TBU Summer Schools 2015

15 August – 29 August 2015

www.summerschools.utb.cz
The Czech Republic

The Czech Republic (Česká republika in Czech) is a landlocked country in Central Europe. It is often said that the Czech Republic is located in the 'heart of Europe' and this unique location makes the country accessible to major European cities. The capital city, located in the north central part of the country, is Prague. Nowadays, the Czech Republic is a democratic country based on the parliamentary system and it is a member of European Union and many other prominent international organizations and institutions. Czech people are very friendly and most of them speak English, especially younger generation.

With a population of 10.5 million and total area of 78,866 sq km, the Czech Republic is a relatively small country. However, the history of the country spans over a thousand years. The Czech Republic is well-known for its historical sights, some of which have been inscribed on UNESCO’s World Heritage List. Historical monuments are certainly not the only reason why the Czech Republic is worth visiting. Our country can offer many different types of landscape with wonderful scenarios and amazing beauties of nature and greenery. The Czech Republic offers lots of places where to take a trip and discover Czech heritage, all providing numerous opportunities to relax but also to pursue sporting activities.

The town of Zlín

The town of Zlín is administrative centre of the Zlín region and lies in a mild climatic area of south-eastern Moravia (approximately 300km far from Prague and 100km far from Brno). The town of Zlín is known as the birthplace of the founder of the colossal Bata Shoe Empire, Tomas Bata (1876-1932), where his company flourished in the first half of the 20th century.

The first-time visitors to Zlín are greatly impressed by its beauty, greenery and friendly environment. Zlín spreads out across the Divina River Valley and a walk through the town is an unforgettable experience that leaves pleasant memories in the minds of visitors. The advantage of the town is its layout, because all important places, buildings and institutions are located within easy walking distance. The green areas in the centre, but also in the closest surroundings offer lots of possibilities to relax, to do sports activities or to spend a great day avoiding noise. Moreover, people who are interested in the culture certainly appreciate many exhibitions, theatre, philharmonic orchestra and various events organized also by our students. The town of Zlín also fascinates its visitors with its unique functionalist architecture. Even through the town has a relatively small size, there are lots of possibilities for everyday activities. In addition, the large number of students makes Zlín a university town full of young people.

Tomas Bata University in Zlín

Tomas Bata University in Zlín (TBU) is a progressive and modern university following the current trends of higher education in Europe and in the world. With a current student population of more than 12,600, TBU ranks among medium-sized Czech universities. Since its establishment, hundreds of highly-qualified professionals have received education from the University. The University is named after world-renowned entrepreneur Tomas Bata, founder of the shoe industry in Zlín. He played a significant role in transforming life in the town of Zlín, as well as whole of the Czech Republic and its economy. The multicultural, dynamic and youthful environment at TBU provides base for an excellent studying experience for each student. TBU is comprised of six faculties offering to students the possibility to study technology, economics, management, natural sciences, informatics, humanities, art, logistics and health care. Students in all levels of education are provided with modern facilities to advance their personal development and skills. During the classes strong emphasis is put not only on the theoretical side but also on the practical side of the studies, with emphasis on the development of internationalization. Every year hundreds of international students study at TBU in degree programmes accredited in Czech or English to get their Bachelor’s, Master’s or PhD degree. Those programmes are designed to provide our student body with a valuable experience for intercultural interaction, knowledge sharing and enriching experience for all. Moreover, students have the opportunity to meet and interact with some of the world’s finest academic minds.

In 2012, a prestigious certificate - ECTS Label – was awarded to TBU by the European Commission. The ECTS Label is the most significant European certificate awarded in the sphere of tertiary education and is recognized as a proof of high quality of the higher education institution.
It is our pleasure to invite you to the TBU Summer Schools 2015 at Tomas Bata University in Zlín. In two challenging and exciting weeks, you will gain valuable knowledge of current issues and trends in different interesting fields including cybernetics and informatics, advertising and corporate identity, landfill waste disposal and composting, business ethics and corporate social responsibility, marketing, financial markets, corporate finance, project management, prevention of major chemical accidents, global environmental changes and food security or essential logistics. Moreover, interesting guided tours of the Czech companies play an important role in the TBU Summer School.

During the TBU Summer School students can use modern facilities to advance their personal development and skills. Participants can meet and discuss with the finest academic minds and experts in the field of their interest.

In addition, participants are also provided with very interesting programme including cultural events, introduction to Czech culture and traditions, discovering Zlín and its beautiful surroundings.

Why participate?

- Study at one of the greatest universities in the Czech Republic
- The courses are taught in English by professionals and the finest academic minds
- All participants get a Certificate after completing these courses
- Widen your knowledge in the particular field
- Gain valuable information about Czech culture and business environment
- Improve your English language skills
- Meet new friends from all around the world
- Spend two weeks in a multicultural environment
- Have a beautiful summer in the town of Zlín and its surroundings
- Add advantage for your future career

TBU Summer Schools 2015

ADMISSION REQUIREMENTS

- Interest in the particular topic
- English proficiency
- Submit application form before deadline

FEE INCLUDES

- Administration fee
- Course fee
- Course materials
- Accommodation in the University Halls of Residence including breakfast
  (15 August - 29 August or 22 August – 29 August 2015)
- Cultural programme
- Welcome Dinner, Farewell Evening, Orientation Walk
- Discount for meals in the University Refectory and Restaurant
- Access to the University Library and Internet connection in University campus
- Guided tours of the Czech companies
- Certificate
- CD with photos
- Guides provided by Czech students

Fee does not include travel costs, extra local transportation, VISA processing fees, other costs connected with the personal needs.
**Digital Marketing**

**15 August – 29 August 2015**
Early bird deadline: 30 April 2015, EUR 470
Application deadline: 31 May 2015, EUR 520
Participants obtain 3 ECTS each

**SUBJECTS COVERED**
- 4Ps in 21st century
- Consumers in the 21st Century
- Internet and its Marketing Usage
- E-mail Marketing and Ethical Aspects of E-marketing
- Relationship Marketing and its Development in E-world
- Database Marketing
- On-line Branding Strategies

**Business Ethics & Corporate Social Responsibility**

**15 August – 29 August 2015**
Early bird deadline: 30 April 2015, EUR 470
Application deadline: 31 May 2015, EUR 520
Participants obtain 3 ECTS each

**SUBJECTS COVERED**
- Systematic Approach of Ethics into Management Process
- Relationship of Ethics and Economics
- Tools of Ethics: Code of Conduct, Ethical and Social Audit, etc.
- Corporate Social Responsibility
- Consumer Society
- Fair Trade
- Sustainable Development

**Corporate Finance**

**15 August – 29 August 2015**
Early bird deadline: 30 April 2015, EUR 470
Application deadline: 31 May 2015, EUR 520
Participants obtain 3 ECTS each

**SUBJECTS COVERED**
- Time Value of Money and Risk in Financial Management
- Company’s Assets and Capital Structure, Cash-flow
- Financial Analysis
- Investment Decision-Making
- Cost of Capital and Optimal Capital Structure
- Financial Planning
- Financing Strategies
- Company Valuation

**Financial Markets**

**15 August – 29 August 2015**
Early bird deadline: 30 April 2015, EUR 470
Application deadline: 31 May 2015, EUR 520
Participants obtain 6 ECTS each

**SUBJECTS COVERED**
- Interest, Discount Rate, Instruments
- Compound Interest, Current and Future Value, Discounted Cash-flow Model
- Future Interest Rate, Short-term and Long-term Savings
- Bonds: Issuance, and their Evaluation, Nominal and Real Yield Rates
- Exchange Rate, Derivatives, Shares, Dividend Models, Options
- Current Interest Rate
- Pensions, Bill of Exchange
- Amortization, Periodical and Random Payments, Constant Amortization, Constant Amortization Model
- Fundamental and Technical Analysis
- Forex Trading
- Amortization Plan
- Stock Exchange
- Risk Management

**15 August – 29 August 2015**
Early bird deadline: 30 April 2015, EUR 470
Application deadline: 31 May 2015, EUR 520
Participants obtain 3 ECTS each
**Project Management**

15 August – 29 August 2015
Early bird deadline: 30 April 2015, EUR 645
Application deadline: 31 May 2015, EUR 695
Participants obtain 5 ECTS each

**Essential Logistics**

15 August – 29 August 2015
Early bird deadline: 30 April 2015, EUR 645
Application deadline: 31 May 2015, EUR 695
Participants obtain 5 ECTS each

**Prevention of major chemical accidents**

15 August – 29 August 2015
Early bird deadline: 30 April 2015, EUR 645
Application deadline: 31 May 2015, EUR 695
Participants obtain 5 ECTS each

**Global Environmental Changes and Food Security**

15 August – 29 August 2015
Early bird deadline: 30 April 2015, EUR 645
Application deadline: 31 May 2015, EUR 695
Participants obtain 5 ECTS each

**SUBJECTS COVERED**

- Project Management and the Life Cycle of a Project
- Project Plan Including Budget and Schedule
- Allocating Resources to the Project
- Project Manager and Project Team
- Risk Management, Monitoring and Controlling the Project

- Logistics Concept and its Development in the 21st Century
- Logistics Strategy, Objectives and its Impact on Profitability
- Supply Chain, Supply Chain Integration and its Creation
- Supply Chain Effects, Optimization Problems and Security
- Supply Chain as a Part of Business
- Global Logistics

- Chemical Accidents in the Czech Republic and Europe
- Prevention and Legislation Related to Chemical Accidents
- Hazardous Chemical Substances
- Industrial Toxic Chemicals and their Characteristics
- Mandatory Documents and Reports Related to Chemical Accidents

- Dimensions of Poverty in the Relevant Countries
- Goals Development in Poverty Reduction
- Visualisation of Socio-Economics and Environmental Problems
- Food Security and Safety Aspects
- Particular Examples and Studies Aimed to Change the Global Environment
Cybernetics and Informatics – Key 21st Century Sciences

15 August – 29 August 2015
Early bird deadline: 30 April 2015, EUR 450
Application deadline: 31 May 2015, EUR 500
Participants obtain 3 ECTS each

SUBJECTS COVERED
• Computers, Hardware, Software, Data Security, Data Mining
• Informatics, Coding, Encoding
• Artificial Intelligence – Utilization and Applications
• Programming, DOTNET and JAVA Technologies
• Automatic Control and Adaptive and Predictive Control
• Mechatronics and Robotics
• Crisis Management
• Measurement and Sensors

Landfill Waste Disposal and Composting

22 August – 29 August 2015
Early bird deadline: 30 April 2015, EUR 340
Application deadline: 31 May 2015, EUR 390
Participants obtain 2 ECTS each

SUBJECTS COVERED
• Waste Management Technologies
• Biodegradable Waste
• Composting Process
• Landfills and Landfill Process Characterisation
• Laboratory Support for Waste Treatment

Shoe Design

15 August – 29 August 2015
Early bird deadline: 30 April 2015, EUR 850
Application deadline: 31 May 2015, EUR 900
Participants obtain 4 ECTS each

SUBJECTS COVERED
• Trends and trend analysis
• Visual communication skills
• Practical material crafting skills
• Bio-mechanics of the foot
• Basic health issues of the foot
Facilities and Important Information —

ACCOMMODATION
Accommodation for participants is provided in the University Halls of Residence. Accommodation is offered in double rooms equipped with furniture. The bed linen is also provided. Two rooms share bathroom and kitchenette including sink, fridge and hotplate and basic cookware. In the University Halls of Residence there is a laundry room, a computer room and a TV room and Internet connection is also provided. The University Halls of Residence is located within short walking distance of all University buildings.

UNIVERSITY LIBRARY
Participants of the Summer School get free entrance to the University Library where they can use almost 100,000 books, hundreds of magazines, around 25,000 e-periodicals, and around 60 databases. The University Library is located in the new University Centre that was designed by world-renowned architect Prof. Eva Jiřičná. There are a large number of computers, as well as Internet connection for laptop users available in the Library. Copiers and a printers are available on every floor. Students can also use special rooms intended for group study.

CATERING
Catering services are available for students in two Refectories and the Restaurant. Students can choose from several different meals every working day, including vegetarian dishes. Students can also buy some snacks and drinks in the Cafeteria. The food provided in the Refectories, Restaurant and Cafeteria is prepared with equipment of high standards; hence, the meals that are served are of a good quality and healthy. Students get their Students ID Card to buy meals at a reduced price.

VISA
The Czech Republic entered the European Union in May 2004; therefore, students (EU citizens) do not need a visa to enter the Czech Republic. They can enter the country with a valid passport or ID. Students who are citizens of Switzerland, Norway, Iceland and Liechtenstein (members of European Economic Area) are also required to present the above mentioned documents to enter the Czech Republic. Students who are citizens of non-EU countries are required to obtain a visa to enter the Czech Republic. In order to obtain the Czech visa, applicants must provide relevant documents. Kindly note that all documents presented at the Embassy must be in their original form or a notarized copy and must not be older than 180 days.

For more information about the visa application and documentation, applicants must contact the Czech Embassy or Consulate in their home country.

Cultural Programme

SATURDAY, 15 AUGUST
Arrival
Warm-up Evening

SUNDAY, 16 AUGUST
Welcome in the Czech Republic in Zlín
Orientation Walk in Zlín
Movie Night

MONDAY, 17 AUGUST
Welcome to Tomas Bata University in Zlín
Welcome Dinner

TUESDAY, 18 AUGUST
Tomas Bata’s Heritage Day

WEDNESDAY, 19 AUGUST
Guided tour of the Czech Company

THURSDAY, 20 AUGUST
Couch-themed Dinner and Traditions
Free Evening

FRIDAY, 21 AUGUST
Day Trip

SATURDAY, 22 AUGUST
Day Trip

SUNDAY, 23 AUGUST
Entertainment Activities

MONDAY, 24 AUGUST
Guided Tour of the Czech Company

WEDNESDAY, 26 AUGUST
Trip to Liberec Zoo
Couch Movie Night
Free Evening

FRIDAY, 28 AUGUST
Departure

SATURDAY, 29 AUGUST
Programme may be subject to change.
29 August – 5 September 2015
Application deadline: 31 May 2015
Fee: EUR 370

The Czech Republic, with a population of 10.5 million and total area of 78,866 sq km, is a relatively small country. However, the history of the country spans over a thousand years. The Czech Republic is well-known for its historical sights, some of which have been inscribed on the UNESCO’s World Heritage List. However, historical monuments are not the only reason why the Czech Republic is worth visiting. Our country can offer many different types of landscape with wonderful scenarios and amazing beauties of nature and greenery. The landscape is very varied, ranging from fertile lowlands with many cycling routes, and deep forests, to mountains suitable not only for hiking. The Czech Republic offers lots of places where to take a trip and discover Czech heritage, all providing numerous opportunities to relax but also to pursue sporting activities, both in summer and in winter.

Within the seven days participants in the Travel Week have a great opportunity to discover the Czech Republic and its heritage. During the tour they visit the most beautiful places in the Czech Republic including castles, natural beauties, historical sights of UNESCO, or capital city Prague. Participants also gain unforgettable experiences including rafting, visiting Czech brewery or wine cellar with traditional music, and much more. The programme of travel is created to show the most beautiful places. Travelling with comfortable air-conditioned coaches is guaranteed, the accommodation is provided in high quality standard student’s halls and the food is selected in order for participants to taste typical Czech cuisine there is also possibility of vegetarian meals.

Why participate in Travel Week 2015?
• The best way to discover Czech country and its heritage
• The most beautiful places of interest are included in the programme
• Discovering the historical sights inscribed on the UNESCO’s World Heritage list
• Possibility of individual programme in the place of visit
• Professional guides are provided
• Promotional materials
• Relaxing activities and entertainment options are suggested in the programme
• The price is much lower compared to exploring the country on one’s own
• Guided tours are available in English
For centuries Olomouc ranked amongst the most important seats of the Bohemian Kingdom. Nowadays, the town inscribed on the UNESCO List, attracts visitors by several historical monuments including Holy Trinity Column and Town Hall with Astronomical Clock, but also by the greenery and flower beds. The town is also famed for the special aromatic cheese – “Olomoucké tvarůžky”.

The Lednice – Valtice Area is one of the largest cultural landscapes in Europe inscribed on the UNESCO List. Parts of this amazing area, situated in the wine region, are large parks, baroque and neo-gothic castles, lovely countryside fashioned according to the English principles of landscaping. Visit to the Lednice castle and its large garden, birds of prey show, dinner with wine tasting in wine cellar and traditional Czech music are included on the programme. Overnight accommodation is provided in small cottages on the bank of Nové Mlýn reservoir.

On the way to Bohemia we visit the town of Telč, listed on the UNESCO List. This town is popular because of its historical centre, surrounded by fish ponds, city gates, the number of the renaissance and baroque townhouses and the gothic castle rebuilt in the renaissance style in the 16th century. Then we continue to the bath town Třeboň, situated in unique Landscape of Fishponds with long-standing traditional of fish-farming, where we taste traditional and delicious Czech fish – carp.

Historical town of Český Krumlov is situated on the banks of the Vltava River and it is listed on the UNESCO List. It was built around a 13th century castle with Gothic, Renaissance and Baroque elements. The town is an outstanding example of a small central European medieval town. A tour of the castle, rafting and a tour of Zákátky Monastery or Graphite’s Mine are planned to take place. In the evening we take a brewery tour and taste beer.

The national cultural monument Chateau Hluboká belongs among the most romantic and beautiful castles in the Czech Republic. The fascinating white buildings remind its visitors of the castle you read about in fairytales. A visitor will be also charmed by a beautiful park with symmetrical colourful flower gardens. In the evening we arrive to the capital city Prague.

PRAGUE - the capital of the Czech Republic has always played an important role in the history of the country and Europe. Since the Middle Ages Prague has been famous as one of the most beautiful cities of the world and has been attributed adjectives such as “golden”, “hundred-spired”, “the crown of the world”. First day we visit the most alluring and popular places including Prague Castle, Charles Bridge, Old Town Hall with the Horologe and much more.

Programme may be subject to change.
EARLY BIRD DEADLINE
30 APRIL 2015

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