

TBU Summer Schools 2016

 Tomas Bata University in Zlín

EARLY BIRD
DEADLINE
30 APRIL 2016

13 August – 27 August 2016



www.summerschools.utb.cz

TBU Summer Schools 2016

It is our pleasure to invite you to the TBU Summer Schools 2016, intensive short courses accompanied by supporting events organised at Tomas Bata University in Zlín, Czech Republic. Participants from all over the world can choose from a wide range of courses in different fields. Course participants gain an overview of the selected topic. Strong emphasis is put on the practical side of the studies and theory is illustrated by examples from European and Czech practice.

Within two challenging and exciting weeks, participants gain valuable knowledge, focusing on current issues and modern trends, but also have fun in a multicultural environment. Supporting events include day trips, an orientation walk, a farewell dinner, entertainment, and an introduction to Czech culture and traditions. Moreover, interesting guided tours of Czech companies play an important role in the courses. During the TBU Summer School, students can use modern facilities to advance their personal development and skills.

Since all courses take place from 13 to 27 August 2016, participants can choose one of the courses only. In order to apply for the 2016 TBU Summer Schools, please visit our webpage, where you can find more information about the application process.

Why participate?

- Summer schools are organised at one of the most prominent universities in the Czech Republic
- Intensive summer courses are taught in English by professionals
- A relatively small number of participants in classes represents added value for participants
- Each participant is issued a certificate and gains ECTS credits after completing the course
- Accommodation and breakfast are included in the course fee
- Interesting events and guided tours of Czech companies are part of the summer school programme
- The beautiful town of Zlín and its surroundings offer great opportunities for travelling and relaxation
- The heritage of Tomas Bata, a well-known entrepreneur and a native of Zlín, plays an important role in the courses
- The hospitality of the local people, Czech culture and the quality of environment increase the quality of the summer courses
- Summer schools represent a great opportunity for improving your English



ADMISSION REQUIREMENTS

- Interest in a particular topic
- English proficiency
- Submitting an application before deadline

FEE INCLUDES

- Administration fee
- Course fee
- Course materials
- Accommodation in the University Halls of Residence (13 August - 27 August)
- Breakfasts
- Interesting events
- Welcome Dinner, Farewell Evening, Orientation Walk
- Discount for meals at the University Restaurant
- Internet connection at University campus
- Guided tours of Czech companies
- Certificate
- Czech student guides

Fee does not include travel costs, extra local transportation, VISA processing fees, other costs related to special personal needs.

Courses



Environmental-Friendly Technologies for Solid Waste Treatment

First round: EUR 450 (deadline 30 April 2016)
Second round: EUR 500 (deadline 31 May 2016)
Participants obtain 4 ECTS credits



SUBJECTS COVERED

- Waste characterization and classification
- Recycling technologies
- Waste disposal technologies
- Biodegradable waste; industrial composting and biogas production
- Practical laboratory works, excursions

Polymer Processing and Functionalization

First round: EUR 380 (deadline 30 April 2016)
Second round: EUR 430 (deadline 31 May 2016)
Participants obtain 4 ECTS credits

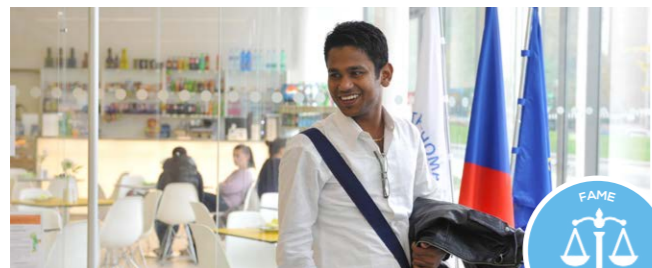


SUBJECTS COVERED

- Multidisciplinary approach to medical devices production
- Powder injection moulding from the polymer processing point of view
- Processing-induced structure and properties of polymers
- Electrorheology and magnetorheology

Business Ethics

First round: EUR 520 (deadline 30 April 2016)
Second round: EUR 570 (deadline 31 May 2016)
Participants obtain 3 ECTS credits



SUBJECTS COVERED

- Relationship of ethics and economics
- Tools of ethics and BSC
- Corporate social responsibility and creating shared value
- Fair trade vs Free trade
- Consumerist society and sustainable development

Consumer Behaviour and Branding

First round: EUR 520 (deadline 30 April 2016)
Second round: EUR 570 (deadline 31 May 2016)
Participants obtain 3 ECTS credits



SUBJECTS COVERED

- Concept and principles of branding
- Consumer decision-making
- Cross-cultural consumer behaviour
- World brands versus local brands
- Global marketing opportunities

Industrial Engineering – Management Tools

First round: EUR 520 (deadline 30 April 2016)
Second round: EUR 570 (deadline 31 May 2016)
Participants obtain 4 ECTS credits



SUBJECTS COVERED

- Lean production
- Lean administration
- Lean logistics
- Lean in innovation processes

The Business of Tourism

First round: EUR 520 (deadline 30 April 2016)
Second round: EUR 570 (deadline 31 May 2016)
Participants obtain 5 ECTS credits



SUBJECTS COVERED

- The importance of tourism and services in modern society
- Economic impacts of tourism
- Managing of demand tourism services
- The hospitality sector and cultural routes
- Case studies from tourism

Cybernetics and Informatics – Key 21st Century Sciences

First round: EUR 500 (deadline 30 April 2016)
Second round: EUR 550 (deadline 31 May 2016)
Participants obtain 3 ECTS credits



SUBJECTS COVERED

- Cybernetics informatics
- Data management
- Data security
- Computer security
- Penetration testing

HTML5, CSS3 and JS: Modern Client-Side Technologies

First round: EUR 500 (deadline 30 April 2016)
Second round: EUR 550 (deadline 31 May 2016)
Participants obtain 3 ECTS credits



SUBJECTS COVERED

- Specification of HTML5, its benefits and new features
- HTML5 in mobile applications
- Video, animations, graphics, style, typography in HTML5
- Creating great web sites without an extra effort
- Practical skills in full programming environment

English for Business

First round: EUR 610 (deadline 30 April 2016)
Second round: EUR 660 (deadline 31 May 2016)
Requirements: Level of English skills: B1
Participants obtain 4 ECTS credits



SUBJECTS COVERED

- Writing and speaking in correct English (advanced level)
- Efficient business communication and presentations
- New trends in commercial correspondence
- Practising and improving English pronunciation
- Selected chapters from EU law

Methodology in Research

First round: EUR 640 (deadline 30 April 2016)
Second round: EUR 690 (deadline 31 May 2016)
Requirements: basic information in the field
Participants obtain 5 ECTS credits



SUBJECTS COVERED

- Quantitative research designs and tools
- Qualitative research designs and tools
- Correlation analysis
- Constructivist grounded theory
- Situational analysis in qualitative research

Essential Logistics and Project Management

First round: EUR 550 (deadline 30 April 2016)
Second round: EUR 600 (deadline 31 May 2016)
Participants obtain 5 ECTS credits



SUBJECTS COVERED

- Logistics concept and logistics developments
- Logistics strategy and objectives
- Supply chain, its creation and management methods
- Project management methods, project manager and project team

Major Chemical Accidents

First round: EUR 550 (deadline 30 April 2016)
Second round: EUR 600 (deadline 31 May 2016)
Participants obtain 5 ECTS credits



SUBJECTS COVERED

- European and national legislation
- History of prevention of major chemical accidents in the Czech Republic
- Hazardous chemical substances and mixtures
- Case studies of major chemical accidents worldwide
- Management of prevention for major chemical accidents in the Czech Republic

Shoe Design Workshop

First round: EUR 900 (deadline 30 April 2016)
Second round: EUR 950 (deadline 31 May 2016)
Participants obtain 4 ECTS credits



SUBJECTS COVERED

- Trends and trend analysis
- Visual communication skills
- Practical material crafting skills
- Bio-mechanics of the foot
- Basic health issues of the foot



Events

Participation in all supporting events, which represent an important part of the programme of the 2016 TBU Summer School, is included in the fee. Participants can engage in different entertainment activities and look forward to participating in a weekend one-day trip, during which they will discover the beautiful surroundings of Zlín. The trip includes visits to historical sights set in the beautiful landscape of Moravia.

SATURDAY, 13 AUGUST	Arrival Warm-up Evening
SUNDAY, 14 AUGUST	Welcome in the Czech Republic in Zlín Orientation Walk in Zlín Movie Night
MONDAY, 15 AUGUST	Welcome to Tomas Bata University in Zlín Welcome Dinner
TUESDAY, 16 AUGUST	Tomas Bata's Heritage Day Boat trip on the Bata Canal
WEDNESDAY, 17 AUGUST	Guided tour of the Czech Company
THURSDAY, 18 AUGUST	Entertainment Activities
FRIDAY, 19 AUGUST	Free Evening
SATURDAY, 20 AUGUST	Day Trip
SUNDAY, 21 AUGUST	Day Trip
MONDAY, 22 AUGUST	Entertainment Activities
TUESDAY, 23 AUGUST	Guided Tour of a Czech Company
WEDNESDAY, 24 AUGUST	Trip to the Lešná Zoo
THURSDAY, 25 AUGUST	Czech Movie Night
FRIDAY, 26 AUGUST	Free Evening
SATURDAY, 27 AUGUST	Departure

Programme may be
subject to change



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. Bed linen is also provided. Two double rooms share a bathroom and a kitchenette, including a sink, a fridge, a hotplate, and basic cookware. Towels and soap are not provided. In the University Halls of Residence, there is a laundry room, a computer room and a TV room. Cable internet connection is available. The University Halls of Residence are located within a short walking distance of all other university buildings. Accommodation fee is included in the course fee. The address of the University Halls of Residence is: náměstí T. G. Masaryka 3050, 760 01 Zlín.

CATERING

Breakfasts are included in the fee (starting from 14 August 2016). On weekdays, buffet breakfast will be served at the university restaurant and during the weekend, participants will receive a breakfast package. Lunch is not included in the fee. However, participants will receive a TBU student ID card, entitling them to buy meals at reduced prices at the university restaurant, which provides several different meals every day,

including vegetarian dishes. Participants can also buy snacks and drinks in the restaurant. As an option, participants can choose from a large number of restaurants or grocery shops in the town.

VISA

In May 2004, the Czech Republic became a member of the European Union. This means that 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 a Czech visa for the purpose of studies, applicants must provide relevant documents. For more information about the visa application and documentation, applicants must contact the Czech embassy or consulate in their home country. If you need a visa, please indicate it in the application form and we will provide you with the relevant documents that you may need.

Tomas Bata University in Zlín —

Tomas Bata University in Zlín (TBU) is a progressive and modern university following current trends in European and world higher education. With a current student population of over 10,000, 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 the life and the economy of the town of Zlín and of the whole country. The multicultural, dynamic and youthful environment at TBU provides base for an excellent studying experience for each student. TBU comprises 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. The university puts great 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 degrees or in exchange programmes. Our student body is multicultural and comes from more than 40 countries, creating a valuable environment 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 - the 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 an institution of higher education.

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 is Prague. The Czech Republic is a democratic country and a member of the European Union and NATO.

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 sceneries 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. Czech people are very friendly and most of them speak English.



The town of Zlín —

Tomas Bata University in Zlín is located in the administrative centre of the Zlín region and lies in Southeastern Moravia (approximately 300km east of Prague, 100km east of Brno, and 220km north of the capital of Austria, Vienna). The town of Zlín is known as the birthplace of Tomas Bata (1876-1932), the founder of the mighty Bata shoe empire. His company flourished in Zlín in the first half of the 20th century. First-time visitors to Zlín are usually greatly impressed by the town's beauty, greenery and friendly environment. 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, do sports activities or spend a great day avoiding noise and air pollution. The town of Zlín also fascinates its visitors with its unique functionalist architecture. Even though the town is relatively small in size, there are lots of possibilities for everyday activities. During the TBU Summer School, Barum Rally, an international motor race, which is part of the World Rally Championship, takes place in Zlín. In addition, the large number of students makes Zlín a university town full of young people.

What last year's participants have said?

"It was my second experience participating in summer schools. Both were excellent! It was a good way to obtain professional skills, have a full rest, visit many cultural places and find friends from different corners of the world. I especially enjoyed riding a scooter on the slope, having dinners in the park and dancing in clubs with new friends. Unforgettable emotions, thank you, TBU Summer School!"

VICTORIA, RUSSIA



"I think the most fun about summer schools in general is that you meet new people. But as an extra future I got new friends from around Europe that I still have regular contact with. The course we did in Zlín was interesting, not too hard, and we got to see how things are done in Zlín, and can therefore compare to our home countries. The city was fun, and it was cheap to live in it. 2015's BEST SUMMER MEMORIES were from Zlín and TBU."

PETTER, NORWAY



"I absolutely loved TBU Summer School 2015! Petra and her team organized it perfectly! It was great fun, we've done so many awesome things like downhill scooter riding, but I also really enjoyed the nice city of Zlín and its uni. The course "Business Ethics" was really interesting as well. I would always come back and recommend it! :-)"

TINA, GERMANY



"I enjoyed the atmosphere in Zlín, the company of inspiring people and how we had a great week discussing current environmental research topics."

LAURA, GERMANY



"I did enjoy it very much. I would definitely recommend this summer school for everybody. Because participants would learn an academic subject as well as have a lot of fun and memorable time at Zlín. Not to mention international experience that I gain."

SAEB, PALESTINE



"It was a really good time. I met a lot of great people. Furthermore the whole organisation team was really friendly and well-organized."

SEBASTIAN, GERMANY



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