



Annual report 2023

The main part



June 2024



Name: Annual report 2023
Autors: Mgr. Petr Šulc and col., drawing on the front page Natálie Rausová
Published by: Škoda Auto Vysoká škola o.p.s.
Na Karmeli 1457
293 01 Mladá Boleslav
tel.: +420 326 823 024
www.savs.cz
Number of pages: 93
Order of release: first
ISBN 978-80-7654-078-1

This publication has not undergone editorial or language editing.

Table of Contents

1	Introduction.....	5
1.1	Basic university data.....	5
1.2	Participation of the private university in the representation of Czech universities.....	10
1.3	The Vision of Škoda Auto University and its strategic goals.....	10
1.4	Changes in internal regulations in 2023.....	11
1.5	Provision of information pursuant to Section 18 of Act No. 106/1999 Coll., on free access to information.....	11
2	Study programmes, study organisation and educational activity.....	12
2.1	Accredited study programmes.....	12
2.2	Accredited study programme in foreign language.....	12
2.3	Study programmes, joint/double/multiple degree.....	13
2.4	Accredited study programmes conducted outside the domicile of the university or in cooperation with another university or higher education institution.....	16
2.5	Study credit system, use of the learning outcomes methodology.....	17
2.6	Další vzdělávací aktivity mimo uskutečňování akreditovaných studijních programů.....	18
2.6.1	Life-long learning courses.....	18
2.6.2	Compulsory internship.....	20
2.6.3	Other activities.....	23
3	Students.....	31
3.1	Students in accredited study programmes.....	31
3.2	Unsuccessful students in accredited study programmes.....	31
3.3	Scholarships provided to students.....	32
3.3.1	Specific scholarship programmes.....	33
3.4	Consulting services.....	33
3.5	Identifying and supporting students with specific needs.....	33
3.6	Working with exceptionally gifted students and prospective students.....	33
3.7	Identifying and supporting students with socio-economic disadvantages.....	34
3.8	Parental support among students.....	34
3.9	Accommodation and catering services of the university.....	34
3.10	University Sports Club.....	35
4	Alumni.....	36
4.1	Alumni of accredited study programmes.....	36
4.2	Cooperation and maintaining contacts with alumni.....	36
4.3	Monitoring alumni employment, measures to increase employment.....	37
4.4	Cooperation with future employers.....	37
5	Interest in studying.....	40
5.1	Interest in studying at university.....	40
5.2	Cooperation with high schools.....	40
6	Employees.....	43
6.1	Converted numbers of academic and research employees.....	43
6.2	Age structure of academic and research employees.....	44
6.3	Number of academic staff according to the range of full-time positions and highest qualification attained.....	44
6.4	Number of managers.....	45
6.5	Number of docents and professors appointed in 2023.....	46
6.6	Career regulations, motivational tools for employee remuneration.....	46
6.7	Developing the teaching skills of academic employees.....	46
7	Internationalisation.....	54
7.1	Strategy for the development of international relations.....	54
7.2	Participation in international educational programmes, incl. Mobilities.....	56
7.3	Involvement of the university in international research and development programmes.....	66
7.4	Student and academic mobility by country.....	67
7.5	Support for student participation in mobility programmes abroad.....	67
7.6	Integrating foreign members of the academic community into their lives.....	68
7.7	Virtual and combined mobility.....	68
8	Research, development, artistic and other creative activities.....	69
8.1	Fulfilling the strategic plan in the field of research, development and other creative activities.....	69

8.2	Linking creative and educational activities.....	69
8.3	Involving students in creative activities.....	69
8.4	Dedicated research, development and innovation funding received in 2023	69
8.5	Support for PhD students and post-doctoral fellows	70
8.6	Creative Activity Projects to be addressed in 2023	70
8.7	Conferences organised by Škoda Auto University in 2023.....	71
8.8	Share of expenditure on R&D activities.....	72
8.9	Participation of the application sphere in the design and implementation of study programmes	72
8.10	Cooperation with the application sphere in the creation and transfer of innovations.....	73
8.11	Support for horizontal mobility of students and academic staff.....	73
8.12	The school's activities at regional and supra-regional level	73
9	Quality assurance and evaluation of implemented activities	75
10	University National and International Excellence	78
10.1	International and major national development and creative activities	78
10.2	Membership of Škoda Auto University in international and national associations, organisations and societies and in professional associations, organisations and societies.....	78
10.3	International and national awards of the university.....	84
10.4	International evaluation of the university.....	84
11	The third role of the university.....	85
11.1	Transfer of knowledge into practice.....	85
11.2	Activities in the region.....	85
11.3	Transregional impact and significance	85
12	Infrastructure	86
12.1	Škoda Auto University Library	86
12.2	Electronic information resources	86
12.3	Information and communication services, information technology.....	87
12.3.1	Technical equipment of the Na Karmeli area.....	87
12.3.2	Technical equipment of the Prague branch	87
12.3.3	Other information services	88
13	Activities of the University in connection with the effects of the state of war in Ukraine	90
14	Supporting well-being in the academic environment: Gender Equality Plan and Safe Environment ..	91
14.1	Issues of sexual and gender-based harassment	91
14.2	Gender Equality Plan for Human Resources Management	91
14.3	Progress in gender integration in research and teaching.....	91
15	Conclusion	92

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 o.p.s.

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.**

ID: **29142890**

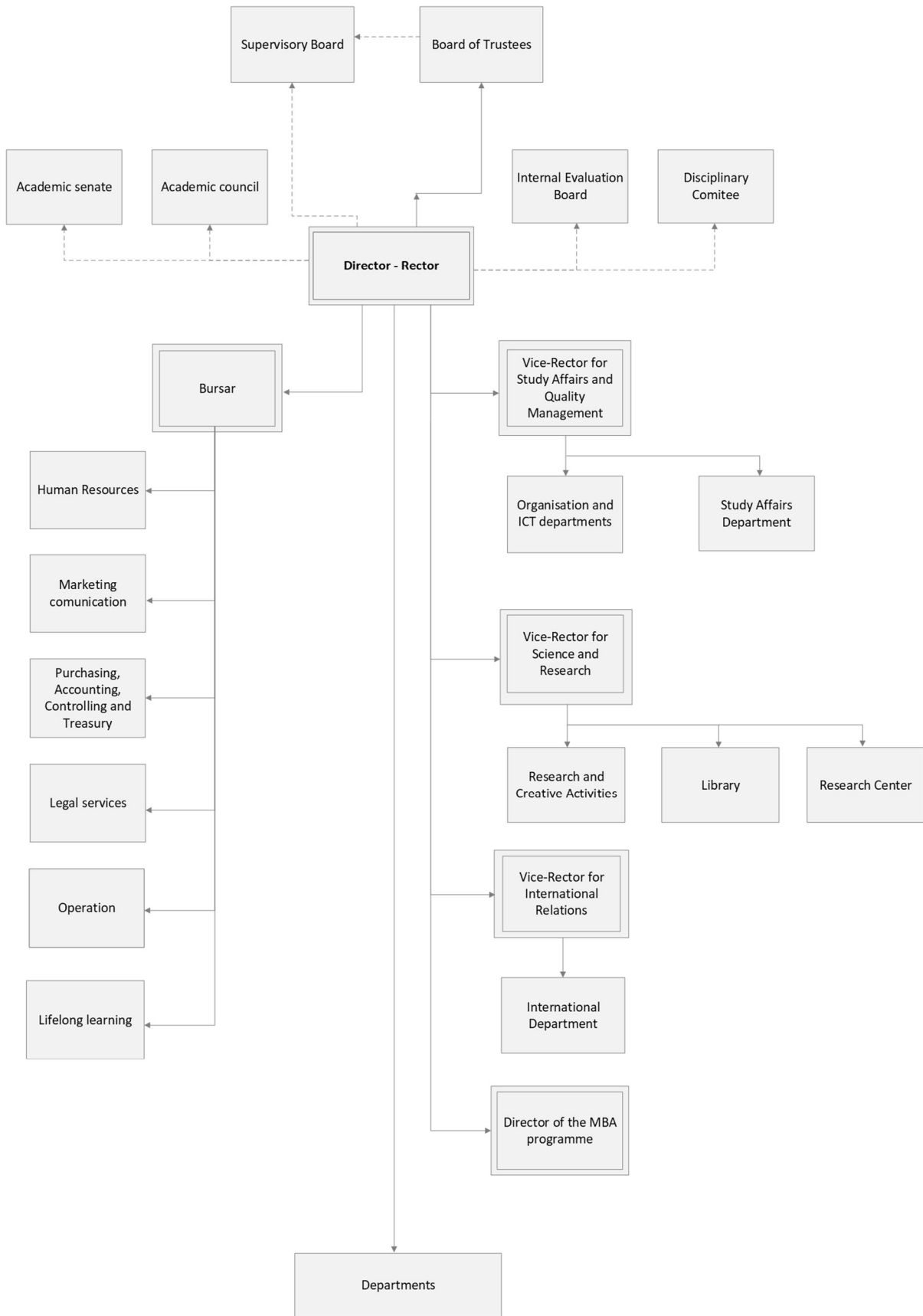
RID: **7P000**

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 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.

State approval was granted to Škoda Auto University o.p.s. 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 Vysoká škola o.p.s. all accreditations of study fields accredited and implemented in 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 administrative bodies of the public benefit corporation are the Director, the Board of Directors and the Supervisory Board. The Director is the statutory body of the charitable 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. Until 31 December 2023, the Rector of the University was the Director of the benefit society. The Bursar was responsible for the management and internal administration together with the Director. From 1 January 2024, the positions of Rector of the University and Director of University were separated, and the position of Bursar was abolished (the Director remains responsible for the management and internal administration).

The members of the Board of Directors and the Supervisory Board are appointed by the founder of the university. The director and the rector are appointed by the board of trustees. The Bursar is appointed by the Rector with the prior approval of the Board of Directors. The Rector appoints the Academic Board, the Disciplinary Board and the Board of Internal Evaluation, with one third of the members of the Board of Internal Evaluation appointed on the proposal of the Academic Board and one third on the proposal of the Academic Senate; during 2023 it was established that at least three members of the Board of Internal Evaluation shall be academic staff who are not members of the academic community of the University. The Academic Senate is an advisory body to the Rector elected by the academic community.

In 2023, the above-mentioned administrative and self-governing bodies operated with the following personnel composition:

Board of Directors

Maren Gräf	<i>Chairwoman of Board of Directors</i>
Holger Peters	<i>Member</i> (since 1.6.2023)
Christian Schenk	<i>Member</i> (till 30.4.2023)
Karsten Schnake	<i>Member</i>

Supervisory Board

David Kavan	<i>Chairman of Supervisory Board</i>
Maren Kabowski-Ciecior	<i>Member</i>
Dana Němečková	<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 Šaroč, Ph.D.	Škoda Auto University
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
doc. JUDr. Václav Šmejkal, Ph.D., D.E.A.	Charles University

Board for Internal Evaluation

In 2023, 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>
Prof. Ing. Jakub Fischer, Ph.D. (Vysoká škola ekonomická v Praze)	<i>Member – on the proposal of the Academic Board (since 13. 7. 2023)</i>
Ing. Jan Kubíček, Ph.D. (Česká národní banka)	<i>Member (since 13. 7. 2023)</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>
Prof. Ing. Milan Pospíšil, CSc. (Vysoká škola chemicko-technologická v Praze)	<i>Member – on the proposal of the Academic Senate (since 13. 7. 2023)</i>
Miroslav Sak	<i>Member – on the proposal of the Academic Senate</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>
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 2023, the Academic Senate was composed of:

Chamber of Academics	
Mgr. Pavel Neset, Ph.D.	<i>The Chairman</i>
Ing. Martina Beránek, Ph.D.	<i>Member</i>
Doc. Ing. Jiřina Bokšová, Ph.D.	<i>Member</i>
Ing. Martin Juhas	<i>Member</i>
Mgr. Petr Kasal	<i>Member</i>
Mgr. Emil Velinov, Ph.D.	<i>Member</i>
Chamber of Students	
Bc. Vlastimil Braun	<i>The Vice-Chairman</i>
Bc. Ema Hruběšová	<i>Member</i>
Bc. Miroslav Landa	<i>Member</i>
Bc. Petr Malák	<i>Member</i>
Kryštof Müller	<i>Member</i>

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 Member of the Board 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 University 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.

Škoda Auto University fulfils its mission, the essence of 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. The mission and vision of Škoda Auto University was reformulated and further specified by its Board of Directors in 2023. The new version of the Mission and Vision of Škoda Auto University is as follows:

MISSION

Skoda Auto University

- carries out unique study programmes in the fields of technical education and computer science and economics,
- reflecting the latest scientific and educational trends,
- combining academic excellence with student work experience,
- participates in national and international research projects,
- responds to the needs of leading companies in the automotive industry,
- achieves a high level of internationalisation,
- subscribes to the values of sustainability, diversity and social responsibility,
- plays a third role as a university at national, regional and local level.

VISION

Skoda Auto University

- is an internationally renowned university linked to the industry, especially the automotive industry,
- It is attractive to talented and highly motivated Czech and international students,
- provides relevant knowledge, skills and practical experience ensuring graduates with high
- employment.

This mission is concretised in the strategic documents of Škoda Auto University, in particular in the document Strategy of Škoda Auto University 2022-2026, approved by the Board of Directors of Škoda Auto a.s., in the

Strategic Plan of Škoda Auto University for the period from 2021 and in the annual plans for its implementation. In 2023, the Board of Directors of Škoda Auto a.s. approved the Škoda Auto University Study Programme Development Plan 2023-2027, which further elaborates the strategic objectives of Škoda Auto University set out in the Strategy of Škoda Auto University 2022-2026; its content is reflected in the Implementation Plan of the Škoda Auto University Strategic Plan for 2024.

1.4 Changes in internal regulations in 2023

In 2023, the Accreditation Regulations of Škoda Auto University and the Rules of Procedure of the Board for Internal Evaluation of Škoda Auto University were amended and registered by the Ministry of Education, Youth and Sports. In 2023, the Ministry of Education, Youth and Sports also registered the amended Statutes of Škoda Auto University, the Study and Examination Regulations of Škoda Auto University and the Accreditation Regulations of Škoda Auto University, amended in 2022.

The amendments to the internal regulations approved and registered in 2023 are the university's response to the recommendations received by Škoda Auto University during the review of its application for institutional accreditation in the field of education in Economics, submitted in 2022. Institutional accreditation for the field of education in Economics was granted to Škoda Auto University in January 2024, as the first non-university and the first private university.

The following changes were made to the Rules of Procedure of the Board of Internal Evaluation:

- The number of members of the Board of Internal Evaluation is increased from 12 to 15, and at least 3 members of the Board of Internal Evaluation must be external academics,
- if guarantors of study programmes are members of the Board of Internal Evaluation, they are excluded from voting on proposals for study programmes and substantial changes to them that they themselves submit,
- guarantors of study programmes with institutional accreditation cannot be members of the Board of Internal Evaluation.

The changes to the Accreditation Regulations are as follows:

- the number of evaluators of study programmes and their substantial changes is increased to two, with the evaluators being external persons registered in the list of evaluators of the National Accreditation Office for Higher Education for the relevant field of education,
- if the guarantors of the evaluators of the application for institutional accreditation of the field of education are four (two for the institutional arrangement and two for the field of education), the evaluators being external persons registered in the list of evaluators of the National Accreditation Office for Higher Education for the respective field of education.

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

In 2023, 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	
Broadly defined fields of ISCED-F					
Business, Administration and Law	6	4	6	3	19
CELKEM	6	4	6	3	19

All study programmes listed in the table above have been described by the learning outcomes methodology during 2023 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	
Broadly defined fields of ISCED-F					
Business, Administration and Law	2	1	2	1	6
CELKEM	2	1	2	1	6

All study programmes listed in the table above have been described by the learning outcomes methodology during 2023 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 31.12.2023	1

Joint/Double/Multiple Degree study programmes	
Škoda Auto University	
Programme	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 31.12.2023	4

Joint/Double/Multiple Degree study programmes	
Škoda Auto University	
Programme	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 31.12.2023	0

Joint/Double/Multiple Degree study programmes	
Škoda Auto University	
Programme	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 31.12.2023	1

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

In 2023, 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 2023.

Škoda Auto University did not run any study programmes jointly with a higher education institution in 2023.

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 2023, several professional courses were implemented, especially for employees of cooperating companies. These were mostly full-time courses. In addition, in 2023, 2 rather large-scale training programmes were implemented aimed at supporting Ukrainian war refugees, which were also of the nature of lifelong learning courses. They are not shown in the table below as they will not be completed until 2024.

In 2023, the school carried out the following courses as part of its lifelong learning programme:

Course	Number of participants	Duration [hours]
Preparatory course in mathematics	22	30
Preparatory course in physics	7	20
Introduction to Artificial Intelligence	87	3
Diversity Wins@VW training	15	4,5
Future trends in the automotive industry	9	4
Development of the modern car	11	4
Future trends in the modern car	8	4
Autonomous vehicles	15	4
Intercultural training	10	8
Artificial intelligence methods	13	4
Content marketing as a tool for effective communication	12	5
Socially responsible activities of the modern company	6	4
Business logistics	1	16
IT Academy for children	40	1,5
Development of the modern car	9	4
Intercultural training	9	8
Artificial intelligence methods	7	4
Future trends in the automotive industry	10	4
Intercultural training	7	8

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								
Social sciences, journalism and information sciences	6							6
Business, administration and law								
Natural sciences, mathematics and statistics				2				2
Information and communication technologies	3			1				4
Technology, manufacturing and construction	7							7
TOTAL	16			3				19

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								
Education and training	59							59
Social sciences, journalism and information sciences								
Business, administration and law					29			29
Natural sciences, mathematics and statistics	107				40			147
Information and communication technologies	63							63
TOTAL	229				69			298

Lifelong Learning Programme: Online MBA

In December 2020, Škoda Auto University started to teach an online MBA programme as part of its professional lifelong learning programme, which is accredited by the Accreditation Council for Business Schools and Programs (ACBSP) and CAMBAS. The online MBA study programme is conducted entirely in the MS Teams environment in English. The study lasts 24 months, with one study module - 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.

In 2023, 63 students, graduates of at least a Bachelor's degree from e.g. the Czech Republic, India, Germany and New Zealand, studied in the programme, with 18 of them successfully completing their studies in 2023.

2.6.2 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 2023					
Bachelor's degree programmes					
Domestic			Foreign		
Place of internship		Number	Place of internship		Number
Škoda Auto a.s.	department G (management, PR)	11	Concern brands	ŠKO-ENERGO, s.r.o.	2
	department P (production, logistics)	24			
	department B (purchasing)	6			
	department E (technical development)	9		Audi AG	1
	department V (sales, marketing)	13		Porsche Lifestyle Group	1
	department F (finances and IT)	2		SEAT S.A.	1
	department S (HR)	14			
Total Škoda Auto a.s.		79	Total concern brands		5
External companies	partner companies	4	other foreign companies	Farmen Int.Cosmetics	1
				B. Futurist B.V.	1
				Pon's Automobielhandel B.V.	1
				Salibandy Club Classic	1
	others	52		BMW AG	1
Total external domestic companies		56	Total external foreign companies		5
Total domestic		135	Total foreign		10

Placement of students during compulsory internship in 2022				
Master's degree programmes				
Domestic			Foreign	
Place of internship		Number	Place of internship	
			Number	
Škoda Auto a.s.	department VX1 (offline customer journey)	1	concern brands	
Total Škoda Auto a.s.		1	Total concern brands	
			0	

External companies	partner companies	0	Other foreign companies	0
Others	International SOS (CZ) s.r.o.	1		
	Škoda Auto Vysoká škola o.p.s.	1		
	Trackdesk s.r.o.	1		
	Forvia	1		
	PricewaterhouseCoopers Audit s.r.o.	1		
	Sichrovka s.r.o.	1		
	Kautex Textron Bohemia	1		
Total external domestic companies		2	Total external foreign companies	
			0	

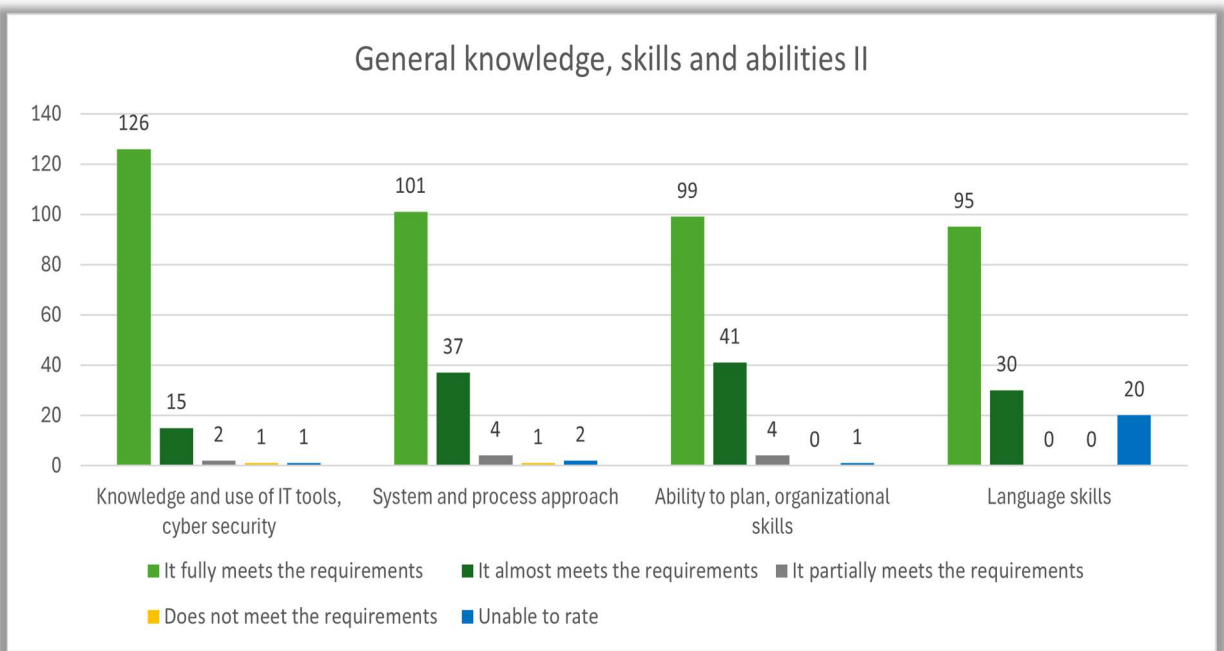
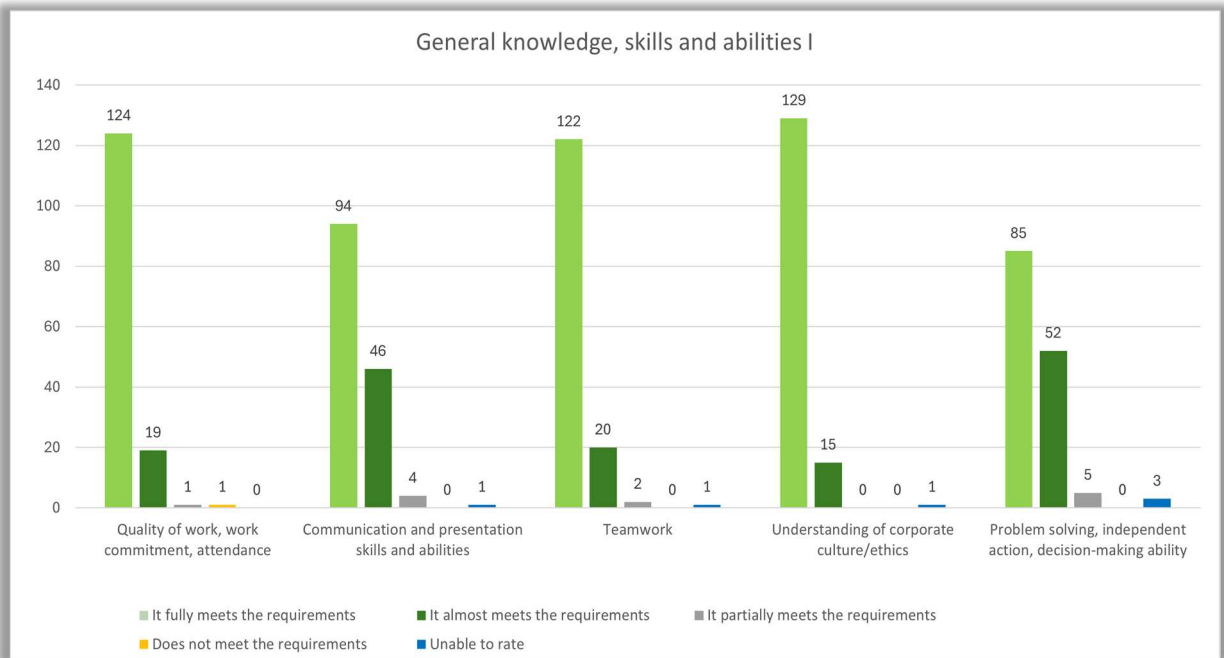
Student completes a compulsory internship of his/her own choice at Škoda Auto a.s., a partner company in the Czech Republic or abroad (mainly within the VW Group). All brands of the VW Group have a detailed internal system of professional student internships, which gives a good guarantee of the quality 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 result is a targeted link between professional practice and the topic of the bachelor thesis. In their final theses, students work on specific issues assigned by the provider of professional practice. The bachelor thesis is supervised by experts from the study programme/specialisation in the individual departments.

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 2023 (number of students)



2.6.3 Other activities

In 2023, 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 2023, the relevant examinations were held, with 24 CAE certificates and 10 FCE certificates awarded. In connection with the exams, online preparation courses were held under the guidance of Ioana Kocúrova-Giurgiu and Lucie Janečková (November and December 2022). KJPIK regularly provides English language training for academic and operational staff of ŠAU. In 2023, under the guarantee of Lenka Stejskalová and the guidance of lecturers Robin Whealing and Kevin Glanville, the teaching was implemented in four groups according to the level of language competence of the participants. Individual consultations with staff of other departments to prepare professional subjects taught in English as well as interdepartmental cooperation in teaching are standard.

The Department has also implemented a number of forms of cooperation within the framework of internationalisation. Within 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 and in the subject AJB2 Module 5 under the guidance of Kevin Glanville. Tandem teaching also took place in the AJB2 course with the University of Seinäjoki in Finland under the guidance of Pavlína Příbramská. Tandem cooperation with HTW Dresden was also implemented by Zuzana Havlisová in German language lessons. The CIICPD project also included the final international conference Beyond Horizons II hosted and organized by the School of Education in the premises of the Na Karmeli Educational Centre in Mladá Boleslav. It was attended not only by project partners from Germany, Austria, Italy and Finland, but also by students and practitioners. The Department also successfully completed the CIICPD project with the publication of Emerging Critical Incident Research in Europe edited by Dagmar Siegllová. The CIICPD team also contributed a chapter on critical incidents in management practice in collaboration with Jan Kotík from Škoda Auto.

In the German language courses within the Woche der Nachbarschaft project under the supervision of Zuzana Havlisová, two phases of the project took place in April and October 2023, culminating in a two-day visit of students from the ŠAU partner university in Dresden.

The Department is actively working on the development and modernisation of language teaching. The staff in the team Oleksandra Chaban, Kevin Glanville and Ivana Michinova have completed the first e-opor module for the English for Academic Purposes course. Oleksandra Chaban also completed the revision of the German for Foreigners e-opors for modules 4 and 5. The development of e-opors is also continuing in other languages under the auspices of Zuzana Havlisová in German, Michaela Odložilíková in Spanish and Alena Bednářová and Zdeňka Patočková in Czech for Foreigners.

Part of the modernization of teaching is the implementation of needs studies focused on special needs and language needs of learners. In the winter semester, an extensive survey on learners' special needs was conducted by the team of Pavlína Příbramská, Zuzana Havlisová and Ivana Forejtář under the guidance of Dagmar Siegllová, with the aim of implementing the results into practice. A student undergoing a compulsory internship at department was actively involved in the surveys and studies.

Department 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 two professional papers at the Beyond Horizons II conference in June 2023 and one virtual paper in November 2023 at the ICERI 2023 international conference in Spain.

During the academic year, KJPIK in cooperation with the International Office actively participated in helping Ukrainian refugees, students and academics by implementing summer programs. Lenka Stejskalová and Dagmar Siegllová were involved in conducting seminars on teaching methods. Lenka Stejskalová implemented Czech for Foreigners for Ukrainian teachers preparing for their teaching practice in the Mlada 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 2023, a series of methodological seminars (on-line and on-site) on critical thinking for secondary school teachers in the Mladá Boleslav area and on writing and conducting student theses for secondary and primary school teachers were implemented. Also in 2023, cooperation with Škoda Auto a.s. continued on the Diversity wins@VW training, which took place in January under the guidance of lecturers Lenka Stejskalová and Miluše Löffelmannová. .

Every semester the Department repeatedly includes lectures by practitioners in the teaching of English at the Master's level. Regular cooperation takes place 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 and 2023. In 2023, Dagmar Siegllová, who focuses on teaching methods and the modernisation of language education, also became a member of the association's audit committee.

Department of production, logistics and quality management annually organizes invited lectures by experts from practice, excursions and works with talents in the form of their involvement in the scientific research activities of the department. The Department is accredited by the European Logistics Association for its Bachelor's specialisation Logistics and Quality Management and Bachelor's degree programme 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-logistics lab that includes interactive learning sets for learning skills in lean manufacturing tools (5S, SMED, Standard Workflows, JIT, Stable Manufacturing), a developmental set of tubular racking systems to acquire skills in designing and assembling them, and a mixed reality product audit learning module. 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-carb 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 the School of Economics 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 Green Logistics, Logistics Practice, Supply Chain Management,

Sustainable Vehicle Design and Supply Chain Management, Computer Simulation of Logistics Processes, Project Management, Supplier Quality Management, Quality Management and Sustainable Innovation Mindset. The following lectures were delivered in 2023: Tensile Principle in Supply Chain Management (manufactus GmbH), Introduction into Sustainability (Škoda Auto a.s.), Modern Industrial Production of Components in Czech Republic (Škoda Auto a. s), Green Logistics (Škoda Auto a.s.), Sustainable Procurement (Škoda Auto a.s.), Appearance Items in Automotive Industry (Grupo Antolin), Contingency Plans in Automotive Industry Companies (Grupo Antolin), Quality Methods and Tools (Škoda Auto a. s.), FMEA Method and its Practical Application in Automotive Industry (Škoda Auto a.s.), Project Management vs. Agile Techniques (Česká spořitelna), Process Optimization of Logistics Service Providers (DHL Supply Chain), Computer Simulation in Practice (Logio s. People, System and Tools (DHL Supply Chain), AI in Education (Prague AI), AI in Purchasing Process.

Students of Green Logistics courses for the Logistics Department of Škoda Auto a.s. solved and defended semester projects on specific logistics 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 Sustainable Vehicle Design and Supply Chain Management, Organization and Management of Production II, Supply Chain Management and Supplier Quality Management. The lecturers were academics from the partner Seinajoki University of Applied Science (Finland).

Four students of ŠAU participated in two contractual research projects of the department realized for Škoda Auto a.s. and SCANIA CZECH REPUBLIC, s.r.o. Six students were involved in the SusTrans project funded by the Erasmus+ programme. Two students of the department represented ŠAU at the International Student Scientific Conference mŠVOK 2023, where student Bc. Tereza Macháčová won 1st place in the competition for the best presentation. Graduate Ing. Tomáš Smolík represented ŠAU at the national competition ČDS&T 2022. Student Bc. Jakub Procházka advanced with his bachelor thesis to the shortlist of the Laurin & Klement competition for the best thesis written in Škoda Auto a.s. in 2023.

Throughout the year, members of the department were actively involved in the lectures of the open days.

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. spoke on "Has the World Economy Entered a Phase of Deglobalization?" at the International Scientific Conference on Economic Policy (Frenštát pod Radhoštěm, 5-7 September 2023). He regularly participated in the meetings of the National Convention on the EU, organized by the Office of the Government of the Czech Republic.

Mgr. Pavel Neset, Ph.D. promoted the educational activities, unique focus, advantages and uniqueness of studying at the Christian Doppler School in Prague. He also serves as an evaluator on the committees of the National Accreditation Office. He has been a member of the National Economic Council of the Government since 2022. He is regularly invited to public television to comment on macroeconomic issues. In cooperation with the University of Mining and Metallurgy - Technical University of Ostrava, he participated in the TAČR Beta 2 project (TITSMPO116): Proposal for a strategic framework of higher education for the automotive sector. Together with doc. Pavel Mertlík, CSc. Development of Inflation and its Forecast. The project produced monthly outputs in the form of an analysis of monthly inflation in the Czech Republic and a forecast of further developments. A standard macroeconomic analysis of the causes and consequences of inflation was carried out, with an impact on the individual components of the consumer basket. The outputs were one of the supporting analytical materials of the Board of Directors of Škoda Auto a.s. for collective bargaining.

In 2023, Prof. Stanislav Šaroch served as chairman, committee member and opponent in dissertation defences, nomination and habilitation proceedings, especially at the University of Economics in Prague and Masaryk University in Brno. He also served as a member of the editorial board of the journal Economic Perspectives, which is included in the WoS and Scopus databases. 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 a team that published two studies on the automotive industry, namely European Automotive Industry in the Century of Asia and Automotive Industry and Vehicle Market in Global Perspective-State, Trends and Selected Issues. The publisher of the study is SACS. He has also been an expert guarantor, moderator and lecturer in the seminars of the Research Centre of ŠAU", which was established in 2023. He has also served on several committees as an NAO evaluator.

Doc. Ing. Pavel Mertlík, CSc. in 2023 served as a member of the committees and opponent in the defence of dissertation theses at the University of Economics in Prague and the University of West Bohemia in Pilsen. He has also appeared in the media (Czech Television, Czech Radio, printed and online newspapers) on important issues of the Czech economy and economic policy.

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, solved the project TAČR Beta 2 (TITSMPO116). Under the leadership of the deputy head of the department Ing. Eva Jaderná, Ph.D., was responsible for the project of the Student Grant Competition Sustainable Transport, Housing and Nutrition through the Eyes of Czech Consumers. Dr. Jaderná also led the department in the contract research project contracted by AutoSAP - Automotive Industry Association entitled "FAST - Framework for Automotive Sector Skills Transformation". Department member Mgr. Emil Velinov, Ph.D. completed 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). Members of the department also participated in research tasks across the university, e.g. the INTREPID-HEI project implemented within the EIT HEI Initiative Urban Mobility, one of the Erasmus+ cooperation programme axes, or the TAČR NCK project (TN02000033) "NCK for industrial 3D printing".

The Department provided the implementation of specifically focused courses leading to the acquisition of certificates of Purchasing Expert for students in the follow-up Master's degree programme in Business Administration, specialization in International Marketing or specialization in International Supply Chain Management and Purchasing Specialist for students in the Bachelor's degree programme in Business Administration, specialization in Logistics and Quality Management, with the support of the specialist area of Purchasing of the founding company Škoda Auto. Based on 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, which was accredited by the National Accreditation Authority for Higher Education in 2023.

The department's lecturers offered learners activation through numerous innovative teaching methods and involvement in projects. In the field of the use of new pedagogical methods, the cooperation between Škoda Auto University students and CTU students continued within the Formula Student project, the students were led by Ing. Martina Beránek, Ph.D. In the teaching of International Management, international virtual teams were used within the BLIC and xCulture cooperation platforms. In the B2B Marketing course, a training on 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 LLL) and contract research projects. As part of the internationalisation of teaching, Dr. Cory Isaacs from SeAMK (Finland) taught a course on Social Communication in February 2023. Then in October 2023, Dr. Cory Isaacs taught the topic of Cultural Stereotypes and Teamwork in the Social and Managerial Potential Development course.

Doc. Karel Pavlica reciprocally taught a total of two times (May 2023 and December 2023) at the Finnish partner university SeAMK in the subject International Business and Communication topics in the field of intercultural management.

Doc. Pavlica has taught a total of three times for Škoda Academy in the Intercultural Management course. These were two full-time courses (one in Czech and one in AJ) and one online course (in Czech).

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

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 Application of the didactic-philosophical model 21st EWA (Empowering Wholeness Adaptive) in the interdisciplinary course Strategic Innovation Mindset, Student projects in the fourth year of the interdisciplinary course Strategic Sustainability Management with ŠA, topic: CO2 Reduction in Catering, Student projects in the second year of the interdisciplinary course Sustainable Innovation Mindset, topic Super Human Power Skills in the Age of AI, 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 Bayerisch-Tschechische Hochschulagentur (Bavarian-Czech Higher Education Agency). The project involved the research team of Škoda Auto University of Applied Sciences and OTH Regensburg, International Cooperation and tandem teaching with Dr. Ruppe from University FH Muenster, Germany in the subject Intercultural Business Communication.

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

The Department of Quantitative Methods once again implemented intensive preparatory courses in mathematics and physics for newly entering students; the second course is designed especially for future students of the Industrial Management programme. The members of the Department organized the familiarization stay for the newly entering students of ŠAU. 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 with topics in ICT and applied mathematics and physics.

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 under the grant programs of ŠKO-ENERGO with the titles Physics of Travel and Physical Principles, Safety, Ecology and Economy of Operation of Different Vehicles in Summer Suburban Camps for Children.

In 2023, members of the department were involved in the organization of integration activities for Ukrainian children and adults who found refuge in Mladá Boleslav and its surroundings. Mgr. Petr Kasal was involved in the preparation of primary school children for entrance exams to secondary schools.

The Department of Finance and Accounting applies the latest trends in the field of currently applicable accounting and tax legislation in all courses. In order to acquire practical skills, experts from practice are involved in teaching. In the summer semester 2022/2023 a representative of the auditing firm PFK APOGEO Ing. Jiří Honomichl introduced students of the International Financial Reporting Standards II course to the issue of reporting intangible assets based on IAS 38. On 3/2023, a lecture by experts Dan Bican and Jakub Černý from Dabrimon was held on the practical application of anti-money laundering measures, which was open to both students and the general public. The practitioners are also long-term experts at the Department of Finance and Accounting and as external lecturers. These include tax specialist Ing. Berger and tax specialist Ing. Halík. Guarantor of the course Company Financial Analysis doc. Čížinská in the summer semester 2022/2023 implemented the teaching in cooperation with visiting professor Florin Teodor Boldeanu from Transilvania University of Braşov (Romania), who in his presentation focused on the issue of management and measurement of value creation using indicators based on economic profit.

In the field of science and research, the Department is working on a three-year internal grant project (2022-2024) aimed at quantifying the economic externalities of the development of electromobility in the Czech Republic - "Impacts of the successful development of electromobility on 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). In 11/2023, an online workshop was organized to present the preliminary results of the research followed by a discussion with the professional public.

After the successful completion of the three-year TAČR Eta project "New Challenges of e-Government in a Europe-wide 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.

In 2023, the Department of Finance and Accounting has successfully joined the European COST ACTION projects, namely CA21107 DIGI-net dedicated to the attitudes of the population towards digitalization, which is a good follow-up to the previous TAČR Éta project. Prof. Strouhal also serves as the Czech representative in the management committee of the projects CA22110 LIAISE (the project is dedicated to industrial symbiosis), and CA22124 ECO4ALL (the project is dedicated to circular economy). For the CA22110 LIAISE project, he is vice-chair of the working group and member of the project core group.

Doc. Čížinská has long been involved in the development of the annual study of ŠAU devoted to the automotive industry. In the study published in 2023, she is the author of the chapter "Development of financial performance of Czech automotive companies in the years 2014 to 2022 in comparison with companies in Germany and other EU-27 countries".

In 2023 doc. Čížinská and doc. Krabec presented their interactive workshops on the topic of financial performance and enterprise value creation at the International Staff Week, traditionally organized by VIVES University of Applied Sciences (Commercial Sciences, Business Management and Informatics) in Kortrijk, Belgium. Doc. Krabec was a visiting professor at the Faculty of Economics, University of Zagreb in the winter semester of the academic year 2023/2024. In September 2023 he taught an intensive blended course Strategic Innovation Mindset (SIM) with the subtitle "Human Skills for Entrepreneurship, Sustainability and Innovation in Education in the Age of Artificial Intelligence". The whole event was held in cooperation with INTREPID-HEI (EIT HEI Initiative). Josef Horák, Ph.D.

Within the Erasmus+ programme, doc. Čížinská in 2023 participated in a language course in advanced business English at the English Sunny School of Cyprus in Limassol and within the Erasmus+ mobility was hosted by prof. Ing. Jiří Strouhal, Ph.D. at the Department of Corporate Finance Management, University of Lodz, as part of the course Financial Markets.

The Department of Informatics completed the preparation of the application for accreditation of the follow-up study programme Business Administration 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 first quarter of 2024.

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.

The cooperation with SEAMK Helsinki (reciprocal lectures of teachers - Ing. Juhas) was also continued and deepened in 2023.

For the Ministry of Interior of the Czech Republic, Dr. Beneš created a refined second version of the IS CC (Information System of Cloud Computing) tender documentation in 2023.

For CEPS in the second half of 2023, Prof. Jiří Voříšek and Dr. Beneš prepared an extensive Trend Study on Cloud Computing in the CEPS environment. The study will be delivered in January 2024.

The project Modernization of teaching - equipment and operation of the ICT laboratory (Dr. Beneš) was also continued during 2023 within the Educational Technical Centre of the Czech Technical University of Technology (Na Hejdovce nám. Míru 27, Mladá Boleslav). The ultimate goal of the project is to establish an information technology laboratory for research, theoretical and practical education in the subjects of Technical Infrastructure

and Network Technologies, Data Analysis and Databases, Algorithmization and Programming, Business Security and Data Protection, Data Engineering, Algorithms and Algorithmization, which are compulsory subjects of the study programme Business Informatics (PEMI). Students of the PEMI study programme (as well as academic staff of the Department of Computer Science) will thus gain a platform (both theoretical and practical) for participation in IT projects (as researchers or co-investigators).

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 subjects 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 lectures by experts from practice in the teaching of accredited courses: doc. 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 5 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 subject Electrical and Electronic Systems of the Automobile was taught in cooperation with the EEB department. For the first time, the Master's course Modern Automotive Production was implemented, which is conducted by experts from practice directly at the production plant in the form of lectures, and individual follow-up exercises are carried out in the form of excursions in real operation.

Three excursions were made to Škoda Auto production facilities and one excursion to the engine development centre of Škoda Auto, a. s.

The Department started research in the TAČR TREND project on the topic of 'modular drilling rig', which was selected for support. The annual report of the project, which is being carried out in cooperation with two companies, was fully accepted by the TAČR authorities. In addition, the Department has been involved in two sub-projects of the National Centre of Competence for Industrial 3D Printing consortium project. DP 01 Innovative Printing Filaments focuses on the development of composite filaments with special properties such as electrical, magnetic, thermal conductivity. DP 02 Efficient Material Sustainability in Additive Manufacturing focuses on circular economy issues. The aim is to recycle processes that enable the reuse of materials used in 3D printing. Annual research reports have been produced, and DP 02 has been developed in collaboration between KSE and the SCC.

Within the framework of contract research, the Department of Mechanical and Electrical Engineering carried out the continuation of the project "Universal Combs" commissioned by Škoda Auto, a.s. Within the framework of the project, the Department cooperated with TU Liberec and as a result of the project Škoda Auto, a.s. filed 2 patent applications. Experimental combs integrated into a real pallet were implemented and verification tests were carried out. The second project implemented for Škoda Auto was the development of a machine for formatting cardboard interleaves. The machine is designed for cutting wastepaper carton boards, where worn parts are cut off from large boards and smaller boards are formatted from undamaged material. These are then used in logistics instead of buying new boards. The essential social value of the work is that the machine is adapted to the needs of the sheltered workshop and will be operated by disabled workers.

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. This project would be successfully completed in 2023. The department's internal grant competitions have prepared one project for the IGA competition and one for the SGS competition.

During 2023, the renovation of the building at Havel Park was carried out and in September 2023 the laboratory for teaching and research in technical areas was inaugurated. A 3D printing and virtual reality laboratory was set up in the new premises. 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. In addition, the new laboratories house a robotics workstation and a PLC systems workstation. The electrical engineering and automation laboratory is also newly equipped. The laboratories have been fully used in the ZS for teaching accredited subjects.

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	502	127	145	73	847
Business Informatics	125	17	3		145
Industrial Management	94		2		96
Business Administration (EN)	13		7		20
TOTAL	734	144	157	73	1108

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	96	25	11	13	145
Business Informatics	26	2			28
Industrial Management	11		2		13
Business Administration (EN)	3		1		4
TOTAL	136	27	14	13	190

Academic failure in the 1st year of study *)						
Bachelor's degree			Master's degree			TOTAL
FT	PT/D	TOTAL	FT	PT/D	TOTAL	
30,2 %	29,3 %	30,0 %	10,0 %	10,0 %	10,0 %	24,0 %

*) Proportion of the number of studies started in 2022 and the sum of failed studies for this cohort in 2022 and 2023.

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 the fulfilment of 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 the ŠAU.

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

Study counselling was provided to students in 2023. Preventive communication was carried out with students who showed poor academic performance during their studies. Care was taken to ensure the time comfort of students of the combined form of study, especially in the area of examination dates.

Of course, there is sufficient capacity for consultation hours for all academic staff at the university. A 'buddy system' has also been introduced, which assigns each applicant 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 2023, the gross failure rate, expressed as the number of failed students/number of all students at 31 December, has fallen from 17.4% in 2022 to 14.6% in 2023. Expressed in terms of the number of studies, it has fallen from 14.2% to 13.6%.

With the full take-up of the Industrial Management and Business Informatics study programmes, there are already some differences in the failure rates between the study programmes. The lowest failure rate in 2023 was recorded in the study programme Industrial Management

The academic failure rate of first year students, calculated as the ratio of the number of studies started in year t to the sum of the failed studies of this cohort in years t and t+1, decreased slightly compared to the previous year. The failure rate of students in undergraduate programmes remains relatively high, and it is quite unusual that the failure rate was slightly higher in full-time than in combined studies.

Measures to limit the prolongation of studies

The credit-based study system of ŠAU allows students to choose the individual pace of their studies. The university's internal regulations do not set a maximum length of study for individual study programmes. The validity of the acquired knowledge is ensured by the provisions of the University's Study and Examination Regulations, which limit the maximum duration of the study results to 7 years for Bachelor's degree programmes and 5 years for Master's degree programmes. 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 ŠAU in accordance with the Scholarship Regulations of the university.

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	124	10 161
Social Scholarships	1	43 300
To support study abroad	1	32 000
Exceptional scholarships in the amount of tuition fees for students enrolled in the Talent Motivation Programme	119	39 665
Other exceptional scholarships (including 29 scholarships in the amount of 1 semester's tuition fees to support students from Ukraine)	157	1 152
Accommodation scholarships	493	3 654

TOTAL	630	15 038
-------	-----	--------

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 2023, 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 2023, 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 2023, 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. 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 2023, 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 2023, most mobility activities have developed 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 2023, 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. Students of ŠAU provide economic competences in the competition team. 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. The collaborative team achieved excellent results in 2023.

In 2023, the school management worked with talented students under the feedback mechanisms of the internal quality assurance system. It was successful in increasing the overall student engagement in these mechanisms. It is clear that it is desirable to further deepen this involvement.

Selected students have been extensively involved in educational activities in support of war refugees from Ukraine.

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.

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	47
Number of applications for accommodation as of 31.12.2023	84
Number of successful accommodation applications as of 31.12.2023	53
Number of beds/days in 2023	11 060
Number of main meals issued to students in 2023	6 845
Number of main meals issued in 2023 to university staff	6 433
Number of main meals issued in 2023 to other boarders	57 080

3.10 University Sports Club

The University Sports Club Mladá Boleslav has traditionally provided sports activities for students at ŠAU. In 2023, 24 students participated in the Academic National Championships in various sports. Our school had the largest representation of all Czech universities at the AMČR in the obstacle race (Gladitor Race). The greatest success was achieved by Miroslav Landa, who placed 3rd in the AM Czech Republic in judo. Two of our students represented us in Belgium at the International Academic Chess Tournament.

Furthermore, the university sports club provides regular leisure sports activities for students: volleyball, basketball, floorball, futsal, climbing. School sports tournaments in futsal, volleyball and chess have become a tradition.

One-day and multi-day outdoor sports events are also popular. This year, two boating trips are planned, including one abroad to Austria and Slovenia. A three-day cycling trip is also planned for May. Every year we also organize weekend trips to the mountains, both in winter and summer.

Members of the sports club are also significantly involved in organising an adaptation stay for new students in their first year.

The club's activities are mainly organized by its chairman Mgr. Petr Kasal. The financial support came from the budget of the university, the contribution of ČAUS and membership fees.

4 Alumni

4.1 Alumni of accredited study programmes

In 2023, a total of 251 graduates will have completed a study programme at ŠAU. This was the highest number in the school's history.

Alumni of accredited study programmes (numbers)					
	Bachelor's degree		Master's degree		TOTAL
	FT	PT/D	FT	PT/D	
Business Administration (CZ)	132	30	53	25	240
Industrial Management	2	0	0	0	2
Business Informatics	4	0	0	0	4
Business Administration (EN)	1		4		5
TOTAL	139	30	57	25	251

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 contacts 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 graduates in the future, but also to actively involve them in the school's events.

The Alumni Club has its own page within the Škoda Auto University website, where it is possible to 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. From their side, they have the opportunity to provide feedback on, for example, their application on the labour market or their opinions on events they have attended.

In 2023, the most extensive alumni survey to date was carried out in the school's history. More than 300 alumni who have graduated from the university since its foundation actively participated. Respondents provided their answers to a total of 38 questions, which focused on motivation to study, graduate employability, the link between the content of studies and work experience, and the financial evaluation of graduates. The results of the survey are used for further development of study programmes, support for future graduate employment and also for marketing purposes. It seems appropriate to carry out a similar survey with a frequency of once every 2-3 years.

4.3 Monitoring alumni employment, measures to increase employment

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

The employment of graduates was monitored in the questionnaire survey described in Chapter 4.2.

Selected results of this survey are presented below.

The category of employer that graduates joined immediately after graduating from ŠAU	Number
Škoda Auto a.s.	96
Škoda Auto a.s. supplier company or Škoda Auto a.s. dealer network.	41
another VW Group company	9
another company within the automotive industry	31
other industrial undertaking outside the automotive industry	22
other service business outside the automotive industry	65
employer in the field of public administration or local government (including education, health, etc.)	10
Other	29
Total	303

Time from graduation to first job	Number
less than 3 months	268
more than 3 months, less than 6 months	19
more than 6 months, less than 12 months	7
more than 12 months	3
Total	297

Graduates by income in 2022 (CZK/month)	Number
less than 30 000	8
more than 30 000 and less than 41 000	41
more than 41 000 and less than 53 000	52
more than 53 000 and less than 75 000	94
more than 75 000 and less than 109 000	49
more than 109 000	37
Total	281

The above selected data shows the structure of employment of graduates, the fact that they find their employment soon after graduation and also their very good financial evaluation - 64 % of graduates achieved higher financial evaluation than the median of employees with university education (53,000 CZK/month).

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 2023, 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.

In 2023, the dual education programme Study and Work was also implemented in the area of cooperation with employers.

In 2023, 6 companies participated in the programme (Škoda Auto, Kautex, Forvia, DHL, ČSOB, Thimm Obaly). Within the programme, Škoda Auto offered a job offer to 10 students and another 11 students were offered an internship outside the programme (without the benefits of the programme). Thimm Obaly took on 1 student. In 2023, 23 students were offered a job under this programme.

We continue to establish and develop collaborations with potential companies considering joining this program. A presentation was made to the new partner company Adastra. In addition, companies approached by the Business Leaders Forum were introduced to the programme.

These students were enrolled in the 1st year of full-time study in the professional Bachelor/Master programmes/specialisations that the school is pursuing. At the same time, they have entered into employment contracts with companies that provide them with a significantly superior range of work experience 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 2023, meetings were organized between students of the School of Economics 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 26 partner companies. This was the largest ever Skoda Auto University fair, and the event was enlivened by an outdoor tour of the Enyaq car and the opportunity to try out the mock interview process with the exhibiting companies.

University periodically tracks the employment of its graduates statistically and publishes them on its website. The most extensive survey in the school's history has been carried out in this area to date.

The university's 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 2023, Škoda Auto University established a long-term strategic partnership with two partners, ADASTRÁ and AIKIT Digital. The school cooperates with ADASTRÁ to teach students in the fields of data management, data science and Artificial Intelligence. AIKIT Digital provides the school with expertise in PLC programming, Artificial Intelligence, Machine Learning and Robotics.

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 2023, support was provided by the following companies: PKF APOGEO Audit s.r.o. - financial support of scholarships for students, AUFEER GROUP s.r.o. - donation to support education, HOLLEN c.z. - HOLLEN - the support of the virtual classroom project.

Cooperation with these companies was established and developed during 2023:

Ernst & Young s.r.o.	SCIO s.r.o.	DYNAMIC FUTURE s.r.o.
AIMTEC a.s.	DigiTech (formerly E4t electronics for transportation) s.r.o.	O2 Family, s.r.o.
Montana s.r.o. Mladá Boleslav	M. Preymesser logistika s.r.o.	NMS Market Research s.r.o.
Innov8 s.r.o.	Klokočka Autosalon spol. s.r.o.	IBM Czech Republic spol. s r.o.
Siemens, s.r.o., Elektromotory Mohelnice	KIEKERT-CS, s.r.o.	Komerční banka a.s.
Magna Exteriors & Interiors (Bohemia) s.r.o.	Ipsos s.r.o.	Marimex CZ, s.r.o.
ROHDE & SCHWARZ závod Vimperk, s.r.o.	Manufactus GmbH	LOGIO s.r.o.
Continental Automotive Czech Republic s.r.o.	SIC (Central Bohemian Innovation Centre)	mBlue Czech, s.r.o.
Kautex Textron Bohemia spol. s.r.o.	HYPERA s.r.o.	Faurecia - cz
Trade Unions Kovo MB	Alevia s.r.o.	BEEWATEC s.r.o.
AUTO JAROV, s.r.o.	Česká spořitelna a.s.	HOLLEN CZ s.r.o.
Porsche Inter Auto CZ spol. s.r.o.	Teradata Czech Republic, spol. s r.o.	Railway Administration
Hönigsberg&Düvel	3BT software s.r.o.	SUAS GROUP a.s.
Datentechnik Czech s.r.o.	Central Bohemian Innovation Centre	MIBCON NDC s.r.o.
KPMG Czech Republic, s.r.o.	Behavio Labs s.r.o.	Apogeo Goup
MAHLE Behr Mnichovo Hradiště s.r.o.	Czech Logistics Association z.s.	Hollen s.r.o.
		Strojmetal
		Aluminium Forging, a.s.
		ADASTRA, s.r.o.
		AIK IT Digital 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	353 (+39)	353 (+39)	203 (+26)	158 (+4)	158 (+7)	119 (+20)
Business Informatics	98 (-7)	98 (-7)	59 (-1)	8 (+1)	8 (+1)	1 (-2)
Industrial Management	47 (-11)	47 (-11)	34 (+3)	6 (-4)	6 (-4)	2 (+0)
Business Administration (EN)	17 (+3)	17 (+3)	3 (-3)	44 (+24)	44 (+25)	5 (+0)
TOTAL	515 (+24)	515 (+2)	299 (+25)	214 (+23)	214 (+27)	127 (+19)

The table shows the respective numbers and the differences compared to 2022.

Compared to 2022, the total number of applicants to Bachelor's degree programmes taught in the Czech language increased in 2023, especially in the Business Administration programme. The number of applicants to the Business Informatics and Industrial Management programmes has slightly decreased. The total number of students enrolled in bachelor's programmes has increased quite significantly, especially in the Business Administration programme.

The total number of applicants to the Czech-language Master's programmes remained practically at the same level as in 2022. However, the number of students enrolled increased significantly, especially in the Business Administration programme.

The number of applicants to the English-taught Bachelor of Business Administration programme increased slightly, while the number of enrolments decreased. The number of applicants to the follow-up Master of Business Administration programme increased very significantly, while the number of enrolments was the same as in 2022.

The total number of students enrolled in all programmes at both levels was 426 (382 in 2022).

In 2023, applicants were admitted without entrance examinations. Newly enrolled students in Bachelor's degree programmes are screened by Scio's general aptitude tests. Test results are an important indicator of the quality of applicants.

Entrance examinations for degree programmes taught in English were introduced at the end of 2023 for applicants starting their studies in 2024.

All applicants enrolled in Bachelor's degree programmes also undergo English language tests, which are mainly designed to determine the 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 high schools in the area of information for applicants. In addition to many other information channels, offers of professional programmes and lectures are regularly sent to secondary schools in the Czech Republic, which can be organised by us both at the secondary schools concerned and during a field trip to our company.

In September 2023, a workshop for educational and career counsellors was held at ŠAU, for the first time under the auspices of VISK, whose certification was also obtained. The workshop focused mainly on new trends in education and working with Generation Z - these topics were presented to the participants by certified external lecturers.

In 2023, the implementation of visits to secondary schools and high schools at the ŠAU was fully resumed. The number of visited high schools and programs at the ŠAU increased significantly, and the new concept was verified as effective and functional. This is because from 2022 onwards, the primary content of a visit to a secondary school is not the presentation of learning opportunities, but the same space is given valuable content. This is provided by lectures by academics and technology or non-typical teaching methods (logistics games, etc.), which have proven to increase the willingness of high schools to host our roadshows. A similar concept is applied to visits by high school students to our country, where the main objective is to provide a full university experience, given for example by attending a real lecture as part of a class.

Cooperation with Gymnázium Dr. Josefa Pekaře has been renewed, for which each department has written at least five final thesis topics, and two final theses under the guidance of our academics were successfully completed in 2023. Cooperation with local high schools is also continuously strengthened and they are invited to specific events throughout the year; for example, in 2023 we invited the final year students of the Mladá Boleslav schools on the date of the entrance exams and prepared a professional programme for them. From 2023, we are also newly including a programme at the Na Hejdivce Educational Technical Centre in our visits to secondary schools.

Cooperation with high schools is now intensively based on the concept of longer-term relationships, where we strive to build trust and our reliability contributes to closer relations with high school representatives. As a result, we return to many schools repeatedly. Similarly, more intensive cooperation is developed with selected schools, such as the Secondary School of Industry and the Business Academy in Bruntál.

Gradually, their graduates are very intensively involved in the concept of visiting secondary schools. When visiting a secondary school, an alumnus is always actively approached and, if he or she agrees, is trained and takes part in a roadshow. This is particularly effective in terms of activating former classmates and closer relationships with secondary school representatives.

On 4 October 2023, Škoda Auto also organised a meeting for representatives of schools and educational institutions from the Pilsen and Pardubice regions to introduce them to the broad possibilities of cooperation within the ŠA education system. On that occasion, representatives of these regional authorities also visited the Na Hejdivce Educational Technical Centre, which was presented to them in detail. Several intensive collaborations with secondary schools in the regions resulted from this visit.

In 2023, a new concept for the Open Days was also finalised, which, in addition to a lecture on general study opportunities, also includes a partial presentation of individual programmes and specialisations. This allows applicants to meet directly with the academics and students of the programme, as they are the most knowledgeable about the programme or specialisation. The Open Day also includes a visit to the library or the student café. In addition, in 2023, the concept has been expanded to include a visit to the Na Hejdivce Educational Technical Centre, where applicants can learn more about the possibilities of studying technical programmes and specialisations. The concept of Online Open Days has been maintained on the Instagram platform, both in Czech and English.

In 2023, ŠAU participated in two Gaudeamus fairs, in Prague and Brno. Both fairs were very well attended, with 14,000 students and 350 teachers attending the Prague fair. The fair in Brno in November was attended by 28,000 visitors and 474 teachers, with approximately 700 candidates visiting our stand daily. We perceive a significant change in the communication with applicants, compared to previous years they already know about our school and are interested in specific information.

High school students and the school itself are therefore regularly informed about suitable educational and cultural events organised at ŠAU.

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 2023, the total number of academic employees has increased by 0.35 FTE compared to 2022. The recalculated number of scientific staff was 0.65. The increase was even more significant when including staff working as FTE or as self-employed.

The number of other staff increased by 3.15 FTE. There was also a partial turnover of staff.

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

6.1 Converted numbers of academic and research employees

Academic, research and other employees ^{*)}									
	Academic employees						Other employees	Research employees	TOTAL
	TOTAL	Professors	Docents	Assistant professors	Asisstants	Lectors			
Converted number	53,85	6,05	12,70	26,45	4,65	4,00	34,15	0,65	88,65
Of which women	18,30	0,50	4,00	9,80	0,00	4,00	28,80	0	47,10
Physical number	62	9	14	30	5	4	41	2	105

^{*)} 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 ^{**)}								
	Academic employees						Research employees	TOTAL
	TOTAL	Professors	Docents	Assistant professors	Asisstants	Lectors		
Converted number	69,85	6,05	12,90	28,85	6,05	16,00	0	69,85

^{**)} 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	0	0	0	0	0	0	1	0	1
30–39 years	0	0	2	0	6	4	0	0	1	1	0	0	8
40–49 years	1	0	3	1	12	4	1	0	1	1	0	0	23
50–59 years	2	0	3	0	9	5	4	0	2	2	1	0	19
60–69 years	3	0	4	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
TOTAL	9	1	14	4	30	13	5	0	4	4	2	0	64

*) 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	4	2	1	0	8	
0,31 – 0,5	4	1	1	0	2	2	0	0	9	
0,51 – 0,7	0	0	0	0	0	0	0	0	0	
0,71 – 1,0	3	0	12	4	24	9	8	4	47	
TOTAL	9	1	14	4	30	13	9	4	64	

*) 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	Asisstants	Lectors	Scientific, research and development employees involved in teaching	Postdoctorals	Ph.D. students	Scientific, research and development employees****)	
TOTAL	0	0	1	0	0	0	0	0	0	1
<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	3	0	9	53
of which women	0	1	2	5	1	1	0	2	12

6.5 Number of docents and professors appointed in 2023

No new professors or docents were appointed in 2023.

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	
CELKEM	0	

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 2023, 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 NAO and ACBSP.

In 2023, 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 2023, 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.

Throughout the year 2023, there was a very intensive discussion about the use of artificial intelligence tools in the educational process of the ŠAU. A document was created that expresses the school's position on the use of these tools and recommendations for teachers and students. Educational events on the use of these tools were organised.

At the end of 2023, the internal system for the development of teaching skills of academic staff was practically completed and the first training events were implemented within the framework of this system. The system is defined by the Rector's directive.

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	Linking teaching with real practice in the form of seminar papers (analysis of financial statements/annual reports of real companies downloaded from the collection of documents of the public register) - work in groups of five students (more proficient students assist weaker ones in preparing and defending the seminar paper) Defence and presentation of the results of the analysis by the group - training the ability to find and interpret the information given in the annual reports - linking theoretical knowledge with the results of real practice.
Fundamentals of tax and financial law	Retaining the option of working in groups for calculations, with the faster helping the slower. Work with online legal software on NB, tablet or mobile. Analysis of model taxpayer situations and application of learned taxation rules by students. Participation of practitioners in teaching.
Direct taxes	Demonstration of model examples with their subsequent replication by students for the application of the acquired knowledge in the preparation of tax returns online. Presentation of current direct tax topics by students, with one student advocating and the other student disagreeing with the applied tax element (using cited professional sources). Working with online legal software on NB, tablet or mobile.

	Participation of practitioners in the class.
Indirect taxes	Demonstration of model examples with their subsequent replication by students for the application of the acquired knowledge in the preparation of tax returns online. Presentation of current indirect tax topics by students in pairs, with one student advocating and the other student disagreeing with the applied tax element (using cited professional sources). Working with online legal software on NB, tablet or mobile. Participation of practitioners pre-arranged.
Supply chain management simulation	Use of simulation software Marketplace Live, Supply Chain and Channel Management level
Logistics practice	Design (SW BeeVisio) and assembly of tubular racking systems
Operational Research I	Optimization of operational 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 (Beer game, assembly game) Logistify - mobile logistics game with augmented reality Easy Cargo - SW for loading and unloading trucks Excursions to top production and logistics facilities of the SA Invited lectures by experts from practice
Green logistics	Solutions to projects assigned by the ŠA Brand Logistics Department Invited lectures by practitioners
Modelling of production and logistics systems	Optimization of production and logistics processes using MPL+Cplex and Siemens PlantSimulation dynamic process simulation software Process mapping with Leanix software
Organisation and production management	Training in the Production and Logistics Laboratory Invited lectures by experts from practice
Production planning in the automotive industry Selected issues in purchasing Selected examples from logistics practice Selected chapters from quality management	Excursions to the top production and logistics facilities of ŠA Invited lectures by experts from practice
Machine parts	Modelling of the designed mechanism in CAD.
Basics of automotive technology	Use of functional technical components of the car (engine parts, gearbox, bodywork, airbags)
Lean manufacturing methods I, II	Skills training in the Production and Logistics Laboratory Creation of videos on the application of lean manufacturing methods
Team solution of collaborative projects with practice	Project-based learning by solving practical problems set by real businesses
Foreign languages and intercultural competence	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 presentation, Poster conference
Informatics I	On-line testing of students 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
Fundamentals 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 Procedure	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
Project Management	Creating a project schedule using GanttProject software Invited lectures by practitioners
Supply chain management	IKS e-can system, including barcode readers Excursions to ŠA's state-of-the-art production and logistics facilities Invited lectures by experts from practice
Innovative Trends in International Supply Chain Management	Course realized in cooperation with OTH Regensburg Problem solving in international teams Excursions to cutting-edge solutions in the Czech Republic and Germany Invited lectures by practitioners
Computer simulation of logistics processes	Optimization of production and logistics processes using Siemens PlantSimulation dynamic process simulation software Invited lectures by experts from practice
Quality Management	Mixed reality application for product auditing Excursions to leading quality management solutions Invited lectures by industry experts
Macroeconomics 1	Online testing
Microeconomics 1	Online testing

**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
Creative and Innovative Management	Training in directed creativity techniques, coaching to creativity
Financial management of the enterprise II	Case study practical valuation of publicly traded shares Working with MS Excel and modelling the return value of an asset according to the development of value generators Defending conclusions, feedback, group discussion
Finance II	Preparation of case studies on current topics Analysis and analysis of research methodology Discussion and feedback, generalisation of findings and individual feedback
International Management	Training in collaboration in an international virtual team - BLIC (finalist among the most innovative teaching methods of AIB 2020), xCulture
Computer simulation of logistic processes II	Solution of logistics projects from ŠA practice using Siemens PlantSimulation dynamic process simulation software
Operation Research II	Optimalizace úloh operačního výzkumu pomocí SW MPL+Cplex
Practicum in Operations Research	Optimalizace úloh operačního výzkumu pomocí SW MPL+Cplex
Statistical methods in quality management II	Solving quality management tasks using Statgraphics statistical tool
Supply chain management	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
Innovative trends in international supply chain management	International teamwork, Excursions to top logistics processes in the Czech Republic and Germany, Case studies
Strategic Marketing Management	Simulation training with the support of StratSim software platform
Creative and Innovation Management	Training in directed creativity techniques, creativity coaching

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) 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, business 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>
International taxation	<p>Demonstration of model examples with their subsequent replication by students for the application of acquired knowledge. Adaptation of the teaching content to the region of the students to make learning more attractive. Working online with legal sources of the Czech Republic, EU and OECD. Working with online legal software of the Czech Republic on NB, tablet or mobile. Participation of practitioners in teaching.</p>
International Financial Reporting Standards I and II	<p>Online student testing Linking teaching with real practice (creation of hedging documentation from derivative contracts, analysis of annual reports prepared according to IFRS) Use of MS Excel tools for management and decision making</p>
Tax aspects of international transactions	<p>Role-playing advisor, taxpayer, tax administrator Solving case studies from practice Presentation of case law with peer argumentation between students. Presentation of current tax topics and real tax planning structures Working online with legal sources from the Czech Republic, EU and OECD. Group work on specific cases</p>
CAD	<p>Teaching is done in the modern CREO software modeler. Each student has his/her own PC.</p>
Virtual reality	<p>Teaching takes place in the interaction of a computer room and a laboratory equipped with HW and SW for virtual reality. Students create their own project.</p>
3D printing basics	<p>Teaching takes place in the interaction of the computer room and the 3D printing laboratory. Students create their own project. They prepare the selected model for printing and then print it.</p>

Electrotechnics	Exercises take place in a modern laboratory, students work in pairs and cooperate in solving practical tasks with real results. A variety of laboratory objects and equipment are available.
Sensors and machine testing	The experimentally oriented master's course is based on the practical implementation of laboratory sensors that are suitably integrated into measurement chains. Modern measurement technology is used.
Macroeconomics 2	Analysis of selected macroeconomic indicators in the Czech Republic and comparison with selected countries. Forecast of further development. Presentation and discussion in teams. Use of video recordings for home preparation and study.
Microeconomics 2	Use of video recordings for home preparation and study.

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.

Škoda Auto University is one of the best-established private universities in the Czech Republic in this respect. In 2023, as part of the celebration of the 25th anniversary of private education in the Czech Republic, the internationalisation of private universities was evaluated. Škoda Auto University was ranked among all private universities as follows:

- 4th place Exchange studies
- 2nd place Employee mobility
- 2nd place International Credit Mobility
- 2nd place Erasmus + Blended Intensive Programme
- 1st place Work placements

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.

The year 2023 saw a rapid shift from virtual to real environments. It has been possible to motivate students and staff to physical mobility and further develop project activities. New forms of collaboration such as online or hybrid learning were maintained, while blended forms started to develop further, especially in the Erasmus+ programme.

The year 2023 also marked the further development of cooperation with local organisations and assistance to Ukrainian refugees. With the support of the Škoda Auto Foundation, further educational activities for children and adults were held, including summer suburban camps for Ukrainian children to strengthen their language skills and integration into the Czech environment. These activities will be followed by a number of others, which will be implemented gradually in 2024.

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 2023, cooperation with EU and non-EU higher education institutions continued, and cooperation with agents in the recruitment of students for programmes taught in English was significantly strengthened. This cooperation then included further steps in one- to two-semester exchange programmes, particularly with Indian partners.

In terms of the founder's strategy for the university, India and Vietnam are important destinations for development. In cooperation with Škoda Auto a.s. and Škoda Auto Volkswagen India Pvt. Ltd. in the winter semester 2023/2024, the student internship project continued at the Indian plant in Pune. The project continues in the next academic year.

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.

Dialogues have been initiated with potential partners for the CEEPUS project, the submission of which is planned for the academic year 2024/2025. At the same time, autumn 2023 represented a very intensive period when a number of Erasmus+ projects (KA131, KA171, KA2, European Universities, EMDM) were prepared in cooperation with foreign partners and subsequently submitted in early 2024.

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. 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 both from the staff of the International Department and from the students in the Buddy system. Thanks to the feedback from the students, the processes can then be continuously improved and supplemented with additional activities and forms of work.

Staff mobility has also seen a significant increase in interest and active collaboration, although online, blended or hybrid forms of learning remain and are good alternatives to collaborative learning, physical mobility has seen and is seeing a large increase. We continue to see active collaboration and engagement of academics and staff as a very important and essential part of the life and development of the university. Therefore, these activities are and will continue to be supported to the maximum extent possible.

In 2023, Skoda Auto University capitalized on previous BIP experiences and organized two new, very successful programs with high participation of international students, including students from Israel.

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 results in 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 2023 (on-site).
- 3rd Orientation week for international students, 29. 5. – 2.6. 2023
- International Conference Beyond Horizons - Intersections of the ACADEMIC and BUSINESS world in the field of CULTURE and DIVERSITY 1. - 2. 6. 2023. Project meetings of the project teams of the above-mentioned projects.
- Virtual day for Agents, April 2023
- Orientation week for international students, September 2023 (on-site)

- Erasmus Info Days on-site.
- Project meetings of the project teams of the above-mentioned projects.
- Blended Intensive Programme: Strategic Sustainability Management – May 2023 (online, on-site)
- Blended Intensive Programme: Strategic Innovation Management – September 2023 (online, on-site)
- Individual meetings with partners, interviews with students and academics (incoming/outgoing) online as needed.

7.2 Participation in international educational programmes, incl. Mobilities

In 2023, ŠAU was actively involved in those projects:

Project	Amount of support
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 €
2023-1-CZ01-KA131-HED-000136607	243 341 €
2020-1–CZ01-KA203-078355 (CIICPD)	49 371 € for ŠAU
Sustainable Transportation	74 094 € for ŠAU
INTREPID-HEI	14 191 000 € for ŠAU
Total	722 587 EUR

In 2023, the following Škoda Auto University academics went on educational mobility abroad:

Teacher:	Pavel Štrach
Place:	University of Applied Sciences Upper Austria, Steyr
Date:	01. 03. 2023 – 04. 03. 2023
Subject:	Global Sales and Marketing

Teacher:	Pavel Štrach
Place:	University of Applied Sciences Upper Austria, Steyr
Date:	08. 03. 2023 – 11. 03.- 2023
Subject:	Global Sales and Marketing

Teacher:	Karel Pavlica
Place:	Seinäjoki University of Applied Sciences, Finland
Date:	01. 05. 2023 – 05. 05. 2023
Subject:	Cross Cultural Management

Teacher:	Emil Velinov
Place:	Duale Hochschule Baden-Württemberg Villingen-Schwenningen, Germany
Date:	10. 05. 2023 – 12. 05. 2023
Subject:	International Management

Teacher:	Pavel Wicher
-----------------	---------------------

Place:	Seinäjoki University of Applied Sciences, Finland
Date:	15. 05. 2023 – 19. 05. 2023
Subject:	Sustainability Logistics and Supply Chain Management in Automotive industry

Teacher:	Eva Švejdarová
Place:	Seinäjoki University of Applied Sciences, Finland
Date:	15. 05. 2023 – 21.05.2023
Subject:	Innovations, sustainable innovations, the 21 st EWA (Empowering Wholeness Adaptive) Edu Model

Teacher:	Elena Říhová
Place:	University of Economics Varna, Bulgaria
Date:	16. 05. 2023 – 25. 05. 2023
Subject:	Statistics for Business and Marketing

Teacher:	Emil Velinov
Place:	Duale Hochschule Baden-Württemberg Villingen-Schwenningen, Germany
Date:	11. 09. 2023 – 15. 09. 2023
Subject:	Corporate Social Responsibility across Multinational Firms

Teacher:	Eva Švejdarová
Place:	Blekinge Institute of Technology, Sweden
Date:	18. 09. 2023 – 22. 09. 2023
Subject:	Innovations, sustainable innovations, the 21 st EWA (Empowering Wholeness Adaptive) Edu Model

Teacher:	Martina Beránek
Place:	Seinäjoki University of Applied Sciences, Finland
Date:	18. 09. 2023 – 22. 09. 2023
Subject:	Management Simulation – using software StratSim

Teacher:	Martin Juhas
Place:	Seinäjoki University of Applied Sciences, Finland
Date:	18. 09. 2023 – 22. 09. 2023
Subject:	Digital photography

Teacher:	Martin Folta
Place:	University of Maribor, Slovenia
Date:	01. 10. 2023 – 11. 10. 2023
Subject:	Quality Management

Teacher:	Pavel Štrach
Place:	VIVES University of Applied Sciences, Belgium
Date:	20. 11. 2023 – 24. 11. 2023
Subject:	Brand Management

Teacher:	Tomáš Krabec
Place:	University of Zagreb, Croatia
Date:	31. 10. 2023 – 02. 11. 2023
Subject:	Entrepreneurial Finance and Business Valuation

Teacher:	Romana Čížinská
Place:	VIVES University of Applied Sciences, Belgium
Date:	20. 11. 2023 – 24. 11. 2023
Subject:	Business Valuation

Teacher:	Tomáš Krabec
Place:	VIVES University of Applied Sciences, Belgium
Date:	20. 11. 2023 – 24. 11. 2023
Subject:	Entrepreneurship: Launching New Business Ventures

Teacher:	Tomáš Malčic
Place:	Seinäjoki University of Applied Sciences, Finland
Date:	27. 11. 2023 – 01. 12. 2023
Subject:	Management of Industrial Systems

Teacher:	Karel Pavlica
Place:	Seinäjoki University of Applied Sciences, Finland
Date:	04. 12. 2023 – 08. 12. 2023
Subject:	Cross Cultural Management

Teacher:	Pavel Wicher
Place:	OTH Regensburg, Germany
Date:	04. 12. 2023 – 8. 12. 2023
Subject:	Sustainability Logisticsw and Supply Chain Management in Automotive Industry

Teacher:	Jiří Strouhal
Place:	University of Lodz, Poland
Date:	13. 12. 2023 – 19. 12. 2023
Subject:	International Accounting, Risk Management and Financial Statement Analysis

In 2023, the following Erasmus+ staff missions were carried out to strengthen cooperation, enhance competences, skills and abilities and possibly prepare future joint projects:

Name	Since	Till	Place
Eva Švejdarová	12.04.2023	14.04.2023	TCA Diversity and Inclusion in Teacher Training
Bukvanová Barbora	02.05.2023	05.05.2023	TTK University of Applied Sciences, Estonia
Tereza Prevůžňáková	15.05.2023	21.05.2023	Seinäjoki University of Applied Sciences
Lenka Stejskalová	30.05.2023	31.05.2023	Transilvania University of Brasov
Pavel Štrach	30.05.2023	31.05.2023	Transilvania University of Brasov
Pavel Mertlík	12.06.2023	16.06.2023	Gateway School of English, Malta
Aleš Borkovec	26.06.2023	30.06.2023	EC English Language Centres Ltd. Malta
Pavel Neset	11.09.2023	15.09.2023	English Sunny School of Cyprus, Limassol
Denisa Římalová	11.09.2023	15.09.2023	Atlantic Language School, Ireland
Kristýna Heršálková	11.09.2023	15.09.2023	Atlantic Language School, Ireland
Romana Čížinská	11.09.2023	15.09.2023	English Sunny School of Cyprus, Limassol
Sandra Lacinová	21.08.2023	25.08.2023	English Sunny School of Cyprus, Eurognosi Yermasogia
Lenka Stejskalová	04.12.2023	04.12.2023	Central European Joint Infodays, Austria
Pavel Štrach	04.12.2023	04.12.2023	Central European Joint Infodays, Austria

In 2023, cooperation with the following foreign universities and organisations was newly established:

HAC Hadassah Academic College, Jerusalem, Israel
 Thomas More University of Applied Sciences, Flanders, Belgium
 EFFECTUS University of Applied Sciences, Zagreb, Croatia
 Chandigarh University, Punjab, India
 Montan University Leoben, Austria
 Czestochowa University of Technology, Poland
 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

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 EFFECTUS University of Applied Sciences
India	Parul University Chandigarh University
Iceland	Reykjavik University
Izrael	Interdisciplinary Center Herzliya (Izrael) HAC Hadassah Academic College, Jerusalem
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 Vytautas Magnus 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 Czestochowa University of Technology
Portugal	Polytechnic Institute of Porto Portucalense University Infante D. Henrique

Instituto Politécnico do Cávado e do AVE
University of Minho

Austria

Management Center Innsbruck
University of Applied Sciences Upper Austria
University of Applied Sciences of WKW
Montan University Leoben

Romania

Universitatea Babeş-Bolyai
Transilvania University of Braşov
Polytechnic University of Timişoara

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
Universitat Autònoma de Barcelona

Slovenia

University of Maribor
University of Novo Mesto

Spain

Mondragon University, Arrasate
EUS School of Engineering
Universitat Autònoma de Barcelona

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
Namangan Engineering – Construction Institute

Vietnam

University of Economics Ho Chi Minh City
Banking University of Economics Ho Chi Minh City
Ton Duc Thang University
National Economics University, Hanoi

Business with active apprenticeships in 2023:

India

Škoda Auto Volkswagen India Pvt.Ltd.

Germany

Volkswagen AG
Sodecia Automotive Saarlouis GmbH
EDAG Engineering GmbH
Emma Sleep

Netherlands

Tesla Motors, Inc.

Slovakia

Faurecia Automotive Slovakia, s.r.o.

Spain

Seat s.a.

Foreign teachers and practitioners who worked at Škoda Auto University in 2022:

Teacher:	Cory Isaacs
Institution:	Seinäjoki University of Applied Sciences, Finland
Date:	13. 02. 2023 – 18. 02. 2023
Subject:	IT Courses

Teacher:	Pawel Dobrzanski
Institution:	Wroclaw University of Economics and Business, Poland
Date:	27. 03. 2023 – 31. 03. 2023
Subject:	The future of automotive sector

Teacher:	Sebastian Bobowski
Institution:	Wroclaw University of Economics and Business, Poland
Date:	27. 03. 2023 – 31. 03. 2023
Subject:	Electrification of automobiles

Teacher:	Heikki Kalervo Järvi
Institution:	Seinäjoki University of Applied Sciences, Finland
Date:	27. 03. 2023 – 31. 03. 2023
Subject:	Deepening cooperation, networking

Teacher:	Hannu Johannes Ylinen
Institution:	Seinäjoki University of Applied Sciences, Finland
Date:	27. 03. 2023 – 31. 03. 2023
Subject:	Deepening cooperation, networking

Teacher:	Alina Beatrice Cuzdriorean-Vladu
Institution:	University Babes-Bolyai, Romania
Date:	17. 04. 2023 – 21. 04. 2023
Subject:	Financial Analysis in predicting accounting manipulation

Teacher:	Tiit Elenurm
Institution:	Estonian Business School, Estonsko
Date:	17. 04. 2023 – 20. 04. 2023
Subject:	International Management and Diversity

Teacher:	Florin Teodor Boldenau
Institution:	Transilvania University of Brasov, Romania
Date:	01. 05. 2023 – 05. 05. 2023
Subject:	Financial Analysis and Busines Valuation

Teacher:	Sebastian Bobowski
Institution:	Wroclaw University of Economics and Business, Poland
Date:	29. 05. 2023 – 02. 06. 2023
Subject:	Staff week: Beyond Horizons

Teacher:	Pawel Dobrzanski
Institution:	Wroclaw University of Economics and Business, Poland
Date:	29. 05. 2023 – 02. 06. 2023
Subject:	Staff week: Beyond Horizons

Teacher:	Marcin Haberla
Institution:	Wroclaw University of Economics, Poland
Date:	29. 05. 2023 – 02. 06. 2023
Subject:	Staff week: Beyond Horizons

Teacher:	Aleksandra Kuźmińska-Haberla
Institution:	Wroclaw University of Economics, Poland
Date:	29. 05. 2023 – 02. 06. 2023
Subject:	Staff week: Beyond Horizons

Teacher:	Andrzej Raszkowski
Institution:	Wroclaw University of Economics and Business, Poland
Date:	29. 05. 2023 – 02. 06. 2023
Subject:	Staff week: Beyond Horizons

Teacher:	Ľubica Bajžíková
Institution:	Comenius University of Bratislava, Slovakia
Date:	29. 05. 2023 – 02. 06. 2023
Subject:	Staff week: Beyond Horizons

Teacher:	Rafal Bula
Institution:	University of Economics in Katowice, Poland
Date:	29. 05. 2023 – 02. 06. 2023
Subject:	Staff week: Beyond Horizons

Teacher:	Ben Depoorter
Institution:	VIVES University of Applied Sciences, Belgium
Date:	29. 05. 2023 – 02. 06. 2023
Subject:	Staff week: Beyond Horizons

Teacher:	Sujit Chaudhuri
Institution:	ETUDUS University
Date:	29. 05. 2023 – 02. 06. 2023
Subject:	Staff week: Beyond Horizons

Teacher:	Guillermo Aleixandre Mentizána
Institution:	Universidad de Valladolid, Spain
Date:	29. 05. 2023 – 02. 06. 2023
Subject:	Staff week: Beyond Horizons

Teacher:	Marcin Tomecki
Institution:	University of Economics in Katowice, Poland
Date:	29. 05. 2023 – 02. 06. 2023
Subject:	Staff week: Beyond Horizons

Teacher:	Elisabeth Uta
Institution:	Ostfalia University of Applied Sciences, Germany
Date:	29. 05. 2023 – 02. 06. 2023
Subject:	Staff week: Beyond Horizons

Teacher:	Axel Vandenborre
Institution:	VIVES University of Applied Sciences, Belgium
Date:	29. 05. 2023 – 02. 06. 2023
Subject:	Staff week: Beyond Horizons

Teacher:	Riikka Ala Sankila
Institution:	Seinäjäki University of Applied Sciences, Finland
Date:	29. 05. 2023 – 02. 06. 2023
Subject:	Staff week: Beyond Horizons

Teacher:	Doris Fetscher
Institution:	University of Applied Sciences Zwickau, Germany
Date:	31. 05. 2023 – 02. 06. 2023
Subject:	Staff week: Beyond Horizons

Teacher:	Susanne Klein
Institution:	University of Applied Sciences Zwickau, Germany
Date:	31. 05. 2023 – 02. 06. 2023
Subject:	Staff week: Beyond Horizons

Teacher:	Heli Simon
Institution:	Seinäjäki University of Applied Sciences, Finland
Date:	29. 05. 2023 – 02. 06. 2023
Subject:	Staff week: Beyond Horizons

Teacher:	Fruzsina Csonka
Institution:	EIT InnoEnergy
Date:	01. 06. 2023 – 02. 06. 2023
Subject:	Beyond Horizons Conference

Teacher:	Michal Dziewiatowski
Institution:	EIT InnoEnergy
Date:	01. 06. 2023 – 02. 06. 2023
Subject:	Beyond Horizons Conference

Teacher:	Thomas Edeling
Institution:	University of Applied Sciences Zwickau, Germany
Date:	01. 06. 2023 – 02. 06. 2023
Subject:	Beyond Horizons Conference

Teacher:	Petra Jašovec Palacz
Institution:	DEX Innovation Centre
Date:	01. 06. 2023 – 02. 06. 2023
Subject:	Beyond Horizons Conference

Teacher:	Johanna Paar
Institution:	University of Applied Sciences Upper Austria
Date:	01. 06. 2023 – 02. 06. 2023
Subject:	Staff week: Beyond Horizons

Teacher:	Victoria Rammer
Institution:	University of Applied Sciences Upper Austria
Date:	01. 06. 2023 – 02. 06. 2023
Subject:	Staff week: Beyond Horizons

Teacher:	Martina Slavutzky
Institution:	University of Siena, Italy
Date:	01. 06. 2023 – 02. 06. 2023
Subject:	Beyond Horizons Conference

Teacher:	Tiit Elenurm
Institution:	Estonian Business School
Date:	02. 10. 2023 – 04. 10. 2023
Subject:	Innovations and digitalisation in the development of management and entrepreneurship

Teacher:	Ján Badura
Institution:	Comenius University in Bratislava, Slovakia
Date:	14. 08. 2023 – 18. 08. 2023
Subject:	Job shadowing in library

Teacher:	Jorma Impolla
Institution:	Seinäjoki University of Applied Sciences, Finland
Date:	16. 10. 2023 – 20. 10. 2023
Subject:	Logistics

Teacher:	Cory Isaacs
Institution:	Seinäjoki University of Applied Sciences
Date:	23. 10. 2023 – 28. 10. 2023
Subject:	IT Courses

Teacher:	Michal Stričík
Institution:	University of Economics in Bratislava
Date:	27. 11. 2023 – 01. 12. 2023
Subject:	Circular Economy, Sustainable waste management, Enterprise and entrepreneurship, CSR

Teacher:	Marcin Haberla
Institution:	Wroclaw University of Economics and Business
Date:	02. 12. 2023 – 06. 12. 2023
Subject:	Concepts of Culture, cultural differences in business, Elements of culture

Teacher:	Aleksandra Kuźmińska-Haberla
Institution:	Wroclaw University of Economics, Poland
Date:	02. 12. 2023 – 06. 12. 2023
Subject:	Concepts of culture and cultural differences

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	7												7
Number of students sent	36												36
Number of accepted students	21												21
Number of seconded academics	17												17
Number of academics and experts recruited	28												28
Number of seconded other staff	4												4
Number of other staff recruited	0												0

7.3 Involvement of the university in international research and development programmes

ŠAU worked intensively on the activities and outputs of the three-year project "Critical Incidents in Intercultural Communication and Promoting Diversity". The project was very successfully concluded with a final conference and subsequently received an excellent evaluation from the grant provider. The project partners were universities from Austria, Germany, Finland and Italy, with whose active participation a second blended intensive programme ("summer school"), tandem teaching and other joint workshops were successfully implemented in April 2023.

The project "Woche der Nachbarschaft" in cooperation with HTW Dresden, Germany, which received financial support from the Czech-German Future Fund, was successfully continued in autumn 2023.

The project of the joint university course 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 2023 in attendance.

Another success of ŠAU is the involvement in the project SusTrans (Sustainable Transportation), Erasmus + (KA220-HED), in which we participate as a consortium partner. The coordinating institution is Seinäjoki University of Applied Sciences, Finland; 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, has successfully continued in 2023 with joint activities, teaching and work on deliverables. The Department of Logistics and Quality Management is the guarantor department at ŠAU.

In 2022, ŠAU became a partner of the EIT Urban Mobility project focusing on digitalization, 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. In the year 2023, this project has managed to implement a number of educational activities focused on the topic of innovation, entrepreneurship and the establishment of new companies (start-ups) in a national and international environment. The project held a meeting in Bergen, Norway, in March 2023, with Circular Economy as the main theme. The next meeting on Data and AI was held in Tallinn, Estonia in November 2023.

7.4 Student and academic mobility by country

Basic quantitative data on the mobility of students and academic and other staff are shown in the following table:

Mobility of students, academics, professionals and other employees by country*				
Škoda Auto University	Škoda Auto University		Škoda Auto University	
Country	Country	Country	Country	Country
Kingdom of Belgium		1		2
Republic of Bulgaria			1	
Kingdom of Denmark	1			
Republic of Estonia		1		
Republic of Finland	2	1	8	7
The French Republic	1	3		
Republic of India	4			
Ireland			2	
Republic of Italy	1			
Republic of Cyprus			3	
Hungary				1
Republic of Malta			2	
Netherlands	1			
Kingdom of Norway	1			
Republic of Poland			1	11
Republic of Portugal	2	9		
Republic of Austria	13	2		
Romania		1		2
Slovak Republic	2			3
Republic of Slovenia			1	
Federal Republic of Germany	5	2	2	1
Kingdom of Spain	2	1		1
Kingdom of Sweden			1	
Socialist Republic of Vietnam	1			
TOTAL	36	21	21	28

*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 university's professional academic staff in charge of intercultural counselling help with overcoming intercultural differences. Foreign lecturers 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.

The integration of foreign academics also means the active involvement of all staff at the university. That is why the International Office of Škoda Auto University in cooperation with other departments prepares and implements workshops, seminars and consultations focused on intercultural diversity and other issues related to the stay of foreigners in the Czech Republic.

7.7 Virtual and combined mobility

In 2023, the following virtual or combined mobilities were implemented:

Combined:

English language C1 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 Siegllová, M.A., Ph.D.; Mgr. Lenka Stejskalová, MBA

Summer school within the CIICPD project. Classes included joint on-line introduction, on-site work at FHOO in Hagenberg, Austria; concluded with on-line presentations by international teams.

Mgr. Miluše Loeffelmannová, Mgr. Lenka Stejskalová, MBA

Blended Intensive Programme (05/2023)

Block teaching of the interdisciplinary course Strategic Sustainability Management (SSM). On-line start, on-site teaching, on-line completion.

Ing. Eva Švejdarová, MBA, Ph.D., Ing. Eva Jaderná, Ph.D., Ing. David Holman, Ph.D., Ing. Josef Horák, Ph.D.

Blended Intensive Programme (09/2023)

Block Teaching of Strategic Innovation Mindset (SIM) 2023 with the subtitle "Human Skills for Entrepreneurship, Sustainability and Innovation in Education in the Age of Artificial Intelligence"

On-line start, on-site teaching, on-line end.

Ing. Eva Švejdarová, MBA, Ph.D., Ing. David Holman, Ph.D., Ing. Josef Horák, Ph.D.

Virtual (on-line):

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

Mgr. Emil Velinov, Ph.D.

Virtual teaching in the framework of the Sustainable Transportation project, the emerging study course Sustainable Vehicle Design and Supply Chain Management (Czech Republic, Belgium, Germany, Finland)

Ing. Tomáš Malčic, Ph.D.

Virtual teaching within the INTREPID project (Czech Republic, Germany, Belgium, France, Romania, Norway, Ukraine):

International business operations and opportunities for companies to enter foreign markets

Ing. Iveta Němečková, Ph.D.

Global Entrepreneurship in Digital Era

Mgr. Emil Velinov, Ph.D.

Start-ups and Deep Tech Entrepreneurship

Mgr. Emil Velinov, Ph.D.

Experience with this type of mobility has been positive, including feedback from students.

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 university'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 activities of the Research Centre of the Škoda Auto University, which focuses on issues of sustainable development of the automotive industry in the contemporary world, are also partly funded by the DKVRO. The Centre was established as of 1 January 2023. The university thus continues to fulfil the part of the Strategic Plan that concerns the development of quality and excellence, including the ambition to become a university-type school with a doctoral programme. Škoda Auto University also 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). The specific data are presented 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

University 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 2023, ŠAU 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 2023

N.	Project name	Provider	Allocated funds
1.	Proposal for a strategic higher education framework for the Automotive sector	TA ČR Beta2	1 054 080 CZK
2.	VRTOUCH Modular drilling rig for space-constrained applications with environmentally friendly drive	TA ČR Trend	997 740 CZK
3.	NCK for industrial 3D printing	TA ČR TN	1 575 650 CZK
4.	Support for specific research at universities	MŠMT	363 716 CZK

5.	Subsidies for the stabilisation part of institutional support for long-term conceptual development of HEIs	MŠMT	1 547 011 CZK
6.	Transfer of Equality, Diversity and Inclusion practices to emerging markets: Insights from German and Czech Automotive MNCs	BTHA	45 350 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 2023

In 2023, the following research and creative activity projects were carried out at the university:

N.	Principal Investigator	Project title	Provider	Period	Project costs [thousands CZK]	
					2023	total
1.	doc. Ing. Pavel Štrach, Ph.D. et Ph.D.	Proposal for a strategic higher education framework for the Automotive sector	TAČR BETA 2	2022 - 2024	1 054	2 765
2.	prof. Ing. Vojtěch Dinybyl, Ph.D.	VRTOUCH Modular drilling rig for space-constrained applications with environmentally friendly drive	TA ČR Trend	2023 - 2025	998	10 701
3.	prof. Ing. Radim Lenort, Ph.D.	NCK for industrial 3D printing	TA ČR TN	2023 - 2028	1 576	210 633
4.	Mgr. Emil Velinov, Ph.D.	Transfer of Equality, Diversity and Inclusion practices to emerging markets: Insights from German and Czech Automotive MNCs	BTHA	2023	45	45
5.	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
6.	Ing. Lukáš Moravec, Ph.D.	Impacts of successful development of electromobility on the tax mix of the Czech Republic in the context of EU policies	MŠMT DKRVO	2022 - 2024	300	900
7.	Mgr. Emil Velinov, Ph.D.	Exploring the roles and managerial practices of top management in the digital transformation of automotive companies in the Czech Republic	MŠMT DKRVO	2023	282	282

Contract research projects in 2023:

N.	Principal Investigator	Project title	Provider	Period	Project costs in 2023
1.	doc. Ing. Pavel Mertlík, CSc.	Inflation and its forecast	Škoda Auto a.s.	2021–2023	81 734 CZK
2.	Ing. David Staš, Ph.D.	Expert support for the implementation of lean production principles in the service processes of SCANIA CZECH REPUBLIC, s.r.o.	SCANIA CZECH REPUBLIC, s.r.o.	2023	184 266 CZK
3.	Mgr. Eva Švejdarová, MBA, M.A., Ph.D.	Sustainable educational ecosystem of Škoda Auto a.s.	Škoda Auto a.s.	2023	49 250 CZK
4.	Ing. Zdeněk Hejda, Ph.D.	Design of equipment for formatting of cardboard strips	Škoda Auto a.s.	2023	108 500 CZK
5.	prof. Ing. Vojtěch Dynybyl, Ph.D.	Universal combs 2	Škoda Auto a.s.	2023	299 490 CZK
6.	Ing. Tomáš Malčic, Ph.D.	Logistic concept for the use of waste packaging material for packaging in the dispatch centre	Škoda Auto a.s.	2023	166 532 CZK
7.	Ing. Eva Jaderná, Ph.D.	FAST – A skills transformation framework for the automotive sector	AutoSAP	2023-2024	289 709 CZK
8.	doc. Ing. Pavel Wicher, Ph.D.	Development of a multi-criteria decision-making model for the selection process of external storage areas	Škoda Auto a.s.	2023	79 928 CZK
Total					1 196 470 CZK

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. 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 2023

In 2023, Škoda Auto University hosted an international conference connecting academia and corporates called BEYOND HORIZONS 2023. The aim of BEYOND HORIZONS is to bring together a broad international forum, academic and professional institutions and companies to show how they work together in today's fast-paced world, what their common themes, contexts and future possibilities and perspectives are. The event featured sessions focused on research, but also on practical solutions and sharing of good practice. For details, please see the ŠAU | BEYOND HORIZONS Conference.

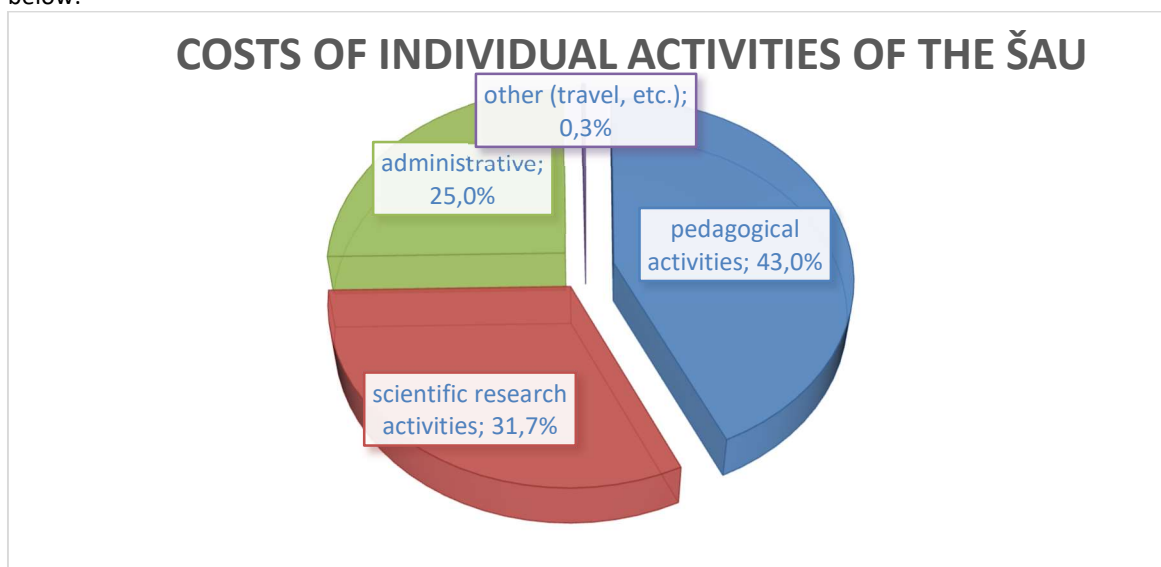
Department of production, logistics and quality management organised the 11th International Scientific Conference on Logistics and Supply Chain Management under the title CLC 2023: Carpathian Logistics Congress on 8-10 November 2023 in Prague. The conference is organized annually by three partner universities: ŠAU, AGH University of Krakow (Poland) and Technical University of Košice (Slovakia). The mission of the conference is to exchange the latest knowledge and experience in the field of logistics and supply chain management and to build long-term and successful cooperation between universities, research institutions and practice. That is why the main partner of the conference was the logistics department of Škoda Auto a.s. and the head of the department Ing. David Strnad, Ph.D. Other partners were the Czech Logistics Association and Tanger spol. s r.o. A total of 94

participants from 9 countries attended the conference. The share of foreign participants was 64%, the share of practitioners was 28%. 64 speakers took part in the conference. Invited speakers were prof. Dr.-Ing. Thomas Wimmer from Bundesvereinigung Logistik (BVL) e.V. (Germany), Ing. Michal Demečko, Ph.D. from Škoda Auto a.s., prof. Dr.-Ing. Ingo Gestring from HTW Dresden University of Applied Sciences (Germany) and prof. The conference was themed around the latest trends and challenges in logistics and supply chain management, especially sustainability, advanced logistics technologies and artificial intelligence. The conference also included a workshop and a panel discussion on the challenges of artificial intelligence for logistics and supply chain management, with four additional invited speakers from academia and practice. As part of the professional supporting programme, participants visited the Škoda Auto a.s. plant and attended the programme "In the footsteps of electromobility: a tour of cutting-edge brand logistics solutions".

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 its current result for 2023 is available in the chart below:



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

In 2023, 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
TOTAL	134	10	154

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
TOTAL	12	878

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 university.

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 2023 (22,3% 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 (EIR) was prepared in the second half of 2017.

The Board for Internal Evaluation approved the EIR at the beginning of 2018.

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

During 2023, The Board for Internal Evaluation 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.

An important long-term element in the quality assurance system is the Study Programme Councils at ŠAU. They have carried out a comprehensive evaluation of the content of study programmes.

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.

The application for institutional accreditation was submitted to the National Accreditation Office (NAO) in the 3rd quarter of 2022. In March 2023, a visit of the NAO evaluation committee took place at ŠAU. On the basis of its outcome, in May 2023, ŠAU requested a suspension of the administrative procedure, which was subsequently suspended until 20 October 2023. In June 2023, the Academic Council approved amendments to the Accreditation Regulations and the Rules of Procedure of the Internal Evaluation Council (external members of the Internal Evaluation Council, SP guarantors excluded from voting on SPs guaranteed by them, strengthening of the system of evaluators). In July 2023, the Ministry of Education registered the amended internal regulations. Subsequently, the Rector appointed 3 external members of the BEI.

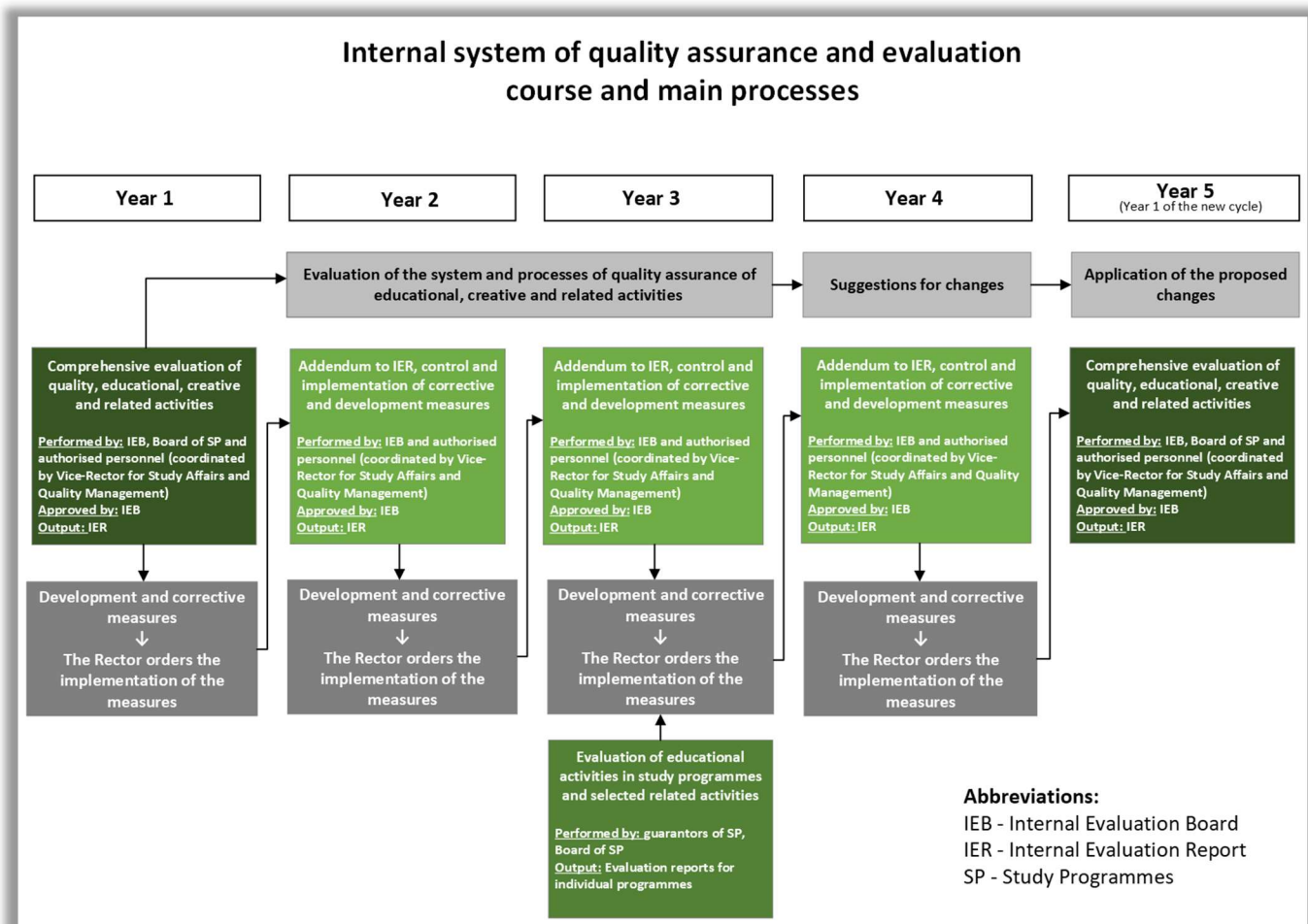
In parallel, modifications to the system of science and research management aimed at higher requirements for academic staff were being prepared, with effect from 1 January 2024 and AR 2024/2025 respectively.

In October 2023, additional information on the implemented and planned changes to the institutional environment of the ŠAU was sent to the NAO.

NAO subsequently reviewed the application for institutional accreditation at its January 2024 meeting and granted ŠAU institutional accreditation for the educational field of Economics, Bachelor's Degree.

ŠAU became the first non-university and the first private university in the country to be granted institutional accreditation.

Since 2023, 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 NAO 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 Global 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 Business Administration (CZ) and Business Administration (EN) with a new curriculum in Purchasing and Purchasing, respectively, were prepared and submitted to the NAO.

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 internal quality assessment. In 2023, an innovative new module of the AIS information system was again used for its implementation, which allows for differentiated evaluation at several levels, from teachers and supervisors of study courses through heads of departments to supervisors of study programmes and school management. ŠAU has become the first HEI using the relevant information system to adopt this multi-level evaluation. In 2023, a 37% participation rate of students in this assessment was achieved thanks to the introduction of 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 MŠMT. University was evaluated with a grade D, however, the recommendations from the evaluation process are used to further develop the school's research activities, including research management. On 1 January 2023, the Research Centre of ŠAU, which deals with various aspects of sustainable development of the automotive industry, started its activities. Based on the results of the evaluation, the school was awarded DKRVO support in the amount of EUR 1 447 thousand. The amount of CZK 1,771,000, which enables the guaranteed funding of the research centre's activities, internal research grants and high-quality publications over a period of five years. ŠAU is increasingly seeking to join international consortia in order to obtain foreign research grants.

Škoda Auto University received international ACBSP accreditation in 2014. The accreditation was granted with five so-called notes, recommendations for improvement. In 2016, the first inspection report (Quality Assurance Report) was submitted, based on which three notes were removed. In 2016-2018, actions to remove the remaining two notes were completed and fully implemented, which was confirmed following the submission of the second inspection report. In 2022, a third inspection report was submitted in accordance with the required accreditation criteria. Further, in 2023, ŠAU 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 2023, one academic staff member of the university was actively involved in ACBSP evaluation processes at other HEIs, enabling the transfer of good practice into the functioning of the university. Also, one academic staff member of ŠAU attended the ACBSP Annual Conference in Chicago, USA in June 2023. Re-accreditation is planned for 2024, with preparatory work having already begun in late 2023.

10 University National and International Excellence

10.1 International and major national development and creative activities

In 2023, the university was actively involved in the Erasmus+ project Critical Incidents in Intercultural Communication and Promoting Diversity, which focuses mainly on critical incidents in multicultural settings over a planned three-year period. Critical incidents were collected and analysed as part of the project. The project is being developed

in an international consortium of universities. The results of the project were presented during the international conference Beyond Horizons 2023 and also during the Research Open Day 2023. Both professional events were organised by Skoda Auto University.

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
National Committee of the International Chamber of Commerce in the Czech Republic	Member

Academic employees of the university were members of the following professional and specialist organisations in 2023:

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)
Association of Teachers of English of the Czech Republic (ATECR)
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)

prof. RNDr. Václava Pánková, CSc.

Czech Econometric Society
Czech Society for Operations Research

doc. Ing. Eva Jarošová, CSc.

Czech Standardization Agency – Technical Standardization Commission TNC 4 – Chairwoman
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

Ing. Elena Říhová, Ph.D.

Czech Statistical Society

Ing. Kornélie Svačinová, Ph.D.

Czech Demographic 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. Jan Fábry, Ph.D.

Czech Society for Operations Research - member

doc. Ing. Pavel Wicher, Ph.D.

Emergency Logistics Ambassadors z. s. - member

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 Všeohrd 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)

prof. Ing. Josef Jílek, CSc.

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

Ing. Lukáš Moravec, Ph.D.

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

Ing. Josef Horák, Ph.D.

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

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
NAO Evaluator - Psychology and Sociology Programmes

Ing. Petra Jarkovská, Ph.D.

Member of Czech and Slovak Association of Language Centers (CASAJC)
Member of African Union

prof. Ing. Pavel Krpálek, CSc., MBA

Member of the Scientific Council of the Institute of Education and Communication (IVP) at Czech University of Life Sciences Prague
Member of the Council of Study Programmes for the Master's Degree Programme in Business Administration of ŠAU
NAO evaluator for the fields of education *Economics, Teaching, Non-teaching Pedagogy*
Assessor of the Slovak Accreditation Agency for Higher Education (field of study Economics and Management)
Member of the Association of Professional Tertiary Education, z.s.
Member of the scientific editorial board of the electronic publishing house Extrasystem, o. s.
Deputy Editor-in-Chief of the Scientific Editorial Board of Media4U Magazine (ERIHplus)
Vice-Chairman of the Editorial Board *Journal of Diplomatic and Social Sciences*
Member of the Editorial Board of the European Scientific Journal (ESJ), Editorial Board Social Sciences
Member of International Association for Continuing Engineering Education (IACEE), Georgia Institute of Technology Professional Education, Atlanta, USA
Member of International Society of Engineering Education (IGIP), Klagenfurt, Austria
Member of the working group at the National Pedagogical Institute of the Czech Republic, Prague "Man and the World of Opportunities," Edusit – methodological group Promoting competences for entrepreneurship, initiative and creativity
Member of the working group, methodologist and expert guarantor of the Optimization of Social Work in Prague 15, non-profit organization Centre for Social and Nursing Assistance Prague 15

Ing. Eva Isabelle Křeček

Member of the UCP Institute of International Management and Marketing
Chair of the Board of Trustees of the Bennett Devine Foundation

PhDr. Ingrid Matoušková, Ph.D.

Member of the editorial board of the scientific journal "Socioeconomic and Humanities Studies", (Studies of Socioeconomics 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
NAO Evaluator - Psychology and Sociology Programmes

Mgr. Eva Švejdarová, Ph.D.

AOA - Association of Professionals in Andragogy
D&I Shapers – OPIM
Association of Personnel Professionals of the Czech Republic
SIETAR Europa – Society for Intercultural Education Training and Research
The American Educational Research Association (AERA)
Paulo Freire Institute UCLA
European Confederation of Language Centres in Higher Education (CercleS)
Czech and Slovak Association of Language Centers (CASAJC)
SHRM.org – Society for Human Resource Management

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

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 Dynybyl, 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. Josef Bradáč, Ph.D.

Czech Society for Mechanics

Czech Society for New Materials and Technologies

Czech Society for Quality

Ing. Jiří Sobotka, Ph.D.

CSVZP – Czech Society for Sheet Metal Research

10.3 International and national awards of the university

In 2023, at a conference on 25 years of private higher education in the Czech Republic, it was evaluated among private HEIs as the school with the highest number of student work placements abroad, the 2nd highest number of employee mobility and the 4th highest number of study abroad placements since the beginning of its existence. The universities that were ahead of the ŠAU in the ranking always have multiply larger numbers of students.

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.

In 2023, preparations for the ACBSP reaccreditation, which will take place in 2024, were initiated.

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 (LL) courses implemented for customers from the business sector.

11.2 Activities in the region

Škoda Auto University is the only university in the city of 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 the assistance and integration of war refugees from Ukraine in 2022. The school's management cooperates with the local authorities of the Statutory City of Mladá Boleslav and the Central Bohemia Region. The cooperation is also implemented with the District Chamber of Commerce of Mladá Boleslav. ŠAU cooperates closely with the Škoda Auto Endowment Fund and is also involved in cooperation with the Statutory City of Mladá Boleslav through it. The Bursar of ŠAU is a member of the Board of Directors of this fund. A representative of ŠAU serves on the advisory board of the Central Bohemian Region Labour Office.

Cooperation with secondary schools and the LL activities, which are described in separate chapters, are also an important manifestation of regional activities. These include EduWeek - educational events for primary and secondary school teachers and educational events for secondary school counsellors. The Department of Law and Economics is involved in the Advocates in Schools project.

The area of activity in the region also includes a presentation of the possibilities of urban development of Mladá Boleslav, carried out in cooperation with the Faculty of Architecture of the Czech Technical University.

Also in 2023, Škoda Auto University organised a charity event to help an orphanage and also the elderly. It also took part in volunteer events aimed at planting trees.

In 2023, ŠAU implemented two large-scale educational programs aimed at the integration of war refugees from Ukraine - the Educational Program for Ukrainian Teachers and the Integration Program for Ukrainian Children and Adults. More than 200 children and adults were involved in the programmes and their total budget exceeded CZK 600 thousand. The programmes were financially supported by the Škoda Auto Endowment Fund.

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 and some serve on advisory bodies to the Research, Development and Innovation Council.

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 2023 - approximately 22,3 % 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 character of 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.

12 Infrastructure

12.1 Škoda Auto University Library

ŠKODA AUTO University Library	
Škoda Auto University	1
Library collection growth for the year	804
Total library collection	27 155
Number of periodical titles subscribed:	
• physically	26
• electronically	4

The Škoda Auto University Library has almost 27,200 documents in its collection.

In 2023, over 11,200 loans were recorded, the vast majority of which were monographs.

In 2023, the library had about 30 study places, some of which are equipped with the latest computer technology, while PCs serve as Internet workstations for students, as well as enable searching for information about the library's collection in the TRITIUS catalogue system and working with specialist databases. The entire library area is covered by wi-fi. Students also have access to electronic information resources from the freely accessible PC classrooms, where a total of 55 PCs are available.

In 2023 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 1,400 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 + 12 titles of journals in the field of Knowledge Management.
- JSTOR BUSINESS II - Digital archive of leading American journals in economics, politics, law and psychology.
- PROQUEST BUSINESS E-book Subscription - A collection of approximately 45,000 professional 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 34,000 professional journals, full text of more than 380,000 dissertations and 2,500,000 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 more than 2,700 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 their 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 2023, a new Educational Technical Centre Na Hejdvce was built in Mladá Boleslav and inaugurated in the presence of the Minister of Education of the Czech Republic, the President of the Czech Rectors' Conference and representatives of the most important corporate partners of the school. The centre consists of a total of 8 classrooms and laboratories used for teaching and research in the fields of mechanical engineering, electrical engineering, IT, physics and other related disciplines. It is equipped with a total of 36 PCs, two classrooms are equipped for hybrid teaching. In 2023, it was already in full use.

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

ŠAU 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, 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 2023, the university had a total of 261 computers, of which 130 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

As of 31 December 2023, a total of 59 students with Ukrainian citizenship were studying at ŠAU, which is 10 more than on the same date in 2022 and 27 more than at the beginning of the Russian aggression against Ukraine.

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

Some Ukrainian students were involved in integration projects for Ukrainian refugees, which the ŠAU was implementing in 2023.

A large number of war refugees find refuge in Mlada Boleslav and its surroundings. ŠAU was also very intensively involved in the process of their integration in 2023. Since the beginning of 2023, it has launched a large-scale medium-term educational project - the Educational Programme for Ukrainian Female Teachers. It was designed for Ukrainian female teachers teaching in primary schools in Mladá Boleslav. It focused on the development of Czech language, intercultural competences, didactic skills, IT knowledge, Czech legislation and English language. The project ran throughout 2023 and continued in 2024.

Another project, which started in August 2023, was the Integration Project for Ukrainian children and adults.

It included a suburban camp, Czech and English language courses for children and adults, math, IT and English language courses for children who did not get into secondary school, and the involvement of students from the School of Education and Science as teaching assistants in Ukrainian classes at the primary school in Mladá Boleslav. The project ran throughout 2023 and continued in 2024.

Both projects involved academic and non-academic staff, Czech and Ukrainian students of the school and several already qualified Ukrainian teachers from among war refugees in the suburban camps.

In total, more than 200 Ukrainian children and adults participated in both programmes.

Both programmes were financially supported by the Škoda Auto Endowment Fund in the total amount of over 600 thousand CZK.

In the admission procedure for the academic year 2023/2024, 39 applications were submitted from applicants with Ukrainian citizenship. This is a decrease of 11 applicants compared to the academic year 2022/2023.

In the year 2023, as well as in the year 2022, the ŠAU as a private higher education institution was not granted any funds from the state budget that could be used to support Ukrainian students of the school.

14 Supporting well-being in the academic environment: Gender Equality Plan and Safe Environment

Škoda Auto University is aware that the asset of satisfied and successful male and female employees, male and female academics, male and female students, and last but not least, male and female graduates cannot be replaced by anything, and therefore building well-being is a priority.

14.1 Issues of sexual and gender-based harassment

The University issued an internal document in the first quarter, Methodology for Addressing Sexual Harassment and Other Types of Inappropriate Behavior. All male and female employees, including male and female students, were required to read the document. The document was also translated into English due to the foreign persons working at the school. The document contains a definition of sexual harassment, including other forms of inappropriate behaviour, and sets out the procedure for dealing with individual cases. There are two ombudsmen at the school to whom inappropriate behaviour can be reported. Their contact details are listed on the school's website, including a photograph and introduction, so that the potential reporter can choose the one of their preferences. Ombudspersons are required to handle each case with a high degree of anonymity. All reports are kept by the Ombudsmen and only they have access to the forms. Information about the release of the Methodology was sent via email to all staff and all students.

The resolution of each report is as follows: If the perpetrator of the inappropriate behaviour is a student, the contact person will refer the case to the Disciplinary Committee, which will decide on the offence in accordance with the Disciplinary Regulations of the School of Education. If the perpetrator is a staff member or academic staff member, the contact person will consider the seriousness of the reported behaviour and refer the matter either to the Ethics Committee, which will deal with it further in accordance with the Statutes and Rules of Procedure of the Ethics Committee, or to the supervisor of the accused staff member. In the event that the perpetrator or victim is also a member of the Ethics Committee, the procedure shall be in accordance with the Statute and Rules of Procedure of the Ethics Committee. If the perpetrator or victim is a member of the Disciplinary Board, the Disciplinary Rules shall apply.

In addition, a "Don't Let It Be" (Nenech to být) platform was launched in 2023, which is primarily used to report whistleblowing, but can also be used to report sexual harassment or other inappropriate conduct.

The school has also partnered with a psychological counselling service and is open to its staff and students for psychological counselling whenever they request it. Information has been posted on the employee portal. Anyone interested in psychological help can contact the counselling centre directly, and therefore in relation to the school, fully anonymously.

14.2 Gender Equality Plan for Human Resources Management

In 2022, Škoda Auto University issued a Gender Equality Plan, where it used an internal group to define the individual areas where it sees potential for improving gender equality. The Gender Equality Plan is available on the university's website. The individual areas of the plan are: Gender equality in leadership and decision-making, Work-life balance 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, Collection and monitoring of gender-differentiated data. In 2023, the university successfully submitted an application for the Operational Programme Employment Plus on Diverse and Flexible Work Culture, which is co-funded by the European Union. As a result of the application, the project "No Differences" (Bez Rozdílů) was created, which focuses on gender equality in the organisation, the promotion of flexible forms of work and the creation of a talent management system, which will be piloted within this project. Following the project, the school completed a gender audit in the first quarter, which was carried out by the project partner. An analysis of the audit is currently being prepared.

14.3 Progress in gender integration in research and teaching

Škoda Auto University is currently applying for the HR Award, which focuses on strengthening the gender equality dimension in research and development. Due to the size of the organisation, the university is applying for the award as a whole, so all planned activities are directed towards all employees, including those in the field of research and development. University is currently analysing its gaps against the European Charter for Researchers and the Code of Conduct for the Recruitment of Researchers.

15 Conclusion

In 2023, Škoda Auto University worked in accordance with its Strategic Plan for the period from 2021 and its Implementation Plan for 2023. Both of these strategic documents are based on the strategic documents of the Ministry of Education, Youth and Sports and the Strategy of Škoda Auto University until 2025, approved by the founder of the university – Škoda Auto, a.s. in 2016 and updated in mid-2022 under the title the Strategy of Škoda Auto University 2022-2026.

In 2023, the combined positions of Rector and Director of ŠAU were held by doc. Ing. Pavel Mertlík, CSc.

In 2023, the university 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. The accreditation of the programme was extended to include the specialisation Purchasing, which was implemented from WS 23/24. Newer bachelor professional study programmes Business Informatics in full-time and combined form of study and Industrial Management in full-time form of study were also implemented.

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

A total of 299 new bachelor students enrolled in the programme, which is 9,1 % more than in 2022.

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, and Human Resource Management in the Global Environment. Teaching was also implemented in the follow-up master's professional study programmes Industrial Management and Business Informatics.

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

A total of 127 new students enrolled for studies during the year, which is 17,6 % more than in 2022.

In 2023, 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 2023, 251 graduates, the largest number in the school's history, successfully completed their studies at ŠAU, of which 169 graduates obtained the academic degree of Bachelor (Bc.) and 82 graduates obtained the academic degree of Engineer (Ing.).

The most extensive survey to date of the school's graduates was carried out on their employability and feedback on the content of their studies.

The total number of students as of 31 December 2023 was 1108, which is 1 more student compared to the previous year. This has halted the decline in student numbers from previous years.

In 2023, the accreditation of the follow-up Master's degree programmes in Business Administration and the extension of the accreditation of the professionally oriented Bachelor's degree programme in Business Administration (EN) and the Bachelor's degree programme in Business Administration was extended to include the Purchasing specialisation.

In the second half of 2022, applications for and requests to extend the accreditation of the Bachelor's degree programmes in Business Administration to include a new study plan in Purchasing were prepared and submitted to the NAO.

The staffing of study programmes has been increased by a total of 0.35 FTE in 2023. 2 researcher positions have been created for a total of 0.65 FTE. The number of other staff has increased by 3.5 FTE. There has also been a partial renewal of staff.

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 resulting from the international evaluation process, the school launched a Research Centre for the study of automotive issues in 2023.

In 2022, the University 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, ŠAU 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 2023:

- 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 2023, the school was also involved in several international projects:

- Erasmus+ Critical Incidents in Intercultural Communication and Promoting Diversity project,
- Erasmus+ Sustainable Transportation project
- project EIT Urban Mobility INTREPID-HEI.

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.

I In 2023, a new laboratory centre in Educational Technical Centre Na Hejdivce was completed and fully operational, which served for teaching and research in the fields of mechanical engineering, electrical engineering, IT, physics and other related disciplines throughout the year.

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 the field of Economics.

The application for institutional accreditation was submitted to the National Accreditation Office in the 3rd quarter of 2022. In March 2023, a visit of the NAO evaluation committee took place at ŠAU. Based on the outcome of the visit, the ŠAU requested a suspension of the administrative procedure in May 2023. Some internal regulations were amended and registered with the Ministry of Education. 3 new external members of ŠAU were appointed. In parallel, modifications to the science and research management system were prepared towards more demanding requirements for academic staff with effect from 1 January 2024 and AR 2024/2025 respectively. Subsequently, additional information on the above-mentioned implemented and planned changes to the institutional environment of the ŠAU was sent to the NAO. The NAO reviewed the request for institutional accreditation at its January 2024 meeting and granted ŠAU institutional accreditation for the educational area of Economics, Bachelor's Degree. ŠAU became the first non-university and the first private university in the country to be granted institutional accreditation.

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.

There were other study and academic stays at partner schools abroad, internships in foreign companies, as well as stays of foreign students at ŠAU. Cooperation with universities outside the EU continued through student exchanges. Further bilateral agreements were signed with new partner universities. The total number of student and staff mobilities has increased significantly compared to 2022.

A total of 154 students of professional bachelor's and postgraduate study programmes completed a professional traineeship in 2023. More than half of them worked at Škoda Auto a.s., 10 students gained experience abroad.

A total of 134 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 26 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., 5 other partners joined the cooperation in its implementation.

The implementation of Lifelong Learning courses continued, and the total number of courses increased compared to 2022.

In 2023, ŠAU was also heavily involved in supporting the integration of Ukrainian war refugees as well as other volunteer activities.

The present annual report provides information on the activities of Škoda Auto University for the year 2023.

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 2nd, 2024