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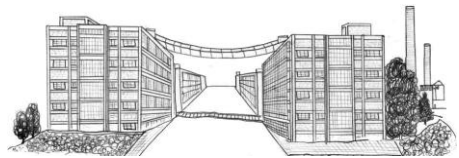
Tomas Bata University in Zlin
Faculty of Management and Economics

Budapest, November, 30, 2017





Tomas Bata 1876 - 1932



- > He was born on 3 April 1876 in Zlín.
- > He completed the shoemaker apprenticeship; he founded a shoe factory in Zlín on 21 September 1894.
- > Bata aimed to offer low prices to clients, high salary for employees, expansion and development of the company.
- > Financial balance of the enterprise
1896: CZK 10,800
1932: CZK 939,790,000
- > Number of employees
1896: 50
1932: 31,000
- > In 1932 – Bata did 36 different types of businesses
- Tomas Bata died in a plane crash on 12 July 1932





Support for education

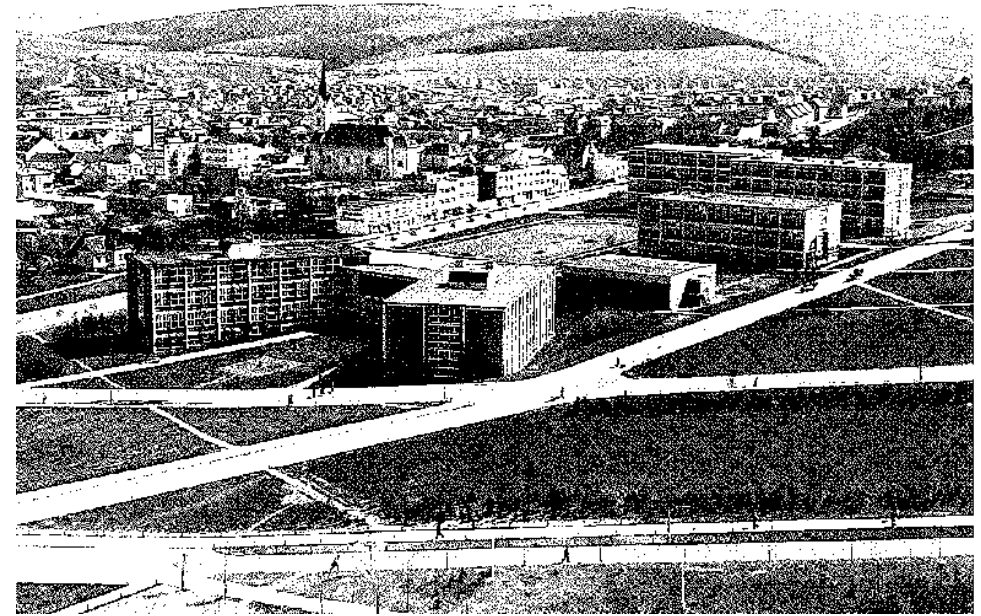
- > Public education
- > Bata School of Work
- > Evening courses for employees

Tomas Bata:

“The business is not buildings and machinery, but primarily people”.

Education should have a close relationship to the practical life.

- > Specialized education of young people (apprentices):
Young Men, Young Women



H2H



- ❖ Support and help in continual training for teachers to keep them up with the latest developments
- ❖ Sharing practical experience of experts in educational process and research projects
- ❖ Cooperation in improvement of syllabus, supporting entrepreneurship, innovativeness
- ❖ Offer of internships, excursions for students

- ❖ Involving students into solving practical problems – diploma, dissertation thesis
- ❖ Transfer of research results
- ❖ Common research projects, sharing research capacities
- ❖ Training for companies' HR improvement

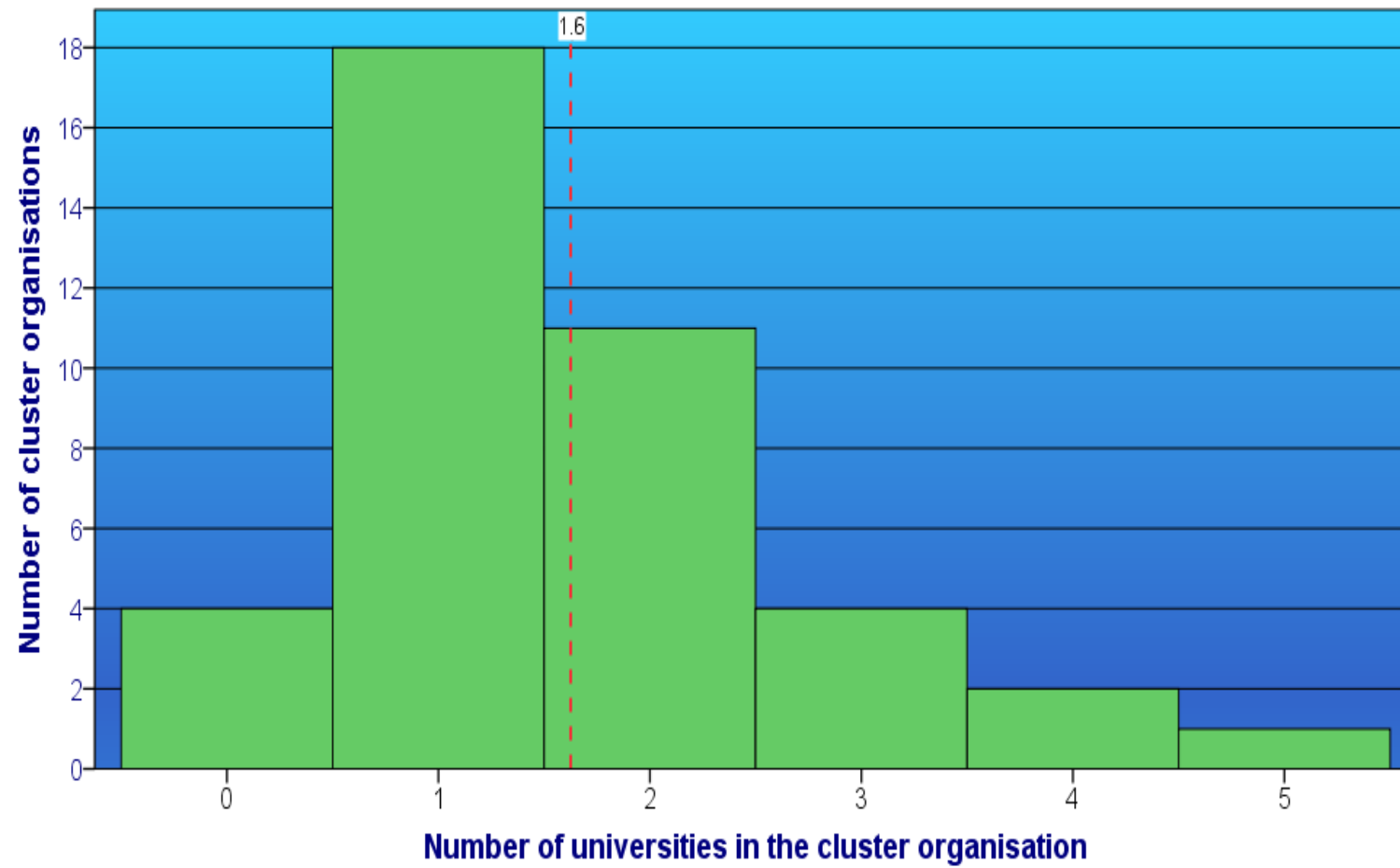
Experience from the Czech Republic

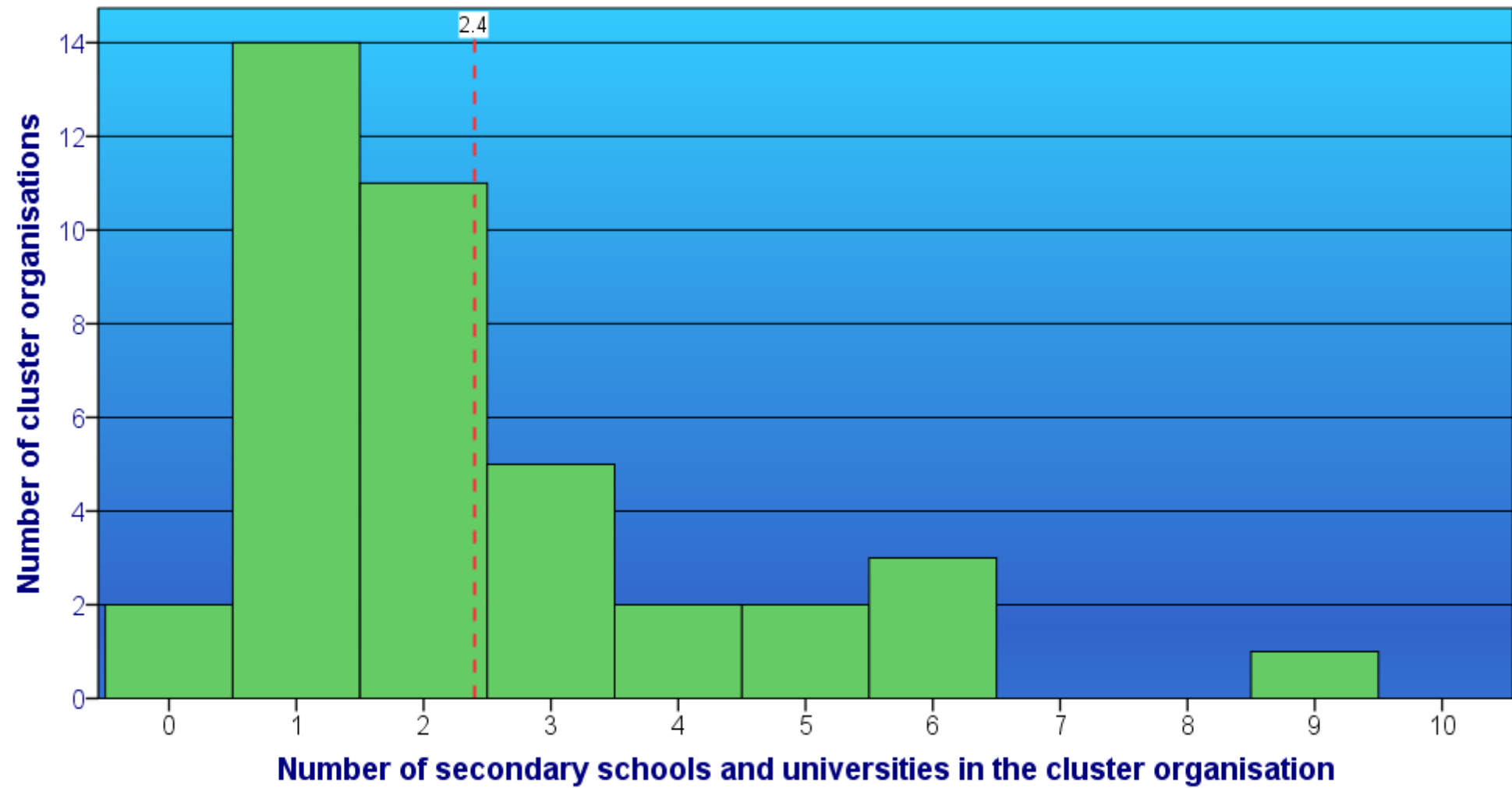
Surveys in 2012 and 2016

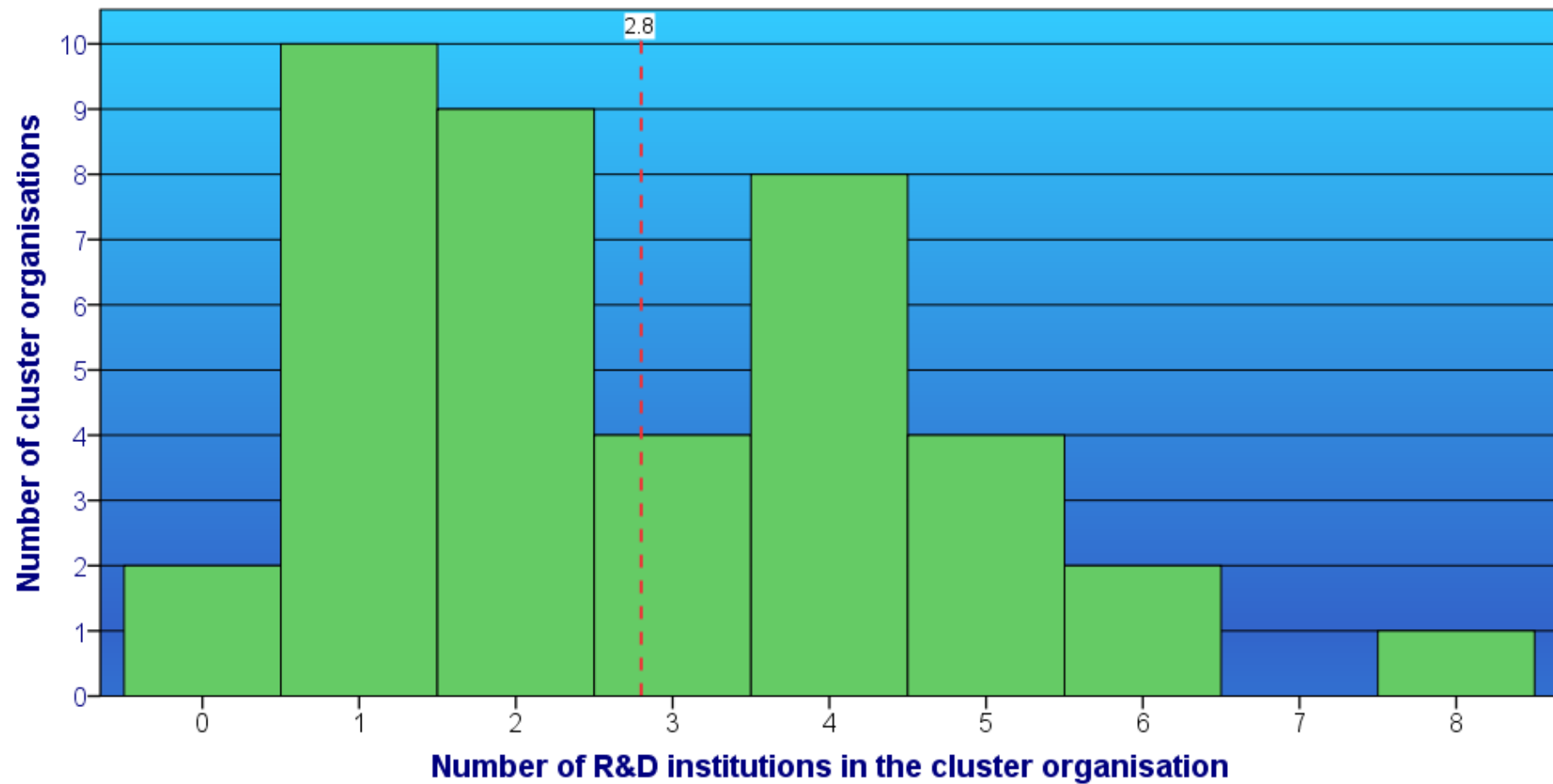
- structured interviews with managers of cluster organisations

in 2012: 91 % of active CO

in 2016: 80 % of active CO

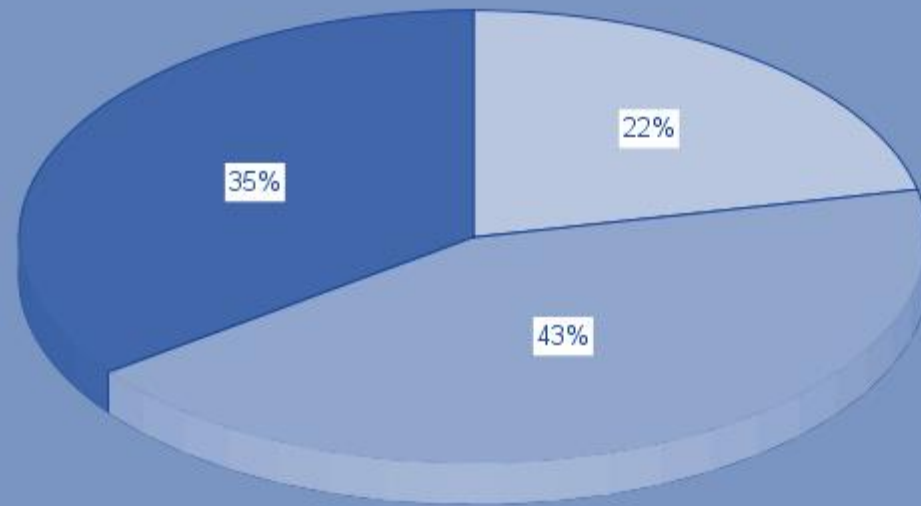






Impact of cooperation with R&D institutions

- No impact
- Medium impact
- Considerable impact



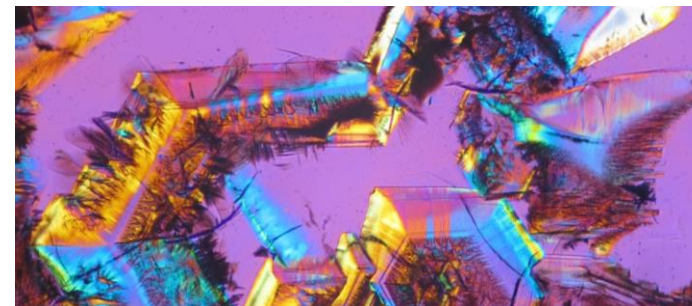
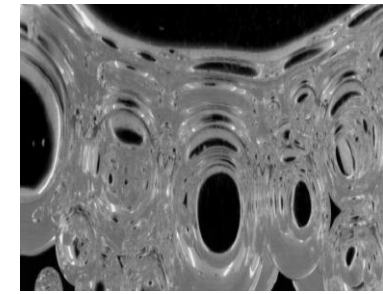
The needs of training	2012	2016
Project management	26,2 %	46,3 %
Cluster management	34,4 %	65,9 %
Monitoring	29,5 %	65,9 %
Internationalisation	36,1 %	68,3 %

Opinions of cluster managers on the needs of training

The case of traditional industry with brand

THE CZECH AND MORAVIAN GLASS CLUSTER

- creates platform in the Czech and Moravian glassmaking industry
to maintain prestigious position at home and internationally with respect
to its history
- to strengthen activities in the fields of education, research, innovation trying
to initiate co-operation between education and industry
- to develop new glass making methods



Lack of qualified and skilled labour

- support of professional training
 - cooperation with schools and universities
 - support of exhibitions, competitions, internships, awards -
- to introduce this industry to young people



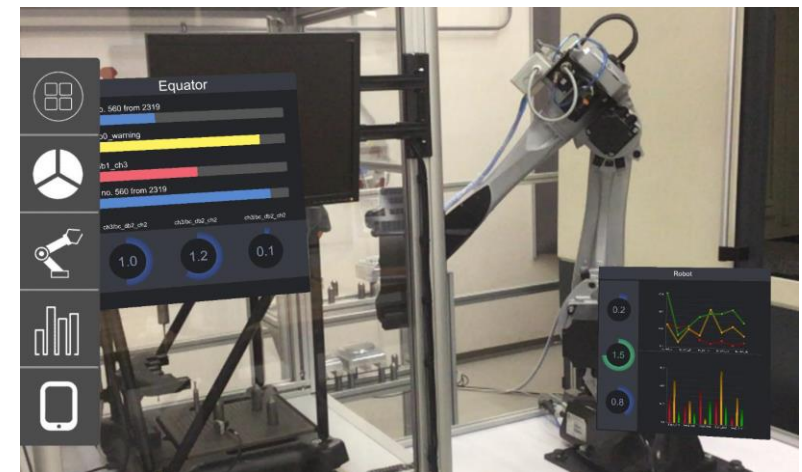
The case of new technologies development



- Training programme for secondary schools
- Accreditation of cyber security study programme at the secondary school in Cichnov
- Cyber security operational centre



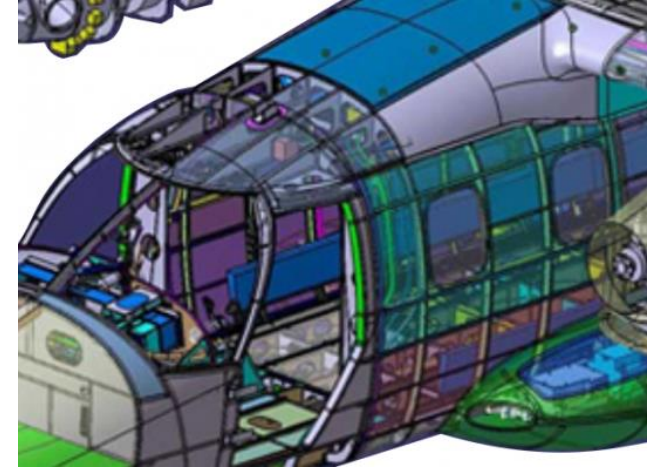
- to increase the interest of students in technical education
- to improve syllabus of study programmes including issues of Industry 4.0
- in cooperation - universities are preparing new PhD study programme for Industry 4.0



The case of internationalisation



Moravian Aerospace Cluster
Tomas Bata University in Zlin
UGATU – UFA State Aviation University



Programme for Russian students - combination of their study at the Czech university and internships in cluster members' companies

Objectives:

- ✓ Addressing the shortage of young professionals
- ✓ Deepening international study programmes
- ✓ Cooperation in Russian air projects



Common projects with MENDEL University:

- designing of the dam and irrigation system in Garmian, Northern Iraq“ – diploma theses
- connecting of MENDEL and Philippinien universities, exchange programme, localities for the MENDEL students of tropic and sub-tropic programmes



Cluster Nanoprogress exhibited a unique technology equipment for preparation of functionalized nanofibrous structures together with its members, a company Student Science and the Technological University in Liberec.

Nanoprogress with The University of Economics, Prague, Technical University of Liberec and VÚTS Organized excursion for Mexican students of Technical University Monterrey to the Centre for Nanomaterials, Advanced Technologies and Innovation and Centre for the Development of Engineering Research.

The case of intersectoral cooperation

MORAVIAN-SILESIA WOOD CLUSTER

Platform for cooperation of wood and civil industries,
and universities and secondary schools in these fields

2 universities, 3 high schools

Students competence definition

Training materials

Journal

Workshops

Seminars

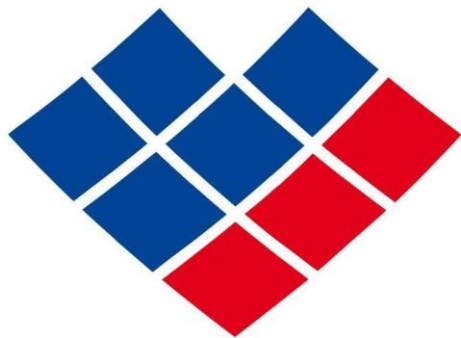
Excursions

Competitions



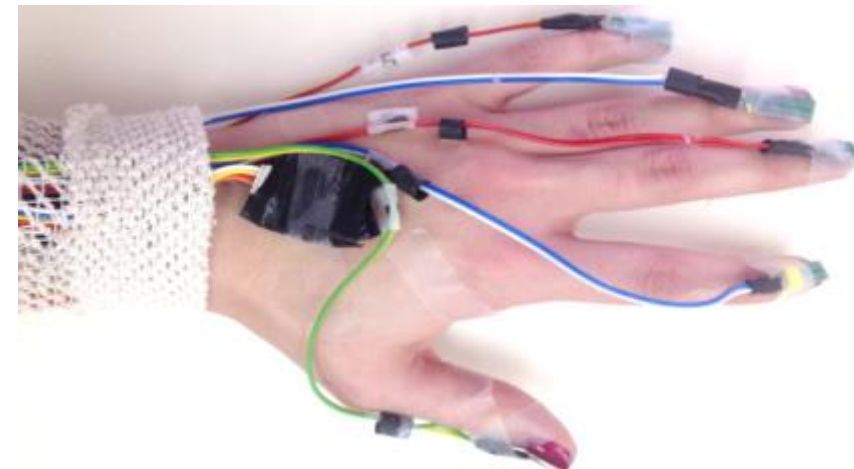
Activities for pupils, students, teachers and parents

The case of cooperation accross generations



AUTOKLASTR

Kit 4 Kid



Zkušenosti školy z projektu Pospolu
 Škola a firma spolupracují dlouhodobě a pravidelně se setkávají jako projektoví partneři. Za dobu spolupráce prošlo praktickým vyučováním ve firmě více než 120 žáků. Pospolu umožňuje oběma stranám zvýšit kvalitu OV i OP, zaměřit se na obory vzdělání, které jsou na trhu práce žádané. Škola s globálně fungující firmou má zájem podpořit systémové a legislativní změny, které usnadní odborné vzdělávání v reálném prostředí.

Součástí praktického vyučování ve firmách je i kontrolní činnost pověřených pedagogických pracovníků, kteří řeší vzniklé problémy a současně získávají i podněty k úpravám školských vzdělávacích programů s ohledem na potřeby zaměstnavatelů.

Mgr. Drahomír Rečka, zástupce ředitele SOU pro OV



Challenges?

Barriers?