not only applicants from secondary schools, but also an organized group of foreign students studying Czech language at the Institute for Language Preparation of Charles University in Prague to whom the faculty staff presented the study environment and fields.

The course and results of the admission procedure

In 2017, 1,471 persons applied for study at FoE UWB submitting the total of 1,938 applications (in 2016, it was 1,484 persons submitting 1,845 applications). The overall capacity of study

programmes was given by Chancellor's Decision No. 15R/2017 on the number of recalculated funded students for the 2018 budget given by the overall limit for indicators B1 + N1 + P1 of 692 students for FoE. Based on the above limit, the FoE Dean after a discussion with the Dean's Board decided on the partial values of indicators B1, N1 and P1 for FoE in the same amount as in 2016. In 2017, 52% of applicants were admitted to the full-time bachelor's study and 46% to the combined form of study. 71% of applicants were admitted to the full-time follow-up master's programme and 48% of applicants to the combined form of study. 16 applicants submitted applications for the doctoral study, 14 were admitted, of which 9 for the full-time form. The ratio of admitted and applying persons varied in individual study programmes. As in the previous years, 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. The lower interest of applicants was like in previous years in the bachelor's and follow-up study programmes of Systems Engineering and Informatics and the full-time bachelor's study in the Cheb part of FoE. In the study fields of these programmes, second stages of the admission procedure were announced, with the exception of the bachelor's and follow-up study programmes of Information Management.

Table 3: Interest of applicants for study in the admission procedure for the academic year 2017/2018

Accredited programmes	Number of applying applicants ¹	Number of applying persons ²	Total No. admitted applicants ³	Total No. of admitted persons ⁴	No. of enrolled applicants	No. of enrolled persons
FoE UWB in total	1938	1471	871	858	699	699
B1301 Geography	133	128	74	74	58	58
B6208 Economics and Management combined form⁵	126	126	58	58	53	53
B6208 Economics and Management full-time form⁶	1118	839	413	413	318	318
B6209 Systems Engineering and Informatics	263	233	137	137	116	116
N6208 Economics and Management combined form⁷	93	93	45	45	41	41
N6208 Economics and Management full-time form⁸	124	124	85	85	69	69
N6209 Systems Engineering and Informatics	65	57	45	44	30	30
P6208 Economics and Management, combined form <i>(standard length of study 4 years)</i>	3	3	2	2	2	2
P6208 Economics and Management, full-time form <i>(standard length of study 4 years)</i>	10	10	9	9	9	9
P6208 Economics and Management, combined form <i>(standard length of study 3 years, ending study programme)</i>	3	3	3	3	3	3

Source: STAG

The data shown in Table 3 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 the bachelor's study programmes of Systems Engineering and Informatics (only for the study field of Project Management Systems) and Geography, and in the Cheb part of the faculty for

¹ Number of applications from all stages of admission procedure for all forms of study.

² Number of persons applying from all stages of admission procedure for all forms of study.

³ Number of applications received, including applications received after the review procedure.

⁴ Number of persons admitted, including persons admitted after the review procedure.

⁵ 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).

⁶ 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).

⁷ 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).

⁸ 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).

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 stage of the admission procedure. The second stage of the admission procedure was announced also for the follow-up master's study programme of Project System Management. The lower number of applicants for the Systems Engineering and Informatics programme reflects the long-term low number of graduates of the Systems Engineering and Informatics bachelor's programme.

Table 4: Admission procedure for the academic year 2017/2018 - overview of dates

	Date of submission of applications for study	Date of start and end of entrance exams	Replacement date of entrance exams	Date of issue of decision about admission for study	Date of issue of decision about review of the initial decision	Date for revision of materials for admission procedure	End date of admission procedure
Stage 1 of adm procedure							
Bachelor's study	31. 3. 2017	X	X	17. 5. 2017 20. 7. 2017 6. 9. 2017	29. 6. to 30. 8. 2017	upon request	6. 10. 2017
Follow-up Master's study	31. 3. 2017	15. 6. 2017 16. 6. 2017	22. 8. 2017	21. 6. 2017 22. 8. 2017 6. 9. 2017	7. 8. 2017	12. 7. 2017 and 26. 7. 2017	6. 10. 2017
Doctoral study	31. 5. 2017 22. 6. 2017	26. 6. 2017	X	28. 6. 2017	15. 8. 2017	upon request	15. 8. 2017
Stage 2 of adm procedure							
Bachelor's study	31. 7. 2016	X	X	7. 8. 2017	23. 8. to 26. 9. 2017	upon request	26. 9. 2017
Follow-up Master's study	31. 7. 2017	22. 8. 2017	X	22. 8. 2017	X	15. 9. 2017	15. 9. 2017

Source: Admission Procedure Report at FoE UWB in Pilsen for the academic year 2016/2017

Admission procedure for bachelor's study programme

Applicants for the bachelor's study were admitted without entrance examination. If an applicant in stage 1 of the admission procedure met the conditions set by Article 5 of Dean's Notice No. 6DV/2016, the faculty guaranteed their admission to the chosen field of study. The condition for the guarantee of admission to full-time study was not to exceed the limit value of average grades for each term of the penultimate year of study and the first term of the last year of study at secondary school. The set limit of average grades for each of the given terms was 2.00 or 2.50, depending on the applicant's field of study at the secondary school and the field of study at FoE UWB, for which the applicant applied. The condition for guaranteeing admission to the combined study of Business Economics and Management was the successful completion of the Lifelong Learning Programme (in accordance with Section 60 of Act No. 111/1998 Coll., as amended) within the accredited bachelor's study programme of Economics and Management.

Applicants for full-time and combined bachelor's study programmes who did not meet the conditions for guaranteed admission were admitted according to Dean's Notice No. 6DV/2016 in order of the total number of points awarded from the best (the candidate with the highest number of points) until the full capacity of the selected field of study was reached. Applicants were awarded points according to a set formula for average high school grades over the three terms mentioned above. The number of points for a candidate could be increased in a set way if the candidate studied at a secondary school the field of education specified in Dean's Notice No. 6DV/2016 and/or documented voluntary activities specified in the Dean's Notice. The minimum number of points for admission was 20 points. With regard to the number of applicants who met the conditions for guaranteed admission and the free capacity of study

fields for the given place and form of study, the Admissions Board set minimum numbers of points for admission (Table 5).

Table 5: Minimum number of points for admission to bachelor's study programmes (stage 1 of admission procedure)

Programme	Field	Place of study	Form of study	Minimum No. of points for admission
B6208 Economics and Management	Business Economy and Management	Cheb	Combined	34
	Business Economy and Management	Cheb	Full-time	20
	Business Economy and Management	Pilsen	Full-time	30
	Business Activities Management	Cheb	Full-time	20
	Business Activities Management	Pilsen	Full-time	30
B6209 Systems Engineering and Informatics	Project Management Systems	Pilsen	Full-time	20
	Information Management	Pilsen	Full-time	20
B1301 Geography	Economic and Regional Geography	Pilsen	Full-time	20

In stage 2 of the admission procedure for bachelor's study programmes, applicants were in accordance with Dean's Notice No. 3DV/2017 admitted to study within the free capacity of study fields without an entrance examination according to the 'P' value calculated according to the average achievement of the applicant in the last two years of secondary school. 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 the above fields of study for the given place and form of study and with regard to the number of applicants registered in stage 2 of the admission procedure, the Admission Committee decided that all applicants who had sent officially certified copies of school reports from the last two years of secondary school will receive an invitation to enrol. These applicants were admitted if they submitted an officially certified copy of the school-leaving certificate or proof of nostrification of foreign secondary education in the Czech Republic no later than on the day of enrolment.

A necessary condition for admission to study in both stages of the admission procedure was the completion of full secondary education. For applicants who completed secondary school abroad (with the exception of the Slovak Republic), proof of command of the Czech language at least at level B1 of the Common European Framework of Reference for Languages and submission of proof of validation of foreign secondary education in the Czech Republic was a necessary condition for admission.

Admission procedure for follow-up master's study programmes

The entrance exam in stage 1 of the admission procedure had the form of a written test. The general content of the entrance examination for each field of study and the criteria for the entrance examination evaluation were published in Dean's Notice No. 7DV/2016. Applicants did not have to sit the entrance examination if they fulfilled the conditions set by Dean's Notice No. 7DV/2016. Stage 2 of the admission procedure was announced only for the study programme of System Engineering and Informatics, field of Project Management Systems. The form of the

entrance examination, its scope, evaluation and conditions for not having to sit the entrance examination were published in Dean's Notice No. 4DV/2017 and were the same as in stage 1 of the admission procedure for the said field of study. In both stages of the admission procedure, all applicants who met the conditions for not having to sit the entrance examination were admitted to follow-up master's degree programmes. Applicants who sat the entrance examination were admitted in the order of the number of points obtained until the capacity of study programmes and fields was filled. A necessary condition for the admission of applicants who have completed a bachelor's or master's study abroad, was to send an officially certified copy of a certificate of passing a certified examination in the Czech language for foreigners proving knowledge of the Czech language at least at level B1 of the Common European Framework of Reference for Languages, or a certificate of leaving examination in Czech.

Table 6: Criteria for assessment and successful passing of entrance examination for the follow-up master's study

Stage 1 of admission procedure	
N6208 Economics and Management	<p>Test in economic subjects: maximum number of points 100</p> <p>Criterion for successfully passing the entrance examination:</p> <p>Test in economic subjects: minimum of 50 points. Admission criterion: Applicants with the minimum limit provided above were admitted in order of number of points obtained taking into account the study field capacity for the full-time and combined forms of study and the number of applicants that met the conditions for admission without entrance exam.</p> <p>Minimum number of points for admission:</p> <p>- full-time form: 50 points; combined form: 50 points</p>
N 6209 Systems Engineering and Informatics field of Project Management Systems	<p>Test in economic subjects: maximum number of points 100</p> <p>Criterion for successfully passing the entrance examination:</p> <p>Test in economic subjects: minimum of 50 points. Admission criterion: Applicants with the minimum limit provided above were admitted in order of number of points obtained taking into account the study field capacity.</p> <p>Minimum number of points for admission: 50 points</p>
N 6209 Systems Engineering and Informatics field of Information Management	<p>Test in economic subjects: maximum number of points 40</p> <p>Mathematics test: maximum number of points 40</p> <p>Informatics test: maximum number of points 40</p> <p>Criterion for successfully passing the entrance examination:</p> <p>Test in economic subjects: minimum of 20 points.</p> <p>Mathematics test: minimum of 20 points</p> <p>Informatics test: minimum of 20 points</p> <p>Admission criterion:</p> <p>Applicants with the minimum limit provided above were admitted in order of number of points obtained taking into account the study field capacity.</p> <p>Minimum number of points for admission:</p> <p>Test in economic subjects: 20 points; Mathematics test: 20 points</p> <p>Informatics test: 20 points</p>
Stage 2 of admission procedure	
N 6209 Systems Engineering and Informatics the field of Project Management Systems	<p>Test in economic subjects: maximum number of points 100</p> <p>Criteria for successful passing of entrance exam and admission to study were the same as in stage 1 of the admission procedure.</p>

Source: Dean's Notices No. 7DV/2016 and 4DV/2017

Admission procedure for doctoral study programmes:

The entrance examination for the doctoral study programme *P6208 Economics and Management of study field 6208V007 Economics and Management* 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 conditions for the admission procedure were set by Dean's Notice No. 1DV/2017. 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. The course of the entrance examination was recorded by the Commission in a protocol.

The entrance examination for the doctoral study programme *P6208 Economics and Management of study field 6208V086 Business Economy and Management* had a form of an oral discussion of a selected framework topic of the dissertation thesis and general knowledge in the given scientific field. At the same time, the applicant's qualification for completing the ending field of study before the expiry of its accreditation were assessed. The conditions for the admission procedure were set by Dean's Notice No. 2DV/2017. On the basis of this evaluation, the Board submitted a reasonable proposal to the Faculty's Dean for admission or non-admission of the applicant. The course of the entrance examination was recorded by the Commission in a protocol.

Summary statistical information about the admission procedure in 2017/2018

Overview information about the admission procedure containing basic statistical characteristics according to MEYS Regulation No. 343/2002 Coll. as amended by Regulation No. 276/2004 Coll. is presented in *The Report from the Admission Procedure at FoE UWB for 2017/2018* published on the official faculty website (<http://www.fek.zcu.cz/deska.php>).

4.2 Students in accredited study programmes

As of 31.12.2017, 1,431 students were studying at the faculty (not including foreign students studying at FoE within short-term study mobility), of which 1,100 were in bachelor's programmes, 297 in follow-up master's programmes and 34 in doctoral programmes. Year-on-year, the total number of students at the faculty increased by 6 (in bachelor's programmes increased by 39 students, in follow-up master's programmes decreased by 37 and in doctoral programmes increased by 4 students).

The most significant year-on-year changes in the number of students occurred in the full-time form of bachelor's study programmes, where the total number of students increased by 48. On the other hand, in the full-time form of follow-up master's degree programmes, the total number of students decreased by 46 year-on-year. In other study programmes, the year-on-year changes in the number of students were just small.

Table 7: The number of students in accredited study programmes of FoE UWB as of 31.12.2017

Accredited study programmes	Students in study programmes						Total of students
	Bachelor's SPs		Follow-up master's SPs		Doctoral SPs		
	F	C	F	C	F	C	
Geography	143	0	0	0	0	0	143
Economics and Management	660	99	151	85	14	20	1029
Systems Engineering and Informatics	198	0	61	0	0	0	259
Total of students	1001	99	212	85	14	20	1431

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, and foreign students on a short-term study mobility).

Source: STAG

4.3 So-called Double Degree study programme

In 2017, the Faculty of Economics continued for the fifth year to implement the Double Degree bachelor's study programme of Economics and Management in cooperation with the Hochschule Hof - University of Applied Sciences in Hof, Germany. In June 2017, 2 FoE students completed the Double Degree programme, 3 FoE students in the Double Degree programme at the Hochschule Hof completed their third year of study and started their compulsory 5-month professional work experience in German companies.

4.4 Graduates

In 2017, 345 students graduated from the faculty, which is 31 graduates less than in 2016. There was a year-on-year decrease in the number of graduates in all full-time and combined bachelor's degree programmes (total year-on-year decrease in the number of graduates by 55); on the other hand, there was a year-on-year increase in the number of graduates in follow-up master's degree programmes (total year-on-year increase in the number of graduates by 24). The number of graduates of doctoral study was the same as in 2016.

Table 8: Number of graduates of accredited study programmes at FoE in 2017

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	
Geography	25	0	0	0	0	0	25
Economics and Management	132	12	95	18	1	3	261
Systems Engineering and Informatics	23	0	36	0	0	0	59
Graduates in total	180	12	131	18	1	3	345

Explanatory notes:

SP = study programme, F = full-time form, C = combined form

Source: STAG

Employment and employability of graduates and measures to increase it:

To increase the employability of its graduates, the Faculty has been cooperating with ADP Employer Services Česká republika, a.s., Moore Stephens, Deloitte, Plzeňský Prazdroj, a.s. and developing cooperation with other potential employers in the Pilsen and Karlovy Vary regions (e.g. Diebold Nixdorf, ČSOB, AIMTEC, PMDP, a.s., Škoda Transportation, a.s.). FoE also publishes offers of external organizations for student internships and sent information about offered job opportunities on its pages on the social network Facebook. Part of the study plans of all

economic fields of study in the bachelor's and follow-up master's degree programmes at FoE is a compulsory course of Professional Work Experience, or Pre-diploma Work Experience where students gain practical experience and materials for the processing of their qualification work and have the opportunity to establish contact with potential employers.

Cooperation with future employers of the graduates:

FoE has been cooperating with potential employers (including above-listed organizations), e.g. within the sustainability of the UNIPRANET project. The cooperation is realized in the form of professional work experience in both the private and public sectors, the outcome is usually a topical paper. Potential employers are also invited to lectures, conferences and workshops organized by the faculty. FoE also develops cooperation with potential employers through its Business Centre. In cooperation with Employer Services Česká republika, a.s., a course was organized in the Basics of German Payroll Accounting, whose successful graduates were offered the opportunity to work in this company.

Cooperation and maintaining contact with the graduates:

The faculty maintains contact with its graduates through departments and social media (Facebook, LinkedIn and YouTube), where it informs its graduates about upcoming events and news from the faculty life. Social media have also provided an opportunity to create unofficial graduate clubs. In 2017, the departments cooperated with graduates in supervising bachelor's theses (for example in the field of Marketing). Cooperation with graduates also takes place in the form of lectures and workshops in teaching of selected topics, the cooperation is developed in particular with the consulting and advisory companies Moore Stephens and Deloitte.

4.5 Unsuccessful students and measures for the reduction of study failure rate

In 2017, 346 students unsuccessfully ended their study at the faculty, which is the same number as in 2016 (the number of unsuccessful students increased by 9 in bachelor's programmes, decreased by 5 in the follow-up master's programmes and decreased by 4 in the doctoral study programmes).

Table 9: Overview of the number of unsuccessful students in FoE accredited study programmes in 2017

Accredited study programmes	Unsuccessful students in a study programme			Total of students
	Bachelor's SPs	Master's SPs	Doctoral SPs	
Geography	26 (of which 21 in Year 1)	-	-	26
Economics and Management - F	169 (of which 132 in Year 1)	10 (of which 5 in Year 1)	0	179
Economics and Management - C	48 (of which 26 in Year 1)	16 (of which 9 in Year 1)	7 (of which 4 in Y1)	71
Systems Engineering and Informatics	62 (of which 37 in Year 1)	8 (of which 6 in Year 1)	-	70
Total of students	305 (of which 216 in Year 1)	34 (of which 20 in Year 1)	7 (of which 4 in Y1)	346

Explanatory notes:

SP = study programme, F = full-time form, C = combined form

Source: STAG

The faculty has been struggling for a long time with the study failure rate, especially with students in the first year of the bachelor's study. Students who ended their studies during the first year of the bachelor's study in 2017, or whose studies were terminated after the first year, accounted for 70% of all unsuccessful students in the bachelor's study. At higher levels of study, the share of unsuccessful students from Year 1 in the total number of unsuccessful students in the given stage of study was more than 50%.

Measures to reduce study failure rate

The faculty has long struggled with the failure rate of Year 1 students in bachelor's study programmes, of which some students do not attend classes and do not show interest in studying each year. The Faculty does not have the possibility to identify such applicants during the admission procedure and prevent their admission. In Year 1 of the bachelor's study, FoE focuses on helping the adaptation of students to university studies and reducing differences in initial knowledge in selected subjects. In 2017, Year 1 students got acquainted with the specifics of university studies, e.g. in the compulsory subjects of Study and Work with Resources, Psychology for Economic Practice and Introduction to Geography. Graduates of humanities-oriented secondary schools were offered at enrolment the optional course of Seminar in the Basics of Mathematics, the aim of which was to balance out knowledge of mathematics and to increase students' success in studying mathematics. Students from non-economic secondary schools were offered the optional course of Basics of Accounting, which prepared students for the study of the compulsory subject of Accounting. FoE continuously cooperates with the management of the Institute of Language Training of UWB and with the staff of the FAS Department of Mathematics in solving the failure rate in the study of English and mathematics. In 2017, FoE implemented activities within *IP-Education 2017: Measures to reduce study failure rate*, which included analytical work, preparation of questionnaire surveys, elaboration of a proposal for more effective work with Year 1 students, preparation of study aids for selected subjects, organization of extended group consultations and other activities. The experience from these activities is used in the selection of measures to reduce study failure rate within the key activity *KA7: Adaptation of the study environment*, in which FoE participated within the university project of ESF.

FoE students from all years and forms of study can use study support in the form of e-learning courses in a number of subjects. All compulsory and almost all optional-compulsory FoE subjects actively use the Courseware system. Based on the great demand of students, FoE annually organizes short-term lifelong learning courses aimed at supplementing knowledge from selected subjects and courses to prepare for the state examination in Economics at the bachelor's and follow-up stage of study. The FoE management and heads of departments continuously monitor and evaluate the results of course performance; in addition to data from IS/STAG on course performance, they also use the results of electronic assessment of teaching quality and personal consultations with students to analyse the study success. To increase students' awareness of study issues, enrolment in study is used at the beginning of the academic year, and during the academic year, it is mass e-mail, faculty website STUDIUM (<http://www.fek.zcu.cz/studium.php>), personal consultations and meetings of heads of departments with students.

4.6 Conditions for checking the 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 study to 10 credits (re-approved by AS FoE in 2017 and provided in Dean's Decision No. 6DR/2017). 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. Dean's Decision No. 3DR/2017 sets the mandatory attendance of students in practice lessons and seminars of FoE subjects included in the first semester of the bachelor's study programmes to 75%.

4.7 Innovation of study

In 2017, the academic staff of FoE UWB used teaching materials and study support, including e-learning courses of LMS Unifor, which were created in previous years as part of the Complex Innovation of the Bachelor's Study Programme of Economics and Management (INEM) project. At the same time, several new study aids (textbooks, exercise books and collections of examples) were created within *IP-Education 2017: Measures to reduce academic failure rate*. Employees of the Department of Marketing, Trade and Services acquainted students with modern technologies (e.g. eye camera), which students use at the Department to work on their theses in marketing and market research. In 2017, an automatic task generator for generating examples from selected subjects was developed at the KEM Department. All FoE departments include in lessons lectures by leading experts from companies, banks, public administration institutions and other organizations.

4.8 Re-accreditation

In 2017, the faculty prepared annotations of proposals for accreditation plans for the planned bachelor's study programmes of Marketing Management and Project Management and for the planned follow-up master's study programmes of Economic and Regional Geography, Project and Process Management and Real Estate Management and Development. The annotations were discussed and approved by the relevant bodies and boards of FoE and UWB. Subsequently, during 2017, work began on the preparation of accreditation plans with the aim of submitting applications for accreditation for the above-mentioned study programmes in the first half of 2018. The Faculty also sent an Audit Report on the bachelor's study field of Business Activities Management to the National Accreditation Office through the UWB Chancellor's Office in spring 2017; the report was accepted without comments.

4.9 Awarded students

Special Scholarship of UWB Chancellor in 2017 was awarded to **Ing. Olga Šlechtová Sojková**, a Year 1 student of a doctoral study programme at FoE, for active involvement in the activities of FoE in the field of research and development and the third role of the university.

Special Scholarship of UWB Chancellor for Sports Achievements in 2017 was awarded to **Lukáš Provod**, a Year 2 student of a bachelor's study programme, for excellent representation of the UWB in football.

Scholarship of the President of the Pilsen Region in 2017 was awarded to **Bc. Libor Kůs**, a graduate of the bachelor's study programme of Geography, for active participation in joint cross-border research of KGE and the Geo Institute of the University of Bayreuth and joint cross-border research with Bavarian students.

Scholarship of the Mayor of Pilsen in 2017 was awarded to:

- **Bc. Barbora Frýbertová** and **Bc. Aneta Krnáčová**, students of the follow-up master's study programme of Economics and Management for creating a proposal and organizing 'Reading for Bone Marrow' charity event for the Pilsen Bone Marrow Transplant Foundation.

Table 10: Special Scholarship of the FoE Dean for best bachelor thesis in a field of study in 2017:

Field: Economic and Regional Geography	
Bc. Pavel Hanuš	Potential of Protected Landscape Areas for One-Day Recreation of the Pilsen Inhabitants
Field: Business Activities Management	
Bc. Zdeněk Kresa (place of study: Pilsen)	Evaluation of the Marketing Campaign You Have A Lot Of Reasons
Bc. Alena Štemberová (place of study: Cheb)	Selected Aspects of Sustainable Tourism in the Karlovy Vary Region
Field: Business Economy and Management, KFU field of study	
No award given.	
Field: Business Economy and Management, KPM field of study	
Bc. Denisa Finkeová (place of study: Cheb)	Competitiveness Analysis of a Selected Company
Bc. Helena Toncarová (place of study: Pilsen)	Cost and Calculation Analysis and Management of a Company
Field: Project Management Systems	
Bc. Kateřina Kašová	Project and Its Plan
Field: Information Management	
No award given.	

Table 11: Special Scholarship of the FoE Dean for best diploma thesis in a field of study in 2017:

Field: Business Economy and Management, KFU field of study	
No award given.	
Field: Business Economy and Management, KMO field of study	
Ing. Veronika Froňková	Communication Plan of TJ Lokomotiva Plzeň
Field: Project Management Systems	
Ing. Sandra Šrámková	Risk Analysis of an Entrepreneurial Project
Field: Information Management	
No award given.	

2017 Talent award was given in three stages to the following students:

Stage 1:

Kateřina Berouřková, Nicole Nová, Andrea Klementová - for excellent representation of the faculty and university in classical skiing and swimming;

Ing. Michal Mičık - publishing activity in a doctoral study;

Barbora Frýbertová, Aneta Krnáčová - representation of UWB ('Second-Hand Bookshop' charity event);

Awards in total: CZK 49,000

Stage 2

No application was submitted on behalf of FoE.

Stage 3

David Prantl - Vodafone competition - Idea of 2017

Veronika Vokurková – success in a language competition

Awards in total: CZK 10,000

The total sum of special scholarships paid out in the 2017 Talent programme was CZK 59,000.

4.9 Overview of the use of the Scholarship Fund and scholarships paid

In accordance with the Scholarship Regulations of UWB in Pilsen and valid notices of the Dean of FoE UWB in the academic years 2016/2017 and 2017/2018, talented students were awarded scholarships for achieved study results, special scholarships for excellent qualification work, for graduating with honours and for other exceptional results achieved in 2017.

Tables 12 and 13 show an overview of the creation and drawing of the Scholarship Fund and scholarships in 2017 by category.

Table 12: FoE Scholarship Fund in 2017 (in CZK)

Status 1.1.2017	Increase 2017	Decrease 2017	Status 31.12.2017
3 658 588	1 611 130	531 572	4 738 146

Source: Magion 2017

Table 13: Number of students receiving scholarships (under Act No. 111/1998)

Type of scholarship	Number of students
Total number of students receiving scholarship	217
results - for outstanding study results under Sec. 91(2)(a)	120
doctoral - for students of doctoral study programmes under Sec. 91(4)(c)	16
to support studies abroad under Sec. 91(4)(a) and (b)	15
special - under Sec. 91(2)(b) to (e) - divided as follows:	108
- project and assistant scientific activity	51
- representation of FoE (sports and art activities, participation in competitions, presentation of faculty activities)	20
- publishing activity	11
- for excellent study results at secondary school - Diebold Nixdorf Scholarship and Scholarship of the City of Cheb	5

- for meeting the study requirements given by the study plan with a weighted study average up to and including 1.50	25
- for high-quality bachelor and diploma thesis	8

Source: Registration of scholarships of FoE UWB

Since September 2017, FoE has been paying Special Scholarships of the city of Cheb in the amount of CZK 2,000 per month to Year 1 full-time students with a place of study in Cheb and excellent study results from secondary school and special Diebold Nixdorf scholarship of CZK 2,000 per month to Year 1 students of the bachelor's study programme of Information Management with excellent results from secondary school, which is financed by Diebold Nixdorf.

5 Educational activity at FoE UWB

5.1 Accredited study programmes and fields

Accredited study programmes of FoE UWB are implemented in a 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. For any accredited study programme and field of study, the faculty has no specific health requirements for applicants and students.

Table 14: Accredited study programmes and fields in 2017

Code and title of the study programme	KKOV code and title of the study programme
B6208 - Economics and Management	6208R086 - Business Economy and Management (3, C, F)
	6208R044 - Business Activities Management** (3, C, F)
B6209 - Systems Engineering and Informatics	6209R015 - Information Management (3, F)
	6209R033 - Project Management Systems (3, F)
B1301 - Geography	1301R001 - Economic and Regional Geography (3, F)
N6208 - Economics and Management	6208T086 - Business Economy and Management (2, C, F)
N6209 - Systems Engineering and Informatics	6209T015 - Information Management (2, F)
	6209T033 - Project Management Systems (2, F)
P6208 - Economics and Management	6208V086 - Business Economy and Management (3, C, F)
P6208 - Economics and Management	6208V086 - Business Economics and Management (3, C, F)**
P6208 - Economics and Management	6208V007 - Economics and Management (4, C, F)

Source: Accreditation Commission of the Czech Republic

Note: For fields of study, the standard period of study and the form of study (C = combined, F = full-time) are given in brackets

* The study field of Business Activities Management is provided by the faculty only in the full-time form.

** The study field of Business Economics and Management in English is not provided at the faculty.

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

The project Creation and Strengthening of Partnership between Universities and Practice - UNIPRANET

Since June 2011, the process of realizing students' work experience has been supported by the UNIPRANET project (www.unipranet.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 in the bachelor's study 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 also offers students the opportunity to complete professional work experience in companies with which it cooperates. Assessment of the quality of work experience in the bachelor's study 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.

KPM

Work experience and pre-diploma work experience are arranged individually by students in cooperation with the organization where students process their bachelor or diploma thesis. Students' work experience is based on the assignment of the thesis and is focused on learning about the internal environment of the company and the environment in which the company operates. When searching for companies and organizations for producing a thesis, students can use a network of companies created in the UNIPRANET project. Assessment of the quality of work experience in the bachelor's study 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.

KMO

Work experience and pre-diploma work experience are arranged individually by students in cooperation with the organization where students process their bachelor or diploma thesis. Students' work experience is based on the assignment of the thesis and is focused on learning about the internal environment of the company and the environment in which the company operates. The outcome of the work experience is a report on the work experience; in the follow-up master's study the knowledge gained during the work experience is usually used in the thesis. The assessment of the quality of practice in the bachelor's study is in the competence of the guarantor of the subject of Professional Work Experience, in the follow-up study in the competence of the thesis supervisor. KMO cooperates with many companies and institutions in arranging work experience and producing bachelor's and diploma thesis.

5.3 Lifelong learning programmes implemented in accredited study programmes

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

a) List of lifelong learning programmes

- Complete blocks of subjects of individual programmes and fields of study

- Block of subjects in Year 1 of the bachelor's study field of **Business Economy and Management** - study in Cheb
- Block of subjects in Year 1 of the bachelor's study field of **Business Economy and Management** - study in Pilsen
- Block of subjects in Year 1 of the follow-up master's study field of **Business Economy and Management** - study in Pilsen
- Continuing education courses
 - Mathematical practice I and II (full-time study in Cheb and Pilsen)
 - Preparatory courses for state examination in Economics
 - Other LLL courses accredited by the UWB Lifelong Learning Board according to up-to-date offer
- University of the Third Age - study in Cheb and AŠ

b) Staff of the Lifelong Learning Centre of the Faculty of Economics

Head: Ing. Jan Tlučoř, Ph.D.

Deputy Head: Tomáš Kasík

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

c) Numbers of participants in lifelong learning in 2017

Table 15 and 16 show statistics of lifelong learning programmes in 2017.

Table 15: Numbers of participants in LLL programmes and continuing education at FoE UWB in 2017

LLL programme - complete blocks	as of 30. 4. 2017	as of 31. 10. 2017	average
Business Economy and Management - Cheb	32	24	28
Business Economy and Management - Pilsen (BSc.)	63	85	74
Business Economy and Management - Pilsen (MSc.)	38	43	41
Total of complete blocks of subjects	133	152	143
LLL programme - lifelong learning courses	summer semester	winter semester	total
Mathematical practice I and II	0	15	15
Preparatory course for the state final examination	42	0	42
Preparatory course for the state examination in Economics	70	0	70
Preparatory course for the state examination in Economics - MSc.	0	52	52
Basics of German payroll accounting	11	0	11
Total of courses in lifelong learning	123	67	190

Source: FoE Lifelong Learning Centre of FoE UWB

Table 16: More detailed statistics on LLL programmes in 2017

Block of subjects in Year 1 of the bachelor's study field of Business Economy and Management - study in Cheb			
Number	February	September	total
Number of participants admitted	5	7	12
Number of students who completed the block	0	4	4
Block of subjects in Year 1 of the bachelor's study field of Business Economy and Management - study in Pilsen			
Number	February	September	total
Number of participants admitted	13	43	63
Number of students who completed the block	0	21	21
Block of subjects in Year 1 of the follow-up master's study field of Business Economy and Management – study in Pilsen			
Number	February	September	total
Number of participants admitted	4	17	21
Number of students who completed the block	0	10	10
Block of individual subjects - Year 2			
Number of participants admitted (number of contracts)	6	12	18

Source: Lifelong Learning Centre of FoE UWB

d) CECEV activity

CECEV organizes lifelong learning in study programmes of fields and subjects taught at the faculty. In all forms of lifelong learning, the participants or their employees have to pay for the study. Lifelong learning is provided in both the combined and full-time forms. The main part of CECEV activities is the organization and provision of study programmes, complete blocks of subjects and services of the combined form of study for students. In addition, CECEV organizes for the Institute of Lifelong Learning the operation of the University of the Third Age (U3V) in Cheb and Aš, training courses for students and the general public (languages, mathematics and others), 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 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 of tutorials and the related administration.

e) University of the Third Age in Cheb and Aš

The University of the Third Age (U3V) in Cheb and Aš is organized by the Centre of Lifelong Learning of FoE UWB for the University of the Third Age of UWB. The implementation is financially supported by the City of Cheb and the City of Aš, as well as by the Ministry of Education, Youth and Sports. The 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, four of which in one study

programme, the participant of the University of the Third Age can 'graduate'. It has become a tradition that the graduation ceremony for the participants of the University of the Third Age takes place together with the graduation ceremonies of the students of the Faculty of Economics.

Table 17: The University of the Third Age in 2017 (Aš, Cheb)

Courses studied - winter semester	No. of participants	Courses studied - summer semester	No. of participants
English 13 for U3V	13	English 12 for U3V	11
History of the Czech Lands in the 19th and 20th centuries	21	Archaeology and History of Cheb 4	16
History of the Czech Lands through the Eyes of Archaeology 1	14	Digital Photography 4	10
History of Music 1	17	Philosophy for Everyday Life 2	14
Italian 5 for U3V	9	French 6 for U3V	8
German 5 for U3V (group 1)	29	Italian 2 for U3V	11
Law in Practice A	14	German 4 for U3V	26
Computer-Aided Design 2	5	Walking across the Sky (Orientation in the Sky)	14
Social Psychology in Everyday Life 3	11	Computer-Aided Design 1	9
Tourist Attractions 3	55	Social Psychology in Everyday Life 2	11
Basics of Informatics 1	13	Tourist Attractions 2	41
Miracles with Tablet 2	10	Basics of Informatics 3	11
Selected Religious Phenomena of Prehistory and Ancient Times 1	9	Basics of Informatics 4	9
		Basics of Criminal Law 2	12
		Miracles with Tablet 1	10
Total: 497			

Source: IS AU3V

Table 18: Participants in individual semesters

Statistics by semester			
<i>Number</i>	Winter semester	Summer semester	Total
Number of courses (<i>not a number of study groups</i>)	13	15	30
Number of participants	220	213	433

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

In 2017, the city of Cheb provided a contribution to the running and development of the University of the Third Age (U3V) and the Cheb part of the faculty in the amount of CZK 500,000. The contribution was used mainly for scholarships of selected students of Year 1, the payment of admission and transport during field trips organized within the U3V learning, for the partial payment of fees of U3V lecturers (lecturers without full-time employment at UWB, payment of DPP, DPČ), for stationary and copier material for the Lifelong Learning Centre. Furthermore, the contribution was used to purchase an electronic whiteboard, to upgrade hard disks and operational memories in one computer room and lecturer notebooks, and to purchase one data projector. It was also used to pay for the upgrade of Unifor e-learning system, which is used for all types of study.

5.5 Applying new forms of teaching

In 2017, the faculty participated in the key activity *KA2: Improving educational activities and modern teaching trends*, which is part of the ESF university project. This key activity involves all FoE departments, whose staff participate in trainings, seminars and workshops focused on subject innovation, new teaching methods, creation of new materials and strengthening of the practical component of teaching. New teaching methods will be introduced into the subjects and evaluated gradually during the project.

When applying new forms of teaching at FoE, the starting point is the technical support of the educational process at UWB. The basic information support is arranged in the form of UWB electronic portal, including the Courseware information system, for subjects taught. The faculty also has LMS Unifor and LMS Moodle available for creating online courses with asynchronous tutor support. FoE students from all grades and forms of study can use study support in the form of e-learning courses in LMS Unifor or LMS Moodle in a number of subjects. Credit tests in selected subjects are transferred to LMS Moodle. All compulsory and almost all optional-compulsory FoE subjects actively use the Courseware system. Electronic means are also used, e.g. for submitting seminar and other papers, checking the similarity of papers, communicating with teachers at selected times via Skype, or for video conferencing.

6 Research and publishing activities of FoE UWB

6.1 UWB grant system

In 2017, the following projects were implemented at FoE as part of the UWB grant system:

Table 19: Projects within the UWB grant system

Department	Solver / theme	Thousands of CZK
KPM	Ing. Petra Taušl-Procházková, Ph.D. / SGS-2016-034: Current Trends in Management of Companies and in Business	150
KEM	doc. RNDr. Mikuláš Gangur, Ph.D. / SGS-2016-057: Application of Quantitative Methods to Economic Problems	150
KFU, KEM	prof. Lilia Dvořáková, CSc. / SGS-2017-004: Finance and Sustainable Development from the Point of View of Theory and Practice	323
KGE, KMO	doc. PaedDr. Jaroslav Dokoupil, Ph.D. / SGS-2017-007: Business Environment as a Factor of Regional Development	220
KMO, KPM	doc. PaedDr. Ludvík Eger, CSc. / SGS-2016-034: Application of New Approaches in Management and Marketing	440
SPA	Ing. Jarmila Ircingová, Ph.D. / SVK1-2017-005: Workshop for DSP students focusing on Economics and Management	96
KMO	Ing. Dita Hommerová, Ph.D., MBA / SVK1-2017-012: International Science Conference 'Opportunities and Threats to Current Business Economy in Cross-Border Comparison in 2017'	105

Source: IGA UWB

6.2 External research projects

In 2017, the following research projects were solved at FoE:

Table 20: Research projects

Dept.	Solver / theme	Thousands of CZK
GA ČR		
KEM	prof. Ing. Ján Pokrivčák, PhD., MS. / GA16-02760S: Productivity of Farms, Food Demand and Food Safety in Central and Eastern European Countries	784
TA ČR - Omega		
KGE	RNDr. Jan Kopp, Ph.D. / TD030343: Eco-Hydrological Management of Micro-Structures of Urban Landscape	635
Contractual research		
KMO	Ing. Jan Tluchoř, Ph.D. / Innovation of the Marketing Strategy of the Product of Effective Education and Memory Techniques with the Use of Online Marketing and E-Commerce in a.i.m Agentur s.r.o. company	170
KMO, KEM	Ing. Dita Hommerová, Ph.D., MBA / Representative Study: Expectations of Information for Interested Parties from the Upper Palatinate and the Pilsen Regions	751

Source: OBD UWB and SPA; Departments and sections of FoE UWB

6.3 Educational and development projects

In 2017, the following development projects were solved at FoE.

Table 21: Development projects

Department/grant Programme	Solver / theme	Thousands of CZK
ETC Goal of Cross-border Cooperation CZ-BY		
KMO, KPM	Ing. Dita Hommerová, Ph.D., MBA / 192 – Increase of Students' Competencies - Improvement of the Chances of Employability on the Labour Market in the Czech-Bavarian Borderland	400
Internal competition		
KPM, KEM, KFU, KMO	Ing. Martin Januška, Ph.D. / VS-17-020 – Support of Pedagogical Work of Academic Staff through Creation of University Textbooks	120
KMO, KFU, KGE, KPM	Ing. Petr Janeček, Ph.D. / VS -17-021 – Creation and Innovation of Selected FoE Subjects in Regards to Current Trends	130
KFU, KEM, KMO, KPM	prof. Ing. Lilia Dvořáková, CSc. / VS-17-022 – Innovation and Preparation of a New Doctoral Study Programme for the Credit Study System	150
Pilsen - university city		
SPA	Ing. Petra Taušl Procházková, Ph.D. / Pilsen Business Boiler with UWB	40
SVRR	doc. RNDr. Jiří Ježek, Ph.D. / Image of the City of Pilsen through the Eyes of University Students	35
Pilsen region		
SPA	Ing. Jarmila Ircingová, Ph.D. / KÚPK 017U6 – HOMO ECONOMICUS Summer School 2017	40

Source: OBD UWB and SPA

6.4 Most important outputs of publishing activity

Articles in magazines registered in WoS and Scopus:

WoS, articles in magazines with IF:

BOBOKHONOV, A., POKRIVČÁK, J., RAJČÁNIOVÁ, M. The Impact of Agricultural and Trade Policies on Price Transmission: The Case of Tajikistan and Uzbekistan. *Journal of International Trade & Economic Development*, 2017, vol. 26, No. 6, p. 677-692. ISSN 0963-8199

BRAHA, K., CUPÁK, A., POKRIVČÁK, J., a kol. Economic Analysis of the Link Between Diet Quality and Health: Evidence from Kosovo. *Economics & Human Biology*, 2017, vol. 27, Part A, ISSN 1570-677X

HEJDUKOVÁ, P., KUREKOVÁ, L. Healthcare Systems and Performance Evaluation: Comparison of Performance Indicators in V4 Countries Using Models of Composite Indicators. *E + M. Ekonomie a Management*, 2017, vol. 20, No. 3, p. 133-146. ISSN 1212-3609

SMUTKA, L., HINKE, J., PULKRÁBEK, J. Specifics of Sugar Production in the Asian Region. *Listy cukrovarnické a řepařské*, 2017, vol. 133, No. 11, p. 360-365. ISSN 1210-3306

KUNEŠOVÁ, H., EGER, L. Evaluation and Comparison of B2C E-Commerce Intensity in EU Member States. *E+M Ekonomie a Management*, 2017, vol. 20, No. 4, 151-167. ISSN 1212-3609

SEITZ, CH., POKRIVČÁK, J., TÓTH, M., PLEVNÝ, M. Online Grocery Retailing in Germany: an Explorative Analysis. *Journal of Business Economics and Management*, 2017, vol. 18, No. 6, p. 1243-1263. ISSN 1611-1699

LINDEROVÁ, I., JANEČEK, P. Accessible Tourism for All - Current State in the Czech Business and Non-Business Environment. *E+M Ekonomie a Management*, 2017, vol. 20, No. 4, 168-186. ISSN 1212-3609

Scopus:

EGER, L., MIČÍK, M. Customer-Oriented Communication in Retail and Net Promoter Score. *Journal of Retailing and Consumer Services*, 2017, vol. 35, No. 3, p. 142-149. ISSN: 0969-6989

EGER, L., PISOŇOVÁ, M., TOMCZYK, L. Development Programs for Head Teachers in Four Central European Countries: an International Comparison. *International Journal of Management in Education*, 2017, vol. 11, No. 1, p. 25-45. ISSN: 1750-385X

EGEROVÁ, D., EGER, L., MIČÍK, M. Does Entrepreneurship Education Matter? Business Students' Perspectives. *Tertiary Education and Management*, 2017, vol. 23, No. 4, p. 319-333. ISSN: 1358-3883

BABUŇEK, O. Selected Factors Determining Inward of Foreign Direct Investment in the Czech Regions in Years 2002 to 2012. *Statistika*, 2017, vol. 97, No. 3, p. 16-34, ISSN 0322-788X

JANUŠKA, M. Arising Need of Teachers to Actively Use Project Management Knowledge in Practice: The Case of the Czech Republic. *Economics and Sociology*, 2017, vol. 10. No. 2, p. 153-164, ISSN 2071-789X

Monographs and chapters in books:

JAKUBÍKOVÁ, D., JANEČEK, P., TLUČHOŘ, J. Benefits and Risks of Cultural Events for Urban Tourism. In VYSTOUPIL, J., KOTÍKOVÁ, H. a kol. *Urban Tourism*. Olomouc: Palacký University in Olomouc, 2017, p. 109-120. ISBN 978-80-244-5255-5

KOPP, J.; RAŠKA, P.; VYSOUDIL, M.; JEŽEK, J.; DOLEJŠ, M.; VEITH, T.; FRAJER, J.; NOVOTNÁ, M.; HAŠOVÁ, E. Eco-Hydrological Management of Micro-Structures of Urban Landscape. Pilsen: University of West Bohemia in Pilsen, 2017. 165 p. ISBN 978-80-261-0719-4

Expert maps

NOVOTNÁ, M.; FRAJER, J.; KOPP, J.; HŘEBŘINOVÁ, T. Indirect Properties of Eco-Hydrological Micro-Structures of the City of Pilsen - Risk of Run-off Water Pollution and Ecosystem Services. 2017.

NOVOTNÁ, M.; FRAJER, J.; KOPP, J.; HŘEBŘINOVÁ, T. Proposal for the Localization of Eco-Hydrological Measures within the City of Pilsen - Eco-Hydrological Quality of Streams and Localization of Problem Areas. 2017.

NOVOTNÁ, M.; FRAJER, J.; KOPP, J.; HŘEBŘINOVÁ, T. Eco-Hydrological Zonation and Micro-Structures of the city of Pilsen - Run-Off Coefficient, Infiltration and Evapotranspiration. 2017.

In 2017, the following significant activities of individual departments and sections were recorded at FoE.

Table 22: Significant activities by departments of FoE UWB

Activity name	KMO	KFU	KEM	KPM	KGE
Number of international conferences and seminars*	8	5	14	9	10
Number of other professional conferences and seminars*	11	7	2	5	6
Number of other events*	1	5	1	3	5
Staff memberships in editorial boards	7	3	5	5	4
Staff memberships in scientific boards (outside FoE)	0	1	6	0	0
Staff memberships in associations and commissions	2	1	3	3	3
Staff memberships in programme boards and grant commissions	1	1	1	1	0
Staff memberships in programme boards of conferences outside FoE	1	1	5	2	1
Staff memberships in national and international companies***	13	13	8	7	11

* Numbers of conferences attended

** Conferences and workshops organized and similar activities.

*** See chapter 8.2 of this 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, conference programme committees

KFU prof. Ing. Lilia Dvořáková, CSc

- Scientific Editorial Board of NAVA publishing house
- Editorial Board of Trends in Business magazine
- FST WBU Scientific Board

doc. Ing. Michaela Krechovská, Ph.D.

- Editorial Board of Trends in Business magazine

Ing. Pavlína Hejduková, Ph.D.

- Chief Editor of the Economic Spectrum magazine

KMO doc. PaedDr. Ludvík Eger, CSc.

- Chief Editor of the Trends in Business magazine
- Andragogy Subject Board at PF UK in Prague
- Scientific Board of Czech-Polish-Slovak Studies in Andragogy and Social Gerontology

doc. Ing. Dagmar Jakubíková, Ph.D.

- Scientific Board of Grada publishing house
- Editorial Board of Trends in Business magazine
- Editorial Board of scientific reviewed magazine Czech Hospitality and Tourism Papers
- Project Evaluator (VEGA) of the Science Grant Agency of the Ministry of Education of the Slovak Republic and SAS

Ing. Petr Janeček

- Executive Editor of the Trends in Business magazine

Ing. Hana Kunešová, Ph.D.

- Evaluation Board of the Laboratory of the European Union competition organized by the European Commission Representation in the Czech Republic

Ing. Jan Tlučoř, Ph.D.

- Executive Board of Trends in Business magazine

KEM

doc. Ing. Jiří Beck, CSc.

- Editorial Board of B&IT magazine

Ing. Kateřina Mičudová, Ph.D.

- Editorial Board of Trends in Business magazine

doc. Dr. Ing. Miroslav Plevný

- Editorial Board of Technological and Economic Development of Economy magazine, ISSN 2029-4913 (IF = 1,952)
- Editorial Board of E+M Economics and Management, ISSN 1212-3609 (IF = 1.242)
- Editorial Board of ACC JOURNAL magazine, ISSN 1803-9782
- Editorial Board of Trends in Business magazine
- WBU Scientific Board
- Scientific Board of EF USB in České Budějovice
- Scientific Board of OPF in Karviná of SU in Opava
- Scientific Board of FEM SPU in Nitra (SVK)
- Scientific Board of FAME UTB in Zlín
- Scientific Board of EF TUL in Liberec
- Expert Panel SHVb of the Council for Research, Development and Innovations
- Evaluation Panel of P403 *Business Sciences, Management, Administrative, Administration, Finance and Financial Econometrics* GA CR
- Evaluator of NAU University in the field of education in Economic Fields
- Vice-Chairman of the Regional Permanent Conference of the Karlovy Vary Region

KPM

doc. Ing. Jiří Vacek, Ph.D.

- Editorial Board of ERGO magazine (TC CAS)
- Editorial Board of Innovative Business & Technology Transfer magazine (AIP)
- Expert advisory body for the subsidy title Innovative Vouchers of the Karlovy Vary Region

doc. 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.

- Sectoral Evaluation and Verification Panel 03 SVHc of the Research, Development and Innovation Council
- 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
- Member of the Subject Board of the doctoral study of General Questions of Geography at the Faculty of Science, Charles University in Prague
- Evaluator of OP VVV projects

doc. PaedDr. Jaroslav Dokoupil, Ph.D.

- Editorial Board of Geographica CGS
- Scientific Board of UWB publisher

doc. RNDr. Jiří Ježek, Ph.D.

- Scientific Board of the Faculty of Social Sciences of the University of St Cyril and Method in Trnava, Slovakia
- Scientific Board of the Faculty of Management of the University of Economics in Jindřichův Hradec
- Subject Board of DSP Public Politics and Public Administration (Faculty of Social Sciences of University of St Cyril and Method in Trnava)
- Subject Board of Economic Geography and Regional Development DSP (Faculty of Natural Science in Ostrava)
- Slovak Society for Public Administration at SAS

RNDr. Jan Kopp, Ph.D.

- Editorial Board of Arnica magazine

doc. RNDr. Marie Novotná, CSc

- Czech Rural Expert Board
- Expert Group on Geography at the National Institute of Education (NIE) for the use of digital technologies in education

RNDr. Jiří Preis, Ph.D.

- Expert Editorial Board of FRED Educational Portal of Fraus publishing house

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 December 2017, the Faculty concluded a total of 57 agreements (same number as in 2016) with 52 partner universities (same number as in 2016) in 16 European countries and a project with associated Turkey. Compared to last year, there were two fewer partner universities - Copenhagen Business Academy (Denmark) and INUAF Loulé (Portugal). And two new contracts were added, with UNIVPM Ancona (Italy) and Fachhochschule der Wirtschaft, Graz (Austria). The majority of contracts were signed with universities in Germany (14), France (8), Poland (6), Turkey and Spain (4). In 2017, the faculty offered a total of 879 months of internships for up to 149 students and 71 weeks of internships for up to 72 teachers within teacher mobility.

A list of partner workplaces in 17 European countries (+ Turkey) and the number of bilateral contracts (52 partner workplaces, 57 bilateral contracts)

Germany (12 partner workplaces, 14 bilateral contracts)

- OTH 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
- OTH Regensburg
- Fachhochschule Rosenheim
- Hochschule Baden-Württemberg Stuttgart
- Hochschule Harz, Wernigerode
- Hochschule Würzburg-Schweinfurt

France (8 partner workplaces, 8 bilateral contracts)

- 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 (6 partner workplaces, 6 bilateral contracts)

- Bielska Wyższa Szkoła im. J. Tyszkiewicza
- 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 (4 partner workplaces, 4 bilateral contracts)

- Cukurova University
- TED University Ankara
- Pamukkale University Denizli
- Yildiz Technical University Istanbul

Spain (3 partner workplaces, 4 bilateral contracts)

- Universidad de A Coruna
- Universidad de Sevilla
- Universidad de Vigo

Slovakia (3 partner workplaces, 3 bilateral contracts)

- Comenius University of Bratislava
- Constantine the Philosopher University in Nitra
- University of Economics in Bratislava

Finland (2 partner workplaces, 2 bilateral contracts)

- Central Ostrobothnia University of Applied Sciences
- HAMK University of Applied Sciences

The Netherlands (2 partner workplaces, 2 bilateral contracts)

- Saxion University of Applied Sciences – HBS, Enschede
- Fontys Internationale Hogeschool Economie

Italy (2 partner workplaces, 2 bilateral contracts)

- Università degli Studi di Verona
- Università Politecnica delle Marche - UNIVPM Ancona

Austria (2 partner workplaces, 2 bilateral contracts)

- Karl-Franzens-Universität Graz
- Fachhochschule der Wirtschaft, Graz

Portugal (1 partner workplace, 1 bilateral contract)

- Instituto Superior de Administracao e Gestao - ISAG

Greece (2 partner workplaces, 2 bilateral contracts)

- Harokopio University, Kallithea (Athens)
- Technological Educational Institute of Western Greece

Hungary (1 partner workplace, 2 bilateral contracts)

- University of Pécs

Slovenia (1 partner workplace, 2 bilateral contracts)

- University of Maribor

Croatia (1 partner workplace, 1 bilateral contract)

- University of Rijeka

Iceland (1 partner workplace, 1 bilateral contract)

- University of Bifröst

The UK (1 partner workplace, 1 bilateral contract)

- Salford University

In addition to student mobility, the faculty enables its staff to travel to partner workplaces. In 2017, a total of four employees went to Erasmus+ Teacher's Mobility in four countries (Hungary, Spain, Slovenia, Finland), where they worked at one of the partner workplaces every week. The long-term goal is to maintain and develop contacts with all workplaces with the same intensity, if possible. Six employees visited partner workplaces in four countries (Slovakia, Italy, United Kingdom and Germany) within Erasmus Staff Training.

Teaching of foreign students from partner schools at FoE in Pilsen is in English. In 2017, there were 30 subjects offered to foreign students, the number was the same as in 2016.

Since 1996, more than 20 years after the organization of the first semester course, there has been collaboration with the College of Business Administration at Marquette University Milwaukee (WI, USA). Students from this university create projects with FoE students and meet at workshops in the Czech Republic, the USA and on the internet. Each year, these international projects end in a joint presentation at the American university. The project also includes lectures by teachers from partner faculties. In 2017, 10 students from our faculty and 11 students from the Marquette University participated in a joint project. This project was traditionally realized in cooperation with the Department of Foreign Relations at UWB and was actively attended by two faculty staff.

The faculty also maintains bilateral relations with non-European partner universities. These bilateral contracts relate to student and teacher mobility and R&D collaboration. In 2017, 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), Ural State Economic University and Ural Federal University of BN Yeltsin in Ekaterinburg (Russia), Manhattan Institute of Management (MIM) in New York and Shanghai Finance University (SFU) in Shanghai (China).

A joint bachelor's 'double degree' programme in the study programme of Economics and Management has been successfully implemented for the fifth year in cooperation with Hochschule Hof (see also chapter 4.3).

For the promotion, motivation and dissemination of information about the possibilities of trips abroad, on 24.10., 26.10. and 1.11.2017, contributions to lectures to Year 1 of the bachelor's study in Pilsen and Cheb were organized and mobility programmes presented. The purpose of such visits directly in classes is the fact that Year 1 students are acquainted at the beginning of their studies with all the possibilities of study programmes abroad, to which they can gradually apply during the following semesters of their studies. A total of 355 students were addressed in this way. The traditional 'Erasmus Day', which the faculty organized in recent years, was cancelled after being evaluated as not very effective. The following year, it will be replaced by 'Erasmus Night' event, which will also serve to promote mobility; its implementation is scheduled for next spring.

All detailed information on student mobility can be found on the new website 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 and more necessary information is gradually added to it.

7.2 Foreign mobility of students

The following tables show overviews of FoE student visits to foreign partner universities as well as arrivals of foreign students to FoE in the calendar year of 2017 (not in the academic year from which the indicators for K-coefficient are calculated). Student-days are calculated only with mobilities over 30 days.

Table 23: Student mobility - going out

Programme	No. of students / No. of student-days
Erasmus+	23/2581
<i>Marquette University</i>	10
Mobility of MEYS (Inter programme)	8/651
Erasmus - work internships	9/759
Government scholarships (MEYS)	0
In total without Marquette University	40/3991

Source: INIS, own calculation

Compared to 2016 (54 students), the number of students going out decreased by 26%. The year-on-year decrease of cumulative student-days compared to 2016 (5,592) is 29%. The most frequent destinations to which our students went were Germany (15 students), Greece (4 students), Spain, Finland and the Netherlands (3 students each). Compared to 2016, the number of foreign internships increased (in 2016 only 3 internships).

Table 24: Student mobility - coming in

Programme	No. of students/No. of student-days
Erasmus+	44/5287
<i>Marquette University</i>	11
Inter-university cooperation (outside the Erasmus+ programme)	12/1192
Work internships UNIGOU INCBAC	2/137
In total without Marquette Univ.	58/6616

Source: INIS, own calculation

Compared to 2016 (55 students), there was an increase by 5%. Compared to 2016, the number of student-days increased by 12% (students had longer stays on average than their predecessors). The most frequent destinations from which students came to us were France (13 students), Spain (8 students), the Netherlands and Russia (7 students), Mexico (6 students) and Germany (5 students).

Thanks to the cooperation with the Institute of Czech-Brazilian Academic Cooperation (INCBAC), our faculty welcomed also in 2017 interns from among Brazilian students within the UNIGOU programme. Two Brazilian students worked at the KPM and KGE departments and, under the supervision of local academics worked on their projects, which they then presented at a joint meeting of all programme participants in Prague.

8 Partnerships and collaboration of FoE UWB

8.1 Cooperation of expert departments with regions and professional organizations

KFU

KFU is a member and cooperates with the Czech Association for Financial Management (CAFIN) and the Czech Treasury Association (CAT) within professional education of academic staff and students. The Department cooperates in the long term with the basic organization of the Association of Accountants in Pilsen on the development of education in the accounting profession in the region.

KFU has been developing cooperation with ICAEW - Institute of Chartered Accountants in England and Wales. Based on meeting professional and ethical standards of education, the department has been awarded the 'Partner in Learning' certificate by this leading world professional organization, which entitles graduates of the Department of Finance and Accounting subjects to the recognition of ICAEW professional exams. Another form of cooperation with this organization is the organization of interactive workshops and business games for students. In 2017, students had the opportunity to watch the presentation of *False Assurance*, a film drama sparking discussions about how accountants, auditors and company directors should act in difficult situations. This event focused on the development of ethical judgements, the support of students' critical thinking and the discussion of the problems of practice of financial professions.

The department maintains a long-term cooperation with the company Moore Stephens. The aim of the collaboration of KFU and Moore Stephens is to connect students' theoretical knowledge with the challenges and requirements of the labour market and business reality. The cooperation takes place firstly on the level of invited lectures and seminars led by company specialists within the courses guaranteed by the KFU, and secondly on the level of cooperation in the processing of students' diploma and bachelor theses. As part of the cooperation, the company also offers the possibility of professional internships and job opportunities for students and graduates. In 2017, experts from Moore Stephens gave lectures for students and shared their experience from the field of tax and audit.

A similar type of cooperation was established by the Department with Deloitte and KPMG, both in terms of professional lectures and the possibility of attending work experience for students. In the autumn of 2017, KPMG representatives discussed audit and financial statement handling issues with students. Experts from the Pilsen branch of Deloitte presented to students a view of the current entrepreneurial risks in the Czech Republic and the approaches of financial administration in connection with the use of the hedging order tool.

KMO

In 2017 continued close cooperation of KMO with companies and entities in the region:

The Department organized an international conference 'Opportunities and Threats to the Current Business Economy in Cross-Border Comparison 2017'.

A Department representative is a member of the working group Economy in the project 'Upper Palatinate and the Pilsen Region - Together in the Centre of Europe'.

Two significant contract researches were carried out at the Department for the Government of Upper Palatinate and the company Aim Agentur s.r.o.

Representatives actively participated in important events in the region, such as the General Assembly of the Nürnberg Metropolitan Region, conferences within the project 'Upper Palatinate and the Pilsen Region - Together in the Centre of Europe', the 2nd Czech-Bavarian University Forum and others.

In the field of internet marketing, collaboration continued with ANT studio s.r.o. Plzeň and several invited lectures were organized for FoE students: Ing. Viktor Janouch, Ph.D, a leading expert in internet marketing; Jindřich Wiendl, marketing and advertising agency Jiní než jiní.cz in Pilsen.

Within the projects prepared by students in the subject of Marketing Project (PROMO), cooperation was realized with the following entities: Hotel Ibis (Plzeň), Tralalala, MOE'S, ZjistěteCoJíte.cz, Česká Spořitelna, Trhy Aleš, MURR CZ, Dativery, Czech-American TV, QAP.cz, NěmeckýEshop.cz.

Professional and project cooperation was realized with the Regional Chamber of Commerce of the Karlovy Vary Region, RHK of the Pilsen Region, the City of Pilsen, the City of Cheb, regional authorities of the Karlovy Vary and the Pilsen regions, the Karlovy Vary Business Development Agency, Destination Management West, SANEK Ponte, o.s., Techmania Science Centre o.p.s., CzechTourism, Františkovy Lázně spa, Plzeň - TURISMUS, p.o., Pilsner Urquell, NIDV, Junior Chamber International (JCI), Industrie- und Handelskammer Regensburg für Oberpfalz/Kelheim or EUROTOURS International and the Bone Marrow Transplant Foundation.

KMO staff are members of a working group for research and education at the Tourism Institute of the Czech Tourism agency.

At the same time, in the second half of 2017, KMO carried out an evaluation for CzechTourismus of the Marketing Information System of Tourism, which should lead to an improvement in the user-friendliness of this system.

The cooperation with Dolní Poohří Destination Agency and Litoměřice Tourism Centre also continued - membership in the preparatory committee and hosting of the Stop and Stay 2017 conference.

Expert field trips were realized within the subject of Geography of Tourism with destinations in Klatovy, Cheb, Františkovy Lázně or Pošumaví. As part of the Studykom project, a 4-day field trip was organized to the Czech-Bavarian border area and attended also by students of the University of South Bohemia and TH Deggendorf.

Selected students of the subject of Marketing Management of a Company led by Ing. Dita Hommerová, Ph.D., MBA participated in the interdisciplinary project Design+ in cooperation with students of FST, FZS, FDULS - interdisciplinary teams solved specific tasks from business practice (manufacturing companies), the activity ended with a competition workshop.

An activity of the local section of the Czech Marketing Society was supported, for example by organizing an expert lecture on the possibilities of using eye tracking.

In May 2017, students and professors from the Hochschule Harz (Wernigerode, Germany) visited for the eleventh time as part of their field trip, which was co-organized by KMO.

In June 2017, KMO organized a study stay of students of OTH Regensburg led prof. dr. Thomas Groll, who solved a case study in the field of service design at UWB.

In December 2017, KMO students, in cooperation with the Bone Marrow Transplant Foundation, organized a Christmas meeting #NADŘEŇ at the Družba university café.

KPM

Also in 2017, the cooperation of the department continued primarily with the corporate sector, but also with other institutions. The cooperation took place mainly in the form of involvement of experts in teaching, both through selected professional lectures and tutoring practical lessons and seminars, especially in specialized subjects. Experts from practice also acted as supervisors or consultants for bachelor's or master's theses. In cooperation with the Society for Project Management (SPM), we managed to obtain the 'National Certification of Students' certification. The certificate can be obtained by students within the subject of Project Management, which is guaranteed by our Department. Members of the Department also played an important role in the activities of the Business Centre, where a number of events took place at which students had the opportunity to get acquainted with the local business environment. The Department participates in international collaboration. As part of the UNIGOU Academic Internship programme, Wagner Firmino Junior, a Brazilian intern, who was involved in the Department's research activities, stayed at the Department in January and February. In March, dr. Witold Nowiński from WSB University in Poznań, with which the Department has been cooperating for several years, was a guest at the Department. During his stay, dr. Nowiński gave lectures in the subject of Business Activities in English.

KEM

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

The Department cooperates with Diebold-Nixdorf, whose important delivery centre is located in Pilsen. This cooperation is focused especially on students of Information Management.

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, the Regional Administration of the Czech Statistical Office in Pilsen and the Administration of Brdy Protected Area (CHKO). Other partners include CHMI - Pilsen branch, Ametyst - Environmental Education Centre and the Czech Geographical Society.

The Department also cooperates with six Central European universities in the so-called Scientific Hexagon of the universities in Bayreuth-Bratislava-Graz-Maribor-Pécs-Pilsen and newly with the Ostbayern-Böhmen Academy.

In 2017, KGE hosted Brazilian intern Marcela Campos within the UNIGOU INCBAC programme.

During the autumn, she gave several lectures at secondary schools as part of the so-called Days of Geography (organized by the Czech Geographical Society), which was followed by a joint meeting of department staff and Geography graduates.

8.2 Membership of academic staff in professional organizations and associations

KFU **prof. Ing. Lilia Dvořáková, CSc.**

- Czech Union of Accountants - member of the Executive Committee
- Chamber of Certified Accountants, member
- Czech National Accounting Board, member
- Association of Accountants in Pilsen - board

Ing. Pavlína Hejduková, Ph.D.

- Czech Association for Financial Management
- Czech Economic Society

Ing. Jana Hinke, Ph.D.

- Czech Pedagogical Society
- Czech Economic Society
- Czech Society for Political Sciences
- Association of Accountants

doc. Ing. Michaela Krechovská, Ph.D.

- Czech Association for Financial Management
- Czech Treasury Association
- Czech Economic Society

KMO **doc. PaedDr. Ludvík Eger, CSc.**

- Czech Association of Pedagogical Research
- Society for Human Resource Management

Ing. Dita Hommerová, Ph.D., MBA

- Czech Marketing Society
- Access Marketing Management e.V. (AMM)

doc. Ing. Dagmar Jakubíková, Ph.D.

- Czech Marketing Society
- Society of Scientific Tourism Experts

Ing. Petr Janeček, Ph.D.

- Czech Marketing Society
- Destination Marketing Association International
- Society of Scientific Tourism Experts

Mgr. Hana Ovesleová, Ph.D.

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

- Ing. Jan Tluchoř, Ph.D.**
- Society of Scientific Tourism Experts
- 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
- doc. Dr. Ing. Miroslav Plevný**
- Czech Society for Operational Research (President)
- Ing. Mgr. Milan Svoboda Ph.D.**
- Czech Society for Operational Research
- KPM PhDr. Milan Jermář, Ph.D.**
- Czech Association of Labour Psychology and Organization
- doc. PaedDr. Dana Egerová, Ph.D.**
- Academy of International Business
 - Czech Managerial Association
- KGE doc. PaedDr. Jaroslav Dokoupil, Ph.D.**
- Czech Geographical Society
- doc. RNDr. Jiří Ježek, Ph.D.**
- Slovak Society for Public Administration at SAS
- doc. RNDr. Marie Novotná, CSc.**
- Czech Rural Expert Board
 - Expert Group on Geography at the National Institute of Education (NIE) for the use of digital technologies in education
- RNDr. Jan Kopp, Ph.D.**
- Czech Geographical Society - chairman of the West Bohemia branch
- RNDr. Jiří Preis, Ph.D.**
- ACET (AIDS Care Education Training) ČR, o.s.
 - Czech Geographical Society
- Mgr. Martin Lepič**
- Czech Geographical Society
- SMA Mgr. Romana SUCHÁ, Ph.D.**
- Czech Association of Teachers of Spanish
 - Czech Association of Teachers of French

8.3 Project Activities Centre

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

- identification of the potential and know-how of FoE sections in the project area;
- monitoring and searching for suitable grants;
- helping 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;
- cooperating 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 includes a Project Office whose main aim is to provide methodological support to the proposers or solvers of research and development projects, 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 2017, the Centre participated in terms of methodological and administrative support in the implementation of GAČR and TAČR projects, incl. preparation of projects for the mentioned grant schemes. 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 the Internal Competition. Since 2017, the staff of the Centre has also supported the implementation of the STUDYKOM project. The Centre ensures sustainability of ES OP projects UNIPRANET and SYPROM.

A workshop for DSP students focusing on Economics and Management took place at SPA in 2017. Specifically, it was a series of working meetings, the aim of which was to acquaint students with the basic issues of their activities in the field of study and R&D. Students also had space to present their research focus and partial outputs.

8.4 International Activities Centre

In 2017, the International Mobility Section of SMA provided all faculty activities regarding 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. It also focuses on promoting mobility in the form of campaigns (e.g. admissions to student lectures, promotional videos from trips posted on YouTube and Facebook) and seeks closer cooperation with student organizations (e.g. ESN). It manages and is fully responsible for the website mobility.fek.zcu.cz.

8.5 Centre for Regional Development Research

The Centre for Regional Development Research (SVRR) has been working at the Faculty of Economics of the University of West Bohemia in Pilsen since 1991. It carries out applied research of local and regional development and consultancy and expert activities for municipalities, cities and regions. In 2017, the projects 'Image of the City of Pilsen through the Eyes of University Students', 'Research on Current Problems of Municipalities and Cities in the Czech Republic' and 'Strategic Planning in Moldova - Evaluation of the Czech Development Agency Project' were solved at the workplace. At the same time, the following projects of the Czech Technology Agency were prepared: 'The Future of Countryside in the Czech Republic: Challenges, Visions, Development Scenarios and Adaptation Strategies' and 'Revitalization of Urban Centres and Other Public Spaces in the Czech Republic: Problems, Foreign Inspiration, Possible Solutions' which will be implemented in the next three years.

8.6 Business Centre

FoE has a Business Centre, which organizes 'Business Date' workshops for students of all UWB faculties interested in entrepreneurship, start-ups and other related topics. In 2017, the activities of the Business Centre were mainly in the spirit of cooperation with important partners in the field of business support in the Pilsen Region (e.g. DEPO2015, JCI West Bohemia, BIC, etc.). 'Business Dates' focused on the so-called Pilsen Business Boiler. A total of 4 inspiring and networking meetings titled the Pilsen Business Boiler took place on the following topics: online marketing, brand, coaching and the profession of the future. A total of 201 people from among students, entrepreneurs or representatives of both the private and public sectors took part in these events. In addition to these activities, the Business Centre provided information support throughout the year in the area of starting a business and connected representatives of various sectors in order to support business activity. At the same time, the activities of the Business Centre were presented at the 2017 Start Up Show (29.3.2017, organized by CzechInvest) and during the Freezing Week at the partner university HAMK, University of Applied Sciences, Finland (6.-10.2.2017).

9 Social, hobby and sports activities of FoE UWB

At the Cheb part of FoE UWB, sports club USK Akademik o.s. provides leisure, recreational and sports 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.

Prestigious activities at the Cheb part of the faculty include the 'Bucket of Academic Blood', which is organized at FoE twice a year. It is a voluntary blood donation by students, graduates

and friends of FoE UWB. In 2017, the 48th and 49th season of this event took place. Cooperation continued with students of the Secondary Nursing School and the College of Nursing in Cheb and cooperation was established with the Regional Association of the Czech Red Cross in Cheb.

In 2017, the faculty was actively involved in the promotion of the so-called "Prvákoviny" (event organized by the student organization AIESEC), and for this occasion, several students starting Year 1 participated in the event. There is also a close cooperation with ESN on the organization of incoming mobility.

Students and academicians of the faculty participated in a university-wide relay Run with the Chancellor, which was won by a duo of our students, Lukáš and Tomáš Kadlec. The faculty finished second in the second season of the year-round sports tournament for the 'UWB Chancellor Cup'.

10 Other significant faculty activities and important events

10.1 External lectures

During 2017, several personalities who lectured at the faculty visited the Faculty of Economics. They were:

Andrej Babiš (Minister of Finance of the Czech Republic) lectured on 28.3.2017 on 'Tax and Fiscal Policy'.

Vladimír Dlouhý (President of the Czech Chamber of Commerce) lectured on 29.3.2017 on 'Macroeconomic Development of the Czech Republic in Comparison with the EU'

Tomáš Sedláček (ČSOB's macroeconomic strategist) lectured on 10.4.2017 on 'Macroeconomic Situation in the World, Brexit and Global Trends'.

Petra Valentová (owner of Dlouhovláška.cz and a FoE graduate) lectured on 15.5.2017 on her successful business development in the field of hairdressing.

George Deriso (professor at the University of Colorado, Boulder; expert in business and start-ups) held a practice-oriented workshop titled 'How to Start and Develop Your Own Business' on 19.10.2017. A day later, he led a discussion with academics from FoE and other UWB sections.

John Honer (founder of Czech-American TV) presented this media project to students on 30.10.2017.

Nora Dolanská (founder of the Central Bohemian Tourist Headquarters) gave a lecture on 30.10.2017 on 'Tourism Marketing on the Example of the Central Bohemian Region'.

Oldřich Dědek (member of the Bank Board of the Czech National Bank and former national coordinator for the introduction of Euro) lectured on 8.12.2017 on 'The future of Euro and the Eurozone'.

On 9.11.2017, Mark Harrison (founder and CEO of ACCEE - The Association of Credit for Central and Eastern Europe) presented current trends in the cash flow management, risk management and the development of modern technologies in financial professions.

Marcelína Horáková (an expert on budgets within public administration) lectured on 30.11.2017 on the practical aspects of preparing and compiling a budget of an organizational unit of the state.

Petr Janeček lectured on 30.11.2017 on the Office for Foreign Relations and Information (UZSI) and the possibilities of employment of FoE UWB graduates at UZSI.

10.2 Significant activities and events

The Department of Finance and Accounting (KFU) has continued its collaboration with the ICAEW (Institute of Chartered Accountants in England and Wales). In 2017, it received again the title of 'Partner in Learning' of this organization. In 2017, cooperation was initiated with ISES (The International Institute of Social and Economic Sciences) in the field of organizing professional conferences.

The Department of Geography (KGE), in cooperation with the Faculty, organized a philosophical bilingual exhibition 'Africa of Dreams and Realities after 70 Years', which was compiled to mark the occasion of the 70th anniversary of the Hanzelka-Zikmund journey to Africa and which charts the transformation of the African continent in the last 70 years. This exhibition was supported by the Chancellor's Fund, the Pilsen Region and the City of Pilsen. On 19.4.2017, a workshop and opening took place at the City Hall, and the exhibition was then presented at the PF and FoE premises. Subsequently, it was sent to selected embassies in Africa. In the autumn, it was presented at the Czech Embassy in Addis Ababa in Ethiopia as part of the celebrations of the anniversary of the founding of Czechoslovakia and then as a cultural part of a film festival at the local British Council.

In 2017, the Department of Marketing, Trade and Services followed on the previous period and further strengthened the cooperation with the non-profit organization Czech-American TV. This television is broadcast on cable in the Chicago metropolitan area and can also be watched on the internet (www.catvusa.com). The organization aims to promote the Czech Republic and Czech culture, in particular in the English-speaking world. Among other things, it cooperates with the Czech Tourism agency, FAS UWB, CTU and other workplaces.

The 19th season of the Ball for students and graduates of the Faculty of Economics took place on 18.3.2017 in Cheb. Anna K. and her band performed as the main guest. A short interview was also conducted with the artist, which was then posted on the faculty's YouTube channel.

The Faculty of Economics actively participated in the **2017 Science and Technology Days project on 8.-9.9.2017**. The stand, which was jointly prepared by the departments of KGE, KMO and KEM, was called 'We Plan the City's Development' and presented economic fields and regional development in the form of fun interactive games.

On 18.-19.5.2017, the KMO Department organized the conference **Opportunities and Threats for the Current Business Economy in Cross-Border Comparison 2017** at the premises of the

UWB Bory campus. This conference was attended by over 50 academic staff, DSP students and practice representatives from the Czech Republic and Germany. The main topics of the lectures and contributions were focused on business in services, destination marketing and management, innovation and quality in services, but also business economy, financial and tax aspects of business and more. The topic of Industry 4.0 and its impacts on the current functioning of companies was also discussed during the debate.

On 15.11.2017, doc. Michaela Krechovská was selected as a candidate for Dean in the secret election of the Faculty Senate and shall take up her office on 1.3.2018 after being appointed by the UWB Chancellor.