



# Annual report 2022

## The main part



**June 2023**

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## 1 Introduction

### 1.1 Basic university data

The full name of the university (hereinafter referred to as "PU"):

**ŠKODA AUTO Vysoká škola o.p.s.**

University name in english:

**ŠKODA AUTO University**

Used abbreviation of the name of PU:

**ŠAVŠ (in czech), ŠAU (translated into English)**

University address:

**Na Karmeli 1457  
293 01 Mladá Boleslav  
Středočeský kraj**

Phone number: **+420 326 823 040**

www: **www.savs.cz**

Type of institution: **non-university**

Date and No. of state approval to operate as an PU:

**4 April 2000, č.j. MSMT-16493/2000-30 for ŠKODA AUTO a.s. Vysoká škola  
23 March 2013, č.j. MSMT-11008/2013-30 for ŠKODA AUTO VYSOKÁ ŠKOLA o. p. s.**

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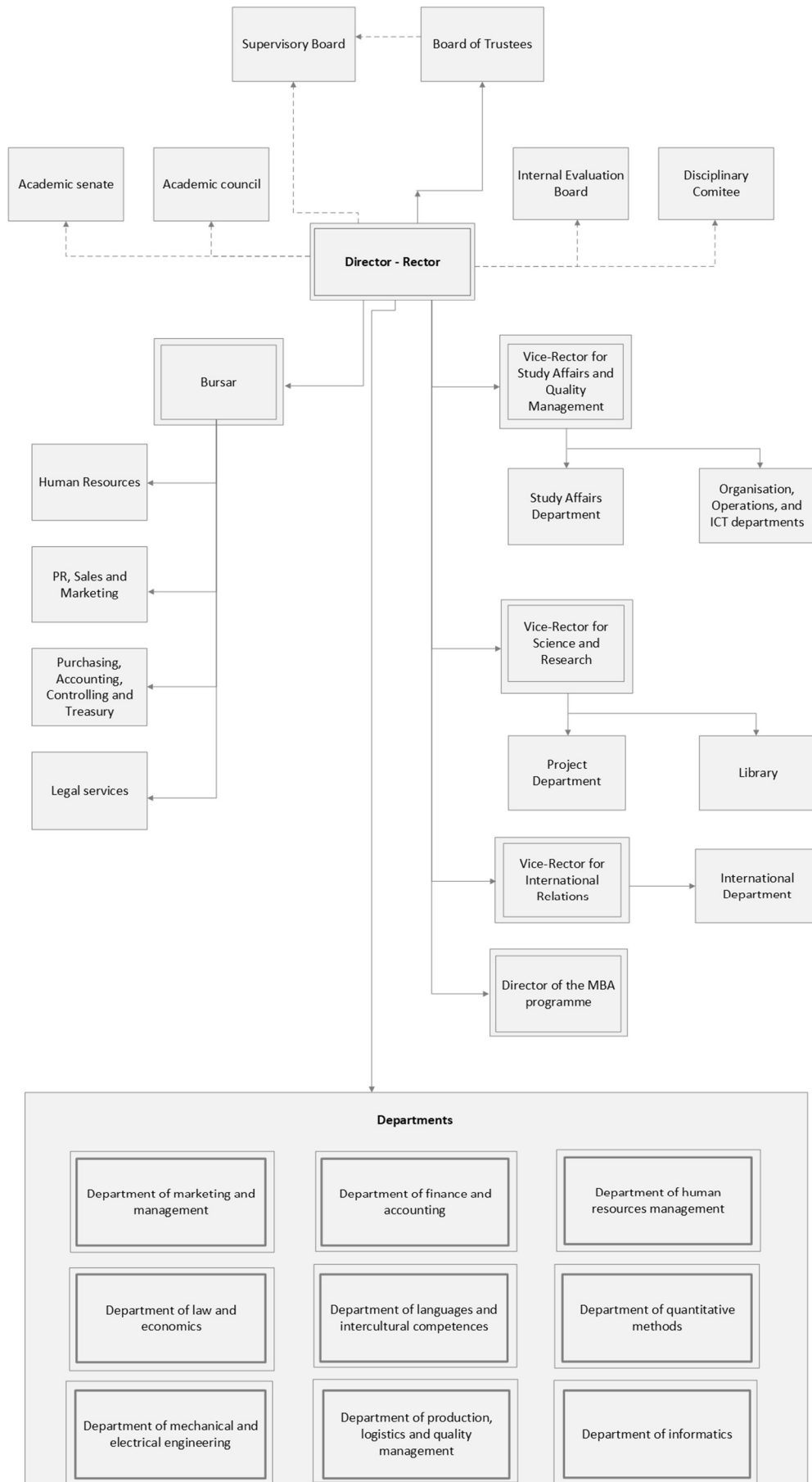
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The highest representative of PU:

**Director – authorised representative of public service company:  
doc. Ing. Pavel Mertlík, CSc.**

**Rector – self-governing academic representative of university:  
doc. Ing. Pavel Mertlík, CSc.**

University Organizational scheme:



From its establishment in 2000 until 2013, ŠKODA AUTO University was a part of the structure of Škoda Auto a.s. as an independent department. Since 2013, ŠKODA AUTO University has been a public benefit corporation. Škoda Auto a.s. is its founder.

The state approval was granted to ŠKODA AUTO University by Decision of the Ministry of Education and Science No. MSMT-11008/2013-30 of 26 March 2013. At the same time, this Decision granted ŠKODA AUTO University all accreditations of study fields accredited and implemented at ŠKODA AUTO a.s. University. This ensured the continuity of ŠKODA AUTO University in its new legal form, which was launched on 1 September 2013.

The authorised representatives of the university are the director, the board of directors, and the supervisory board. The director is authorised representative of public service company. The self-governing academic bodies of the university are the Rector, the Academic Board, the Academic Senate, the Disciplinary Committee and the Board for Internal Evaluation. The rector of the university is the director of the public service company. The Bursar is responsible for the management and internal administration together with the director.

The members of the Board of Directors and Supervisory Board are appointed by the founder of the university. The Director and the Rector are appointed by the Board of Directors. The Rector appoints the Bursar with the prior approval of the Board of Directors. The Rector appoints the Academic Board, the Disciplinary Committee and the Board of Internal Evaluation, one third of the members of the Board of Internal Evaluation being appointed on the proposal of the Academic Board and one third on the proposal of the Academic Senate. The Academic Senate is an advisory body to the Rector elected by the academic community.

In 2022, the above-mentioned administrative and self-governing bodies operated with the following personnel composition:

#### Board of Directors

Ass. iur. Maren Gräf	<i>Chairwoman of Board of Directors</i>
Dipl.-Ing. Karsten Schnake	<i>Member</i>
Dipl.-Vw. Christian Schenk	<i>Member</i>

#### Supervisory Board

Mgr. David Kavan	<i>Chairman of Supervisory Board</i>
Dipl.-Soz.päd. Alois Kauer	<i>Member</i> (till 31. 8. 2022)
Maren Kabowski-Ciecior	<i>Member</i> (since 1. 9. 2022)
Ing. Dana Němečková, MBA	<i>Member</i>

#### Director and Rector

doc. Ing. Pavel Mertlík, CSc.

Subordinates to the Rector:

- Mgr. Petr Šulc, Vice-Rector for Student Affairs and Quality Management,
- Jan Lachman, Dr., Vice-Rector for Science and Research,
- Mgr. Lenka Stejskalová, MBA, Vice-Rector for International Relations,
- Ing. Pavel Štrach, Ph.D. et Ph.D., Director of the MBA programme,
- Ing. Sandra Lacinová, Bursar,
- Head of Departments.

The Vice-Rector for Student Affairs and Quality Management is responsible for the Student Affairs and Organisation, Operations, and ICT departments.

The Vice-Rector for Science and Research is responsible for the Project Department and the Library, and the Vice-Rector for International Relations for the International Department.

The university's operational departments - HR, PR, Sales and Marketing, Controlling, Accounting, Purchasing and Treasury and Legal Services - are under the authority of the Bursar.

The basic organisational units of the university are the Departments, which carry out teaching activities, creative activities and the third role of the university.

**Academic Board**

In 2022, the Academic Board was composed of:

doc. Ing. Pavel Mertlík, CSc. (The Chairman)	ŠKODA AUTO University
Ing. Vladimír Beneš, Ph.D.	ŠKODA AUTO University
doc. Ing. Jiřina Bokšová, Ph.D.	ŠKODA AUTO University
Ing. Josef Bradáč, Ph.D.	ŠKODA AUTO University
doc. Ing. Romana Čížinská, Ph.D.	ŠKODA AUTO University
prof. Ing. Vojtěch Dynybyl, Ph.D.	ŠKODA AUTO University
doc. Ing. Jan Fábry, Ph.D.	ŠKODA AUTO University
Ing. Sandra Lacinová	ŠKODA AUTO University
Jan Lachman, Dr.	ŠKODA AUTO University
prof. Ing. Radim Lenort, Ph.D., ALog., ING-PEAD IGIP	ŠKODA AUTO University
doc. PhDr. Karel Pavlica, Ph.D.	ŠKODA AUTO University
doc. Ing. Jana Přikrylová, Ph.D.	ŠKODA AUTO University
prof. Ing. Václav Řepa, CSc.	ŠKODA AUTO University
Mgr. Lenka Stejskalová, MBA	ŠKODA AUTO University
prof. Ing. Jiří Strouhal, Ph.D.	ŠKODA AUTO University
prof. Ing. Stanislav Šaroch, Ph.D.	ŠKODA AUTO University
doc. JUDr. Václav Šmejkal, Ph.D., D.E.A.	ŠKODA AUTO University (do 30. 6. 2022), Charles University (od 1. 7. 2022)
doc. Ing. Pavel Štrach, Ph.D. et Ph.D.	ŠKODA AUTO University
Mgr. Petr Šulc	ŠKODA AUTO University
Ing. Milan Dufek	Škoda Auto a.s.
Ing. Jan Frydrych	Škoda Auto a.s.
Ing. Mojmír Hampl, MSc., PhD.	The Czech Fiscal Council
Ing. Martin Hrdlička, Ph.D., MBA	Škoda Auto a.s.
doc. Ing. Tomáš Kincl, Ph.D.	Prague University of Economics and Business
doc. Ing. Zuzana Kučerová, Ph.D.	VŠB – Technical University of Ostrava
doc. Ing. Martin Kvizda, Ph.D.	Masaryk University
prof. Ing. Petr Louda, CSc.	Technical University of Liberec
doc. Ing. Jaroslav Machan, CSc.	Czech Technical University in Prague
Mgr. Petr Rešl	Škoda Auto a.s.
prof. Ing. Jindřich Soukup, CSc.	Prague University of Economics and Business



### Board for Internal Evaluation

In 2022, the Internal Evaluation Board was composed of:

doc. Ing. Pavel Mertlík, CSc.	<i>The Chairman</i>
prof. Ing. Stanislav Šaroch, Ph.D.	<i>The Vice-Chairman</i>
Ing. Josef Bradáč, Ph.D.	<i>Member – on the proposal of the Academic Senate</i>
doc. Ing. Romana Čížinská, Ph.D.	<i>Member – on the proposal of the Academic Senate</i>
prof. Ing. Vojtěch Dynybyl, Ph.D.	<i>Member – on the proposal of the Academic Senate</i>
Jan Lachman, Dr.	<i>Member</i>
prof. Ing. Radim Lenort, Ph.D., Alog., ING-PEAD IGIP	<i>Member – on the proposal of the Academic Board</i>
Miroslav Sak	<i>Member – on the proposal of the Academic Senate student (since 20. 6. 2022)</i>
Mgr. Lenka Stejskalová, MBA	<i>Member – on the proposal of the Academic Board</i>
prof. Ing. Jiří Strouhal, Ph.D.	<i>Member – on the proposal of the Academic Board</i>
Bc. Daniel Svoboda	<i>Member – on the proposal of the Academic Senate student (till 19. 6. 2022)</i>
doc. Ing. Pavel Štrach, Ph.D. et Ph.D.	<i>Member – on the proposal of the Academic Board</i>
Mgr. Petr Šulc	<i>Member</i>

### Academic Senate

In 2022, the Academic Senate was composed of:

Chamber of Academics	
Ing. Josef Bradáč, Ph.D.	<i>The Chairman</i> (till 11. 9. 2022)
Mgr. Pavel Neset, Ph.D.	<i>The Chairman</i> (since 12. 9. 2022)
Ing. Martina Beránek, Ph.D.	<i>Member</i> (since 12. 9. 2022)
doc. Ing. Jiřina Bokšová, Ph.D.	<i>Member</i>
doc. Ing. Jan Fábry, Ph.D.	<i>Member</i> (till 11. 9. 2022)
Ing. Martin Juhas	<i>Member</i>
Mgr. Petr Kasal	<i>Member</i>
doc. Ing. Jana Přikrylová, Ph.D.	<i>Member</i> (till 11. 9. 2022)
Mgr. Emil Velinov, Ph.D.	<i>Member</i> (since 12. 9. 2022)
Chamber of Students	
Vlastimil Braun	<i>The Vice-Chairman</i>
Kristína Fajtllová	<i>Member</i> (till 11. 9. 2022)
Ondřej Holík	<i>Member</i> (till 11. 9. 2022)
Ema Hruběšová	<i>Member</i> (since 12. 9. 2022)
Miroslav Landa	<i>Member</i> (since 12. 9. 2022)
Petr Malák	<i>Member</i> (since 12. 9. 2022)
Kryštof Müller	<i>Member</i> (since 12. 9. 2022)
Bc. Veronika Novotná	<i>Member</i> (till 11. 9. 2022)
Bc. Andrea Štůtzbartová	<i>Member</i> (till 11. 9. 2022)

## 1.2 Participation of the private university in the representation of Czech universities

Organization	School representative	Function in representative institution
Czech Rectors Conference	doc. Ing. Pavel Mertlík, CSc.	<i>Member of the plenary</i>
Council of Universities	Mgr. Petr Šulc	<i>The Vice-Chairman (till 11. 2. 2021)</i> <i>Member of the Board (since 12. 2. 2021)</i> <i>Member of Committee for PU</i>
Council of Universities	Bc. Vlastimil Braun	<i>Member of the Chamber of Students</i>

## 1.3 The Vision of ŠKODA AUTO University and its strategic goals

ŠKODA AUTO Vysoká škola is a top Czech university with a focus on business and technical-economic study programmes, systematically cooperating closely with ŠKODA AUTO a.s. and other major partners from the manufacturing and non-manufacturing sectors, especially the automotive industry. As a university founded by a globally operating multinational industrial corporation, it uniquely combines academic excellence with professional training of students and theory with practice, with an emphasis on internationalisation and while maintaining high academic standards. As part of international academic networks, it cooperates with renowned foreign and domestic universities. It co-creates the corporate culture of ŠKODA AUTO a.s., cultivates the city of Mladá Boleslav as a centre of education through the presence of academia and brings young people from all over the world to the Mladá Boleslav region. At the same time, it is active in other locations where ŠKODA AUTO a.s. operates in the Czech Republic and abroad, including the capital city of Prague, where it develops its branch in close cooperation with ŠKODA AUTO a.s.

In pursuing this vision, ŠKODA AUTO University is fulfilling its mission, which is to prepare highly qualified business and economic experts combining technical and business knowledge and skills, ready for work in the environment of multinational industrial companies.

This mission is concretised in the strategic documents of ŠKODA AUTO University, particularly in the ŠKODA AUTO University Strategy 2022-2026, approved by the Board of Directors of ŠKODA AUTO a.s., the ŠKODA AUTO University Strategic Plan for the period from 2021 and the annual plans for its implementation.

These documents set the following strategic goals for ŠAU:

- Preparation of new and development of already accredited Bachelor's and Master's degree programmes in direct connection with the latest results of science and research in the relevant specialisations so that they best serve the needs of the personnel development of globally operating industrial enterprises, including the founding company ŠKODA AUTO a.s. and other partner companies from the manufacturing and non-manufacturing sectors in the Czech Republic and abroad. The specific needs of globally operating industrial enterprises are met by the subject composition of the newly developed and already accredited study programmes, which combine economic, technical and general education within the framework of technical-economic study programmes, and in the study programmes and specialisations of business-economic orientation, in addition to economic and other study subjects, also include selected technical subjects and an extensive block of language and intercultural training. An integral part of the development of accredited study programmes is the improvement of supervised professional practice, which is an organic component of all study programmes of the ŠAU, both professionally and academically oriented. The professional practice takes place at ŠKODA AUTO a.s. or other partner companies of ŠAU in the Czech Republic, in other EU countries and in third countries.
- Using the achieved international accreditation of ACBSP for further development of the school, including efforts to obtain institutional accreditation of the field of education in Economics.
- Developing internationalisation including an extensive programme of academic mobility including international student placements, expanding the network of partner institutions for building double degree programmes, international research and application projects as well as orientation towards recruiting students for accredited continuing Master's and Bachelor's degree programmes and the Master of Business Administration in English lifelong learning programme.

- Preparation of the doctoral programme in Business Administration (CZ), or Business Administration (EN).
- Continuous innovation of all study programmes and specialisations based on the development of taught disciplines and reflection of changes in the knowledge needs of the manufacturing industry, especially the automotive industry. In doing so, ŠAU uses the results of the work of the study programme councils.
- Development of the Prague branch with the aim of gradually building a second full-fledged campus of the university in Prague comparable to the campus at the headquarters in Mladá Boleslav. To take advantage of the synergies arising from the Prague location of the branch, including in relation to the Prague activities of the founder of the university, ŠKODA AUTO a.s.
- Expanding and modernising support for combined and distance learning through the virtual learning environment (VLA).
- Systematic development of scientific, research and consulting activities corresponding to the structure and focus of accredited study programmes. On the one hand, research will continue to focus on cooperation with ŠKODA AUTO a.s. and other companies of the Volkswagen Group, and on the other hand, on cooperation with high-quality domestic and foreign university departments on national and international applied research projects.

A cross-cutting objective related to all of the above priorities is the systematic staff development of ŠAU and the continuous improvement of the personnel support of the implemented study programmes.

#### **1.4 Changes in internal regulations in 2022**

There were no new or revised internal regulations of the university registered in 2022.

#### **1.5 Provision of information pursuant to Section 18 of Act No. 106/1999 Coll., on free access to information**

In 2022, the school did not receive any requests for information under Section 18 of Act No. 106/1999 Coll., on free access to information.

## 2 Study programmes, study organisation and educational activity

### 2.1 Accredited study programmes

Accredited study programmes					
ŠKODA AUTO University	Bachelor's degree		Continuing Master's degree		TOTAL
	F-T	P-T	F-T	P-T	
<b>Broadly defined fields of ISCED-F</b>					
Business, Administration and Law	6	4	6	3	19
<b>CELKEM</b>	6	4	6	3	19

All study programmes listed in the table above have been described by the learning outcomes methodology during 2022 in accordance with the Framework of Qualifications for Higher Education in the Czech Republic.

### 2.2 Accredited study programme in foreign language

Accredited study programmes in foreign language					
ŠKODA AUTO University	Bachelor's degree		Continuing Master's degree		TOTAL
	F-T	P-T	F-T	P-T	
<b>Broadly defined fields of ISCED-F</b>					
Business, Administration and Law	2	1	2	1	6
<b>CELKEM</b>	2	1	2	1	6

All study programmes listed in the table above have been described by the learning outcomes methodology during 2022 in accordance with the Framework of Qualifications for Higher Education in the Czech Republic.

### 2.3 Study programmes, joint/double/multiple degree

Joint/Double/Multiple Degree study programmes	
ŠKODA AUTO University	
Programme	Double Degree Programme of Bachelor's Degree Programmes/Specialisations <i>Business Administration a Sales management/Sales management (ŠAU)</i> and <i>Global Sales Management (UASS)</i>
Partner organisations	University of Applied Sciences Steyr, Austria
Affiliated organisations	–
Start of programme implementation	2010
Type of programme (Joint/Double/Multiple Degree)	Double Degree
Duration of study (semesters)	7 resp. 6 semesters, out of which 1 semester in a partner university
Type of degree programme (Bachelor's, Master's, Postgraduate, Doctoral)	Bachelor's degree
Description of the study organisation, including admission and termination	The programme admits outstanding undergraduate students from both HEIs in a number of approximately 3 per year per HEI. The students complete 5 semesters at their home HEI and 1 exchange semester at the partner HEI. The subject composition of the semester in the partner HEI is regulated by the contract of both HEIs.
How are the diploma and the diploma supplement issued?	Successful graduates of the programme are issued with a diploma and a diploma supplement in their home HEI as well as a diploma from the partner HEI.
How are student exchanges organised?	Student exchanges are organised for 1 semester with support from the EU Erasmus+ programme.
Number of active studies as of 31.12.2022	1

Joint/Double/Multiple Degree study programmes	
<b>ŠKODA AUTO University</b>	
<b>Programme</b>	Double Degree programme od Master's degree Programmes/Specialisations: <i>Global Sales and Marketing/International Marketing (ŠAU)</i> and <i>Global Sales Management Master (UASS)</i>
Partner organisations	University of Applied Sciences Steyr, Austria
Affiliated organisations	–
Start of programme implementation	2012
Type of programme (Joint/Double/Multiple Degree)	Double Degree
Duration of study (semesters)	4 semesters, out of which 1 semester in a partner university
Type of degree programme (Bachelor's, Master's, Postgraduate, Doctoral)	Master's Degree
Description of the study organisation, including admission and termination	The programme admits outstanding students of follow-up Master's degree programmes in a number of approximately 3 per year per HEI. Students complete 3 semesters at their home HEI and 1 exchange semester at the partner HEI. The subject composition of the semester at the partner HEI is regulated by the agreement of both HEIs.
How are the diploma and the diploma supplement issued?	Successful graduates of the programme are issued with a diploma and a diploma supplement in their home HEI, as well as a diploma from the partner HEI.
How are student exchanges organised?	Student exchanges are organised for one semester with support from the EU Erasmus+ programme.
Number of active studies as of 31.12.2022	4

Joint/Double/Multiple Degree study programmes	
Joint/Double/Multiple Degree study programmes	
ŠKODA AUTO University	Double Degree Programme of Bachelor's Degree Programmes/Specialisations: <i>Business Administration: Sales Management / Sales Management (ŠAU)</i> and <i>Bachelor of Business Administration in International Business</i> University of Applied Sciences Seinajoki
Partner organisations	University of Applied Sciences Seinajoki
Affiliated organisations	–
Start of programme implementation	2015
Type of programme (Joint/Double/Multiple Degree)	Double Degree
Duration of study (semesters)	7 resp. 6 semesters, out of which 2 semesters in a partner university
Type of degree programme (Bachelor's, Master's, Postgraduate, Doctoral)	Bachelor's degree
Description of the study organisation, including admission and termination	The programme admits outstanding undergraduate students from both HEIs in the number of approximately 1-2 per year per HEI. Students take 4 or 5 semesters at their home HEI and 2 exchange semesters at the partner HEI. The subject composition of the semesters in the partner HEI is regulated by the contract of both HEIs.
How are the diploma and the diploma supplement issued?	Successful graduates of the programme are issued with a diploma and a diploma supplement in their home HEI as well as a diploma from the partner HEI.
How are student exchanges organised?	Student exchanges are organised over a period of 2 semesters with support from the EU Erasmus+ programme.
Number of active studies as of 31.12.2022	0

Joint/Double/Multiple Degree study programmes	
<b>Joint/Double/Multiple Degree study programmes</b>	
<b>ŠKODA AUTO University</b>	Double Degree Programme of Bachelor's Degree Programmes/Specialisations: Ekonomika a management: Logistics and Quality Management (ŠAU) a Hochschule für Technik und Wirtschaft Dresden - University of Applied Sciences, Faculty of Business Administration (HTW)
Partner organisations	University of Applied Sciences Dresden, Germany
Affiliated organisations	–
Start of programme implementation	2021
Type of programme (Joint/Double/Multiple Degree)	Double Degree
Duration of study (semesters)	7 semesters, out of which 2 semesters in a partner university
Type of degree programme (Bachelor's, Master's, Postgraduate, Doctoral)	Bachelor's degree
Description of the study organisation, including admission and termination	The programme admits outstanding students from the Bachelor's degree programmes of both HEIs in a number of up to 4 per year per HEI. Students will complete 5 semesters at their home HEI and 2 exchange semesters, one at the partner HEI and the other at a company in the partner HEI's country. The subject composition of the semesters at the partner HEI is regulated by the HEI contract.
How are the diploma and the diploma supplement issued?	Successful graduates of the programme are issued with a diploma and a diploma supplement in their home HEI as well as a diploma from the partner HEI.
How are student exchanges organised?	Student exchanges are organised over a period of 2 semesters with support from the EU Erasmus+ programme.
Number of active studies as of 31.12.2022	1

#### 2.4 Accredited study programmes conducted outside the domicile of the university or in cooperation with another university or higher education institution

In 2022, ŠKODA AUTO University offered a full-time Master's degree programme in Business Administration at its Prague branch. In addition, the Bachelor's degree programme Business Administration, or its study fields/specialisations Business Administration and Human Resource Management/Human Resources Management and Business Administration and Financial Management/Financial Management, and the Bachelor's degree programme Business Administration and Business Administration and Management Informatics in full-time study. The teaching staffing was identical to the staffing at the seat of the school. Teaching was fully implemented in rented premises in the building of the Prague University of Economics and Business.

ŠKODA AUTO University did not implement any study programmes jointly with another university based in the Czech Republic in 2022.

ŠKODA AUTO University did not run any study programmes jointly with a higher education institution in 2022.



## 2.5 Study credit system, use of the learning outcomes methodology

Studying at ŠKODA AUTO University is organised using a credit system. Each course is assigned a number of credits corresponding to the average study load necessary for its successful completion according to the study plan. The study load per 1 credit is set at 28 hours. The study load for one semester is 30 credits. The Bachelor's degree programme in Business Administration accredited under the legislation in force until 2016 requires a minimum of 180 credits for the entire course of study, while the other Bachelor's degree programmes require 210 credits for the entire course of study, with 30 credits awarded for professional practice. In the continuing Master's degree programmes, it is a minimum of 120 credits for the entire course of study. Credits are awarded with classification, i.e., examination, or classified credit and without classification, i.e., credit. The Bachelor's degree and the follow-up Master's degree are concluded with a state final examination, which includes the defence of the final thesis.

The credit system allows for a quantified evaluation of the course of study. The basic principle of the credit system is that studies are not concluded after a certain number of years of study, but after a certain number of credits have been obtained and various types of examinations have been passed. The credit system allows individual students to choose their individual pace of study.

The credit system is successfully used in the organisation of international student mobility, especially within the Erasmus programme. Based on the credit values of successfully completed courses, students who complete one semester of study at a partner school abroad are able to transfer these study results and receive full recognition within the ŠKODA AUTO University study programme.

During 2012 and 2013, detailed descriptions of learning outcomes were incorporated into the characteristics of all study courses, and at the same time, a modification of the classification system was consistently implemented, which enables more precise evaluation of students' results in individual courses and is a tool for more accurate comparison with learning outcomes and classification systems at other HEIs in the EU and beyond. The structure of the characteristics (syllabuses) of all courses thus fully corresponds to the ECTS requirements.

In 2017, a process was initiated to refine the formulation of learning outcomes in individual courses, better link their assessment to the classification in the courses, set up a more detailed assessment of their achievement and create a system of feedback to students on their achievement. During 2019, the feedback system described above was applied in full. Learning outcomes are set in each course of study based on a uniform methodology. The final classification in each study subject is expressed by the grades 1 - excellent, 2 - very good, 3 - good, 4 - failed, as well as the data on the fulfilment of the requirements expressed in %. In addition, the achievement of the individual learning outcomes is assessed in a formative way in each study subject. This provides the student with detailed feedback on their work in the course. The learning outcome assessment runs with the full support of the AIS, in which its results are also available to students.

In accordance with the Higher Education Act, ŠKODA AUTO University issues a diploma supplement to all graduates, the content and structure of which corresponds to the model developed by the European Commission, the European Council and UNESCO/CEPES.

ŠKODA AUTO University has been a DS Label holder since 2013.

## 2.6 Další vzdělávací aktivity mimo uskutečňování akreditovaných studijních programů

### 2.6.1 Life-long learning courses

The system of offering lifelong learning courses for the corporate sector and the public is built on the professional potential of the school's academic staff. The course offer is continuously updated. In 2022, several professional courses were implemented, especially for employees of cooperating companies. These were mainly full-time courses.

In 2022, the school carried out the following courses as part of its lifelong learning programme:

Course	Number of participants	Duration [hours]
Preparatory course in Mathematics	26	30
Preparatory course in Physics	7	20
Autonomous Vehicles	23	3
Semiconductors, chip crisis and impacts on Škoda Auto	295	1,5
Future trends in the automotive industry	5	3
Modern automobile development	12	4
Language learning through CLIL: Development methods of practical communicative competence	20	6
CAE preparatory course	7	20
FCE preparatory course	4	20
Future trends in the automotive industry	12	4
Interactivity and creativity in lecturing	18	6
Autonomous vehicles	7	4
Financial intelligence	260	1,5
Modern automobile development	7	4
Pilot WS: Sustainability in all of us	14	3

The scope and numbers of participants in each course are shown in the following 2 tables:

Lifelong Learning Courses at the university - course numbers								
ISCED-F broadly defined fields	Career-oriented courses			Courses of interest			U3A	TOTAL
	Up to 15 hours	from 16 to 100 hours	More than 100 hours	Up to 15 hours	From 16 to 100 hours	More than 100 hours		
Education and training	2			1				3
Social sciences, journalism and information sciences					2			2
Business, administration and law				1				1
Natural sciences, mathematics and statistics		2						2
Information and communication technologies								
Technology, manufacturing and construction	7							7
<b>TOTAL</b>	<b>9</b>	<b>2</b>		<b>2</b>	<b>2</b>			<b>15</b>

Lifelong Learning Courses at the university - course numbers								
ISCED-F broadly defined fields	Career-oriented courses			Courses of interest			U3A	TOTAL
	Up to 15 hours	from 16 to 100 hours	More than 100 hours	Up to 15 hours	From 16 to 100 hours	More than 100 hours		
Education and training	38				14			52
Education and training					11			11
Social sciences, journalism and information sciences				260				260
Business, administration and law		33						33
Natural sciences, mathematics and statistics								
Information and communication technologies	361							361
<b>TOTAL</b>	<b>399</b>	<b>33</b>		<b>260</b>	<b>25</b>			<b>717</b>

### Lifelong Learning Programme: Online MBA

In December 2020, ŠKODA AUTO University began teaching an online MBA programme as part of its professional lifelong learning programme, which is accredited by the Accreditation Council for Business Schools and Programmes (ACBSP) and CAMBAS. The online MBA programme is conducted entirely in the MS Teams environment in English. In 2022, the programme had 49 students, graduates of at least a Bachelor's degree from countries such as the Czech Republic, India, Germany and New Zealand. The study lasts 24 months, with just one study module - a course - scheduled for teaching each calendar month during the first 18 months. The teaching of each module includes a synchronous and an asynchronous part. The teaching staff includes teachers from ŠKODA AUTO University, experts from practice and teachers from partner universities abroad. No graduates completed the programme in 2022; the first graduates will graduate in 2023. In 2022, the programme was successfully re-accredited by CAMBAS (Czech Association of MBA Schools).

### 2.6.2 Discussion forums and other professional events organised by ŠKODA AUTO University

<i>Date</i>	<i>Event</i>	<i>Speaker</i>
12. 1. 2022	RESEARCH OPEN DAY – 12 <sup>th</sup> year (all-day lecture series)	prof. Ing. Stanislav Šaroch, Ph.D. Ing. Tereza Hrtúsová Ing. Tomáš Kozelský Ing. Radek Novák Ing. Emil Velinov, Ph.D. Ing. Eva Jaderná, Ph.D. doc. Ing. Jiří David, Ph.D. Ing. David Holman, Ph.D. prof. Ing. Václav Řepa, CSc. Mgr. Eva Švejdarová, Ph.D., M.A. Mgr. Lenka Stejskalová, MBA Mgr. D. Siegllová, MEd., Ph.D.
9.-10. 6. 2022	International Conference on Automotive Industry 2022: European Automotive Industry at the Crossroads	Key-note speakers: Robert Stehrer Petr Knap Josef Schwarz Petr Dolejší

### 2.6.3 Compulsory internship

Compulsory internship is part of Bachelor's degree programmes and continuing Master's degree programmes with a professional profile. Its scope at the bachelor level is set at 20 working weeks and is included in the 5th semester of studies. At the continuing master's level, it is included in the 1st and 2nd semesters of study, always for at least 3 weeks.

The table below shows in detail the placement of students during this compulsory internship in different areas of Škoda Auto a.s. and other partner companies.

Placement of students during compulsory internship in 2022					
Bachelor's degree programmes					
Domestic			Foreign		
Place of internship		Number	Place of internship		Number
ŠKODA AUTO a.s.	department G (management, PR)	9	concern brands	Škoda Auto Volkswagen India	4
	department P (production, logistics)	18			
	department B (purchasing)	6			
	department E (technical development)	11			
	department V (sales, marketing)	7			
	department F (finances and IT)	8			
	department S (HR)	14			
<b>Total ŠKODA AUTO a.s.</b>		<b>73</b>	<b>Total concern brands</b>		<b>4</b>
External companies	partner companies	1	other foreign companies	Emma Sleep GmbH	1
				Faurecia Slovakia	1
	others	61			
<b>Total external domestic companies</b>		<b>62</b>	<b>Total external foreign companies</b>		<b>2</b>
<b>Total domestic</b>		<b>135</b>	<b>Total foreign</b>		<b>6</b>

Placement of students during compulsory internship in 2022			
Master's degree programmes			
<i>Domestic</i>		<i>Foreign</i>	
Place of internship		Number	Place of internship
			Number
ŠKODA AUTO a.s.	department PPD	1	concern brands
	department GQF	1	
<b>Total ŠKODA AUTO a.s.</b>		<b>2</b>	<b>Total concern brands</b>
			<b>0</b>
External companies	partner companies	0	Other foreign companies
	others	2	
<b>Total external domestic companies</b>		<b>2</b>	<b>Total external foreign companies</b>
			<b>0</b>

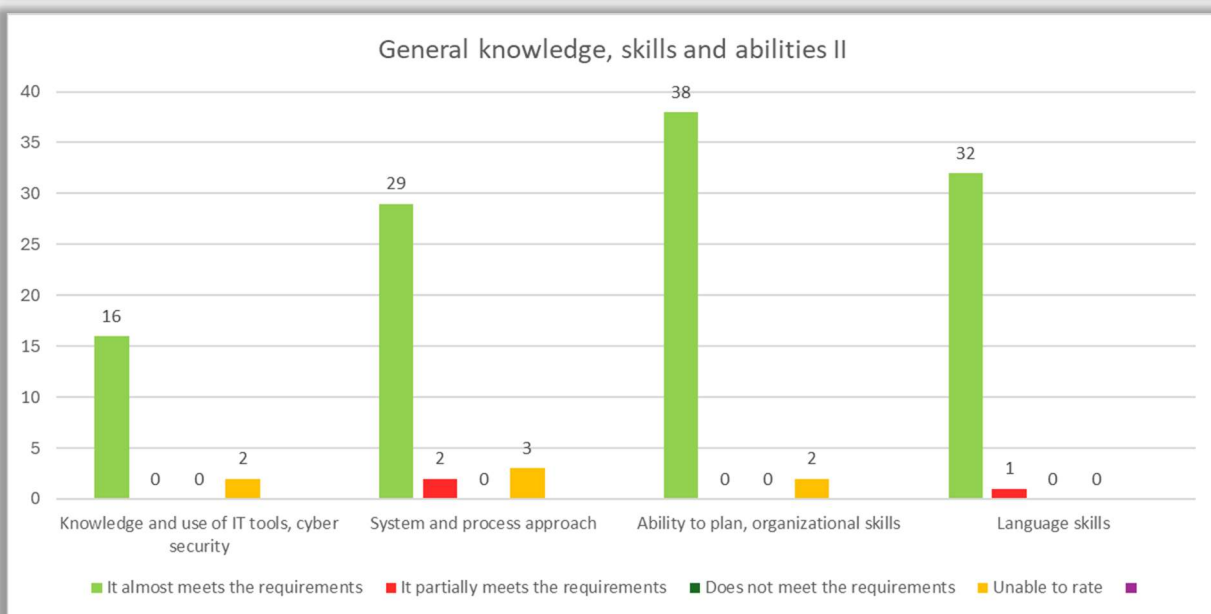
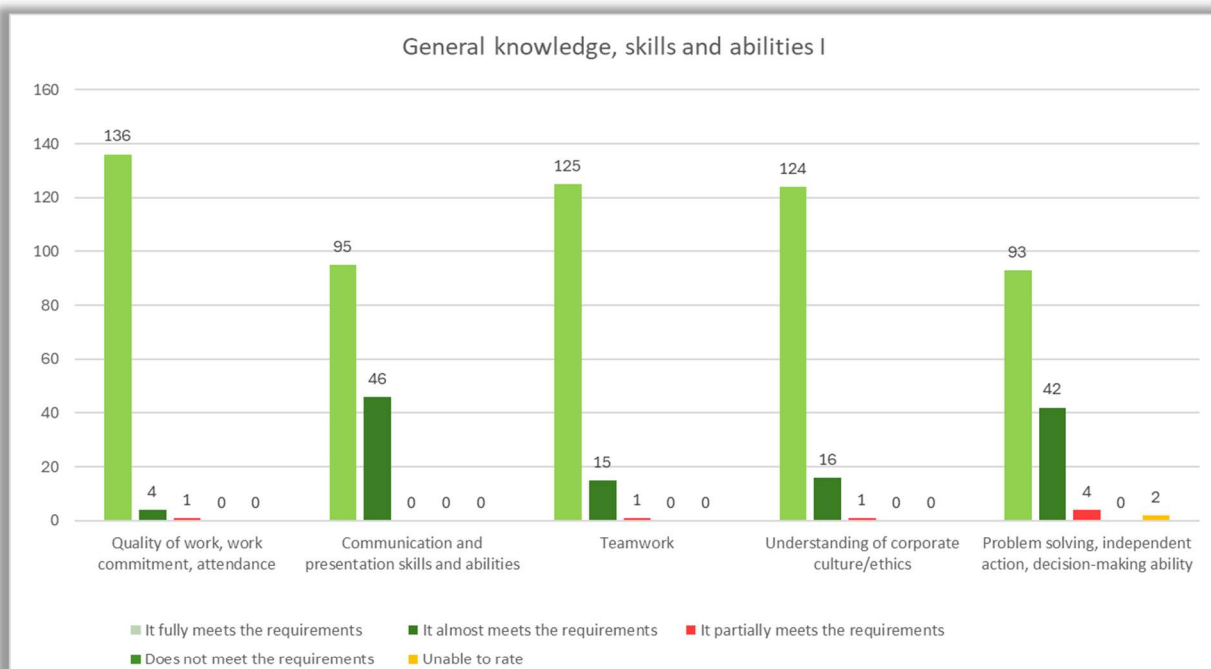
Student completes a compulsory internship of his/her own choice at Škoda Auto a.s., a partner company in the Czech Republic or abroad (mainly within the VW Group). All brands of the VW Group have a detailed internal system of professional student internships, which gives a good guarantee of the quality of the internship placements of ŠAU students. Relationships with other providers of professional practice are regulated by a contract for the implementation of the internship between the school and the respective provider of practice.

Feedback following the completion of the placement is provided by a written standardised 'Certificate of Completion of Compulsory Practice and Student Evaluation' and a 'Student Report of Professional Practice'. These documents specify the scope of the activities assigned to the student during the internship and the range of tasks performed by the student, and also include the supervisor's evaluation of the student's performance during the internship. This assessment has been substantially updated in 2022 and is more reflective of the fulfilment of the learning objectives of individual study programmes and specialisations.

Usually, the focus of the activity during the professional practice is the starting point for the later selection and elaboration of the student's bachelor thesis topic. Completion of the professional practice is a prerequisite for the assignment of the bachelor thesis.

The following graphs provide a summary of the results of the trainees' assessment by the practice supervisors in the area of general knowledge, skills and competences:

**Results of the evaluation of students of ŠKODA AUTO University's bachelor's degree programmes in professional practice in 2022 (number of students)**



**2.6.4 Other activities**

In 2022, ŠKODA AUTO University also implemented the following activities in individual departments beyond the standard teaching in accredited study programmes:

**The Department of Language Training and Intercultural Competences** has participated in a number of educational activities organized for students, university teachers and the public. Since 2017, ŠAU has been a certified test centre for the Cambridge International Language Examinations. In 2022, regular training was conducted to confirm the certification of four teachers as official examiners of the Cambridge - B2 First and Cambridge - C1 Advanced international examinations. In June 2022, the relevant examinations were held, with 16 CAE certificates and 4 FCE certificates awarded. In connection with the exams, online CAE preparation courses

were held under the guidance of Ioana Kocurova-Giurgiu (May-June 2022) and FCE under the guidance of Lucie Janečková (October-November 2022).

The department regularly provides English language instruction for academics and operational staff of the ŠAU. In 2022, under the guarantee of Lenka Stejskalová and the guidance of lecturers Petra Vaňková and Kevin Glanville, the teaching was implemented in four groups according to the level of language competence of the participants. Newly, in WS 2022, under the guidance of Zuzana Havlisová, online German language seminars were facilitated for students on compulsory practice.

Individual consultations with academics from other departments to prepare professional courses taught in English as well as interdepartmental cooperation in teaching are standard. Lenka Stejskalová participated in teaching the course Fundamentals of International Management at the Department of Marketing and Management, Dagmar Siegllová in teaching the course Public Relations at the Department of Marketing and Management.

The Department also implemented a number of forms of cooperation within the framework of internationalisation. Within the framework of the international project Erasmus + KA2 CIICPD, cooperation with partner universities was further expanded by tandem teaching in the subject AJC1 Module 3 with students from Austria (Steyr) under the guidance of Dagmar Siegllová and Lenka Stejskalová. The project also included a Hybrid Summer School, which culminated in a competition for the best proposal in a project called Green University, in which teams of students from all partner universities physically participated, while other students and their teachers were connected online. The competition was attended by the management of the ŠAU. This project included a visit of the project team to the International Week at the partner University of Applied Sciences in Steyr, Austria, where a project coordination meeting was held as well as a presentation of the project at the Cross-Cultural Business Conference 2022. In November 2022, another project meeting was held at the partner university in Seinajoki, Finland, as part of the International Week.

In the Bachelor's degree, students under the guidance of Pavlína Příbramská participated in video-conference classes in cooperation with the partner university in Siena. In the German language courses within the Woche der Nachbarschaft project under the guidance of Zuzana Havlisová, two phases of the project took place in April and October, culminating in a two-day visit of the students of ŠAU to the partner university in Dresden.

DLIC staff actively participated in professional events and conferences aimed at inter-institutional sharing of know-how and experience at local and international level. Dagmar Siegllová presented an expert paper at the conference organized by the Centre for Language Education of MU in Brno (Appreciating Plurilingual Competencies: Current and Future Perspectives) in June 2022 and at the conference organized by the Faculty of Arts of Charles University in Prague (3rd International Conference on Sociolinguistics: Diversity, New Media and Language Management) in August 2022. In September 2022, Ioana Giurgiu presented at the conference organized by EFS in Brno (Exploring language for specific purposes in Business and economics at tertiary level), Lenka Stejskalová and Ioana Giurgiu presented their papers at the conference organized by CJV UPOL in Olomouc (Teaching trends at university language centres across the EU) in October 2022. Dagmar Siegllová and Emil Velinov physically attended and presented their papers on language education topics at the international conference organised by CercleS in November 2022 in Porto, Portugal.

In the summer months of 2022, DLIC in cooperation with the Foreign Department of the School of Education actively participated in helping Ukrainian refugees, students and academics by implementing summer programs. Lenka Stejskalová and Zuzana Havlisová were involved in the organization of the Suburban Camps in July and August. English courses for high school students from June to September 2022 were implemented by Lenka Stejskalová, Dagmar Siegllová, Miluše Löffelmannová and Barbora Bukovanová. The Czech language courses Hezky Česky were conducted in July and August by Zdeňka Patočková, Luboš Skopec and Pavlína Příbramská. Zdeňka Patočková and Alena Bednářová taught Czech for Foreigners for teachers from Ukraine preparing for their teaching practice in the Mladá Boleslav area.

The Department is also involved in workshops and lecture activities for the professional public commissioned or offered by the Educational Institute of the Central Bohemian Region VISK. During the year 2022, a series of methodological seminars and demonstration classes (on-line and on-site) on critical thinking for secondary school teachers in the Mladá Boleslav area were implemented. Under the guidance of lecturer D. Siegllová, a workshop was held in January 2022 at the Gymnázium Dr. Josefa Pekaře, two workshops in February 2022 at the Gymnázium Mnichovo Hradiště and in August 2022 a workshop at the SOU Hubálov. Educational events for the



public also take place online, a webinar for the educational organisation VividBooks was organised by Dagmar Siegllová in August 2022.

In 2022, cooperation with Škoda Auto a.s. on training in the Diversity wins@VW programme continued and was expanded to include the offer and implementation of language training for ŠKODA AUTO trade unions (Karel Simon, Lucie Janečková). In May 2022, a two-day training course in English with a CLIL approach was held under the guidance of Dagmar Siegllová. In the summer semester, two series of TED Circles presentations for the public were held under the guidance of Ioana Kocúrová-Giurgiu.

Each semester the Department repeatedly incorporates lectures by practitioners into the teaching of English at Master's level. There is regular collaboration with NMS Market Research in the AJC1 Module 2 course.

The Department is a member of CASAJC (Czech and Slovak Association of Language Centres). Lenka Stejskalová, who focuses on inter-institutional cooperation activities at the national and international level, is a member of the committee of this association, to which she was elected in 2018 and re-elected in 2021. In October, Lenka Stejskalová participated in an informal meeting of the association's committee within the framework of the conference organized by the CJV UPOL in Olomouc, where the financial performance was summarized and the plans of the association's activities for 2023 were discussed.

**Department of production, logistics and quality management** annually organizes invited lectures by experts from practice, excursions and works with talents by involving them in the scientific research activities of the department. The Department is accredited by the European Logistics Association for its Bachelor's specialisation in Logistics and Quality Management and Bachelor's degree programme in Industrial Management. As a result, it awards the Candidate European Logistician - cELog certificate to students with very good grades. For students of other specialisations and programmes, course packages are available, enabling them to obtain the Logistics Management I and II certificates under the auspices of the Czech Logistics Association.

The Department guarantees 4 courses on the topics of logistics, production, purchasing and quality, where the teaching is implemented in the form of lectures by managers of individual departments of Škoda Auto a.s. The courses are Selected cases from logistics practice (logistics managers), Selected issues in purchasing (purchasing managers), Production planning in the automotive industry (production managers) and Selected chapters in quality management (quality managers).

The department has built and is expanding a manufacturing and logistics lab that includes interactive learning sets for learning skills in lean manufacturing tools (5S, SMED, Standard Workflows, JIT, Stable Manufacturing) and a developmental set of tubular racking systems to gain skills in designing and assembling them. The lab is primarily used in the courses Lean Manufacturing Methods, Lean Manufacturing Methods II and Logistics Practicum, but also in other courses sponsored by the department. In addition to the equipment of the production and logistics laboratory, the department also uses other interactive forms of teaching in its courses: the simulation game Marketplace live - Supply Chain & Channel Management (in the course Simulation of Supply Chain Management), management games (e.g. NLK game, Beer game, on-line Beer game), e-cart system IKS (including barcode readers), Logistify (mobile logistics game with augmented reality). Plant Simulation (software for computer simulation of business processes), CPLEX, AMPL (optimization software), Easy Cargo (software for loading and unloading trucks), Leanix (software for process mapping), GanttProject (software for scheduling) are also an integral part of the training.

In cooperation with Regensburg University of Applied Sciences (Germany) an elective course Innovative Trends in International Supply Chain Management is implemented and taught to teams of students from both universities. Within the course, students attend lectures by invited experts, visit industrial enterprises in the Czech Republic and Germany and solve and present the results of case studies. The Department also sponsors the interdisciplinary course Strategic Sustainability Management, which is taught by staff from four departments of ŠAU and completes the knowledge and skills acquired by students throughout their studies. At the same time, it participates in the teaching of the interdisciplinary course Sustainable Innovation Mindset, taught to international students.

Invited lectures by practitioners on selected topics and excursions are organised as part of the courses taught by the department's staff. These are the subjects Enterprise Logistics, Green Logistics, Supply Chain Management,

Lean Supply Chains, Production Organization and Management II, Computer Simulation of Logistics Processes and Quality Management. Innovative Solutions in Internal logistics (Škoda Auto a.s.), Connectivity, Path to Electrification (VW Group, Semiconductors), Digitization and Automatic Identification in Construction Industry (OneStopPro), Sustainability in International Supply Chain Management (Fair Venture), Tensile Principle in Supply Chain Management (Manufactus), Quality Methods and Tools (Škoda Auto a.s.), FMEA Method and its Practical Application in Automotive Industry (Škoda Auto a.s.), and the following lectures were held in 2022. ), Contingency Plans in Automotive Industry Companies (Grupo Antolin), Computer Simulation in Practice (Logio s.r.o.), Appearance Items in Automotive Industry (Grupo Antolin), Green Logistics at Škoda Auto (Škoda Auto a.s.), Project Management vs. Agile Techniques (Česká spořitelna a. s.), Programming course in BEEvisio software (BEEWATEC s.r.o.), Digitalization of supplier-customer relations (Manufactus), Planning and management of production program (Škoda Auto a.s.), Industry 4.0 and innovative trends in Škoda Auto logistics program (Škoda Auto a.s.).

Students of the subjects Green Logistics and Production Organization and Management II for Logistics and Production of Škoda Auto a.s. solved and defended semester projects on specific logistics and production topics in front of representatives of this company.

In addition to lectures by practitioners, lectures by foreign experts are organised for students. They were implemented in the subjects Supply Chain Management, Production Organization and Management II and Supplier Quality Management. The lecturers were academics from the partner Seinajoki University of Applied Science (Finland).

Three students of ŠAU participated in the contract research project of the department for Škoda Auto a.s. Six students were involved in the SusTrans project funded by the Erasmus+ programme. One student of the Department represented ŠAU at the International Student Scientific Conference mŠVOK 2022, where he won the 4th place in the competition for the best presentation. Another student of the department took 2nd place in the competition of the Czech Society for Quality "František Egermayer Award" in the category of Bachelor and Graduate Theses. Throughout the year, members of the department were actively involved in lectures at open days, student fairs and in cooperation with secondary schools.

**The Department of Law and Economics** is actively involved in lecturing activities for the professional and lay public beyond the standard teaching and participates in the promotion of the school. Its members are active in many important professional organizations at the national level.

PhDr. Jiří Malý, Ph.D. presented his paper "Croatia Joins the Euro Area: Would the Current Member States Meet the Convergence Criteria?" Post-Pandemic Challenges and Opportunities of the Czech and European Policy (Čeladná, 6-8 September 2022). He was a member of the Editorial Review Board of the international academic publishing house IGI Global.

Mgr. Pavel Neset, Ph.D. promoted the educational activities, unique focus, advantages and uniqueness of studying at ŠAU at the higher education fair GAUDEAMUS. He was a lecturer for the Financial Literacy Webinar at Škoda Auto, a.s., which had high attendance and positive feedback. He also serves as an evaluator in the committees of the National Accreditation Office. He has been a member of the National Economic Council of the Government since 2022.

In 2022, Prof. Stanislav Šaroch served as chairman, member of committees and opponent in dissertation defenses, nomination and habilitation proceedings, especially at the University of Economics in Prague and Masaryk University in Brno. He has also served as a member of the editorial board of the journal Economic Perspectives included in the Scopus database. He has also participated in several expert thematic debates organised within the format of the National Convention on the EU organised by the Government Office. He also led the team that published the study "The Automotive Industry in the Contemporary Economy: Positions, Trends, Challenges and Sustainability". The publisher of the study is ŠAU. At the same time, he was an expert guarantor and chairman of the programme committee of the scientific conference "International Conference on Automotive Industry", which was organised by ŠAU in 2022, and editor of the proceedings of this conference.

JUDr. Petr Frischmann, LL.M., Ph.D. within the framework of lifelong learning a course on Business Negotiation was implemented. He is also involved in the "Lawyers to Schools" project.

**The Department of Marketing and Management** under the leadership of the Head of the Department doc. Ing. Pavel Štrach, Ph.D. et Ph.D., in cooperation with the University of Mining and Metallurgy - Technical University

of Ostrava, was awarded and started the TAČR Beta 2 project (TITSMPO116). Under the leadership of the deputy head of the department Ing. Eva Jaderná, Ph.D., the project of the Student Grant Competition Sustainable Transport, Housing and Nutrition through the Eyes of Czech Consumers was launched and the project of the Internal Grant Agency Multidisciplinary Approaches to Value Chain Sustainability in Automotive was completed. The Department also participated in a contract research project for the founding organisation called Country Reports, which dealt with the identification of market potential in selected foreign markets. Department member Mgr. Emil Velinov, Ph.D. led the project "Diversity, Equity and Inclusion practices in the German and Czech Automotive industry" supported by the bilateral Czech-Bavarian cooperation (BTHA, in cooperation with the University of Regensburg). Dr. Velinov also completed the project "Promoting Digitalization and Active Citizenship in Teaching Bachelor and Master Courses" supported by Norwegian funds. Members of the department also participated in research tasks across the university, e.g. the INTREPID-HEI project implemented within the EIT HEI Urban Mobility Initiative, one of the Erasmus+ cooperation programme axes.

The Department provided the implementation of specifically focused courses leading to the certificates of Purchasing Expert for students studying in the follow-up Master's degree programme in Business Administration, specialisation International Marketing, and Purchasing Specialist for students studying in the Bachelor's degree programme in Business Administration, specialisation Business Administration and Logistics and Quality Management, with the support of the specialist area of Purchasing of ŠKODA AUTO's founding company. On the basis of the successful cooperation with the purchasing area of ŠKODA AUTO's founder, the idea of further deepening the subjects and educational activities for purchasing was developed, resulting in the creation of a specific study specialisation within the Bachelor's degree programme in Business Administration under the title Purchasing. An application for accreditation of this specialisation was submitted to the National Accreditation Authority in 2022.

In the field of the use of new pedagogical methods, the cooperation between students of ŠKODA AUTO University and students of the Czech Technical University continued within the framework of the Formula Student project; the students were led by Ing. Martina Beránek, Ph.D. In 2022, a creative classroom was put into operation, initiated and conceptualized by Ing. Jana Pechová, Ph.D. (especially for teaching the subject Creative and Innovation Management). In the teaching of the subject International Management, international virtual teams within the BLIC and xCulture cooperation platforms were used. In the subject B2B Marketing, training in purchasing negotiations was conducted with the participation of professional buyers.

**The Department of Human Resource Management** has been involved in the areas of internationalisation of teaching, other educational activities (including CVL) and contract research projects.

As part of the internationalization of teaching, Dr. Cory Isaacs from SeAMK (Finland) taught the Social and Managerial Potential Development course on cultural stereotypes and teamwork in October 2022. Doc. Karel Pavlica then taught at the Finnish partner university SeAMK in the course International Business and Communication topics in the field of intercultural management.

Skoda Academy included in its teaching programme a course on Intercultural Management taught by doc. Pavlica in both Czech and English.

Mgr. Tibor A. Brečka, MBA, LL.M. in addition to the existing two CŽV courses.

Dr. Švejdarová worked on the following projects and educational events:

- 21st EWA Edu. for SOUs ŠKODA AUTO: implementation of a didactic model in project-based learning and teaching of the subjects English, IT, History and Czech language.
- Science and Research Project: Didactics and methodology of corporate education for the ŠKODA AUTO a.s. Academy: creation of a Unified Educational Ecosystem for ŠKODA AUTO a.s.
- Workshop Interactivity and creativity in lecturing. This workshop was organised by ŠAU in cooperation with the EPALE Czech Republic platform, which organises workshops in the regions on various topics useful for lecturers' work and attractive for the field of adult education. David Holman and Eva Švejdarová presented the methodology of 21st EWA Edu - Education for the 21st century.

- Workshop: circularity for each of us - Connecting the innovative philosophical-didactic approach of 21st EWA (Empowering Wholeness Adaptive) Edu led by its authors and lecturers ŠKODA AUTO Vysoká škola, Eva Švejdarová and David Holman with practice, namely lecturers INCIEN | Institute of Circular Economy, Pavel Zedníček, Stepan Vashkevich and Petr Novotný.
- Student projects in the first year of the course Sustainable Innovation Mindset, which was co-developed by Ing. David Holman, Ph.D., Mgr. Eva Švejdarová M.A., Ph.D., and Ing. Josef Horák, Ph.D. Real projects from Škoda Auto a.s. were meaningfully guided by a logistics expert, a specialist in human capital development and an expert in environmental accounting. The course ended with presentations by international student teams, presenting concrete solutions in the areas of changing mindsets through "cultural nudges", diversity and inclusion, or reducing the carbon footprint of food.
- The project Preliminary research of corporate logistics and supply chain resilience capabilities, which focuses on competences for building resilience in logistics and supply chains of industrial companies, is a project of the Bayerisch-Tschechische Hochschulagentur (Bavarian-Czech Higher Education Agency). The project involved a research team from ŠKODA AUTO University and OTH Regensburg.

Beyond the above activities, Dr. Ingrid Matoušková continuously provided psychological counselling in the area of coping with personal problems and career planning to students and academic staff at the ŠAU.

**The Department of Quantitative Methods** once again implemented intensive preparatory courses in mathematics and physics for newly entering students; the latter course is designed especially for future students of the Industrial Management programme. The members of the Department organised the familiarisation stay for the newly entering students of the SACS. Mgr. Petr Kasal managed the activities of the USK school sports club. Mgr. Pavel Brom, Ph.D., and Mgr. Petr Kasal held several lectures for high school students on ICT and applied mathematics and physics.

The Department is actively involved in the development and support of the operation of technologies for the preparation of educational aids for distance learning; Mgr. Pavel Brom, Ph.D., has designed a physics laboratory for hybrid teaching (face-to-face and online using real physics experiments remotely controlled via the Internet) in the new Educational Technical Centre Na Hejdvovce, where teaching is planned from 2023. The Department is preparing and implementing contractual and research projects in cooperation with ŠKODA AUTO and other companies. Members of the department were part of the research teams of several TAČR, contract research and IGA projects, providing statistical data processing within these teams.

Mgr. Pavel Brom, Ph.D., was the principal investigator of the projects supported within the grant programs of ŠKO-ENERGO with the titles Physics of Travel and Physical Principles, Safety, Ecology and Economy of Operation of Various Transport Vehicles in Summer Suburban Camps for Children.

In 2022, members of the department were involved in the organization of integration activities for Ukrainian children who found refuge in Mlada Boleslav and its surroundings.

On October 25, 2022 Mgr. Pavel Brom, Ph.D., organized the first observation of a partial solar eclipse from the VCNK campus for students of ŠAU for the general public, including several school classes from Mladá Boleslav and their teachers.

**The Department of Finance and Accounting** applies the latest trends in current accounting and tax legislation in all subjects as part of the teaching process. In order to acquire practical skills, experts from practice are involved in teaching. In the winter semester 2022/2023, a lecture on "Cash Circulation in the Czech Republic" was given by a practitioner, Ms Ing. Kateřina Kudynek Kočková, BO Financial Markets and Cash Processing from Česká spořitelna a.s. The lecture was intended primarily for students of the Finance course in the Financial Management major and supplemented or clarified their knowledge in the area of cash circulation. No less important was the presentation of experts on tax issues in the subject Fundamentals of Financial and Tax Law, namely Ing. Červinka, tax consultant, PFK APOGEO on the topic "Tax Process" and Ing. Zakouřil, tax consultant, PFK APOGEO on the topic "Case law on the issue of the shvarcsystem". Experts from the practice also work for a long time at the Department of Finance and Accounting and as external lecturers. These are tax specialist Ing. Bergner and tax specialist Ing. Halík.

In the field of science and research, a research project focused on quantification of economic externalities of the development of electromobility in the Czech Republic has been defined at the Department of Finance and Accounting, which is currently being solved within the three-year (2022-2024) internal grant project of the Czech Academy of Sciences "Impacts of successful development of electromobility in the tax mix of the Czech Republic in the context of EU policies" by the research team of the Department of Finance and Accounting (Ing. Bergnerová, Assoc. Bokšová, Dr. Horák, Dr. Moravec) in cooperation with the Department of Quantitative Methods of the School of Economics (Mgr. Kasal). Initial outputs of the 2022 research were presented at the Research Open Day in January 2023. The Department has formed a publication team with experts from the Department of Business and Finance of the Faculty of Economics and Finance of the Czech University of Life Sciences in Prague and we expect to implement the first results in 2023. A member of the implementation team, Dr. Horák, participated in the International Atlantic Economic Conference, where the impact of government support on the development of electromobility in the European Union and EEA countries was presented and widely discussed.

After the successful completion of the three-year TAČR Eta project "New Challenges of e-Government in a Pan-European Context to Increase the Competitiveness of the Czech Republic", the implementation period in which the application guarantor implements the results and outputs of the project into practice. No less important is the repeated involvement of Assoc. Čížinská's participation in the creation of the annual study of ŠAU devoted to the automotive industry. In the study published in 2022, she is the author of the chapter "Financial performance of Czech automotive companies in the European context".

In 2022, doc. Čížinská and doc. Krabec participated in the International Staff Week, traditionally organized by VIVES University of Applied Sciences (Commercial Sciences, Business Management and Informatics) in Kortrijk, Belgium. Both lecturers presented their interactive workshops on topics related to sustainable finance. As part of the Erasmus+ programme, doc. Čížinská also participated in a language course in advanced business English at the GV Malta English Centre in 2022. Furthermore, within the Erasmus+ mobility, prof. Ing. Jiří Strouhal, Ph.D. at the Department of Accounting and Auditing, Babes-Bolyai University Cluj Napoca (Romania), within the Controlling course.

**The Department of Informatics** started in 2022 the preparation of an application for accreditation of the follow-up study programme Business Informatics (PEMI) for the combined form of study. Several academics are involved in the preparation - the authors of the curriculum frameworks for all taught courses of this study programme. The application will be submitted in the second half of 2023.

In cooperation with the University of Mining and Metallurgy - Technical University of Ostrava, the Department is involved in the TAČR Beta 2 project (TITSMPO116): Proposal for a strategic framework of higher education for the automotive sector.

Also in 2022, the cooperation with SEAMK Helsinki continued (reciprocal lectures of teachers - Ing. Juhas).

Dr. Beneš created the IS CC (Cloud Computing Information System) tender documentation for the Ministry of the Interior of the Czech Republic.

During the year 2022, the project Modernization of teaching - equipment and operation of the ICT laboratory was launched (Dr. Beneš). The aim of the project is to set up an information technology laboratory for research, theoretical and practical education in the subjects Technical Infrastructure and Network Technologies (TIST) and Algorithmization and Programming (AP), which are compulsory subjects of the specialization in Business Informatics (PEMI). Students of the PEMI study programme (as well as academic staff of the Department of Informatics) will thus gain a platform (theoretical and practical) for participation in IT projects (as researchers or as co-researchers).

The Department cooperates with secondary schools in teaching computer science subjects in the form of invited lectures and also by proposing topics in the field of computer science for year or final theses.

Members of the department also closely cooperate with the Czech representation of IBM (invited lectures by experts from practice), or with the association of IBM technology users - COMMON ČR.

Experts from Škoda Auto a.s. are involved in the teaching of computer science subjects in the form of invited lectures:

Ing. David Žid (Škoda Auto): "Agile project management". In the subjects of Information Systems Project Planning and Management, Project Management, Technical Infrastructure and Network Technologies.

Ing. Pavel Šimek (Škoda Auto). In the courses Enterprise Informatics, Management of Enterprise Informatics I, Technical Infrastructure and Network Technologies.

Ing. Patrik Šolc (President of ITSMF (International IT Service Management Forum)): "Experience in IT project management and ITIL implementation". In the subjects Enterprise Informatics, Enterprise Informatics Management I, Technical Infrastructure and Network Technologies.

**Department of Mechanical and Electrical Engineering** included in the teaching of accredited courses lectures by experts from practice. Ing. Jiří Machuta, Ph.D. (Škoda Auto a.s. foundry and forge) in the subject Material Science - lecture topic "Die casting of aluminium alloys" and in the subject Mechanical Engineering Production - lecture topic "Engine block production technology". A total of 7 colleagues from Technical Development from the EP Department were involved in the teaching of the subjects Automotive Technology in the Bachelor's degree and Mechanical Parts of the Automobile in the Master's degree. Involving other practitioners, the Master's course Electrical and Electronic Systems of the Automobile was taught in cooperation with the EEB department. Three excursions were made to ŠKODA AUTO's production facilities, and one excursion to the engine development centre of ŠKODA AUTO, a. s.

The Department prepared an R&D project for the TAČR TREND competition on the topic of "modular drilling rig", which was selected for support for the years 2023-2025. Furthermore, the Department became a member of the consortium of the National Centre of Competence for Industrial 3D Printing project and participated in the preparation and submission of this project. This important project has also been selected for support for 2023-2028.

As part of contract research, the Department of Mechanical and Electrical Engineering implemented the project "Universal Combs", commissioned by ŠKODA AUTO, a.s. Within the framework of the project, it cooperated with the Technical University of Liberec and as a result of the project Škoda Auto, a.s. filed 2 patent applications.

The department is engaged in research in the field of artificial intelligence with a focus on applications in mechanical and electrical engineering. This research is supported by the internal grant agency of the University. A new 3D printing and virtual reality laboratory has been established in the premises at Carmel. The equipment for the Průša 3D printer was provided thanks to the sponsorship of ŠKODA AUTO, a. s. and the equipment for virtual reality was provided thanks to the sponsorship of Hollen (HW) and Edgecom (SW). The laboratory was immediately used for teaching purposes.

The Department of Mechanical and Electrical Engineering participated in the organization of the ICAI 2022 conference, where 2 sessions focused on materials, technology, design and electrical engineering and automation were implemented under the sponsorship of the department. The conference was held in June 2022. During 2022, a project was developed in collaboration with the Department of Production, Logistics and Quality, the Department of Computer Science and the Department of Quantitative Methods for the reconstruction of a building near Havel Park, which will house laboratories for teaching and research in technical areas. The laboratories are expected to be operational in 2023.

### 3 Students

#### 3.1 Students in accredited study programmes

Number of students in accredited study programmes as of 31 December 2022					
Study programme	Bachelor's degree		Master's degree		TOTAL
	FT	PT/D	FT	PT/D	
Business Administration	570	124	132	70	896
Business Informatics	102	10	3		115
Industrial Management	72		4		76
Business Administration (EN)	13		7		20
<b>TOTAL</b>	<b>757</b>	<b>134</b>	<b>146</b>	<b>70</b>	<b>1107</b>

#### 3.2 Unsuccessful students in accredited study programmes

Number of unsuccessful students in accredited study programmes in 2022					
Study programme	Bachelor's degree		Master's degree		TOTAL
	FT	PT/D	FT	PT/D	
Business Administration	93	38	18	11	160
Business Informatics	19	5			24
Industrial Management	8				8
Business Administration (EN)	0		1		1
<b>TOTAL</b>	<b>120</b>	<b>43</b>	<b>19</b>	<b>11</b>	<b>193</b>

Academic failure in the 1st year of study *)						
Bachelor's degree			Master's degree			TOTAL
FT	PT/D	TOTAL	FT	PT/D	TOTAL	
25,3 %	37,7 %	27,9 %	12,8 %	6,7 %	11,1 %	23,4 %

\*) Proportion of the number of studies started in 2021 and the sum of failed studies for this cohort in 2021 and 2022

The causes of academic failure are usually a discrepancy between students' abilities, their willingness to study intensively and the demands of their study obligations, or difficulties arising from the need to manage demanding work and study obligations simultaneously for students who are employed full-time and study in a combined form.

The Study and Examination Regulations of the ŠKODA AUTO University, together with the credit system used, allow students who cannot manage to complete their studies at the pace set by the standard study plan to spread their study obligations over a longer period.

In the pre-semester period, a familiarisation stay was organised for students newly entering the first year of studies, which, in addition to socialisation activities, was also aimed at increasing students' awareness of the system of studies at ŠAU.

Furthermore, preparatory courses in mathematics, English and Czech language were organised in the pre-semester period to eliminate future academic failure.

Study counselling was provided to students in 2022. Preventive communication was carried out with students who showed poor academic performance during their studies. Measures were implemented to increase the time comfort of students of the combined form of study, especially in the area of the announcement of examination dates.

Of course, there is sufficient capacity for consultation hours for all academic staff at the school. A 'buddy system' has also been introduced, which assigns each candidate a mentor from among the upper-year students who helps them to find their way around the university environment before enrolment and during the first semester.

In 2022, the gross failure rate, expressed as the number of failed students/numbers of all students, increased slightly from 16.7% in 2021 to 17.4% in 2022.

The failure rate of first year students, calculated as the ratio of the number of studies started in year t to the sum of the failures of this cohort in years t and t+1, has also decreased quite significantly slightly compared to the previous year. There continues to be a high failure rate of students in the combined form of the Bachelor's degree programme, which the School needs to pay adequate attention to in 2023.

Measures to reduce the prolongation of studies

The credit-based study system of the ŠAU allows students to choose the individual pace of their studies. The School's internal regulations do not stipulate a maximum length of study for individual study programmes. The validity of the acquired knowledge is ensured by the provisions of the School's Study and Examination Regulations, which limit the maximum validity of the results achieved in Bachelor's degree programmes to 7 years and in Master's degree programmes to 5 years. After the expiry of this period, the learning outcome is no longer valid and the student must take the relevant course in full again. This measure, together with the fact that the student pays the full tuition fee for each semester in which he/she is enrolled, appears to be a sufficient incentive against excessive prolongation of the length of studies.

### 3.3 Scholarships provided to students

In 2022, scholarships were paid to the students of the school in accordance with the Scholarship Regulations of the school.

The following table provides an overview of the number and average amount of scholarships awarded in 2022:

Scholarships to students according to the purpose of the scholarship		
ŠKODA AUTO University		
Purpose of scholarship	Number of students	Average scholarship amount in CZK
Achievement scholarships	119	11047
Social Scholarships	4	25313
To support study abroad	4	13 473
Exceptional scholarships in the amount of tuition fees for students enrolled in the Talent Motivation Programme	144	33 337
Other exceptional scholarships (including 29 scholarships in the amount of 1 semester's tuition fees to support students from Ukraine)	85	14 719
Accommodation scholarships	500	3905
<b>TOTAL</b>	<b>630</b>	<b>15038</b>



### 3.3.1 Specific scholarship programmes

The "Motivation Programme for Talented Applicants" can be considered its own specific scholarship programme. It consists in providing scholarships in the amount of tuition fees to the best 30-40 applicants entering the first year of Bachelor's degree programmes and the best 5-10 applicants entering the follow-up Master's degree programmes. Applicants are selected according to predetermined criteria based on outstanding performance during their secondary school studies, results in the national SCIO comparative examinations, or outstanding performance during their undergraduate studies. This scholarship is conditional on the achievement of at least 60 credits in each of two consecutive semesters throughout the standard period of study. In addition, the ŠAU paid scholarships to support trips abroad to non-EU countries as well as exceptional scholarships for various merits for the development of the school.

### 3.4 Consulting services

Study Affairs Department is responsible for the provision of study counselling and has a total of 4 staff members. In justified cases, the Vice-Rector for Study Affairs and Quality Management is also involved in study counselling. Study counselling and counselling related to the stay in the Czech Republic for foreign students and counselling for outgoing students of the Academy of Performing Arts is provided by the foreign department and the study department and, where appropriate, by the Vice-Rector for International Relations.

Crisis counselling is provided by an academic member of the Department of Human Resource Management with relevant expertise.

In 2022, the "buddy system" continued to operate, assigning each prospective student a mentor from among the upperclassmen who continues to help them navigate the university environment after enrollment. Patrons are assigned to applicants regionally. Surveys have shown that the buddy system helps significantly with the adaptation of first-year students.

In 2022, the counselling service included the assistance of a professional staff member provided to Ukrainian as well as Russian students who were coping with the consequences of the Russian aggression against Ukraine.

In addition, the school has a staff member in charge of organising students' professional practice, who also acts as a counsellor in this field and, together with selected academic staff, in the field of career counselling. ŠKODA AUTO University can also benefit from close cooperation with the relevant HR departments of the company in the area of the application of its graduates. In 2022, a one-day job and trainee fair-Career Day-was once again organised, with more than 20 partner companies taking part - the most ever in the school's history..

### 3.5 Identifying and supporting students with specific needs

The system of identification and support of students with special educational needs is comprehensively described in the "Rector's Directive on Study Support Provided to Applicants for Studies and Students with Special Educational Needs". On the basis of this directive, the school provides each student and study applicant with special educational needs with support aimed at creating the conditions for maximising their potential. In 2022, enhanced information for this group of students was added to the school's website.

Dedicated parking is provided for those with specific needs caused by their limited mobility in the underground car park of the main school building. Wheelchair access is provided to all teaching areas and most other areas of ŠKODA AUTO University, including those located on the premises of Škoda Auto a.s. and at the school's branch in Prague.

International students can also be considered as students with special needs. For this group of students, free Czech language tuition is organised during their studies to the extent appropriate to their needs. This group of students is also provided with extensive counselling and assistance in the field of visa and education verification issues. The International Office, Department of languages and intercultural competences also provides this group of students with intercultural counselling.

The support includes a "buddy system" in which international students are targeted.

### 3.6 Working with exceptionally gifted students and prospective students

ŠKODA AUTO University is aware of the importance of nurturing talented students who contribute significantly to the school's positive image.

In the course of 2022, the awarding and payment of merit scholarships based on academic performance continued.

The number of applicants admitted to the Motivation Programme for talented applicants for undergraduate and postgraduate studies was maintained. A total of the best 30-40 applicants for studies at bachelor's level and 5-10 applicants for further master's studies, selected on the basis of outstanding performance during their studies at secondary school or university or results in the SCIO National Comparative Examinations, were given the opportunity to study at ŠKODA AUTO University with the award of a scholarship equal to the tuition fee.

For students with a high practical motivation, the dual education programme continued in full, which is described in detail in Chapter 4.4.

The involvement of gifted students in the research work of the professional departments continued, especially in the framework of the Student Grant Competition or other research projects.

Gifted students are involved in international projects. During the year they participate in the preparation and organisation of activities within the Erasmus+ programme and cooperate in arranging discussion forums with interesting guests. Exceptionally gifted students are selected for up to one-year work placements with foreign corporate partners. Selected students are supported, where appropriate, with exceptional scholarships to study abroad at partner universities outside the EU. In 2022, most mobility activities have started to develop again after the downturn caused by the epidemic in previous years.

For students with exceptional language skills, an individual foreign language study plan appropriate to their level of proficiency continued to be offered.

In 2022, selected students of ŠAU joined the "Formula Student" project, which has been implemented in cooperation with the Czech Technical University in Prague for a long time. In the competition team, students of ŠAU provide economic competences. In order to increase students' motivation, the work on the project has been further included in the course Team project cooperation with practice, in which students work under the guidance of an experienced academic.

In 2022, the involvement of talented students in the feedback mechanisms of the internal quality assurance system was intensified, and it is clear that it is desirable to further deepen it.

### 3.7 Identifying and supporting students with socio-economic disadvantages

Students with socio-economic disadvantages may apply for a social grant under the conditions and in the amount provided by law. In addition, students may apply to spread the payment of tuition fees for one semester into partial instalments. An important element of support for students with socio-economic disadvantages has been the dual education programme, which provides enrolled students with an income that enables them to finance all or most of the costs of their studies. In 2022, Ukrainian students were a specific group with socio-economic disadvantages. They were granted an exceptional scholarship equal to the tuition fee for 1 semester.

### 3.8 Parental support among students

Mothers among female students may, in accordance with the law, take advantage of the possibility of interrupting their studies for a strictly necessary period of time, which does not count towards the overall maximum period of interruption. In addition, they can apply for a social grant or staggered tuition fee payments, if applicable.

### 3.9 Accommodation and catering services of the university

ŠKODA AUTO University does not have its own accommodation facilities. Student accommodation is covered by framework agreements with several accommodation facilities in Mladá Boleslav, including the former Věneč Hotel, which is owned by the town of Mladá Boleslav. Meals for employees and students are provided in Mladá Boleslav under the same conditions as for employees of Škoda Auto a.s. in cooperation with Aramark.

The students of the Prague branch use the dormitories of the University of Economics or other universities for accommodation, whose capacity seems to be sufficient. This accommodation is not contracted by the school. For meals, students in Prague use the canteens of the VŠE, and they receive the same financial contribution as students in Mladá Boleslav.

The table below contains data concerning accommodation and catering in Mladá Boleslav.

Accommodation, catering in Mladá Boleslav	
ŠKODA AUTO University	
Total bed capacity of university halls of residence	0
Number of beds in rented facilities	32
Number of applications for accommodation as of 31.12.2022	61
Number of successful accommodation applications as of 31.12.2022	33
Number of beds/days in 2022	data not tracked
Number of main meals issued to students in 2022	7379
Number of main meals issued in 2022 to university staff	6657
Number of main meals issued in 2022 to other boarders	45993

### 3.10 University Sports Club

In 2022, after a certain pause caused by anti-epidemic measures, the activities of the ŠAU University Sports Club were fully developed again. During the teaching part of both semesters, regular sports activities of students took place in the following sports activities: futsal, floorball, volleyball, basketball and jumping. During the year 2022, a total of 11 students represented ŠAU at the academic championships of the Czech Republic. The USC organized school tournaments in futsal and volleyball with the participation of 46 students and 5 academic staff members, and a school championship in cross-country and downhill skiing in which 18 students participated. During the whole year, USK organized 3 boating expeditions: a one-day float trip on the Jizera River in the Malá Skála - Turnov section, a three-day float trip on the middle reaches of the Sázava River and a foreign trip to Austria on the more difficult Salza River. In addition, a total of 3 joint weekend stays in one of the Czech mountain ranges were organized.

The club's activities were organized mainly by its chairman Mgr. Petr Kasal. The financial support came from the budget of the School of Aviation, the contribution of CAUS and membership fees.

## 4 Alumni

### 4.1 Alumni of accredited study programmes

In 2022, a total of 218 graduates will have completed a study programme at ŠAU. This was the highest number in the school's history. The first students graduated from the Industrial Management and Business Informatics programmes.

Alumni of accredited study programmes (numbers)					
	Bachelor's degree		Master's degree		TOTAL
	FT	PT/D	FT	PT/D	
Business Administration	124	22	38	30	214
Industrial Management	2	0	0	0	2
Business Informatics	2	0	0	0	2
<b>TOTAL</b>	128	22	38	30	<b>218</b>

### 4.2 Cooperation and maintaining contacts with alumni

Graduates of both forms and levels of study have the opportunity to become members of the ŠKODA AUTO University Alumni Club. The club has been operating in its current form since 2010. Through it, the school maintains contact with its alumni who have gone into practice, obtains statistically interesting data from them and invites them to its professional and social events. Technically, contact with alumni is ensured by setting up a special mailbox, which is part of the school's information system. The aim is not only not to lose contact with ŠKODA AUTO University alumni in the future, but also to actively involve them in the school's activities.

The Alumni Club has its own page on the ŠKODA AUTO University website where you can obtain basic information. Interviews with successful alumni and information about the club's activities are published here.

Members of the ŠKODA AUTO University Alumni Club are regularly invited to the following events: professional discussion forums and conferences organised by the school, cultural and sporting events. For their part, they have the opportunity to provide feedback on, for example, their application on the labour market or their opinions on events they have attended.

### 4.3 Monitoring graduate employment, measures to increase employment

The School regularly conducts an annual survey of the employability of graduates of the Bachelor's and Master's degree programmes.

Unfortunately, the 2022 survey was marked by an unusually high proportion of graduates who did not provide information about their employment, making the predictive power of the survey results low. The results are therefore not presented graphically in this chapter. Increased attention should be paid to this monitoring in 2023. At the same time, a more extensive survey is planned for 2023, focusing not only on employability but also on graduate feedback.

ŠAU also cooperates directly with ŠKODA AUTO a.s. to monitor the employability of its graduates. On the basis of this cooperation, it was found that a total of 42 ŠAU graduates found employment at ŠKODA AUTO a.s. in 2022, which represents almost 62% of all new entrants to ŠA in the period under review.

Measures to increase the employment of graduates are part of the system of cooperation with the corporate sector - the Partner Concept, which is described in more detail in the following section 4.4.

### 4.4 Cooperation with future employers

Since the founder of the university in its new legal form is ŠKODA AUTO a.s., the school cooperates very closely with this multinational company in supporting the employment of its graduates.

The management of the school formulated a new concept of cooperation with the business sphere in the preparation of graduates already at the end of 2013, which gradually developed into a comprehensive system called the "Partnership Concept". In 2022, the school continued its systematic cooperation with partner companies.

The cooperation was mainly implemented in the following forms:

- professional practice of students of ŠAU in enterprises,
- dual study programme,
- joint research and consulting projects,
- Involvement of experts from the corporate sector in teaching and conducting final theses,
- involvement of experts from partner companies in the study programme boards and the academic council of the school,
- cooperation in the development of new and innovation of existing study programmes,
- the school's educational and consultancy services for businesses,
- financial support provided by partners.

The dual education programme Study and Work, which was launched in 2019 with the ŠKODA AUTO a.s., is becoming increasingly important in the area of cooperation with employers. In 2020, in addition to ŠKODA AUTO a.s., Faurecia CZ also joined the programme (from 2022, the company's name will change to FORVIA). In 2021, two more companies, Kautex Textron Bohemia spol. s r.o. and ČSOB, joined the programme. In 2022, other new companies Simoldes Plasticos, DHL, Thimm Obaly, Grammer CZ joined the programme. This year we had the highest number of companies participating in the programme, which reached 8.

In 2022, 8 companies were involved in the program. After a selection process, 16 students were included in the program (ŠKODA AUTO 10, Kautex 1, Simoldes Plasticos 1, Faurecie 3, Thimm Obaly 1).

These students were enrolled in the 1st year of full-time study in the professional Bachelor/Master programmes/specialisations that the school runs. At the same time, they have entered into employment contracts with companies that provide them with a significantly superior range of professional practice and other educational opportunities. At Škoda Auto, students are very well financially secured thanks to an increased hourly rate of remuneration during the professional practice and also a scholarship of CZK 5,000/month, which is paid after 1 year. At the same time, the participants of the programme have the prospect of a job offer upon successful completion of their studies and become a full-fledged employee.

During the year 2022, meetings were organized between students of ŠAU and representatives of partner companies, which focused on the possibilities of students' employment as trainees or employees.

The highlight in this area of cooperation was the organisation of Career Day - a fair of internship and job opportunities, where students were introduced to a total of 23 partner companies. Following the lifting of the anti-epidemic measures, it was again held in an on-site format.

The school periodically statistically tracks the employment of its graduates and publishes them on its website.

The school management has consistently paid attention to the unemployment rate of graduates. The employment of graduates in Škoda Auto a.s. is monitored in a superior way.

In 2022, MIBCON NDC, Apogeo, Hollen, and Beewatec provided financial support to the school for the equipment of professional classrooms or student scholarships.

Cooperation with these companies was established and developed during 2022:

Ernst & Young s.r.o.	KPMG Česká republika, s.r.o.	Středočeské inovační centrum
AIMTEC a.s.	MAHLE Behr Mnichovo Hradiště s.r.o.	Behavio Labs s.r.o.
Montana s.r.o. Mladá Boleslav	SCIO s.r.o.	Česká logistická asociace z.s.
Innov8 s.r.o.	DigiTech (dříve E4t electronics for transportation) s.r.o.	DYNAMIC FUTURE s.r.o.
Siemens, s.r.o., odštěpný závod Elektromotory Mohelnice	M. Preymesser logistika s.r.o.	02 Family, s.r.o.
Magna Exteriors & Interiors (Bohemia) s.r.o.	Klokočka Autosalon spol. s.r.o.	NMS Market Research s.r.o.
ROHDE & SCHWARZ závod Vimperk, s.r.o.	KIEKERT-CS, s.r.o.	IBM Česká republika spol. s r.o.
Continental Automotive Czech Republic s.r.o.	Ipsos s.r.o.	Komerční banka a.s.
Kautex Textron Bohemia spol. s.r.o.	Manufactus GmbH	Marimex CZ, s.r.o.
Odbory Kovo MB	SIC (Středočeské inovační centrum)	LOGIO s.r.o.
AUTO JAROV, s.r.o.	HYPERA s.r.o.	mBlue Czech, s.r.o.
Porsche Inter Auto CZ spol. s.r.o.	Alevia s.r.o.	Faurecia - cz
Hönigsberg&Düvel Datentechnik Czech s.r.o.	Česká spořitelna a.s.	BEEWATEC s.r.o.
	Teradata Česká republika, spol. s r.o.	HOLLEN CZ s.r.o.
	3BT software s.r.o.	Správa železnic
		SUAS GROUP a.s.
		MIBCON NDC s.r.o.
		Apogeo Goup
		Hollen s.r.o.

## 5 Interest in studying

### 5.1 Interest in studying at university

Interest in studying at university						
	Bachelor's degree			Master's degree		
<i>Study programme</i>	<i>Number of applications</i>	<i>Number of admitted</i>	<i>Number of students enrolled for studies</i>	<i>Number of applications</i>	<i>Number of admitted</i>	<i>Number of students enrolled for studies</i>
Business Administration	314 (-33)	314 (-33)	177 (-27)	154 (+8)	151 (+5)	99 (+3)
Business Informatics	105 (+21)	105 (+21)	60 (+18)	7 (+0)	7 (+0)	3 (+1)
Industrial Management	58 (+12)	58 (+12)	31 (+0)	10 (+5)	10 (+5)	2 (+0)
Business Administration (EN)	14 (+4)	14 (+4)	6 (+4)	20 (+10)	19 (+9)	4 (+0)
<b>TOTAL</b>	<b>491 (+4)</b>	<b>491 (+4)</b>	<b>274 (-5)</b>	<b>191 (+23)</b>	<b>187 (+19)</b>	<b>108 (+4)</b>

The table shows the respective numbers and the differences compared to 2021.

Compared to 2021, the total number of applicants to Bachelor's degree programmes in 2022 remains at a similar level. There is a noticeable shift of interest from the Business Administration programme to the Business Informatics and Industrial Management programmes. The number of students enrolled has decreased very slightly, decreasing especially in the Business Administration programme and increasing especially in the Business Informatics programme.

The number of applicants for all the postgraduate programmes increased. The total number of students enrolled at the postgraduate level also increased slightly.

The total enrolment in the English-taught Business Administration programme at both levels was 10 students, the highest in the history of the school.

The total number of students enrolled in all programmes at both levels was 382 (383 in 2021).

In 2022, applicants were admitted without entrance examinations. Newly enrolled students in undergraduate programmes are screened by Scio's general aptitude tests. Test results are an important indicator of the quality of applicants.

All applicants for admission to bachelor's degree programmes are also subject to English language tests, which are mainly designed to determine their entry level of proficiency. Foreign students in Czech-taught study programmes also take a diagnostic test of the Czech language.

### 5.2 Cooperation with high schools

ŠKODA AUTO University cooperates intensively with secondary schools to provide information to applicants. In addition to many other information channels, basic information materials are sent to secondary schools in the Czech Republic. In 2022, a renewed event - Meeting with secondary school representatives - was also held, which was complemented by a professional workshop.

In 2022, again, after some lull caused by anti-epidemic measures, intensive implementation of activities related to secondary schools started. The trips to secondary schools were significantly stepped up and their concept was completely revised. Since 2022, the primary content of a visit to a secondary school is no longer the presentation of study opportunities, but the same space is gaining valuable content. This is provided by lectures by academics and technology or non-typical teaching methods (logistics games, garbology, etc.), thanks to which the willingness of secondary schools to host our roadshows is demonstrably higher. A similar concept is applied to high school visits to our country, where the main objective is to provide a full university experience, given for example by attending a real lecture in the classroom.

The cooperation with the Gymnázium Dr. Josefa Pekaře was renewed, for which each of the departments wrote a minimum of five themes for the final graduation thesis. Cooperation with local secondary schools is also continuously strengthened and they are invited to specific events throughout the year.

The concept of Open Days has also been revised in 2022, which now includes a partial presentation of the different fields of study in addition to a lecture on general study opportunities. This allows applicants to meet directly with the academic who is the most knowledgeable about the field. The Open Day also includes a visit to the library or a discussion with current students. The concept of Online Open Days has also been retained, both in Czech and English.

Secondary school students and the school itself are also regularly informed about suitable educational and cultural events organised at the SACS.

The following activities are carried out in this area:

- Outreach to secondary schools in the vicinity and wider area and special programmes for local secondary schools,
- visits to secondary schools by students of the Academy of Performing Arts to provide information about studying at the Academy of Performing Arts and university life in general,
- professional lectures given by our academics in secondary schools,
- visits to secondary schools on the ŠAU campus on a wider scale (always min. 4 hours) including lectures by academics, a tour of the school premises, discussion with our students and practical exercises,
- drafts of professional/final papers of secondary school students by academics (Gymnázium Dr. Josefa Pekaře in Mladá Boleslav),
- sending printed information about studying at ŠAU and cooperation opportunities to 150 schools in the Czech Republic,
- sending regular invitations to open days and other interesting events to secondary school principals,
- informal meetings of secondary school representatives with the added value of a professional workshop,
- presentation of the school at the Gaudeamus university fair,
- regular support for secondary school applicants by our student ambassadors within the buddy system.



## 6 Employees

During 2022, the total number of academic staff will increase by 4.5 FTE compared to 2021. The number of other staff has also increased by 4.5 FTE. There has also been a partial staff turnover.

The following tables give an overview of the qualification and age structure of academic and research staff.

### 6.1 Converted numbers of academic and research employees

Academic, research and other employees <sup>*)</sup>									
	Academic employees						Other employees	Research employees	TOTAL
	TOTAL	Professors	Docents	Assistant professors	Asisstants	Lectors			
<b>Converted number</b>	53,5	5,7	12,0	26,8	4,9	4,2	30,8	0	<b>84,3</b>
<b>Of which women</b>	19,6	0,5	4,0	10,9	0,0	4,2	26	0	<b>44,1</b>
<b>Physical number</b>	64	9	13	32	6	4	32	0	<b>95</b>

<sup>\*)</sup> Excluding academic and other staff employed as FTE or collaborating as self-employed, only the overview for employees in the main employment relationship.

Academic, research and other employees <sup>**)</sup>									
	Academic employees						Research employees	TOTAL	
	TOTAL	Professors	Docents	Assistant professors	Asisstants	Lectors			
<b>Converted number</b>	63,4	6,5	11,6	25,5	9,8	10,1	0	<b>63,4</b>	

<sup>\*\*)</sup> Including academic staff employed as FTE or working as self-employed.

## 6.2 Age structure of academic and research employees

Age structure of academic and research employees - numbers of natural persons *)													
	Academic employees										Research employees		TOTAL
	Professors		Docents		Assistant Professors		Assistants		Lectors		TOTAL	women	
	TOTAL	women	TOTAL	women	TOTAL	women	TOTAL	women	TOTAL	women			
<29 years	0	0	0	0	1	0	0	0	0	0	0	0	1
30–39 years	0	0	2	0	5	4	0	0	1	1	0	0	8
40–49 years	2	0	3	1	14	4	3	0	1	1	0	0	23
50–59 years	2	0	3	0	9	5	3	0	2	2	0	0	19
60–69 years	2	0	3	1	3	0	0	0	0	0	0	0	8
over 70 years	3	1	2	2	0	0	0	0	0	0	0	0	5
<b>TOTAL</b>	<b>9</b>	<b>1</b>	<b>13</b>	<b>4</b>	<b>32</b>	<b>13</b>	<b>6</b>	<b>0</b>	<b>4</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>64</b>

\*) Excluding academic staff employed as FTE or working as self-employed.

## 6.3 Number of academic staff according to the range of full-time positions and highest qualification attained

Number of academic employees according to the range of full-time positions and highest qualification attained - numbers of natural persons*)										
Time ranges	Academic employees								TOTAL	
	Professors	of which women	Docents	of which women	DrSc., CSc., Dr., Ph.D., Th.D.	of which women	Others	of which women		
up to 0,3	2	0	1	0	5	2	1	0	9	
0,31 – 0,5	4	1	0	0	1	1	0	0	5	
0,51 – 0,7	0	0	0	0	0	0	0	0	0	
0,71 – 1,0	3	0	12	4	26	10	9	4	50	
<b>TOTAL</b>	<b>9</b>	<b>1</b>	<b>13</b>	<b>4</b>	<b>31</b>	<b>12</b>	<b>9</b>	<b>4</b>	<b>64</b>	

\*) Excluding academic employees employed on a permanent basis or working as self-employed.

In 2022, ŠAU had a total of 2 academic staff with foreign citizenship with whom it had an employment relationship.

Numbers of academic, research and other employees with foreign citizenship - average calculated numbers										
ŠKODA AUTO University	Academic employees						Research employees			Others
	Professors	Docents	Assistant professors	Asistants	Lectors	Scientific, research and development employees involved in teaching	Postdoctorals	Ph.D. students	Scientific, research and development employees****)	
<b>TOTAL</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>
<i>v tom:</i>										
Germany	0	0	0	0	0	0	0	0	0	0
Poland	0	0	0	0	0	0	0	0	0	0
Austria	0	0	0	0	0	0	0	0	0	0
Slovakia	0	0	1	0	0	0	0	0	0	0
other EU countries	0	0	0	0	0	0	0	0	0	0
other non-EU countries	0	0	1	0	0	0	0	0	0	0
women out of total (regardless of nationality)	0	0	2	0	0	0	0	0	0	0

#### 6.4 Number of managers

Managers - number of natural persons									
ŠKODA AUTO University	Rector	Vice-Rector	Academic Senate	Academic Board	Bursar	Board of Directors	Director of the Institute	Head of Department	TOTAL
ŠKODA AUTO University	1	3	6	30	1	4	0	9	54
of which women	0	1	2	6	1	1	0	2	13

## 6.5 Number of docents and professors appointed in 2022

No new professors or docents were appointed in 2022.

Newly appointed docents and professors-numbers		
ŠKODA AUTO University	Number	Average age of the newly appointed
Professors appointed in 2022	0	
of which women	0	
Docents appointed in 2022	0	
of which women	0	
<b>CELKEM</b>	<b>0</b>	

## 6.6 Career regulations, motivational tools for employee remuneration

Academic employees are motivated for professional qualification growth. Personal development plans, which are regularly prepared and evaluated, are a basic tool for supporting and managing the qualification development of academic staff. Academics are further supported in their professional development efforts by such tools as direct support for editorial and publication activities or the institution of study leave, which is enshrined in the collective agreement. Academic staff who achieve excellence in their creative activities may have their teaching responsibilities significantly reduced, thus creating room for further development of their creative activities.

During 2022, development measures were implemented for individual academic staff members based on their personal development plans reflecting the university objectives as described in its strategic documents and also responding to the findings of the internal evaluation report and the outcomes of the accreditation procedures conducted by the NAU and ACBSP.

In 2022, as in previous years, the capacity utilisation of individual academic staff and their achievements were monitored through a system of evaluation of their academic performance in the areas of teaching, research and creative activities and in the fulfilment of the 3rd role of the university. The evaluation is carried out periodically each time for the past academic year. The results of the evaluation serve the heads of departments and the school management as important information about the overall academic performance of individual staff members and as input for planning pedagogical and creative activities for the future period. The academic performance of individual staff members is also directly reflected in their remuneration in the form of personal remuneration. The rules of the evaluation system are described in the relevant guidelines of the Rector. The project and publication activities of academic staff are also significantly supported by an incentive system of open calls.

## 6.7 Developing the teaching skills of academic employees

In 2022, the pedagogical skills and IT competencies acquired in the implementation of online tools were widely used in teaching, which the school had to completely adopt due to the epidemic situation and relevant government regulations.

A variety of modern innovative teaching methods were used in the teaching of each subject, an overview of which is given in the table below.

The development of the teaching skills of academic staff was mainly achieved through the mutual sharing of good practice, the joint preparation of new courses of study in cooperation with different departments or in collaboration with partner universities. Especially in the teaching of foreign languages, tandem teaching in cooperation with foreign partner HEIs was successfully developed.

Joint international projects have been implemented, the outputs of which include new study subjects taught in innovative forms.

Some academic staff actively participated in professional events and conferences aimed at inter-institutional sharing of know-how and experience at local and international level.

Workshops on Interactivity and Creativity in Lecturing and Circularity for All of Us were organized. Selected academics organised workshops for secondary school teachers to share their teaching experiences.

Academics participated in EDU WEEK, an event including educational workshops and webinars for teachers from all types of schools and educational institutions in the Czech Republic.

At the turn of 2022 and 2023, an internal discussion was initiated aimed at creating a comprehensive system for developing the pedagogical skills of academic staff.

**Modern teaching methods used in subjects included in the curricula of Bachelor's degree programmes:**

Subject	Modern teaching methods
Managerial Psychology and Sociology  Social Communication  Psychology of work, organisation and management	Solving case studies, problems and model practice examples in small groups and teams Role-playing Completing and discussing the results of questionnaires aimed at deepening self-knowledge Providing structured reflection and feedback to each other Developing draft psychological profiles of selected job roles Critical analysis of conditions in the selected workplace Projects aimed at solving community and public problems
B2B marketing	Purchase negotiation training with experts from the practice
Marketing	Influence diagrams, semester project
Basics of Management	Solving model case studies
Financial accounting of entrepreneurs in the Czech Republic	Online student testing Powerpoint presentations Linking teaching with real practice in the form of seminar papers (analysis of financial statements of real companies downloaded from the collection of documents of the public register) Case studies presenting best practices of real companies Use of MS Excel functions and tools for management and decision-making in various areas of corporate financial management Training in the ability to interpret the impact of variant inputs on corporate financial performance through ICT technologies
Supply chain management simulation	Use of simulation software Marketplace Live, Supply Chain and Channel Management level
Logistics Practice	Design (BeeVisio SW) and assembly of tubular racking systems
Operations Research I	Optimization of operations research tasks using MPL+Cplex software
Statistical Methods in Quality Management I	Solving quality management tasks using Statgraphics statistical tool
Business Logistics	Playing interactive logistics games, Augmented Reality, e-canvas system IKS, Excursions to top production and logistics facilities of the SA
Green logistics	Solution of projects assigned by the Logistics Brand of SA, Easy Cargo software for truck loading optimization

Modelling of production and logistics systems	Optimization of production and logistics processes using MPL+Cplex and Siemens PlantSimulation dynamic process simulation software
Production organisation and management	Playing interactive logistics games, Excursions to the top production and logistics facilities of ŠA
Production planning in the automotive industry	Excursion to the top production and logistics facilities of ŠA
Selected issues in purchasing	Use of Marketplace Live simulation software Supply Chain and Channel Management level
Selected examples from logistics practice	Modelling of the designed mechanism in CAD.
Simulation of supply chain management	Use of functional technical components of the car (engine parts, transmission, body, airbags)
Machine parts	Skills training in the production and logistics laboratory of the SACS, Creation of videos on the application of lean manufacturing methods
Fundamentals of automotive technology	Project-based learning by solving practical problems assigned by real companies
Lean manufacturing methods I, II	Blended learning RWCT (Reading and Writing for Critical Thinking) CLIL (Content and Language Integrated Learning) Cross-border cooperation projects Tandem Teaching Case studies Individual reflection Round table Videoconferencing Video presentations Poster conference
Team solutions for collaborative projects with practice	On-line student testing Independent practical term papers requiring work with on-line resources
Mathematics 1 Mathematics 2	Solving problems using GeoGebra software Independent term papers using GeoGebra software Video tutorials Solving problems from economic practice
Basics of Statistics	Teaching using Microsoft Excel Video tutorials Independent term papers using Microsoft Excel and real data
Statistics for economists	Teaching using Statgraphics software Team term papers Solving problems from economic practice Independent data search, evaluation and processing
Fundamentals of procedural management	Solving case studies from practice in small teams Using the Modelio modelling software tool to create process models
Data analysis and databases	Team solutions to case studies and practice problems
Algorithmization and programming	Practical exercises in the programming environment of the presented programming language Comprehensive processing of a specific task in the form of a term paper
Business security and data protection	Designing and proposing solutions to specific practical problems in the form of seminar papers

Planning and management of information systems projects	Solving specific thematic problems from practice in the form of seminar papers Invited lectures by experts from practice
Technical infrastructure and network technologies	Individual elaboration of related topics in the form of a term paper Invited lectures by experts from practice

**Modern teaching methods used in the subjects included in the curriculum  
in the curricula of continuing master's degree programmes:**

Subject	Modern teaching methods
Development of social and managerial potential	Solving case studies, problems and model practice examples in small groups and teams Role-playing Completing and discussing the results of questionnaires aimed at deepening self-knowledge Providing structured reflection and feedback to each other Interviews with managers aimed at analysing the practical context of managerial careers and work Developing and implementing personal development plans
International Financial Reporting Standards	Linking teaching with real practice in the form of seminar papers (analysis of financial statements of real companies downloaded from the collection of documents of the public register) Case studies presenting Best practice of real companies Use of MS Excel functions and tools for management and decision-making in various areas of corporate financial management Training in the ability to interpret the impact of variant inputs on corporate financial performance through ICT technologies
Implications of financial modelling for corporate accounting	Training in directed creativity techniques, coaching to creativity
Creative and Innovative Management	Training in collaboration in an international virtual team - BLIC (finalist among the most innovative teaching methods of AIB 2020), xCulture
International management	Solution of logistics projects from ŠA practice using Siemens PlantSimulation dynamic process simulation software
Computer Simulation of Logistics Processes II	Optimization of operational research tasks using MPL+Cplex software
Operations Research II	Optimization of operational research tasks using MPL+Cplex software
Operations Research Practicum	Solving quality management tasks using Statgraphics statistical tool
Statistical Methods in Quality Management II	Playing interactive logistics games, Excursions to top production and logistics facilities of SA and their suppliers, Easy Cargo software for truck loading optimization, e-canban ICT
Supply Chain Management	International teamwork, Excursions to top logistics processes in the Czech Republic and Germany, Case studies
Innovative trends in international supply chain management	Simulation training with the support of <i>StratSim</i> software platform
Strategic Marketing Management	Training in directed creativity techniques, coaching to creativity



Foreign languages and intercultural competence	<p>Blended learning RWCT (Reading and Writing for Critical Thinking) Cooperative learning CLIL (Content and Language Integrated Learning) Project Based Learning Intercollegiate Tandem Teaching Agile student project management using SCRUM Case studies, Individual reflection Simulation game, Role plays Elevator pitch, Sales pitch Round table, Debate Devil's Advocate, Poster Conference Free writing, Video presentation Self-assessment, Verbal evaluation of outputs Poster Conference</p>
Econometrics	<p>Teaching with EViews software Independent term papers using EViews software Independent data retrieval, evaluation and processing Solving problems from economic practice</p>
Diversity Management	<p>Solving case studies, problems and model practice examples in small groups and teams Developing a research project in teams Mini-conferences aimed at presenting and discussing the results of team projects Excursion to the HR department of an international company Participation of practitioners in the teaching process</p>
Strategic Sustainability Management	<p>Facilitated discussion Creative exercises Coaching 21st EWA (Empowering Wholeness Adaptive) Edu. didactic-philosophical model</p>
Public Relations	<p>Panel discussion Simulation game - press conference Group project - PR campaign Cooperative learning methods Self-evaluation Verbal evaluation of outputs</p>
Human Resource Management in an International Environment	<p>Solving case studies, problems and model practice examples in small groups and teams Participation in webinars organised by professional associations and associations Excursions to the HR department of an international company Participation of practitioners in teaching</p>
Culture, Enterprise and Management	<p>Solving case studies Solving model problem situations Self-assessment scales and questionnaires Role-playing Teamwork and moderated group discussions Structured interviews with foreigners-a project aimed at deepening knowledge of culture shock</p>

Language Management	<p>Analysis of critical situations Solving case studies Team solutions of projects focused on the analysis of issues related to language management Round table Panel discussion Cooperative learning Simulation game Poster Conference Guided Session Self-assessment, peer feedback Verbal evaluation of outcomes</p>
Sociology of organisation and leadership	<p>Team-based project solutions focused on analysing problems related to organisation, bureaucracy and leadership Solving case studies Solving model problem situations Self-assessment scales aimed at deepening self-knowledge Moderated group discussions Preparation and presentation of a book review on the topic</p>
Corporate governance	<p>Solving case studies Solving model problem situations Participation of practitioners in teaching Moderated group discussions</p>

### 6.8 Gender equality plan, reconciliation of professional and family life

The basic document that defines the school's obligation to ensure equal treatment of all employees, particularly with regard to working conditions, remuneration and the opportunity to achieve promotion, is the ŠKODA AUTO University's Working Regulations, Chapter 5. The same document also defines the various possible forms of discrimination against or harassment of employees in the workplace, including sexual harassment. It also describes the procedure that an employee can use if he or she believes that any of his or her rights to equal treatment are being affected or harassed in any way. The School's Code of Conduct, which was adopted in 2021, also addresses the issue of potential unethical conduct in this area.

Any suspected incidents of sexual or other harassment or bullying in the workplace are dealt with by the school management, HR staff and the Ethics Committee in accordance with the Labour Code and the Labour Regulations and in cooperation with the school's trade union.

Professional psychological counselling is available to all school staff in crisis situations. In the event of labour disputes, the trade union also provides free legal services to staff.

Other internal documents clearly and gender-neutrally define the requirements for the performance of individual jobs. The positions of academic staff, administrative staff and managers are filled on the basis of open competitions, irrespective of gender.

The table in section 6.4 shows the representation of women in senior positions in the school. In addition to these positions, the heads of the study department, the international department, the information centre and the controlling department were all women in 2021.

At the end of 2022, the University issued the Gender Equality Plan (GEP) 2022-2024, which defines the key activities within the framework of strategic planning towards gender equality. The Gender Equality Plan takes the form of an action plan, the individual points of which are divided into the following groups: gender balance in leadership and decision-making, reconciliation of personal and professional life and organisational culture, gender equality in recruitment and career development, integration of the gender dimension into research and education content, measures against gender-based violence, including sexual harassment, and collection and monitoring of gender-differentiated data.

Based on the Collective Bargaining Agreement, the employees of ŠAU continued to benefit from an extensive range of social benefits in 2022. A significant part of these benefits is intended to support family life (extra time off for parents caring for children, financial support and days off for the birth of a child, nursery allowance, etc.). In 2022, all staff of ŠAU continued to benefit from the "home office" scheme, which allows them to perform a substantial part of their work from home without having to commute to the school's headquarters, a significant benefit for staff given that a significant proportion of the school's staff come from further away from the school's headquarters.

Mothers caring for pre-school children usually take advantage of the opportunity to work part-time after parental leave, which is very much supported by the ŠAU.

## 7 Internationalisation

### 7.1 Strategy for the development of international relations

ŠAU Internationalisation Strategy is based on the Strategy of Educational Policy of the Czech Republic until 2030+ of the Ministry of Education and Science, the Strategy of Internationalisation of Higher Education for the period from 2021 of the Ministry of Education and Science, the Strategy of ŠAU 2025+ and fundamental EU documents for higher education, especially for the Erasmus+ 2021-2027 programme.

The rapid development of technology, new forms of work and changes in the market structure have a significant impact on the structure and quality requirements in education. Škoda Auto University is very flexible in this respect, working with the requirements for advanced skills and key competences of graduates, which represent not only technical and digital skills, but above all transversal skills such as soft skills, critical thinking, problem solving, creativity and the ability to continue learning. This clearly includes language and intercultural skills, personal responsibility and ethical standards. All of these are reflected in all areas of the activities of ŠAU at regional, national and especially international level.

The main goal of the internationalisation strategy of the University is the continuous and dynamic development of a wide range of international activities.

International mobility plays a key role in improving the qualification of graduates, helps their employability on the international labour market, contributes to the transfer of knowledge and skills across continents and thus to the further development and modernisation of higher education in the European and global space. At the same time, international mobility and cooperation create the basis for the development of not only educational but also research projects needed for the further development of the manufacturing industry.

The university's international cooperation strategy with higher education institutions has long focused on partner universities that have a well-developed network of contacts with major companies, ideally in the automotive or other engineering industry. As much as the covid 19 pandemic had affected international cooperation programmes in previous years, 2022 marked a gradual return from the virtual to the real world. The ŠAU succeeded in motivating students and staff to engage in physical mobility and the development of project activities. At the same time, it is a positive fact that new forms of cooperation, such as online or hybrid learning, have been maintained and blended forms have also started to develop, especially in the Erasmus+ programme.

Developing internationalisation activities in the post-pandemic era were disrupted at the end of February by the invasion of Ukraine by the Russian Federation. Apart from the immediate interruption of contacts and cooperation with the RF and Belarus, the International Department, together with other departments of the University, was highly involved in managing the migration wave in the region, assisting refugees and their integration into the Czech environment. With the support of grants from the Ministry of the Interior, the Ministry of Education and Science, the ŠKODA AUTO Foundation and in cooperation with the Centre for the Integration of Foreigners and the ŠKODA ACADEMY, language courses for children, adolescents and adults on the labour market were held; in addition, suburban camps for Ukrainian children were held in both summer months to strengthen their integration and language skills. These activities will be followed by a number of others, implemented progressively in 2023.

The basic criteria for the selection of foreign partners remain unchanged in the long term and the choice is based on the monitoring and evaluation of the following three criteria:

- 1) The collaborating universities must be focused on excellence in education.
- 2) The partners must be in similar areas of expertise in terms of their subject mix.
- 3) The partners should declare their strategic interest in mutually beneficial cooperation in the exchange of students and academic and non-academic staff, in the organisation of short-term intensive programmes (e.g. summer schools), interest in joint research and development projects and also have the potential for double-degree or joint-degree programmes.

Our corporate partners abroad are leaders in the automotive industry or related sectors (suppliers, distribution network). Such partnerships are formed with a vision of the potential for cooperation not only in the field of practical internships, graduate employment, but also with a view to collaborating on joint research and development projects. Such cooperation is highly successful, especially within the Volkswagen Group companies or within the ŠKODA AUTO Group companies.

In terms of geographical coverage, ŠAU aims to spread its partner network evenly across the European Union and beyond.

In 2022, meetings were held with representatives of non-European universities and cooperation agreements were concluded with Namangan Engineering-Construction Institute and Tashkent State University of Economics in Uzbekistan; KCG Group (Kyoto Computer Gaukin and The Kyoto College of Graduate School for Informatics) in Japan; Ton Duc Thang University in Vietnam.

In terms of the founder's university strategy, India and Vietnam are important destinations for development. In collaboration with ŠKODA AUTO Inc. and ŠKODA AUTO Volkswagen India Pvt. Ltd. a project of internships for students of ŠAU in the Indian plant in Pune was successfully launched in autumn 2022. The first four students thus successfully completed their semester-long internship. The project continues on until 2023.

Cooperation with universities in neighbouring countries is being strengthened within the EU. In addition to student and academic mobility, we focus on other forms of cooperation such as long-term educational and creative projects, summer schools, short-term activities. At the same time, relations with existing partners continue to be strengthened. Cross-border cooperation is a very important part of innovation, modernisation and linking higher education institutions with businesses and other institutions.

Since the summer semester 2021/2022, mobility and other activities of students and staff have started to develop more towards a return to the pre-covid era.

The International Department organised an Erasmus+ Info Day and a number of other small events to renew awareness of the programme, strengthen motivation and introduce new opportunities for study and work placements abroad. There was a need to reinforce these activities especially with regard to students who were starting their studies during the pandemic and lock-down period.

An orientation week was organised for incoming students at the beginning of the summer and winter semesters respectively. International students were provided with the necessary support and assistance from both the International Office staff and students in the Buddy System.

Staff mobilities were organised on-site during the release period, and a number of online mobilities took place in close cooperation with partners.

Recently, ŠAU joined the Blended Intensive Program (BIP) E+, which was organized together with partners HTW Dresden (coordinator) and the University of Wrocław. The experience gained is reflected in the BIPs that the school has prepared for 2023.

ŠAU, Department of Language Training and Intercultural Competences, worked intensively on the activities and outputs of the three-year project "Critical Incidents in Intercultural Communication and Promoting Diversity". The partners of the project are universities from Austria, Germany, Finland and Italy with whose active participation it was possible to implement a blended intensive programme ("summer school"), tandem teaching and other joint workshops. In February, the first intensive programme took place, which was still affected by ongoing restrictions in some partner countries. Other activities then proceeded as planned, including the participation of consortium members in the international conference in Steyr, Austria in May, or active participation in the international week in Seinajoki, Finko, in November 2022.

The project "Woche der Nachbarschaft" in cooperation with HTW Dresden, Germany, which received financial support from the Czech-German Future Fund already in 2020 and had to be postponed due to Covid 19, was ready for implementation. The project successfully started in the autumn and continues into next year.

The joint university course project Innovative Trends in International Supply Chain Management was repeatedly supported. It was developed in cooperation between ŠKODA AUTO University (ŠAU) and Ostbayerische Technische Hochschule (OTH), Regensburg, with partial financial support from the Czech-Bavarian Higher Education Agency. This activity took place in February 2022 on a full-time basis.

ŠKODA AUTO University continued to be involved as a partner in the centralised EU Joint University Enterprise Learning project. This project, which started in October 2017 (due to a change of one of the partners and the Covid 19 pandemic), was subsequently extended until the end of 2021 and then until autumn 2022, is aimed at cooperation between universities and the business sector, transfer of know-how between European and non-European institutions, reflection on employers' requirements and increasing the employability of graduates on the labour market. The project was coordinated by the University of Siena, Italy, and in addition to ŠKODA AUTO University, the European partners were the University of Kent, UK, Vilnius University, Lithuania, EU-China Economics and Politics Institute, Czech Republic. The non-European partners of the project were Nanjing University, China, UEH Ho Chi Minh, Vietnam and BUH University Ho Chi Minh, Vietnam. As part of this project,

the research teams met in 2019 for practice-oriented workshops. This involved the preparation of teaching materials and their future implementation in teaching with regard to the needs of practice. Further project meetings and work on outputs were influenced by the covid 19 pandemic. The project was successfully completed in autumn 2022 when the final project meeting was held in Vietnam.

The EEA-Norway funds project for which ŠKODA AUTO University received a grant in 2020 continued in 2022 and all planned activities interrupted by the pandemic were successfully implemented in 2022.

Another success of ŠKODA AUTO University in the field of international cooperation is the partnership in the SusTrans (Sustainable Transportation) project, Erasmus + (KA220-HED) , in which we are participating as a consortium partner. The coordinating institution is Seinäjoki University of Applied Sciences, Finland; the other partners are Ostbayerische Technische Hochschule Regensburg, Thomas More Mechelen-Antwerp. The work on the project, which started in late November/December 2021 with the first face-to-face meeting in Finland, successfully continued in 2022 with joint activities, teaching and work on deliverables. The Department of Logistics and Quality Management is the sponsoring department at the University of Applied Sciences.

In 2022, ŠAU became a partner of the EIT Urban Mobility project focusing on digitalisation, implementation of entrepreneurship and startup activities in study subjects and programmes. The project, coordinated by OTH Regensburg, Germany, is a two-year project with a planned duration of 1 July 2022 - 30 June 2024.

ŠKODA AUTO University's cooperation with foreign partners is not limited to student mobility. A significant part of it is the mobility of academics and staff, participation of experts in teaching, involvement in research teams and projects, and the implementation of the results into processes and teaching at ŠKODA AUTO University.

In addition to the Erasmus+ programme, the international cooperation projects are funded by the EEA, CNFB, BTHA, or ŠKODA AUTO University scholarship programmes and other, mainly internal, sources.

International activities in 2022 included, for example:

- Orientation week for international students, February 2022 (on-site).
- Orientation week for international students, September 2022 (on-site).
- Erasmus Info Days on-site.
- Project meetings of the project teams of the above-mentioned projects.
- BIP - summer school.
- One-to-one meetings with partners, interviews with students and academics (incoming/outgoing) on-line as needed.

## 7.2 Participation in international educational programmes, incl. Mobilities

In 2022, ŠAU was actively involved in those projects:

2019-1-CZ01-KA103-060387	96 526 €
2019-1-CZ01-KA107-060609	6 420 €
2020-1-CZ01-KA103-077347	65 704 €
2020-1-CZ01-KA107-077930	63 920 €
2021-1-CZ01-KA131-HED-000011738	79 300 €
2022-1-CZ01-KA131-HED-000055393	59 852 €
2020-1-CZ01-KA203-078355 (CIICPD)	49 371 € for ŠAU
EHP-CZ-MOP-2-008	15 000 € for ŠAU
JEUL	71 400 € for ŠAU
Sustainable Transportation	74 094 € for ŠAU
INTREPID-HEI	141 000 € for ŠAU

The total value of the support to ŠAU was EUR 722 587.

In 2022, the following ŠKODA AUTO University academics went on educational mobility abroad:

<b>Teacher:</b>	<b>Štrach Pavel</b>
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<b>Place:</b>	University of Applied Sciences Upper Austria
<b>Date:</b>	02.03.2022 – 05.03.2022
<b>Subject:</b>	Global Sales and Marketing

<b>Teacher:</b>	<b>Bradáč Josef</b>
<b>Place:</b>	Faculty of Industrial Engineering Novo Město
<b>Date:</b>	07.03.2022 – 11.03.2022
<b>Subject:</b>	On-line lessons; Automobile safety, assistance systems

<b>Teacher:</b>	<b>Velinov Emil</b>
<b>Place:</b>	Estonian Business School
<b>Date:</b>	18.09.2022 – 22.09.2022
<b>Subject:</b>	Foreign investments and managing transnational corporations

<b>Teacher:</b>	<b>Beránek Martina</b>
<b>Place:</b>	Seinajoki University of Applied Sciences
<b>Date:</b>	03.10.2022 – 07.10.2022
<b>Subject:</b>	Management (software StratSim)

<b>Teacher:</b>	<b>Juhas Martin</b>
<b>Place:</b>	Seinajoki University of Applied Sciences
<b>Date:</b>	03.10.2022 – 07.10.2022
<b>Subject:</b>	Digital photography, editing digital photography

<b>Teacher:</b>	<b>Štrach Pavel</b>
<b>Place:</b>	University of Applied Sciences Upper Austria
<b>Date:</b>	19.10.2022 – 21.10.2022
<b>Subject:</b>	Design thinking

<b>Teacher:</b>	<b>Folta Martin</b>
<b>Place:</b>	University of Maribor
<b>Date:</b>	03.11.2022 – 12.11.2022
<b>Subject:</b>	Quality Management

<b>Teacher:</b>	<b>Lenort Radim</b>
<b>Place:</b>	Technical University of Košice
<b>Date:</b>	15.11.2022 – 18.11.2022
<b>Subject:</b>	Sustainable and resilient logistics and supply chain management in automotive industry

<b>Teacher:</b>	<b>Staš David</b>
<b>Place:</b>	Technical University of Košice
<b>Date:</b>	15.11.2022 – 18.11.2022
<b>Subject:</b>	Green logistics and supply chain management in automotive industry

<b>Teacher:</b>	<b>Čížinská Romana</b>
<b>Place:</b>	VIVES University College – Commercial Sciences, Business Management & Informatics (CSBMI)

<b>Date:</b>	21.11.2022 – 25.11.2022
<b>Subject:</b>	Value and Environmental Protection in the Automotive Industry

<b>Teacher:</b>	<b>Löffelmannová Miluše</b>
<b>Place:</b>	Seinäjoki University of Applied Sciences
<b>Date:</b>	21.11.2022 – 25.11.2022
<b>Subject:</b>	Diversity Wins

<b>Teacher:</b>	<b>Sieglová Dagmar</b>
<b>Place:</b>	Seinäjoki University of Applied Sciences
<b>Date:</b>	21.11.2022 – 25.11.2022
<b>Subject:</b>	Didactic Use of Critical Incidents: Critical Incident Cycle

<b>Teacher:</b>	<b>Stejskalová Lenka</b>
<b>Place:</b>	Seinäjoki University of Applied Sciences
<b>Date:</b>	21.11.2022 – 25.11.2022
<b>Subject:</b>	Diversity Wins

<b>Teacher:</b>	<b>Krabec Tomáš</b>
<b>Place:</b>	VIVES University College – Commercial Sciences, Business Management & Informatics (CSBMI)
<b>Date:</b>	21.11.2022 – 25.11.2022
<b>Subject:</b>	Entrepreneurship: Launching New Business Ventures

<b>Teacher:</b>	<b>Wicher Pavel</b>
<b>Place:</b>	OTH Regensburg
<b>Date:</b>	21.11.2022 – 25.11.2022
<b>Subject:</b>	Sustainability Logistics and Supply Chain Management in automotive industry

<b>Teacher:</b>	<b>Pavlica Karel</b>
<b>Place:</b>	Seinäjoki University of Applied Sciences
<b>Date:</b>	05.12.2022 – 09.12.2022
<b>Subject:</b>	Cross-cultural management and communication

<b>Teacher:</b>	<b>Strouhal Jiří</b>
<b>Place:</b>	Babes Bolyai University Cluj Napoca, Romania
<b>Date:</b>	14.12.2022 – 19.12.2022
<b>Subject:</b>	Comparison of Czech and Romanian accounting practices with IFRS, Financial performance analysis, Hedge accounting in corporate practice

In 2022, the following Erasmus+ staff missions were carried out to strengthen cooperation, enhance competences, skills and abilities and possibly prepare future joint projects:

Surname	Od	Do	Místo
Bukvanová Barbora	07.04.2022	08.04.2022	Erasmus+ TCA “Inclusive Mobility for Higher Education”, Stockholm
Štrach Pavel	09.05.2022	10.05.2022	Institut de Haute Formation aux Politiques Communautaires (IHF)



Lachman Jan	09.05.2022	10.05.2022	Institut de Haute Formation aux Politiques Communautaires (IHF)
Stejskalová Lenka	09.05.2022	10.05.2022	Institut de Haute Formation aux Politiques Communautaires (IHF)
Velinov Emil	18.05.2022	24.05.2022	Duale Hochschule Villingen-Schwenningen
Emmer Jan	27.06.2022	01.07.2022	University of Maribor
Čižinská Romana	11.07.2022	15.07.2022	GV Malta – St Paul's Bay, St Paul's Bay, Malta
Müllerová Kateřina	11.07.2022	15.07.2022	Twin English Centres
Prevužňáková Tereza	25.07.2022	29.07.2022	GV Malta English Centre
Velinov Emil	08.08.2022	12.08.2022	University of Economics - Varna
Borkovec Aleš	08.08.2022	12.08.2022	EC English language school, Malta
Řezáč Jan	08.08.2022	12.08.2022	Twin English Centres
Velinov Emil	25.10.2022	28.10.2022	Duale Hochschule Baden-Wurttemberg (DHBW)
Stejskalová Lenka	09.11.2022	11.11.2022	Central European Join Infoday, Budapest
Štrach Pavel	09.11.2022	11.11.2022	Central European Join Infoday, Budapest
Římalová Denisa	21.11.2022	25.11.2022	Seinäjoki University of Applied Sciences
Štrach Pavel	04.12.2022	10.12.2022	Educational Fair Study in English in the Czech Republic, Uzbekistan

**In 2022, cooperation with the following foreign universities and organisations was newly established:**

Sihtasutus Estonian Business School (Estonia)  
 EUSS School of Engineering (Spain)  
 Ton Duc Thang University (Vietnam)  
 Kyoto Computer Gakuin and The Kyoto College of Graduate Studies for Informatics (Japan)  
 Samarkand branch of Tashkent State University of Economics (Uzbekistan)

**Existing partners of ŠAU- universities and organisations:**

**Universities:**

**Belgium**

Artevelde University College, Ghent  
 VIVES University of Applied Sciences Kortrijk-Roeselare-Torhout

**Bosnia a Herzegovina**

University College "CEPS – Centre for Business Studies" Kiseljak

**Bulgaria**

Technical University, Sofia  
 University of Economics – Varna

**Brazil**

Mackenzie Presbyterian University

**China**

School of economics & management Tongji  
 Nanjing University of Aeronautics and Astronautics

**Denmark**

VIA University College, Horsens

**Estonia**

TTK University of Applied Sciences  
 Sihtasutus Estonian Business School

**Finland**

Seinäjoki University of Applied Sciences

**France**

EPF Graduate School of Engineering, Sceaux  
 BBA INSEEC – European Business School Bordeaux/Lyon/Paris

**Croatia**

University of Zagreb

**India**

Parul University

**Iceland**

Reykjavik University

**Izrael**

Interdisciplinary Center Herzliya (Izrael)

**Italy**

Marche Polytechnic University, Ancona

University of Sassari

University of Siena

**Japan**

Kyoto Computer Gakuin and The Kyoto College of Graduate Studies for Informatics

**Kazakhstan**

Suleyman Demirel University

**Lithuania**

Aleksandras Stulginskis University

Vilnius University

**Hungary**

University of Sopron

University of Pannonia

**Germany**

Eberhard Karls Universität Tübingen

HHL Leipzig Graduate School of Management

HfWU Nuertingen-Geislingen University

Ostfalia University of Applied Sciences

PFH Private University of Applied Sciences

Regensburg University of Applied Sciences

Rosenheim University of Applied Sciences

Technical University Ingolstadt

University of Applied Sciences Amberg-Weiden

University of Applied Sciences Aschaffenburg

University of Applied Sciences Dresden

University of Applied Sciences Koblenz

University of Applied Sciences Münster

University of Applied Sciences Zwickau

Hof University of Applied Sciences

Duale Hochschule Bade-Württemberg Villingen-Schwenningen

**Norway**

Aalesund University College

**Poland**

SGH Warsaw School of Economics

University of Bialystok

University of Economics in Katowice

University of Lodz

University of Szczecin

Wroclaw School of Banking

Wroclaw University of Economics

Silesian University of Technology

WSB University in Gdansk

Poznan University of Economics and Business

**Portugal**

Polytechnic Institute of Porto

Portucalense University Infante D. Henrique

Instituto Politécnico do Cávado e do AVE

**Austria**

Management Center Innsbruck

University of Applied Sciences Upper Austria

University of Applied Sciences of WKW

**Romania**

Universitatea Babes-Bolyai  
Transilvania University of Brasov

**Greece**

Technological Educational Institute of Athens

**Slovakia**

Technical University of Košice  
Comenius University in Bratislava  
Slovak University of Agriculture in Nitra  
University of Economics in Bratislava  
University of Žilina

**Slovenia**

University of Maribor  
University of Novo Mesto

**Spain**

Mondragon University, Arrasate  
EUSS School of Engineering

**Sweden**

Blekinge Institute of Technology

**Turkey**

Alanya HEP University  
Isik University  
Sakarya University

**Taiwan**

Shih Hsin University

**Uzbekistan**

Samarkand branch of Tashkent State University of Economics

**Great Britain**

University of Kent

**Vietnam**

University of Economics Ho Chi Minh City  
Banking University of Economics Ho Chi Minh City  
Ton Duc Thang University

**Businesses with active apprenticeships in 2022:**

**Belgium**

Toyota Motor Europe S.A.

**India**

ŠKODA AUTO Volkswagen India Pvt.Ltd.

**Germany**

Volkswagen AG  
Porsche AG  
Sodecia Automotive Saarlouis GmbH  
EDAG Engineering GmbH  
Emma Sleep

**Netherlands**

Tesla Motors, Inc.

**Slovakia**

DATALAN, a.s.  
Faurecia Automotive Slovakia, s.r.o.

**Greece**

Karlopulos&Associates

**Spain**

Seat s.a.

**Foreign teachers and practitioners who worked at ŠKODA AUTO University in 2022:**

<b>Teacher:</b>	<b>Elenurm Tiit</b>
<b>Institution:</b>	Estonian Business School
<b>Date:</b>	03.10.2022 – 06.10.2022
<b>Subject:</b>	Innovations and digitalization in the development of management as a practice and science, Global environmental and energy issues affecting global entrepreneurship

<b>Teacher:</b>	<b>Impola Jorma Jaakko</b>
<b>Institution:</b>	Seinäjäki University of Applied Sciences
<b>Date:</b>	10.10.2022 – 14.10.2022
<b>Subject:</b>	Supply Chain Management, Supplier Quality Management and Organization, Management of Production II

<b>Teacher:</b>	<b>Juergen Bleicher</b>
<b>Institution:</b>	Duale Hochschule Villngen-Schwenningen
<b>Date:</b>	13.10.2022 – 14.10.2022
<b>Subject:</b>	International Strategy of German companies and New Business Models

<b>Teacher:</b>	<b>Cory Isaacs</b>
<b>Institution:</b>	Seinäjäki University of Applied Sciences
<b>Date:</b>	24.10.2022 – 29.10.2022
<b>Subject:</b>	Communication across cultures in business

<b>Teacher:</b>	<b>Laura Elena Nastasa</b>
<b>Institution:</b>	Transilvania University of Brasov
<b>Date:</b>	24.10.2022 – 27.10.2022
<b>Subject:</b>	Emotional intelligence; emotional management; personal development

<b>Teacher:</b>	<b>Ramona Henter</b>
<b>Institution:</b>	Transilvania University of Brasov
<b>Date:</b>	24.10.2022 – 27.10.2022
<b>Subject:</b>	Counselling; emotional management; personal and career development

<b>Teacher:</b>	<b>Jaakko Hallila</b>
<b>Institution:</b>	Seinäjäki University of Applied Sciences
<b>Date:</b>	30.11.2022 – 30.11.2022
<b>Subject:</b>	Deepening cooperation

<b>Teacher:</b>	<b>Marjo Arola</b>
<b>Institution:</b>	Seinäjäki University of Applied Sciences
<b>Date:</b>	30.11.2022 – 30.11.2022
<b>Subject:</b>	Deepening cooperation

Involvement of the university in international educational programmes													
ŠKODA AUTO University	EU education programmes and vocational training							Other programmes				TOTAL	
	Erasmus+	Comenius	Grundtwig	Leonardo	Jean Monnet	Erasmus Mundus	Tempus	Others	Ceepus	Aktion	Development programmes of MŠMT		Others
Number of projects	11											2	13
Number of students sent	32												32
Number of accepted students	13												13
Number of seconded academics	10												10
Number of academics and experts recruited	2												2
Number of seconded other staff	2												2
Number of other staff recruited	0												0

### 7.3 Involvement of the university in international research and development programmes

ŠKODA AUTO University was not involved in international research and development programmes in 2022.

## 7.4 Student and academic mobility by country

Mobility of students, academics, professionals and other employees by country*				
ŠKODA AUTO University	Number of students		Number of academics, professionals and other employees	
Country	<i>posted</i>	<i>received</i>	<i>posted</i>	<i>received</i>
Belgium	2	1	2	
Bulgary		1		
Finland	1		7	2
France	2	1		
Italy	6	1		
Norway	2			
Portugal	8			
Austria	6			
Romania			1	
Greece	1			
Slovakia	1	2		
Slovenia		1	2	
Germany	2	2		
Spain		2		
Turkey		2		
Vietnam	1			
<b>TOTAL</b>	<b>32</b>	<b>13</b>	<b>12</b>	<b>2</b>

\*Only student mobility of at least 14 days and staff mobility of at least 5 days are counted.

## 7.5 Support for student participation in mobility programmes abroad

Standard Erasmus+ tools are used to support students on mobility programmes abroad. To support students going to countries outside the scope of Erasmus+, the school has its own scholarship programme. Practical placements outside the EU are financially supported by the host company.

Communication and coordination with the foreign departments of the host institutions is also ongoing.

Administrative support is provided by the International Office for outgoing students. Language and intercultural training are provided by the International Office in cooperation with the Department of Language Training and Intercultural Competences.

## 7.6 Integrating foreign members of the academic community into their lives

Foreign members of the academic community with permanent employment at ŠAU have already been fully adapted to life in the Czech Republic prior to their arrival at ŠAU. The International Office and the school's professional academic staff responsible for intercultural counselling assist with overcoming any intercultural differences. Foreign teachers arriving on mobility programmes for shorter periods are supported by the International Office, the relevant department and, if intercultural counselling is required, by the designated academic staff member. The support of visiting academics is then assisted by the academics of the ŠAU themselves, who are in contact with their counterparts and communicate everything necessary with the International Office.

## 7.7 Virtual and combined mobility

In 2022, the following virtual or combined mobilities were implemented:

Teaching the vocational subject New Trends in the Automotive Industry online.

Ing. Josef Bradáč, Ph.D.

Combined English C1 language lessons within the CIICPD project. Teaching included a joint online introduction, on-site work at each partner institution and presentations in international teams in a hybrid way.

Mgr. Dagmar Sieglová, M.A., Ph.D.; Mgr. Lenka Stejskalová, MBA

Tandem English C1 language lessons in cooperation ŠAU and FHOO Steyr. The lessons started with joint online lessons, followed by tutorials led by lecturers at the home institutions. The project outputs and final presentations were then evaluated jointly.

Mgr. Dagmar Sieglová, M.A., Ph.D.

Virtual teams within the International Management course (Czech Republic, Germany, Iceland, USA within the BLIC project);

Mgr. Emil Velinov, Ph.D.

The experience with this type of mobility has been positive, including feedback from students. Mobility has also been beneficial for the development of teaching skills.

## 8 Research, development, artistic and other creative activities

### 8.1 Fulfilling the strategic plan in the field of research, development and other creative activities

ŠKODA AUTO University carries out research and development primarily in the specialisations of the accredited study programmes Business Administration, Business Informatics and Industrial Management for both bachelor's and master's programmes. Evaluation of the quality of the results of these activities is carried out in two ways - firstly in the forms described in the ŠKODA AUTO University's internal quality evaluation system, which is mentioned earlier in this report, and secondly according to the current Methodology for the Evaluation of Research Organisations 2017+. On the basis of detailed external evaluations carried out by the accreditation committee and the Science and Research Department of the Ministry of Education and subsequently by the RVVI, the School was already included in the list of research organisations at the beginning of 2012 in accordance with Act 130/2002 Coll. and related regulations as amended. This classification was confirmed after the transformation of the school into another legal form. Since 2017, it is also on the list of research organisations, newly maintained by the Ministry of Education. In 2020, ŠKODA AUTO University voluntarily entered a comprehensive evaluation process in the field of R&D. For this purpose, it has set up an international evaluation panel, approved by the Ministry of Education. The recommendations resulting from the evaluation process will serve the further development of the school's research activities, including research management. Based on the results of the evaluation, the school was awarded a DKRVO grant, which will allow the school to fund mainly internal research grants and high-quality publications at a guaranteed level for five years. The school thus continues to fulfil the part of the Strategic Plan that relates to the development of quality and excellence, including the ambition to become a university-type school with a doctoral programme. ŠKODA AUTO University regularly monitors the level of expenditure on research and creative activities, including the part of expenditure related to the transfer of information on the results of research and development activities to students (research led teaching). Specific data and figures are given below.

### 8.2 Linking creative and educational activities

The creative activity of academic staff and its results organically grow into the innovation of the content of teaching professional subjects. The connection is mainly due to the personal union of researchers and teachers, which is very high. In the first place, this concerns the elaboration of theses. The compulsory, optional and elective subjects are taught by academic staff who carry out publishing and other creative activities in the subject areas corresponding to the material taught. The topics of the final theses prepared by the students supervised by them correspond to the professional focus of the teachers (thesis supervisors). In the departments of the profiling teaching domains of study programmes, disciplines and specialisations, basic, contract or applied research projects are conducted, as well as student grant competition projects.

### 8.3 Involving students in creative activities

The school has its own rules of the Student Grant Competition in a form almost identical to the rules of the same competitions at the higher education institutions. For 2022, the School has received funding for specific research from the Ministry of Education based on criteria set by the Ministry. Students of the continuing master's studies have the opportunity to participate in the Student Grant Competition projects mainly through the preparation of theses. Some are also involved in other basic, applied and contract research projects carried out in the departments.

### 8.4 Dedicated research, development and innovation funding received in 2022

N.	Project name	Provider	Allocated funds
1.	Proposal for a strategic higher education framework for the automotive sector	TA ČR	500 700,- CZK
2.	Support for specific research at universities	MŠMT	366 183,- CZK
3.	Subsidies for the stabilisation part of institutional support for long-term conceptual development of HEIs	MŠMT	1 547 011,- CZK
4.	Preliminary research of corporate logistics and supply chain resilience capabilities	BTHA	42 638,- CZK



## 8.5 Support for PhD students and post-doctoral fellows

ŠKODA AUTO University does not yet have its own doctoral programme.

## 8.6 Creative Activity Projects to be addressed in 2022

In 2022, the following research and creative activity projects were carried out at the university:

N.	Principal Investigator	Project title	Provider	Period	Project costs [thousands CZK]	
					2022	total
1.	doc. Ing. Pavel Štrach, Ph.D. et Ph.D.	Draft strategic framework for higher education in the automotive sector	TAČR BETA 2	2022 - 2024	501	2 765
2.	Ing. Eva Jaderná, Ph.D.	Multidisciplinary approaches to value chain sustainability in Automotive	MŠMT DKRVO	2021 - 2022	209	396
3.	doc. Ing. Jiří David, Ph.D.	Using artificial intelligence to solve economic, managerial and technical problems in the automotive industry	MŠMT DKRVO	2021 - 2023	195	585
4.	Ing. Lukáš Moravec, Ph.D.	Implications of the successful development of electromobility for the Czech fiscal mix in the context of EU policies	MŠMT DKRVO	2022 - 2024	300	900

**Contract research projects in 2022:**

N.	Principal Investigator	Project title	Provider	Period	Project costs in 2022
1.	doc. Ing. Pavel Mertlík, CSc.	Inflation and its forecast	ŠKODA AUTO a.s.	2021–2023	258 106 CZK
2.	Mgr. Eva Švejdarová, MBA, M.A., Ph.D.	Methodology and Didactics for the SA Academy	ŠKODA AUTO a.s.	2022	80 500 CZK
3.	prof. Ing. Radim Lenort, Ph.D.	Conceptual use of flexible underpass FTS on the M1 hall	ŠKODA AUTO a.s.	2022	249 600 CZK
4.	prof. Ing. Vojtěch Dynybyl, Ph.D.	Universal ridges	ŠKODA AUTO a.s.	2022	305 000 CZK
5.	prof. Ing. Radim Lenort, Ph.D.	Development of a management superstructure for inventory management	V-PODLAHY, s.r.o.	2022	70 000 CZK
6.	Mgr. Lenka Stejskalová, MBA	Ukraine-Edu project	MV ČR	2022	203 264 CZK
7.	Mgr. Eva Švejdarová, MBA, M.A., Ph.D.	Circularity for all of us	ŠKODA AUTO a.s.	2022-2023	30 000 CZK
<b>Total</b>					<b>1 196 470 CZK</b>

**Student Grant Competition Projects:**

N.	Principal Investigator	Project title	Department	Period	Costs 2021 [thousands CZK]	Costs 2022 [thousands CZK]	Costs 2023 (plan) [thousands CZK]	Total costs [thousands CZK]
1.	Ing. Emil Velinov, Ph.D.	Diversity and inclusion in companies in the automotive sector in the Czech Republic	DMM	2021 - 2022	150	150	---	300
2.	Ing. Eva Jaderná, Ph.D.	Sustainable transport, housing and nutrition through the eyes of Czech consumers	DMM	2022 - 2023	---	217	364	581

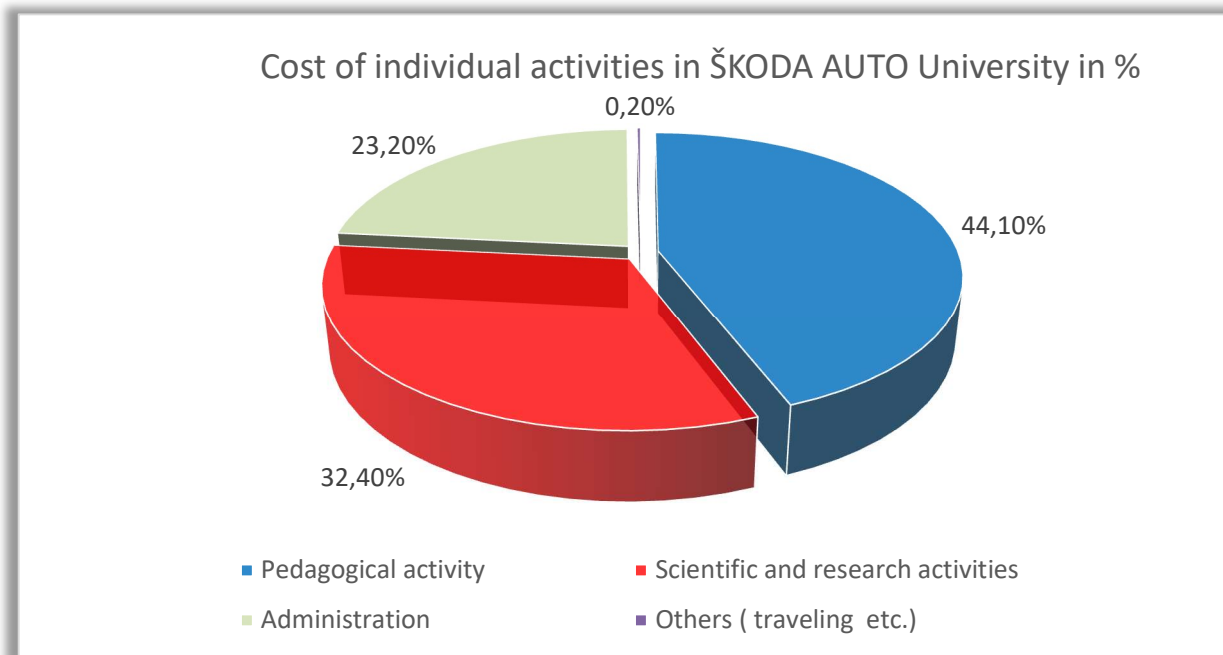
**8.7 Conferences organised by ŠKODA AUTO University in 2022**

In 2020, ŠKODA AUTO University hosted the first edition of the International Conference on Automotive Industry 2020 (ICAI 2020). In 2022, the next edition will take place on 9-10 June 2022. The aim of the conference is to stimulate professional discussions and contribute to the development of international scientific networks with expertise corresponding to the profile of ŠAU's professional departments in conjunction with the specific problems of the automotive industry.

**8.8 Share of expenditure on R&D activities**

According to the internal methodology, the school repeatedly reports the share of expenditures on R&D activities and the transfer of its results to students to several institutions - starting with the CSU and ending with the RVVI. In 2011, as part of the ongoing tax optimisation process, ŠKODA AUTO, in cooperation with the auditing firm Deloitte, had a report prepared for ŠKODA AUTO University for the purposes of tax optimisation of costs. The methodology of this calculation was also used by the University in 2022 to determine the proportion of R&D expenditure for the purposes of demonstrating the expenditure structure in the application for inclusion on the list of research organisations.

the methodology remains the same for the next period and the current result for 2022 is available in the following chart:



Zdroj: AIS ŠKODA AUTO University

### 8.9 Participation of the application sphere in the design and implementation of study programmes

In 2022, the school continued its systematic cooperation in the development and implementation of study programmes with the application sphere within the automotive industry and beyond.

The application sphere participates in the creation and innovation of study programmes mainly through systematic work within the study programme councils, which are an advisory professional body of the study programme guarantor and whose activities are described in detail in the school's internal regulations. A broad portfolio of 'stakeholders' is represented in the curriculum boards.

The cooperation with the application sphere in the implementation of study programmes is mainly implemented in the following forms: professional practice of students of ŠAU in enterprises, dual education programme, which is described in detail in Chapter 4. 4, the involvement of experts from the corporate sphere in teaching in the form of one-off lectures within individual study courses or complete teaching of special elective courses reflecting current developments in practice, conducting and opposing final theses, a pilot project of the dual education system, the implementation of excursions to selected plants of partner companies.

Within the framework of external and internal research and consultancy projects involving the school's academic staff, there is significant cooperation with several areas of Škoda Auto a.s. and other partner companies.

Experts from the application sphere involved in teaching, conducting theses and conducting professional practice in accredited study programmes (numbers):

ŠKODA AUTO University	Teaching	Thesis supervision	Professional practice management
<b>TOTAL</b>	<b>106</b>	<b>15</b>	<b>145</b>

Study programmes that have in their content the compulsory completion of professional practice for at least 1 month (numbers):

ŠKODA AUTO University	Number of programmes	Number of students in these programmes
<b>TOTAL</b>	<b>12</b>	<b>898</b>

### 8.10 Cooperation with the application sphere in the creation and transfer of innovations

In the area of commercial use of high qualifications of its own employees, the school does not yet plan to go the way of setting up support units such as technology transfer centres, which is certainly a contemporary challenge for many large Czech technical universities, nor the way of setting up spin-off companies. On the other hand, the school annually deals with a number of contract research projects for its founder and other companies, especially in the field of logistics, mechanical and electrical engineering, which are innovative in nature. It is also currently working on the TAČR Trend applied research project to develop a modular drilling rig for applications in space-constrained environments with an environmentally friendly drive. Due to its size and focus, it wants to develop internal organizational schemes and incentive systems to sell consulting services corresponding to the specializations of the core academic staff and the disciplines taught. For example, as part of an OP PIK project with a corporate partner, the school has been involved in the development of a production planning and management application that is offered on a commercial basis. A similar project proposal is under evaluation. The school also has an internal directive regulating the distribution of income from intellectual property between the institution and its staff.

### 8.11 Support for horizontal mobility of students and academic staff

ŠAU systematically supports horizontal mobility of students through a sophisticated system of compulsory internships for Bachelor students of 5 months. The internships are included in the fifth semester and are mainly carried out at ŠKODA AUTO, its suppliers and a wide network of partner companies. In the follow-up Master's degree programmes Industrial Management and Business Informatics, a compulsory internship of a total of 6 weeks is included. In the follow-up Master's degree programme in Business Administration, professional practice of up to 6 weeks - 3 months is included as an optional subject.

In addition to the established one- or two-semester study stays at partner universities, students can undertake work placements in a large network of partner institutions abroad under the Erasmus+ programme (see Chapter 7). The Erasmus+ programme is also widely used for mobility by the academic staff of the School.

The horizontal mobility of academic staff is supported in particular by close cooperation with the school's founder ŠKODA AUTO a.s. and other partner companies.

### 8.12 The school's activities at regional and supra-regional level

ŠKODA AUTO University is the only university in Mladá Boleslav and its wider surroundings. It is an important element contributing to the development of Mladá Boleslav as a centre of education in the regional and supra-regional sense. The management of the school cooperates closely with the local authorities of the statutory city of Mladá Boleslav in the development of strategic regional documents. Cooperation with secondary schools is also an important manifestation of regional influence, which is described in a separate chapter.

ŠAU, despite not being one of the largest universities in the Czech Republic, is a school of supra-regional character. This is evident from the fact that more than 75 % of its students come from outside the Mladá Boleslav district. The proportion of foreign students remained more or less stable in 2022 (21% of students had a citizenship other than the Czech Republic).

The international character is also conditioned by the close links with the globally operating ŠKODA AUTO a.s. and the school's high activity within the Erasmus+ programme. It is manifested by a wide network of cooperating educational and business partners, especially within the EU and in the areas of ŠKODA AUTO a.s.'s key markets. This network enables the school's students and academics to have numerous international contacts, which, for

example at master's level, means that in the long term every second graduate enters the labour market with at least six months of foreign study or trainee experience.

## 9 Quality assurance and evaluation of implemented activities

In connection with the entry into force of Act No. 137/2016 Coll. (the so-called "big" amendment to Act No. 111/1998 Coll., on Higher Education), ŠAU prepared amendments to all its internal regulations and prepared new internal regulations applying the new provisions of the Higher Education Act. All new and amended internal regulations were registered by the Ministry of Education in August 2017. The creation, registration and application of the internal regulation Rules of the Quality Assurance System for Educational, Creative and Related Activities and Internal Evaluation of the Quality of Educational, Creative and Related Activities (hereinafter referred to as Quality Assurance Rules) was crucial for quality assurance and evaluation of the implemented documents.

The Quality Assurance Rules lay down the quality assurance system, evaluation procedures and responsibilities. They also define the structure of the Internal Evaluation Report on Educational, Creative and Related Activities.

Another important milestone in the development of the quality assurance system was the establishment of the Internal Evaluation Council, which took place in May 2017. The composition of the Council is set out in Chapter 1.1

On the basis of the Quality Assurance Rules, the Internal Evaluation Report on Educational and Creative Activities and Related Activities of ŠAU for 2017 (IER) was prepared in the second half of 2017.

The Internal Evaluation Board approved the IER at the beginning of 2018.

In 2022, the Internal Evaluation Board approved the Internal Evaluation Report on the Educational and Creative Activities and Related Activities of the ŠAU for 2021.

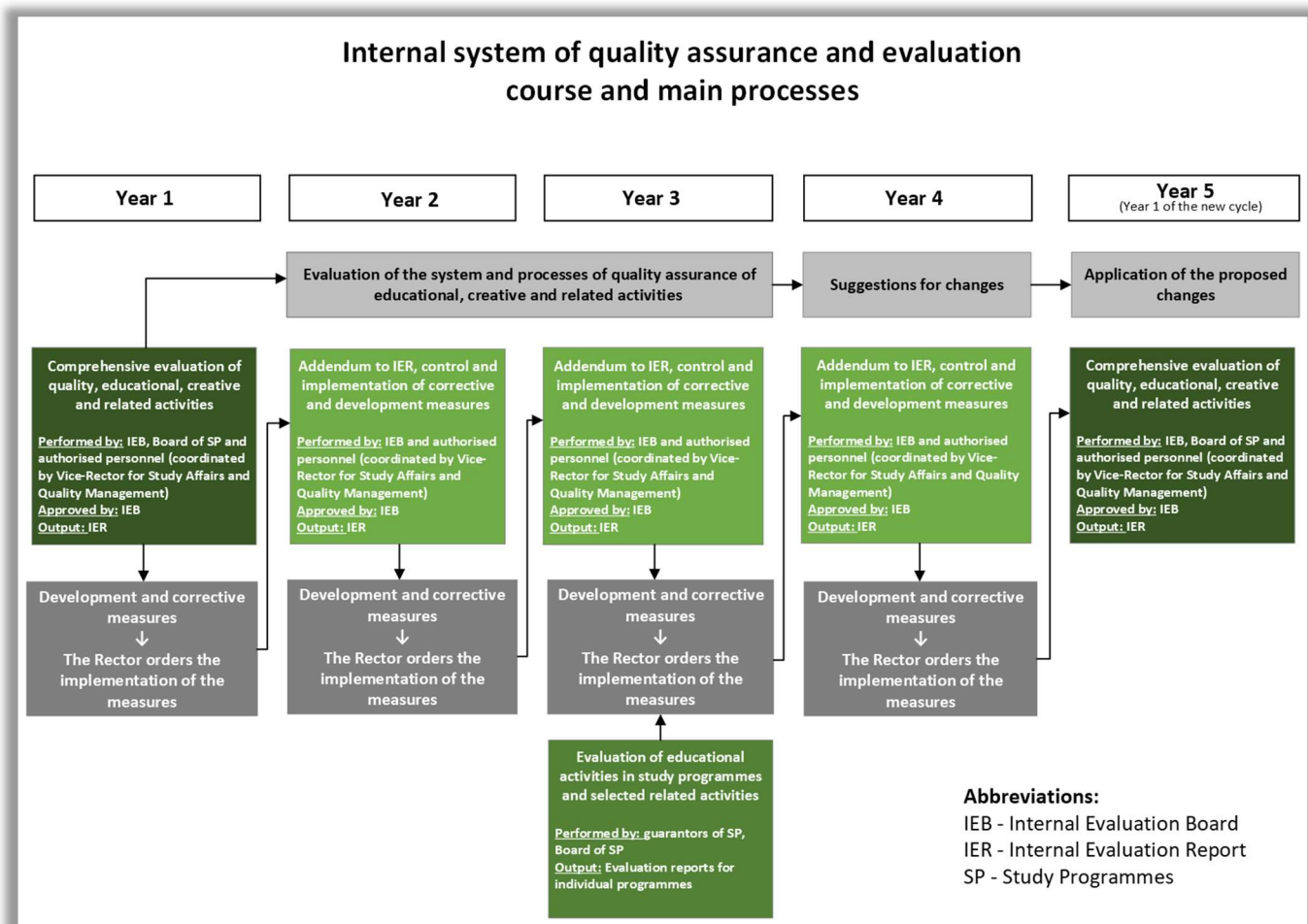
During 2022, the Internal Evaluation Board worked fully as an internal accreditation body, approving the submitted accreditation applications as well as partial changes in the curricula of study programmes, including the inclusion of new elective courses.

In 2022, the Study Programme Councils were an important stakeholder in the quality assurance system at ŠAU. They carried out a comprehensive evaluation of the content of study programmes. Its outputs are a treasure trove for adjustments to the content and structure of the curricula of some programmes. The complete outputs of the work of the Study Programme Councils are included in the Report on the Internal Evaluation of the Educational and Creative Activities and Related Activities of ŠAU for 2021.

The strategic goal of ŠAU, approved by the Board of Directors of ŠKODA AUTO a.s. and the academic bodies of ŠAU within the framework of the Long-term Plan for the period 2016-2020 and the Strategic Plan for the period from 2021, is to obtain institutional accreditation for the field of education in Economics.

In 2022, the process of preparation for this accreditation process was intensive. In addition to the preparation of the accreditation application, it also included the further development of ŠKODA AUTO University's internal Quality Assurance and Assessment System, which consisted mainly of supplementing or refining the set of internal documents. The application for institutional accreditation was submitted to the National Accreditation Office in the third quarter of 2022.

Since 2022, the internal quality assurance and assessment system has operated in full accordance with the scheme shown in the following figure:



At the beginning of 2022, the NAU approved the extension of the accreditation of the follow-up Master's degree programme in Business Administration with the specialisation Human Resource Management in the International Environment. Furthermore, in 2022, applications for the extension of the accreditation of the follow-up Master's degree programmes in Business Administration (CZ) and Business Administration (EN) and the application for the extension of the accreditation of the Bachelor's degree programmes in Business Administration (CZ) and Business Administration (EN) with a new curriculum in Purchasing and Purchasing, respectively, were prepared and submitted to the NAU.

The extension of accreditation can be considered a very positive result of the external evaluation of the quality of the school.

Student evaluation is an important element of the internal quality assessment. In 2022, an innovative new module of the AIS was again used for its implementation, which allows for differentiated evaluation at several levels, from teachers and course guarantors to heads of departments to curriculum guarantors and school management. ŠAU has become the first HEI using the relevant information system to adopt this multi-level evaluation. In 2022, student participation in this assessment did not exceed 30%. For 2023, a target has been set to increase this sub-share to at least 30% by additional incentives.

In 2020, ŠKODA AUTO University entered voluntarily into a comprehensive evaluation process in the area of R&D. For this purpose, the school has set up an international evaluation panel, approved by the Ministry of Education and Science. The school has been graded with a D grade, but the recommendations resulting from the evaluation process will serve the further development of the school's research activities, including research management. The establishment of a research centre focusing on automotive research in 2022 was fully prepared. Based on the results of the evaluation, the School was awarded DKRVO support of EUR 1 547 thousand. This will enable the funding of mainly internal research grants and high-quality publications in a guaranteed amount for five years. The school management is seeking to join international consortia in order to obtain foreign research grants.

ŠKODA AUTO University received institutional international accreditation from the ACBSP in 2014. The accreditation was granted with five so-called notes, recommendations for improvement. In 2016-2018, actions towards the goal

of eliminating these notes were completed and fully implemented, and in 2018 a second audit report was submitted according to the required accreditation criteria, the Quality Assurance Report. Further, in 2022, the School worked systematically not only to maintain the set system of standardization of curricula, specializations and courses, learning outcomes, provision of feedback to students, etc., but also to continuously improve in all areas of the updated ACBSP accreditation standards. During 2022, one academic staff member of the School was actively involved in ACBSP assessment processes at other HEIs, enabling the transfer of good practice into the functioning of the School.

Also, one academic staff member of the ŠAU attended the ACBSP annual conference in Washington D.C., USA. The ACBSP Quality Assurance Report (QAR) was submitted in September 2022 and was accepted without comment. Re-accreditation is planned for 2024, with preparatory work to begin in 2023.



## 10 University National and International Excellence

### 10.1 International and major national development and creative activities

In 2022, the school was actively involved in a large-scale international Joint Enterprise University Learning project supported by the Erasmus+ programme. The project team includes universities from Italy, the UK, Lithuania, the Czech Republic, China and Vietnam. The project focuses in particular on transferring the experience of European universities in working with future employers to the Asian partners of the project.

In addition, the Erasmus+ project Critical Incidents in Intercultural Communication and Promoting Diversity has been implemented, which will focus in particular on critical incidents in multicultural settings during the planned three-year period. The project will gather critical incidents and analyse them. The project will be developed in an international consortium of universities. The results of the project will be presented during a planned international conference in 2023.

As part of the Erasmus+ programme, the school is involved in another three-year international Sustainable Transportation project led by Seinäjoki University of Applied Sciences.

Preliminary research of corporate logistics and supply chain resilience capabilities.

At the national level, the school has been involved in three major projects of the TAČR: NCK for industrial 3D printing, Proposal for a strategic framework of higher education for the automotive sector and VRTOUCH/Modular rig for space-constrained applications with environmentally friendly drive. Further information on these projects is provided in Chapter 8.

### 10.2 Membership of ŠKODA AUTO University in international and national associations, organisations and societies and in professional associations, organisations and societies

Organisation	Status
Accreditation Council for Business Schools and Programs	Member
Czech Economic Society	Member
Czech Marketing Association	Member
Czech and Slovak Association of Language Centers	Member
European Confederation of Language Centres in Higher Education (CercleS)	Member
Czech and Slovak Association of Language Centers (CASAJC)	Member
Czech Logistic Association	Member
GNSS Centre of Excellence	Member
Lean & Green Czech	Member
CAMBAS	Member
Association of University Workers (APUA)	Member
Association of Library and Information Professionals of the Czech Republic	Member
SDRUK – The Czech Republic Libraries Association	Member
Autoklastr Ostrava	Member
Czech Automotive Industry Association (AutoSAP)	Member

Academic employees of the university were members of the following professional and specialist organisations in 2022:

**Mgr. Lenka Stejskalová, MBA**

European Confederation of Language Centres in Higher Education (Cercles)  
Czech and Slovak Association of Language Centers (CASAJC)  
Association of Teachers of English of the Czech Republic (ATECR)  
Accreditation Committee CAMBAS member

**Mgr. Dagmar Siegllová, M.S.Ed., Ph.D.**

European Confederation of Language Centres in Higher Education (Cercles)  
Czech and Slovak Association of Language Centers (CASAJC)  
Czech Association of Linguistics

**Mgr. Pavlína Příbramská**

European Confederation of Language Centres in Higher Education (Cercles)  
Czech and Slovak Association of Language Centers (CASAJC)

**Mgr. Vladimíra Soukupová**

European Confederation of Language Centres in Higher Education (Cercles)  
Czech and Slovak Association of Language Centers (CASAJC)

**Mgr. Zuzana Havlisová**

European Confederation of Language Centres in Higher Education (Cercles)  
Czech and Slovak Association of Language Centers (CASAJC)

**Doc. Ing. Eva Jarošová, CSc.**

Czech Standardization Agency – Technical Standardization Commission TNC 4 – Chairwoman  
Czech Office for Standards, Metrology and Testing  
Czech Statistical Society  
Czech Society for Quality

**Mgr. Pavel Brom, Ph.D.**

The Union of Czech Mathematicians and Physicists  
Czech Physical Society - member and disponent  
Physics Pedagogic Society  
Czech Astronomical Society

**Prof. Ing. Radim Lenort, Ph.D.**

GNSS Centre of Excellence (ŠAU institutional membership guarantor)  
Czech Association of Logistics (ŠAU institutional membership guarantor)  
Chamber of Logistics Auditors - member  
Slovak Society of Logistics - member  
Emergency Logistics Ambassadors z. s. - member  
Member of the editorial board of the journal Acta Logistica (Scopus)  
Member of the editorial board of the journal Archives of Transport (Scopus)  
Member of the editorial board of the journal Transport & Logistics  
Member of the editorial board of the journal Logistics and Transport  
Member of the editorial board of the journal Research Papers Faculty of Materials Science and Technology  
Slovak University of Technology, The Journal of Slovak University of Technology – De Gruyter  
Member of the editorial board of the journal Fórum manažéra  
National Accreditation Office for Higher Education, Evaluator, Economic Scopes, Transport  
Evaluator and committee member of the Logistics Innovation Award Škoda Auto a.s.

**Doc. Ing. Pavel Wicher, Ph.D.**

Emergency Logistics Ambassadors z. s. - memembr

**Doc. Mgr. Ing. František Zapletal, Ph.D.**

International Society on MCDM – member  
Czech Society for Operational Research - member  
European Working Group on Stochastic Optimization - member

**Ing. David Staš, Ph.D.**

Chamber of Logistics Auditors - member

**Ing. et Ing. Martin Folta, Ph.D., EUR ING**

International Automotive Task Force (International Automotive Licensed Third Party Certification Auditor of IATF 16949)

Qualität Management Center im Verband der Automobilindustrie e.V. (international process auditor licensed according to the VDA 6.3 methodology, trainer of process auditors according to the VDA 6.3 methodology, examiner of process auditors according to the VDA 6.3 methodology)

European Federation of National Engineering Associations (FEANI) - member of the European Engineers Club (EUR ING Club)

Member of the Czech Society for Quality

Member of the Editorial Board of the MM Science Journal (Scopus)

Member of the Editorial Board of The Social and Technical Research

**Ing. David Holman, Ph.D.**

Member of the Chamber of Logistics Auditors

**Ing. Josef Bradáč, Ph.D.**

Czech Society for Mechanics

Czech Society for New Materials and Technologies

Czech Society for Quality

**JUDr. Ing. Aleš Borkovec, Ph.D.**

Czech Bar Association

Editorial Board of Všechno magazine

Common Law Society

Ecclesiastical Law Society

**Prof. Ing. Stanislav Šaroch, Ph.D.**

Member of the Scientific Board of the Czech Banking Association

Member of the Editorial Board of the Scopus journal National Economic Horizon

Editor of Contemporary Europe and Czech Republic

Member of the Czech Economic Society

Evaluator of the National Accreditation Office for Higher Education, in the field of Economics

**Mgr. Pavel Neset, Ph.D.**

Institute of Certification of Accountants, a.s. (Examination Commissioner Managerial Economics)

National Accreditation Office for Higher Education, Evaluator, Economics

National Economic Council (NERV)

**Doc. Ing. Pavel Mertlík, CSc.**

Member of the Masaryk Democratic Academy

**Doc. Ing. Vladislav Flek, CSc.**

Evaluator of selected results of research, development and innovation, Council for Research, Development and Innovation, Office of the Government of the Czech Republic

**Doc. JUDr. Václav Šmejkal, Ph.D.**

Czech Association for European Studies

Czech Society for International Law

Czech Association for Competition Law

International League of Competition Law

Arbitration Court of the Czech Chamber of Commerce and the Czech Chamber of Agrarian Affairs.

Editorial Committee Prague Law Working Papers.

Editorial Board Juridicheskii Zhurnal KUBSU (Kuban State University, Russia)

**JUDr. Petr Frischmann, Ph.D.**

Czech Bar Association

Arbitration Court at the Czech Chamber of Commerce and the Czech Chamber of Agriculture

Protective Association of Authors

Member of the Editorial Board of The Journal of Culture

**Prof. Ing. Jiří Strouhal, Ph.D.**

Association of Professional Accountants of the Czech Republic, z.s. - Chairman of the Supervisory Committee

Association of Accountants Prague, z.s., Chairman of the Audit Committee of the Association

Member of the Scientific Council - Silesian University, Faculty of Business Administration Karviná  
Member of the Scientific Council - University of Law and Business  
Member of the Board of Doctoral Studies - Silesian University, Faculty of Business and Economics Karviná  
Member of the Editorial Board - International Advances in Economic Research (published by Springer - Scopus database, Web of Science Emerging Sources)  
Member of the Editorial Board - Journal of Competitiveness (published by FaME UTB Zlín - Web of Science database)  
Member of the editorial board - International Journal of Entrepreneurial Knowledge, (published by VŠPP - ERIH+ database)  
RVVI Evaluation Methodology 2017+ (SKV)  
Evaluation of projects of GAČR, TAČR and Research Agency  
Evaluation of study programmes of SAAVŠ (Slovakia), MŠ Lithuania, MŠ Estonia, FIIBA (MBA programmes)

**Doc. Ing. Jiřina Bokšová, Ph.D.**

Chamber of Auditors of the Czech Republic, examination commissioner and lecturer for the CCA  
Member of the Advisory Council of the Minister of Justice of the Czech Republic for Economics (since 2017)

**Doc. Ing. Tomáš Krabec, Ph.D.**

Member of the Advisory Board of the Minister of Justice of the Czech Republic for Economics and Forensic Sciences (from 2020)

**Ing. Lukáš Moravec, Ph.D.**

Member of the Steering Committee of the International Fiscal Association, Czech Republic

**Doc. PhDr. Karel Pavlica, Ph.D.**

IACCM, i.e. International Association of Cross-Cultural Competence and Management, WU Wien  
Member of the editorial board of the journal "Scientia et Societas"  
Member of the Czech Association of Occupational and Organizational Psychologists

**PhDr. Ingrid Matoušková, Ph.D.**

Member of the editorial board of the scientific journal "Socioeconomic and Humanities Studies", (Studies of Socio-Economics and Humanities) in print and electronic versions; ERIH PLUS database  
Member of the international Consortium for Security Research Projects  
Member of the Association of Forensic Psychologists of Bohemia, Moravia and Silesia  
Member of the Czech Association of Occupational and Organizational Psychologists  
Member of the Central Bohemian Association of Women Managers and Entrepreneurs

**PhDr. Alemayehu Kumsa, Ph.D.**

Member of the editorial board of the scientific journal "Journal for Historical Social Sciences: Historical Sociology" Historical Sociology: A Journal of Historical Social Sciences. Charles University  
Masaryk Czech Sociological Society, member  
Czech Association for Social Anthropology (CASA), member  
Oromo Studies Association (OSA), member  
OSA - vice-president for the period 2022 - 2023  
International Sociology Association (ISA), member  
International Sociology Association (ISA) Research Committee 01 (RC01 Armed Forces and Conflict Resolution), member  
BaroTumsa Institute (Oromo Scholars and Professions, Reregistered in US-Washington D.C.), Member

**Mgr. Eva Švejdarová, Ph.D.**

SIETAR Europa – Society for Intercultural Education Training and Research  
The American Educational Research Association (AERA)  
Paulo Freire Institute UCLA  
The World Council of Comparative Education Societies (WCCES)  
European Confederation of Language Centres in Higher Education (Cercles)  
Czech and Slovak Association of Language Centers (CASAJC)  
DiversityInc – benefits of diversity in the workplace

**Mgr. Tibor A. Brečka, MBA, LL.M.**

Czech Association for Psychotherapy

American Psychological Association (APA)  
Czech Society of Criminology  
Technical Standards Committee 148 Crime Prevention and Public Protection  
Safe Schools Association, Head of Psychology Section  
Association of Forensic Psychologists of Bohemia, Moravia and Silesia  
Czech Psychotherapeutic Society of the Czech Medical Association J. E. Purkyně

**Doc. Ing. Pavel Štrach, Ph.D. et Ph.D.**

Member of the editorial board of Marketing Science & Inspiration  
Member of the Statutory Committee of the Council for Accreditation of Business Schools and Programs  
Member of the CAMBAS Review Committee  
Expert Evaluator European Marketing Confederation

**Mgr. Emil Velinov, Ph.D.**

Member of the Academy of International Business  
Member of the European International Business Academy

**Ing. Eva Jaderná, Ph.D.**

Member of the Czech Marketing Society

**Doc. Ing. Jan Fábry, Ph.D.**

Member of the Czech Society for Operational Research

**Prof. Ing. Josef Jílek, CSc.**

Member of the Standing Committee on Accounting, Reporting and Auditing (SCARA) with European Banking Authority (EBA) in London  
Member of the Corporate Reporting Standing Committee (CRSC) with European Securities and Markets Authority (ESMA) in Paris  
Member of the LTG Project Group with European Insurance and Occupational Pensions Authority (EIOPA) in Frankfurt am Main

**Prof. RNDr. Václava Pánková, CSc.**

Czech Econometric Society  
Czech Society of Operational Research

**Ing. Václav Žďárek, MSc., Ph.D.**

Member of the Czech Economic Society  
Member of the Royal Economic Society  
Member of the European Economic Association

**Ing. Vladimír Beneš, Ph.D.**

COMMON Czech Republic (IBM technology user community)  
The Union of Czech Mathematicians and Physicists (JČMF) - cooperation in the form of invited lectures

**Prof. RNDr. Jaroslav Pokorný, CSc.**

Association for Computing Machinery (an international learned society in the field of computing)  
Institute of Electrical and Electronics Engineers (an international non-profit professional organization dedicated to the advancement of electrical engineering-related technology)  
International Federation for Information Processing (national representative)

**Prof. Ing. Václav Řepa, CSc.**

Member of the Doctoral Board of the Doctoral Programme in Applied Informatics at the Faculty of Informatics and Statistics, University of Economics in Prague  
Central-European Association for Business Process Management (Chairman of the Board of Guarantors)  
Slovak Association for Process Management (member of the presidium)  
Joint Steering Committee for eGovernment and Information Society Services in Public Administration of the Government Council for the Information Society (member)

**Prof. Ing. Jiří Voříšek, CSc.**

Member of the Editorial Board of the journal Information Technology Applications  
Member of the Editorial Board of the International Journal of Systems Engineering  
Member of the disciplinary board of the Systems Engineering and Informatics programme in Informatics in Economics at the Faculty of Economics, VŠB - Technical University Ostrava

Member of the Doctoral Programme Board of the Doctoral Programme in Systems Engineering and Informatics in Information Management at the Faculty of Economics of the Czech University of Life Sciences in Prague  
Member of the Czech Society for Systems Integration

**Ing. Patrik Šolc**

Director, Board of Directors, itSMF International  
Chairman, itSMF Czech Republic

**Doc. Ing. Jiří David, Ph.D.**

Czech Maintenance Society (member)  
Czech-Moravian Society for Automation (member of the Board)

**Prof. Ing. Vojtěch Dinybyl, Ph.D.**

Member of the Editorial Board of MM Spektrum Science  
External opponent of the Agency TAČR

**Ing. Jiří Sobotka, Ph.D.**

CSVZP-Czech Society for Sheet Metal Processing Research

**Ing. Lukáš Moravec, Ph.D.**

Member of the steering committee of the Czech branch of the International Fiscal Association,  
Member of the Czech Economic Society

**Ing. Josef Horák, Ph.D.**

Institute of Certification of the Association of Accountants, a. s. - Examiner of the Performance Management module

### 10.3 International and national awards of the university

The school did not receive any international or national awards in 2022.

### 10.4 International evaluation of the university

In 2014, ŠKODA AUTO University received institutional international accreditation from the ACBSP. The accreditation was granted with five so-called notes, recommendations for improvement. ŠKODA AUTO University has started activities that lead to the gradual elimination of these notes. In 2016, 3 notes were removed based on the Quality Assurance Report, and in 2018 ŠKODA met the accreditation criteria for the removal of the remaining 2 notes.

ŠKODA AUTO University works systematically not only to maintain the set system of standardisation of study programmes, specialisations and subjects, learning outcomes, provision of feedback to students, etc., but also to continuously improve in all areas of the updated ACBSP accreditation standards.

The next audit report was submitted in September 2022, and the ŠAU will apply for reaccreditation in 2024.

## 11 The third role of the university

### 11.1 Transfer of knowledge into practice

The transfer of knowledge into practice takes place mainly through applied research projects, which are described in Chapter 8, and also through a wide range of Lifelong Learning courses implemented for customers from the business sector.

### 11.2 Activities in the region

ŠKODA AUTO University is the only university in Mladá Boleslav and its wider surroundings. It is an important element contributing to the development of Mladá Boleslav as a centre of education in the regional and supra-regional sense. On a regional scale, ŠAU played an important role in 2022 in assisting and integrating war refugees from Ukraine. The school's management strives to cooperate with the local authorities of the statutory city of Mladá Boleslav. ŠAU cooperates closely with the ŠKODA AUTO Endowment Fund and is involved in cooperation with the Statutory City of Mladá Boleslav through the Fund. The Bursar of ŠAU is a member of the Board of Directors of the Foundation. Cooperation with the management of the Central Bohemian Region has been established. A representative of ŠAU serves on the advisory board of the Central Bohemian Region Labour Office.

Cooperation with secondary schools and activities within the framework of Lifelong Learning, which are described in separate chapters, are also an important manifestation of regional activities. The Department of Law and Economics is involved in the project Advocates in Schools.

In 2022, the school also organized charity events to help the children's home and also the elderly. He also participated in volunteer tree planting events.

### 11.3 Transregional impact and significance

ŠAU employees actively participate in the social discourse at the Czech level, among others through media appearances and public appearances. Part of this activity is also advisory activity in relation to the government and other public authorities and administration bodies (including the National Economic Council). A number of ŠAU academic staff are assessors for the National Accreditation Authority.

ŠAU is a supra-regional school. This is evident from the fact that more than 75% of its student-citizens come from outside the Mladá Boleslav district. The proportion of foreign students remained stable in 2022-approximately 21% of students had a citizenship other than the Czech Republic.

The international character is further conditioned by the close links with the globally operating Škoda Auto a.s. and the high activity of the school within the Erasmus+ programme. It is manifested by a wide network of cooperating partner educational and business entities, especially within the EU and in the areas of Škoda Auto a.s. key markets (among others China, Russia, India, Israel). This network enables the school's students and academics to have numerous international contacts, which, for example at master's level, means that in the long term around 50% of graduates enter the labour market with at least six months of foreign study or trainee experience.

The supra-regional nature of the ŠAU is also reflected in the significant involvement of the university in international and national projects and expert activities of a supra-regional nature, including the fulfilment of the third role of the university (in 2022, in particular the capacity building project on linking universities in China and Vietnam with practice, Joint Enterprise University Learning - JEUL) and other projects.

## 12 Infrastructure

### 12.1 ŠKODA AUTO University Library

ŠKODA AUTO University Library	
ŠKODA AUTO University	1
Library collection growth for the year	784
Total library collection	26352
Number of periodical titles subscribed:	
• physically	24
• electronically	4

The ŠKODA AUTO University Library has almost 26,400 documents in its collection.

The library offers 60 seats in the study room and media rooms, which, thanks to Internet access and large-capacity printers, serve not only for searching but also for further processing of new information and knowledge. In 2022, almost 9 000 loans were recorded, the vast majority of which were monographs.

In 2022, the library had state-of-the-art computer technology, with PCs serving both as Internet workstations for students and enabling them to search for information about the library's holdings in the TRITIUS catalogue system and to work with specialist databases.

In 2022, the library was a member of prestigious professional associations and organizations of the Czech Republic (SKIP - Union of Librarians and Information Workers, SDRUK - Library Association).

The students of the Prague branch use the library of the University of Economics in Jižní Město, where they donate both required and recommended literature.

### 12.2 Electronic information resources

Electronic information resources are represented by specialist databases:

- ASPI - Automated System of Legal Information.
- BOOKPORT Business-database from Grada publishing house, which allows reading more than 1200 Czech professional ebooks focused on business, finance, economics, law, taxes and accounting.
- DNNT - Works not available on the market - database of the National Library.
- EMERALD OPERATIONS, LOGISTICS & QUALITY - 16 titles of journals in these fields.
- JSTOR BUSINESS II - A digital archive of America's leading journals in economics, politics, law and psychology.
- PROQUEST BUSINESS E-book Subscription - A collection of approximately 26,000 scholarly electronic monographs focusing on economics - particularly management, business, finance, marketing, human resources, international business, economic policy, capital markets and investment, corporate culture, banking and accounting. It is also possible to selectively request access to titles in IT, logistics, engineering.
- PROQUEST CENTRAL-multidisciplinary database of foreign literature. Offers access to specialist information in business, economics, medicine, natural sciences, social sciences, humanities, technology and arts. Searchable for full text from more than 22,000 professional journals, full text of more than 264,000 dissertations and 455,000 conference papers and reports, millions of current market, industry (BMI), and company reports, nearly 60,000 company (Hoover's) and country (EIU) profiles, 150,000 case studies, and over 2,000 newspaper titles.

In addition, the library excerpts free electronic information resources (Open Access mode), and also prepares material summaries for students to cite and prepare theses.



## 12.3 Information and communication services, information technology

### 12.3.1 Technical equipment of the Na Karmeli area

In the modern premises of the Na Karmeli Education Centre, ŠKODA AUTO University has a total of 15 classrooms equipped with audio technology, a fixed data projector, an electrically controlled projection screen and a computer with internet access. Three dedicated computer rooms are equipped with a total of 56 personal computers for students and 3 computers for teachers. All computers are connected to the Internet. In the computer rooms there is a fixed data projector, an electrically controlled screen, audio equipment and a visualiser. The specialised language classrooms are equipped with a fixed data projector, an electrically operated screen, audio and video equipment enabling the reproduction and recording of sound and the reproduction of video from various audio and data carriers. The language classrooms are also equipped with a computer with Internet access and a visualiser that allows the projection of images from printed and other materials.

Two lecture theatres with a capacity of 143 seats each, which can be connected or linked to the atrium of the building thanks to mobile walls, thus creating sufficient space for proper teaching or for other educational or social events. Each lecture hall is equipped with two computers with touch screen and internet connection, three data projectors, electrically controlled screen, visualizer and audio equipment, including wireless microphones. For video production, it is possible to switch between large screen display (signal from one projector to the whole screen) and dual display (signal from two projectors side by side - e.g. presentation and visualiser). The lecture theatres include an overhead room from which all technology can be controlled to support all events.

The lecture hall and one standard classroom are equipped with technology for the implementation of hybrid teaching. The equipment of other classrooms is planned for the next period.

Jabra mobile devices are available for further operational online meetings.

The central interconnection of audio, video and IT technology in the lecture halls and the atrium of the building allows for the sharing of sound and video, and it is therefore possible, for example, to use the data projectors, sound systems and plasma screens located in the atrium to transmit video and sound from the lecture halls and make the events in the lecture halls accessible to a wider audience, in the case of displaying any information from the Internet or presentations of events in the school building.

Students have access to a study room where computers connected to the Internet and a library are available. By connecting the multifunction devices located in the hallways to a common computer network with the computers in the study hall and classrooms, students can use these devices for printing and copying.

Inside the school, there is a fully available wi-fi internet connection that allows students to access the internet from their own mobile devices (laptops, tablets, mobile phones) and print on the school's multifunctional devices.

In 2022, a new laboratory centre was intensively built in another building called Hejdovka in Mladá Boleslav, which will be used for teaching and research in the fields of mechanical engineering, electrical engineering, IT, physics and other related disciplines. The centre was practically completed at the end of 2022 and teaching in it started in a pilot module in the summer semester of the academic year 2022/2023.

### 12.3.2 Technical equipment of the Prague branch

The Prague branch has one dedicated computer room with 25 personal computers for students and one computer for the teacher. The other 9 standard classrooms have a computer for the teacher.

All computers are connected to the Internet, and there is a multifunctional device for copying and printing for teachers and students.

Thanks to the VPN connection with the Na Karmeli campus, the Prague branch can use all IT services installed on the servers in Mladá Boleslav.

### 12.3.3 Other information services

The school uses the AIS information system, which it implemented in 2007. The AIS system contains its own e-learning module. Thanks to its standard functions (such as direct e-communication between teacher and student and students with each other, targeted display of study materials, discussions on individual subjects, etc.), AIS is a distance support in itself.

In addition to the AIS e-learning module, the school also uses the Moodle system for the creation and sharing of e-learning resources, which is connected to the AIS at the level of sharing user identities.

The further increase in the number of applications of the e-testing option, which is part of the AIS system, has been made possible by the creation of new test bases. Electronic tests have been used for continuous verification of students' knowledge during the semester, as credit tests and as a form of examination. In some subjects, electronic testing has fully replaced the written parts of examinations. Electronic testing allows random selection of questions, automatic evaluation of the test and transfer of results to the test report. This guarantees the

objectivity and speed of the test evaluation, as well as the objectivity of the selection of questions, as this selection is not influenced by the teacher. Students know the result immediately after completing the test, which provides an important feedback effect for the student.

AIS is also used by the school for internal study, management and administrative processes.

The AIS system includes, among others:

- personal management - among others school e-mail, management of electronic applications,
- tools for managing study processes - among others, student record keeping, electronic application for studies, electronic registration for exams,
- management superstructure - aggregated study data for school management,
- maintenance of compulsory records - student registers, reports of the Institute of Information and Information Technology, records for the Foreign Police of the Czech Republic,
- alumni club,
- scientific research module.

The AIS system is continuously updated and supplemented with new functionalities. In 2022, the following modifications were made, among others:

- new functionalities in the administration of study applications
- streamlining of course syllabus editing by the supervisor
- a new module for electronic registration of thesis consultations
- and many others.

Since 2014, the ROGER system for automatic generation of timetables has been fully used, which is fully linked to the school's AIS.

The system infrastructure also includes a link between AIS and the accounting system Pohoda. All receivables and payables arising from the study processes (tuition fees, scholarships, other study-related fees, etc.) are generated in the relevant AIS agendas and automatically transferred to the Pohoda system with data consistency guarantee mechanisms.

Technical support provided in the form of a helpdesk is part of the delivery.

The external information system is the university's website [www.savs.cz](http://www.savs.cz), through which the school informs applicants and the public in two languages.

In addition to the AIS, the internal information system also includes the Employee Portal (intranet), which is mainly a source of practical operational information and an assistant in finding solutions to employee issues (HR, payroll, travel, benefits, pedagogical administration, information from specialist departments, etc.).

ŠKODA AUTO University considers the mailbox, which is set up in Office 365 for every student, employee and external teacher, to be the official internal communication channel. Thanks to the possibility of creating specific groups of recipients, the necessary up-to-date information is always distributed in a targeted manner.

Current events at the school are also communicated to students and visitors by projections on large screens in the atrium of the building.

In 2022, the university had a total of 225 computers, of which 99 were for study purposes.

The computers of ŠKODA AUTO University staff are connected to the internet. All software and hardware security for the operation of these computers is provided by ŠKODA AUTO University's in-house IT department.

Since 2018, the school has been making full use of Office 365 (in the current version Office 365 A3 for students and staff. Office 365 is system-integrated with AIS (user management and messaging) and forms the primary technology platform for data storage, sharing and archiving (OneDrive) and email (Calendar) for all staff and students. In addition, Office 365 also makes extensive use of SharePoint and MS Teams as a complementary tool for communication and sharing in and out of class.

Vision software is installed in the computer labs, which significantly supports the work of the teacher and offers additional possibilities for modern teaching. It offers monitoring of students' work directly from the teacher's computer, giving the teacher the possibility of direct intervention when needed. The Vision software also offers remote control of computers and screen sharing, including the ability to present the screen of any computer using a projector on a screen, giving everyone a preview of the solution to a particular teaching situation.

Business Intelligence reports presenting current statistics on the distribution of students, applicants, etc., are available on the Employee Portal for the use of university management and other key employees.

The operational departments use OKbase system for payroll processing, HR and employee attendance.

### 13 Activities of the University in connection with the effects of the state of war in Ukraine

In the summer semester of the academic year 2022, as of 24 February 2022, a total of 32 students with Ukrainian citizenship, as well as 90 students with Russian citizenship, were studying at ŠAU. In the immediate aftermath of the invasion of Ukraine by the troops of the Russian Federation, the management of the ŠAU held a personal meeting with all Ukrainian students of the school, at which they clearly expressed their solidarity and offered support according to their needs. Subsequently, all students with Ukrainian citizenship who applied were granted a scholarship in the amount of one semester's tuition fees. In total, 29 scholarships were awarded, totalling almost CZK 1 million.

All students from Ukraine, as well as Russia, were offered and provided with the assistance of a school psychologist if needed. The school management also took preventive steps to avoid any conflicts or discrimination within the academic community as a result of Russian aggression. No phenomena of this type were recorded.

Many Ukrainian and a few Russian students have been involved as volunteers in the management of the refugee crisis since the first days. They acted as translators or in organising collections of material aid.

A fundraiser was organized directly at the School for Ukrainian Students as well as a material collection to support the refugees and Ukraine itself.

With the organisational support of ŠAU, several Ukrainian students were operatively provided with high-quality trainee positions at Škoda Auto a.s., which, among other things, helped to ensure the financial security of their further studies.

At the turn of February and March 2022, several students newly arrived from Ukraine were allowed to join the study.

Later in the summer semester, some Ukrainian students participated in integration activities such as language courses, children's interest groups, etc.

A large number of war refugees found refuge in Mladá Boleslav and its surroundings. ŠAU was very intensively involved in the process of their integration. In May-September 2022, the school, in cooperation with Škoda Auto a.s. and other organisations in the town of Mladá Boleslav, organised numerous programmes for Ukrainian war refugees for all ages:

- Czech language course for female teachers.
- Language course Czech for practical life for adults.
- Language course in Czech for children and young people.
- English language course for young people.
- Mathematics and physics courses for young people.
- Suburban camps for children - 6 five-day runs attended by more than 200 children in total.

Academic and non-academic staff of the school, Czech and Ukrainian students of the school were involved in the implementation of these activities and several qualified Ukrainian teachers from among war refugees have already been involved in the suburban camps.

In total, approximately 350 children and adults participated in all these activities. They were financially supported by grants from the Ministry of Education, Youth and Sports, the Ministry of the Interior and the ŠKODA AUTO Endowment fund, totalling more than CZK 1 million.

At the end of 2022, preparations began for a one-year training programme for a group of Ukrainian teachers involved in teaching Ukrainian children in primary schools in Mladá Boleslav. This programme was subsequently implemented with the financial support of the ŠKODA AUTO Endowment fund in 2023.

The admissions process for the academic year 2022/2023 saw an increase in the number of applications from applicants with Ukrainian citizenship compared to the academic year 2021/2022 from 33 to 50. The School provided above-standard administrative support to these applicants, including communication with Ukrainian military authorities. 26 students from Ukraine enrolled, a significant increase compared to the 2021/2022 figure of 15.

The sad fact remains that, as a private university, the ŠAU has not yet been provided with any funds from the state budget since the beginning of the war that could be used to support Ukrainian students at the school. Thus, those of the above-mentioned activities that are directed towards the Ukrainian students of ŠAU are financed exclusively from the school's own resources or those of its founder - Škoda Auto a.s.

## 14 Conclusion

In 2022, ŠKODA AUTO University worked in accordance with its Strategic Plan for the period from 2021 and its Implementation Plan for 2022. Both of these strategic documents are based on the strategic documents of the Ministry of Education, Youth and Sport and the ŠKODA AUTO Strategy until 2025, approved by the founder of the university - ŠKODA AUTO in 2016 and updated in mid-2022 under the title ŠKODA AUTO Strategy 2022-2026.

In 2022, the combined positions of Rector and Director of ŠAU were held by Assoc. Ing. Pavel Mertlík, CSc.

In 2022, the school continued to implement the accredited Bachelor's professional study programme Business Administration in full-time and combined form with the specialisations Business Administration and Business Management, Business Administration and Financial Management, Business Administration and Logistics and Quality Management and Business Administration and Human Resources Management in full-time form, as well as the Bachelor's study programme Business Administration with the specialisations Sales Management, Financial Management, Logistics and Quality Management and Human Resources Management accredited according to the new legislation. The newer bachelor's professional study programmes Business Informatics in both full-time and combined study form and Industrial Management in full-time study form were also implemented

In addition, teaching was provided in the English-taught Bachelor's degree programmes of Business Administration.

A total of 274 new bachelor students enrolled in the programme, which is 1.8% less than in 2021.

An academically oriented follow-up Master's degree programme in Business Administration was implemented in both full-time and combined forms of study in the accredited fields of Finance in International Business, International Marketing and Business Administration and Operations Management. In the full-time form of study in the accredited field of Global Business and Law and also according to the new legislation accredited study programme Business Administration with specialisations International Marketing, Finance in International Business, International Supply Chain Management and Procurement, International Business and Law. Teaching in the newly accredited specialisation Human Resource Management in the Global Environment has started.

In addition, teaching in the English-taught follow-up Master's degree programmes Business Administration was implemented.

Teaching in the newly accredited follow-up Master's professional study programmes Industrial Management and Business Informatics was started.

A total of 108 new students enrolled for studies during the year, which is 3.8% more than in 2021.

In 2022, teaching in the follow-up Master's programmes started again not only from the winter semester but also (due to the length of the Bachelor's programme of 3.5 years) from the summer semester of the respective academic year.

In addition to teaching at the headquarters, the Prague branch also offered full-time teaching of the Bachelor's degree programme in Business Administration and full-time teaching of the follow-up Master's degree programme in Business Administration.

In 2022, 218 graduates successfully completed their studies at ŠAU, of which 150 graduates obtained the academic degree of Bachelor (B.Sc.) and 68 graduates obtained the academic degree of Engineer (Ing.).

The total number of students as of 31 December 2022 was 1107, a decrease of 2.7% compared to the previous year. Thus, the decrease in the number of students of the school continued as in the previous year.

In 2022, the accreditation of the academically oriented follow-up study programme Business Administration was extended to include the specialisation Human Resource Management in Global Environment.

In the second half of 2022, applications were prepared and submitted to the NAU for the extension of the accreditation of the follow-up Master's degree programmes in Business Administration and the application for the extension of the accreditation of the Bachelor's degree programmes in Business Administration with the new curriculum in Purchasing.

The staffing of the degree programs has been significantly increased by a total of 4.5 FTE in 2022. The number of other staff has also increased by 4.5 FTE. There has also been a partial staff turnover.

Overall, the staffing of all study programmes was very stable and, given the size of the school, provided a guarantee of individual attention and intensive contact with students. The proportion of teaching provided by

full-time academic staff has continued to increase and they completely dominate the staffing as lecturers and guarantors of more than 90% of the courses included in the curricula.

Since 2012, the school has been included in the list of research organisations according to Act 130/2002 Coll. and related regulations as amended. As part of the recommendations arising from the international evaluation process, the school has prepared the establishment of a Research Centre for the study of automotive issues in 2022. The Centre started its activities on 1 January 2023.

In 2022, the School continued to work intensively on opportunities to join international and domestic consortia to obtain research grants from both international and domestic funders. Based on the results of the evaluation, the School again drew on DKRVO support, which it uses mainly to fund internal research projects and high quality publications.

An important national development was the involvement in three major TAČR projects in 2022:

- NCK for Industrial 3D Printing,
- Design of a strategic framework of higher education for the automotive sector,
- VRTOUCH/Modular rig for applications in space-constrained environments with environmentally friendly propulsion.

In 2022, the school was also involved in several international projects:

- Joint Enterprise University Learning supported by the Erasmus+ programme,
- Erasmus+ Critical Incidents in Intercultural Communication and Promoting Diversity project,
- Erasmus+ Sustainable Transportation project
- Preliminary research of corporate logistics and supply chain resilience capabilities, supported by Bayerisch - Tschechische Hochschulagentur.

ŠAU also carried out a significant number of contract research projects as in previous years.

New project applications were again submitted to GAČR, unfortunately none of them received grant support. Work on projects within the SGS continued.

In 2022, a new laboratory centre was being intensively built in a building called Hejdovka in Mladá Boleslav, which will be used for teaching and research in the fields of mechanical engineering, electrical engineering, IT, physics and other related disciplines. The centre was practically completed at the end of 2022 and teaching in it started in a pilot module in the summer semester of the academic year 2022/2023.

The strategic goal of the ŠAU approved by the Board of Directors of Škoda Auto a.s. and the academic bodies of the ŠAU is to obtain institutional accreditation for the field of education in Economics. In 2022, the process of preparation for this accreditation process was intensive. In addition to the preparation of the accreditation application, it also included the further development of the internal Quality Assurance and Assessment System of ŠKODA AUTO University, which consisted mainly of supplementing the set of internal documents or their refinement. The application for institutional accreditation was submitted to the National Accreditation Office in the third quarter of 2022.

The implementation of the joint double degree programme with the partner University of Applied Sciences Steyr at the level of bachelor's and postgraduate degree programme and the double degree programme with the partner University of Applied Sciences Seinajokki continued. In cooperation with the Hochschule für Technik und Wirtschaft Dresden-University of Applied Sciences, Faculty of Business Administration, a new Bachelor's double degree programme has been implemented for students of the Logistics and Quality Management specialization of the Bachelor's degree programme Business Administration.

Other study and academic stays at partner schools abroad, internships in foreign companies, as well as stays of foreign students at ŠAU were held. Cooperation with universities outside the EU continued through student exchanges. Further bilateral agreements were signed with new partner universities.

A total of 145 students of professional bachelor's and postgraduate study programmes completed a professional traineeship in 2022. Just under half of them worked at Škoda Auto a.s., while 6 students gained experience abroad.

A total of 121 practitioners were involved in teaching and supervising the final theses.

The network of partner manufacturing and non-manufacturing companies that provided student traineeships continued to expand. A record 23 companies participated in the Career Day job fair. The long-term sustainable system of cooperation between the university and a wide range of prestigious employers was strengthened.

The implementation of a unique dual education programme continued with stable interest from applicants. In addition to Škoda Auto a.s., 7 other partners joined the cooperation in its implementation.

CŽV courses continued to be implemented, although their number and the number of participants decreased compared to 2021.

The present annual report provides information on the activities of ŠKODA AUTO Vysoká škola o.p.s. for the year 2022.

The annual report on the activities of ŠKODA AUTO University has been prepared in accordance with the provisions of Section 42 of Act No.111/1998 Coll. on Universities and on Amendments and Additions to Other Acts (Act on Universities).

Mgr. Petr Šulc And Collective  
Mladá Boleslav, June 2<sup>nd</sup>, 2023