

THE UNIVERSITY OF WEST BOHEMIA IN PILSEN

FACULTY OF ECONOMICS



ANNUAL REPORT

of the Faculty of Economics
of the University of West Bohemia
in Pilsen for 2015

Submitted by:

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Dean of the UWB's Faculty of Economics

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Vice-Dean of the UWB's Faculty of Economics for External Relations

Pilsen, 2016

The FoE 2015 Annual Report was discussed by the Dean's Board on 16.3.2016 and then discussed and approved by the FoE AS on 23.3.2016.

Contents

1 Composition of bodies of FoE UWB	5
1.1 Dean's Office	5
1.2 Academic Senate	5
1.3 Scientific Board.....	6
1.4 Subject Board	7
2 Departments and sections of FoE UWB	8
2.1 Departments.....	8
2.2 Sections	8
3 Employees of FoE UWB	9
3.1 Appointment and habilitation procedures	10
3.2 Study in doctoral study programmes	10
4 Students and graduates of FoE UWB	11
4.1 Interest in study, course and results of admission procedure.....	11
4.2 Students in accredited study programmes	15
4.3 So-called double degree study programme	16
4.4 Graduates	16
4.5 Unsuccessful students and measures for the reduction of study failure rate.....	17
4.6 Conditions of study	18
4.7 Innovation of study	18
4.8 Re-accreditation	19
4.9 Awarded students	19
4.9 Overview of the use of the Scholarship Fund and scholarships paid	20
5 Educational activity at FoE UWB	22
5.1 Accredited study programmes and fields	22
5.2 Arranging professional work experience if it is part of the study programme.....	22
5.3 Lifelong learning programmes implemented within accredited study programmes.....	23
5.4 Development of the Faculty of Economics and the Lifelong Learning Centre in Cheb	26
5.5 Applying new forms of teaching	26
6 Research and publishing activities of FoE UWB.....	27
6.1 UWB grant system.....	27
6.2 External research projects.....	27
6.3 Educational, development projects	28
6.4 Most important publishing activity of FoE in 2014	28
6.5 Other important activities of sections of FoE UWB in 2014	30
7 External relations of FoE UWB	32
7.1 International collaboration	32
7.2 Foreign mobility of students	35
8 Partnerships and collaboration of FoE UWB.....	37
8.1 Cooperation of specialized departments with the region	37
8.2 Membership of academic staff in professional organizations and associations	38
8.3 Project Activities Centre in 2014.....	40
8.4 International Activities Centre 2014	41
9 Physical education, leisure and social activities of students of FoE UWB	42
10 Significant events in the life of FoE UWB	43

List of tables

Table 1: Staff by sections and categories	9
Table 2: Number of DSP students at FoE as of 31.12.2015.	10
Table 3: Interest of applicants for study	12
Table 5: Criteria for the evaluation of the admission procedure (stage 1).....	13
Table 6: The criteria for successfully passing the entrance examination (stage 1)	14
Table 7: Number of students in accredited study programmes of FoE UWB as of 31.12.2015 ...	16
Table 8: Number of graduates of accredited study programmes at FoE in 2015.....	16
Table 8: Number of unsuccessful students in FoE accredited study programmes in 2015.....	17
Table 9: FoE Scholarship Fund in 2015 (in CZK)	20
Table 10: Number of students receiving scholarships (under Act No. 111/1998).....	21
Table 11: Programmes and fields of study at FoE UWB.....	22
Table 12: Number of participants in LLL programmes and continuing education at FoE UWB ...	24
Table 13: More detailed statistics on LLL programmes in 2015	24
Table 14: The University of the Third Age in 2015 (Aš, Cheb)	25
Table 15: Projects within the UWB grant system	27
Table 16: Research projects	27
Table 17: Development projects	28
Table 18: Significant activities by departments of FoE UWB	30
Table 19: Student mobility - going out.....	35
Table 20: Student mobility - coming in	35

1 Composition of bodies of FoE UWB

1.1 Dean's Office

Dean: **doc. Dr. Ing. Miroslav Plevný**
Vice-Deans: **doc. PaedDr. Ludvík Eger, CSc.**, Vice-Dean for Research and Development
Ing. Hana Kunešová, Vice-Dean for Study Affairs
doc. Ing. Jiří Vacek, Ph.D., Vice-Dean for Project Activities and Development
RNDr. Jiří Preis, Ph.D., Vice-Dean for External Relations

Secretary: **Ing. Mgr. Radka Součková**

Secretariat: **Zuzana Martinčíková** (Pilsen section)
Ludmila Boďová (until 31.3.2015, Cheb section)
Ivana Kurová (since 1. 4. 2015, Cheb section)

Study Department - Pilsen section:

Kateřina Hráčková (full-time bachelor's study)
Kateřina Štruncová (follow-up full-time study and combined study, both stages)
Ing. Barbara Trojanowská (doctoral study)

Study Department - Cheb section:

Hana Blatná (combined and full-time bachelor's study)
Ivana Kurová (full-time bachelor's study - until 31.3.2015)

Study Department - CECEV section:

Tomáš Kasík (lifelong learning)
Romana Kočvarová (lifelong learning)

1.2 Academic Senate

Chair: PaedDr. Dana Egerová, Ph.D.
Vice-Chair: Ing. Michaela Krechovská, Ph.D.
Secretary: Mgr. Ing. Radka Součková
Chair of Student Chamber: Bc. Jana Boučková

Members - academic section:

RNDr. Mikuláš Gangur, Ph.D.
Ing. Jarmila Ircingová, Ph.D.
Ing. Lenka Králová, Ph.D. (until July 2015)
Ing. Miroslav Pavlák (since July 2015)
JUDr. Ing. David Martinčík
Ing. Jan Tlučoř, Ph.D.
Ing. Lenka Šimonová
Ing. Jitka Zborková, Ph.D (until November 2015)
Ing. Petra Taušl Procházková, Ph.D. (since November 2015)

Members - student section:

Jakub Hazda
Martina Mončeková

Bc. Ondřej Pelnář
Ing. et Ing. Jiří Pešík (until the end of September 2015)
Bc. David Ženíšek
Kateřina Kabátová (since November 2015)

1.3 Scientific Board

doc. Ing. Petr CIMLER, CSc.

doc. PaedDr. Jaroslav DOKOUPIL, Ph.D.

prof. Ing. Lilia DVORÁKOVÁ, CSc.

doc. PaedDr. Ludvík EGER, CSc.

doc. Ing. Jakub FISCHER, Ph.D.

RNDr. Mikuláš GANGUR, Ph.D.

prof. Ing. Ladislav HÁJEK, CSc.

doc. Ing. Jan HOREJC, Ph.D.

prof. Ing. Ivan JÁČ, CSc.

Ing. Miloš KRATOCHVÍL

prof. Ing. Helena MAJDÚCHOVÁ, CSc.

doc. PaedDr. Alena MATUŠKOVÁ, CSc.

prof. RNDr. Eva MILKOVÁ, Ph.D.

Ing. Zdeněk MUŽÍK

doc. Dr. Ing. Miroslav PLEVNÝ

prof. Ing. Ján POKRIVČÁK, M.S., Ph.D.

doc. Ing. Ladislav ROLÍNEK, Ph.D.

doc. Ing. Jiří SKALICKÝ, CSc.

doc. Ing. Luboš SMRČKA, CSc.

doc. Ing. Petr SUCHÁNEK, Ph.D.

prof. Ing. Milan TURČÁNI, CSc.

doc. Ing. Emil VACÍK, Ph.D.

doc. Ing. Miroslav ŽIŽKA, Ph.D.

1.4 Subject Board

doc. Ing. Theodor BERAN, Ph.D

doc. Ing. Petr CIMLER, CSc.

doc. PaedDr. Jaroslav DOKOUPIL, Ph.D.

prof. Ing. Lilia DVOŘÁKOVÁ, CSc.

doc. PaedDr. Ludvík EGER, CSc.

doc. Ing. Jan HOREJC, Ph.D.

doc. Ing. Dagmar JAKUBÍKOVÁ, Ph.D.

doc. RNDr. Jiří JEŽEK, Ph.D.

doc. RNDr. Ing. Ladislav LUKÁŠ, CSc.

doc. RNDr. Marie NOVOTNÁ, CSc.

doc. Dr. Ing. Miroslav PLEVNÝ

doc. Ing. Luboš SMRČKA, CSc.

doc. Ing. Petr SUCHÁNEK, Ph.D.

doc. Ing. Jiří VACEK, Ph.D.

doc. Ing. Emil VACÍK, Ph.D.

doc. Ing. Miroslav ŽIŽKA, Ph.D.

2 Departments and sections of FoE UWB

2.1 Departments

KEM - Department of Economics and Quantitative Methods

Head: **RNDr. Mikuláš Gangur, Ph.D.** (until 28. 2. 2015)
Ing. Mgr. Milan Svoboda, Ph.D. (since 1. 3. 2015)

KFU - Department of Finance and Accounting

Head: **prof. Ing. Lilia Dvořáková, CSc.**

KMO - Department of Marketing, Trade and Services

Head: **Ing. Jan Tluchoř, Ph.D.**

KPM - Department of Business Economy and Management

Head: **doc. Ing. Emil Vacík, Ph.D.**(until 31.8.2015)
Authorized Head: **doc. Ing. Jiří Vacek, Ph.D.** (since 1. 9. 2015)

KGE - Department of Geography

Head: **doc. PaedDr. Alena Matušková, CSc.**

2.2 Sections

CECEV - Lifelong Learning Centre

Head: **Ing. Jan Tluchoř, Ph.D.**

SPA – Project Activities Centre (subordinate to the FoE Dean's Office)

Head: **doc. Ing. Jiří Vacek, Ph.D.**

SMA - International Activities Centre

Head: **RNDr. Jiří Preis, Ph.D.**

SVRR – Center for Regional Development Research (subordinate to KGE)

Head: **doc. RNDr. Jiří Ježek, Ph.D.**

CP – Centre of Entrepreneurship (subordinate to KFU)

Head: **Ing. Petra Taušl Procházková, Ph.D.**

3 Employees of FoE UWB

As of 31.12.2015, 51 academic staff were employed at the UWB Faculty of Economics (with an average workload of 0.83; recalculated status of 42.12 persons), 1 researcher (recalculated status of 0.38 persons) and 19 other staff (with average workload of 0,92; recalculated status was 17.51 persons).

The table below gives an overview of the number of employees by category and their section (Table 1).

Table 1: Staff by sections and categories

		Pedagogical staff					Resear chers	Other staff
		Professo rs	Associate Professors	Assistant Professors	Assistants	Lecturers		
KEM	Natural persons	0	3	7	1	0	1	2
	Recalculated	0	0,69	6,52	1,00	0	0,38	1,50
KFU	Natural persons	1	0	7	1	0	0	1
	Recalculated	1,00	0	6,25	1,00	0	0	1,00
KMO	Natural persons	0	3	5	2	0	0	1
	Recalculated	0	2,13	3,76	0,63	0	0	1,00
KPM	Natural persons	0	1	9	1	0	0	1
	Recalculated	0	1,00	8,38	0,50	0	0	0,88
KGE	Natural persons	0	4	4	0	0	0	1
	Recalculated	0	3,76	4,00	0	0	0	1,00
SPA	Natural persons	0	0	0	0	0	0	1
	Recalculated	0	0	0	0	0	1,69	0,75
CECEV	Natural persons	0	0	0	0	0	0	2
	Recalculated	0	0	0	0	0	0	2,00
SMA	Natural persons	0	0	1	0	0	0	0
	Recalculated	0	0	0,50	0	0	0	0
DFEK	Natural persons	0	1	0	0	0	0	10
	Recalculated	0	1,00	0	0	0	0	9,38
FoE	Natural persons	1	12	33	5	0	1	19
	Recalculated	1,51	8,58	29,41	3,13	0	0,38	17,51

Source: INIS/Magion as of 31.12.2015

3.1 Appointment and habilitation procedures

In 2015, none of the faculty staff was habilitated.

3.2 Study in doctoral study programmes

Table 2 shows the number of DSP students, graduates and ended studies (without graduation) in 2015.

Table 2: Number of DSP students at FoE as of 31.12.2015.

Year of study	1	2	3	4	5	6+	total	Number of ended studies	Number of graduates
Form:									
Combined	5	5	2	6	5	6	29	10	2
Full-time	1	3	2	0	0	0	6	0	0
Total:	6	8	4	6	5	6	35	10	2

Source: STAG

The column "Ended studies" shows the total number of students who ended their studies at their own request or their study was terminated due to non-fulfilment of their study obligations.

Full-time study contributes significantly to the qualification growth of young faculty staff. The continuing problem (especially in the combined form of study) is the high number of students who fail to complete their studies within the given period.

4 Students and graduates of FoE UWB

4.1 Interest in study, course and results of admission procedure

Collaboration with secondary schools in informing applicants

The faculty has long-term ties with many grammar schools, business academies and other economically oriented secondary schools in the Pilsen and Karlovy Vary regions, which the faculty employees visit every year and inform students about the offer of study fields, employment opportunities of graduates and the conditions of the admission procedure. The faculty annually sends information materials to selected secondary schools in the Pilsen, Karlovy Vary, Central Bohemian, South Bohemian and Ústí nad Labem regions with the offer of study fields and an invitation to the Open Days in Pilsen and Cheb. The faculty also attracts the interest of potential applicants by organizing the HOMO ECONOMICUS Summer School for children and youth. The faculty uses a website to increase awareness of applicants about the admission procedure and the fields of study. Up-to-date information, news and short videos from the faculty life are available for applicants and other interested parties on the faculty's Facebook page.

The course and results of the admission procedure

In 2015, 1,651 persons applied for study at FoE UWB, submitting a total of 2,120 applications (in 2014, 1,644 persons applied submitting 2,213 applications). The capacity of the study programmes was determined by the indicator of recalculated funded students for the 2015 budget. In 2015, 42% of applicants were admitted to the full-time bachelor's study and 56% to the combined form of study. 67% of applicants were admitted to the full-time follow-up master's programme and 35% of applicants to the combined form of study. 11 applicants submitted applications for the doctoral study and 7 were admitted. The proportion of admitted applicants to registered applicants varied significantly in individual fields. As in the previous years, the highest number of applications was submitted for the full-time bachelor's degree programme of Economics and Management in Pilsen and the combined form in Cheb and also for the follow-up combined master's degree programme of Economics and Management. Lower interest of applicants was in the bachelor's and follow-up study programmes of Systems Engineering and Informatics and the full-time bachelor's study in the Cheb part of FoE UWB. In the fields of these programmes, second stages of the admission procedure were announced, with the exception of the bachelor's and follow-up study programme of Information Management.

Detailed overview information on the admission procedure containing data pursuant to Notice of the Ministry of Education, Youth and Sports No. 343/2002 Coll., as amended by Notice No. 276/2004 Coll., is listed in an attachment to this report.

The Admission Procedure Report for the academic year 2015/2016 is published on the faculty's official website: <http://www.fek.zcu.cz/deska.php>.

Table 3: Interest of applicants for study

Accredited study programmes	Number of applicants ¹⁾	Number of applying persons ²⁾	Total number of applicants admitted ³⁾	Total number of persons admitted ³⁾	Number of enrolled applicants	Number of enrolled persons
FoE UWB in total	2 120	1 651	929	917	758	756
B1301 Geography	187	182	81	81	74	74
B6208 Economics and Management, combined form⁵⁾	128	128	72	72	69	69
B6208 Economics and Management, full-time form⁵⁾	1127	852	380	379	289	289
B6209 Systems Engineering and Informatics	257	231	151	151	138	138
N6208 Economics and Management, combined form⁵⁾	127	126	45	45	38	38
N6208 Economics and Management, full-time form⁵⁾	191	191	129	129	97	97
N6209 Systems Engineering and Informatics	92	85	63	62	46	46
P6208 Economics and Management, combined form	6	6	6	6	6	6
P6208 Economics and Management, full-time form	5	5	2	2	1	1

Source: STAG

¹⁾ Number of applications from all stages of the admission procedure for all forms of study.

²⁾ Number of persons applying from all stages of the admission procedure for all forms of study.

³⁾ Number of applications received, including applications received after the review procedure.

⁴⁾ Number of persons admitted, including persons admitted after the review procedure.

⁵⁾ Data for study programmes B6208 and N6208 is provided including admission procedure in accordance with Sec. 48 to 50 and Sec. 60 of Higher Education Act No. 111/1998 Coll. as amended (admission of successful graduates of lifelong learning programmes within accredited study programmes).

Compared to previous years, in the admission procedure for the academic year 2015/2016 there was no decrease in the number of persons who applied for study at FoE (there were 7 more applicants than in the admission procedure for the previous academic year). Compared to 2014, the bachelor's degree programmes show a steady number of applying persons, there is a slight increase in the number of applying persons in the follow-up master's programmes and a slight decrease in doctoral degree programmes. The data shown in Table 3 includes the final outcome of the admission procedure, including the second stage of the admission procedure, which was announced in the Pilsen part of the faculty for bachelor's study programmes of

Systems Engineering and Informatics (only for the study field of Project Management Systems) and Geography and in the Cheb part of the faculty for the full-time bachelor's study programme of Economics and Management. The capacity of study fields at the Cheb faculty was not filled even after the second stage of the admission procedure. The low number of applicants for study in the Cheb part of the faculty is due to various factors, including a smaller catchment area, demographic development, competition from private universities in the Karlovy Vary region and also the preference of study at universities outside the Karlovy Vary region. The second stage of the admission procedure was announced also for the follow-up master's study programme of Project System Management. A lower number of applicants for the System Engineering and Informatics study programme reflects a lower number of graduates of the System Engineering and Informatics bachelor's programme.

Table 4: Admission procedure for the academic year 2015/2016 - overview of dates

	Deadline for submitting applications for study	Start and end dates of entrance examination	Alternative date of the admission procedure	Date of issue of decision on admission to study	Date of issue of decision on a review of the initial decision	Deadline to consult materials for the admission procedure	End date of the admission procedure
Stage 1 of admission procedure							
Bachelor's study	31. 3. 2015	13. 12. 2014 to 8. 5. 2015	X	3. 6. 2015 1. 7. 2015	7. 7. and 29. 7. 2015	X	29. 8. 2015
Follow-up master's study	31. 3. 2015	18. 6. 2015	20. 8. 2015	24. 6. 2015 26. 8. 2015	29. 7. and 26. 8. 2015	8. 7. 2015 22. 7. 2015 14. 9. 2015	26. 9. 2015
Doctoral study	10. 6. 2015	29. 6. 2015	X	30. 6. 2015	26. 8. 2015	X	26. 9. 2015
Stage 2 of admission procedure							
Bachelor's study	31. 7. 2015	X	X	7. 8. 2015	26. 8. and 22. 9. 2015	X	22. 10. 2015
Follow-up master's study	31. 7. 2015	20. 8. 2015	X	26. 8. 2015	22. 9. 2015	14. 9. 2015	22. 10. 2015

Source: Admission Procedure Report at FoE UWB in Pilsen for the academic year 2015/2016

The criteria for the evaluation of the entrance examination in the bachelor's and follow-up master's degree programmes in the first stage of the admission procedure were set by Dean's Notices No. 8DV/2014 and No. 9DV/2014.

Table 5: Criteria for the evaluation of the admission procedure (stage 1)

Bachelor's study:	
Geography SP Economics and Management SP Systems Engineering and Informatics SP	Národní srovnávací zkouška Scio, s.r.o. Test of general study qualifications Maximum percentile: 100
Follow-up master's study:	
Economics and Management SP	Test in economic subjects: maximum of 100 points
Systems Engineering and Informatics SP field of Project Management Systems	Test in economic subjects: maximum of 100 points
Systems Engineering and Informatics SP field of Information Management	Test in economic subjects: maximum of 40 points Mathematics test: maximum of 40 points Informatics test: maximum of 40 points

Source: Dean's Notices No. 8DV/2014 and No. 9DV/2014

Table 6: criteria for successful passing of entrance exam in stage 1 of the admission procedure.

Table 6: The criteria for successfully passing the entrance examination (stage 1)

Bachelor's study	Stage 1 of admission procedure
Economics and Management SP Geography SP Systems Engineering and Informatics SP	Národní srovnávací zkouška Scio, s.r.o. Test of general study qualifications Criterion for successfully passing the entrance examination: For the successful passing of the entrance examination, Dean's Notice 8DV/2014 set the percentile threshold at 40. Admission criterion: Applicants who have reached the minimum percentile of 40 were admitted in order of the percentile obtained, taking into account the capacities of the fields of study for each form and place of study and taking into account the number of applicants who met the conditions for admission without an entrance examination. <i>Percentile threshold for admission:</i> Economics and Management SP - place of study Pilsen: - full-time form: minimum of 65 Economics and Management SP - place of study Cheb: - full-time form: minimum of 40 - combined form: minimum of 45 Geography SP: minimum of 40 Systems Engineering and Informatics SP: minimum of 40
Follow-up master's study:	Stage 1 of admission procedure
Economics and Management SP	Criterion for successfully passing the entrance examination: Test in economic subjects: minimum of 50 points. Admission criterion: Applicants who met the above minimum threshold were admitted in order of the number of points obtained, taking into account the capacities of the fields of study for full-time and combined study and taking into account the number of applicants who met the conditions for admission without an entrance examination. Minimum number of points for admission: - full-time form: 60 points - combined form: 60 points
Systems Engineering and Informatics SP field of Project Management Systems	Criterion for successfully passing the entrance examination: Test in economic subjects: minimum of 50 points. Admission criterion: Applicants who met the above-mentioned minimum threshold were admitted in order of the number of points earned, taking into account the capacities of the fields of study. Minimum number of points for admission: 50 points
Systems Engineering and Informatics SP field of Information Management	Criterion for successfully passing the entrance examination: Test in economic subjects: minimum of 20 points. Mathematics test: minimum of 20 points Informatics test: minimum of 20 points Admission criterion: Applicants who met the above-mentioned minimum threshold were admitted in order of the number of points earned in total, taking into account the capacities of the fields of study. Minimum number of points for admission: Test in economic subjects: 20 points Mathematics test: 20 points Informatics test: 20 points

Source: Dean's Notices No. 8DV/2014 and No. 9DV/2014

Applicants for the bachelor's study who met the criteria provided in Table 6 were admitted in order of the percentile obtained, taking into account the capacities of the individual fields listed in Dean's Notice No. 8DV/2014. Applicants for the bachelor study programme of Economics and Management, who were not admitted to study in Pilsen due to capacity reasons, were offered the same study programme in Cheb or the field of Project Management Systems (the study programme of Systems Engineering and Informatics) in Pilsen.

Applicants for the follow-up master's study programme of Economics and Management, who were not admitted for study due to capacity reasons, were offered the follow-up master's field of Project Management Systems (study programme of Systems Engineering and Informatics).

In stage 2 of the admission procedure for bachelor study programmes, all applicants were admitted without the entrance examination according to Dean's Notice No. 4DV/2015 according to the value of 'P', which was calculated from the achieved average study grades in the last two years of secondary school. With regard to the free capacity of study fields in the given place of study and the number of applicants in stage 2 of the admission procedure, the Admission Committee set the following maximum values of 'P' for admission for study:

- study programme of Economics and Management (place of study Cheb, full-time form): 2,70
- study programme of Geography: 2,70
- study programme of Systems Engineering and Informatics (only for the study field of Project Management Systems): 2,20

Applicants with a higher 'P' value were not admitted for study in these study programmes due to insufficient capacity of the study programme and the field of study.

In stage 2 of the admission procedure for the follow-up master's study programme of Systems Engineering and Informatics, the study programme of Project Management Systems, the criteria for the successful passing of the entrance examination and admission for study were the same as in stage 1 of the admission procedure.

Admission for the doctoral study programme:

The entrance examination for the doctoral study programme had a form of an oral discussion of a selected framework topic of the dissertation thesis and general knowledge in the given scientific field. The Admission Committee evaluated documents submitted by the applicant as part of the application, and knowledge demonstrated by the applicant during the entrance examination. On the basis of this evaluation, it submitted a reasonable proposal to the Faculty's Dean for admission or non-admission of the applicant. The course of the entrance examination was recorded by the Commission in a protocol.

4.2 Students in accredited study programmes

Total number of students at the faculty shows a decreasing tendency. As of 31.12.2015, 1,457 students were studying at the faculty, which is 84 less than at the same date in 2014. In previous years, 1,541 students (2014), 1,710 students (2013) and 2,117 students (2012) studied at the faculty as of 31 December. Of the aforementioned decrease in the number of students by 84 (in 2015), the number of students in bachelor's degree programmes was reduced by 60, in the follow-up degree programmes by 16, and in doctoral degree programmes by 8. The greatest absolute and relative year-on-year decrease in the number of students occurred in the full-time bachelor's study programme of Business Economics and Management (the number of students decreased by 90, i.e. by 20% compared to 2014). Other fields of study show almost stable numbers of students (the decrease or increase in the number of students in individual fields range between 3 and 23 students). The decrease in the number of students in bachelor's study is not only due to demographic development but also due to a higher number of students in bachelor's degree programmes finishing prematurely, particularly in the first year.

Table 7: The number of students in accredited study programmes of FoE UWB as of 31.12.2015

Accredited study programmes	Students in study programmes						Total of students
	Bachelor's SPs		Master's SPs		Doctoral SPs		
	F	C	F	C	F	C	
Economic Policy and Administration*	0	0	0	0	0	0	0
Geography	146	0	0	0	0	0	146
Economics and Management	623	119	201	54	6	29	1032
Systems Engineering and Informatics	196	0	83	0	0	0	279
Total of students	965	119	284	54	6	29	1457

Explanatory notes:

SP = study programme, F = full-time form, C = combined form

The table shows numbers of students with status "studying" (not including students that suspended their study by this date).

* The study programme of Economic Policy and Administration was re-accredited at the faculty's request. At the end of 2015, only one student was enrolled in this programme; she was not registered as 'studying' because she suspended her studies.

Source: STAG

4.3 The 'double degree' study programme

In 2015, the Faculty of Economics continued for the third year to implement the Double Degree bachelor's study programme of Economics and Management with the Hochschule Hof - University of Applied Sciences in Hof, Germany. Four students were studying the Double Degree programme at FoE in 2015. Libor Nový (graduated in June 2015), Václav Klail (graduated in January 2016), Šárka Štádlarová (started studying in September 2015) and Josefína Cízlerová (started studying in September 2015).

4.4 Graduates

In 2015, 386 students graduated from the faculty, which is 53 graduates less than in 2014. In comparison with 2014, the number of graduates in bachelor's programmes decreased by 11, in follow-up programmes by 41 and in doctoral programmes by 1. The largest year-on-year decrease in the number of graduates was in the combined bachelor's degree programme of Economics and Management (decrease by 35 graduates, i.e. by 59%) and in the follow-up full-time master's study programme of Economics and Management (by 35 graduates, i.e. by 27%).

Table 8: Number of graduates of accredited study programmes at FoE in 2015

Accredited study programmes	Graduates of study programmes						Total of graduates
	Bachelor's SPs		Master's SPs		Doctoral SPs		
	F	C	F	C	F	C	
Economic Policy and Administration	0	2	0	0	0	0	2
Geography	26	0	0	0	0	0	26
Economics and Management	198	22	81	13	0	2	316
Systems Engineering and Informatics	32	0	10	0	0	0	42
Graduates in total	256	24	91	13	0	2	386

Explanatory notes: SP = study programme, F = full-time form, C = combined form

Source: STAG

Employment and employability of graduates:

The FoE has been monitoring the employability of its graduates on the labour market and implements acquired knowledge in the innovation of subjects and study plans. The indicator of unemployment rate of economic faculties graduates in the Czech Republic, published annually by Hospodářské noviny newspaper, shows that the faculty has the lowest unemployment rate

of graduates from economic faculties outside Prague (2.3% - based on data from Hospodářské noviny of 22.1.2015 and 21.1.2016).

Cooperation with future employers of the graduates:

FoE has been cooperating with potential employers for a long time, e.g. within the sustainability of the UNIPRANET project. The cooperation is realized in the form of professional work experience in both the private and public sectors, the outcome is usually a topical paper. Potential employers are also invited to lectures, conferences and workshops organized by the faculty. Part of the education plans of all economic fields of study in the bachelor's and follow-up master's study programmes at FoE is the compulsory subject of Professional Work Experience, or Pre-Diploma Work Experience, in which students gain practical experience and materials to produce their thesis and have the opportunity to establish contact with potential employers.

Cooperation and maintaining contact with the graduates:

In 2015, FoE invited its graduates to events organized to mark the 25th anniversary of the founding of the faculty. A social meeting of the faculty staff and graduates took place in October at Měšťanská beseda in Pilsen, many graduates also used the event as a informal meeting with their former tutors at the faculty. The faculty also cooperates with its graduates within consultations and assessment of diploma and bachelor theses and participation in workshops. Departments do not maintain contact with graduates in a targeted and systematic way, but there is cooperation in the form of external lectures, which are realized by graduates at the faculty. Collaboration with graduates also takes place through consulting and advisory firm Moore Stephens. To communicate with graduates, the faculty also uses social media (Facebook, LinkedIn), where it informs its graduates about upcoming events and news from the faculty life. Social media have also provided an opportunity to create unofficial graduate clubs.

4.5 Unsuccessful students and measures for the reduction of study failure rate

In 2015, 454 students unsuccessfully ended their study at the faculty, which is 28 less than in 2014 (the number of unsuccessful studies decreased by 34 in bachelor's programmes, the number of unsuccessful studies increased by 6 in the follow-up master's programmes, and in doctoral programmes the number of unsuccessful studies remained the same as in 2014).

Table 9: Overview of the number of unsuccessful students in FoE accredited study programmes in 2015

Accredited study programmes	Unsuccessful students in a study programme			Total of students
	bachelor's SPs	follow-up master's	doctoral SPs	
Economic Policy and Administration	0	0	0	0
Geography	48	0	0	48
Economics and Management	199	69	11	279
Systems Engineering and Informatics	106	21	0	127
Total of students	353	90	11	454

Source: INIS

The faculty is struggling with the study failure rate, especially in the first year of the full-time bachelor's degree. As in previous years, a part of unsuccessful students did not attend matriculation and did not receive any credit in the first semester of study, suggesting speculative enrolments in order to gain the benefits of a student status. Especially the bachelor's study programme of Information Management showed a high failure rate of study. In the follow-up master's study programme of Business Economy and Management, the long-term reason for the failure rate in 2015 was the difficulty of the profile courses of the

Department of Business Economy and Management and the failure to fulfil study obligations within the maximum possible period of study.

Measures to reduce study failure rate

FoE focused on subjects with higher failure rate and adopted several measures from September 2015. In the first semester of a bachelor's study in September 2015, graduates of humanities at secondary schools and other interested applicants were offered **new optional course KMA/SZM1** - Seminar for the Basics of Mathematics 1 with the aim to balance the knowledge of mathematics and contribute to the reduction of the failure rate in subject KMA/ZM1 - Basics of Mathematics 1.

In cooperation with the Department of Language Preparation of UWB, which took over bachelor's foreign language education at FoE UWB since September 2015, the faculty divided students of year 1 of the bachelor's study into **two levels of economic foreign language** in order to reduce the failure rate in language education of students who did not have a good knowledge of a foreign language from the secondary school.

Students from non-economic secondary schools were offered in the first semester optional subject **KFU/ZUC - Basics of Accounting**, which has been offered by FoE for several years as an optional subject and prepares students for the compulsory subject of KFU/UC1 - Accounting 1.

In subjects **KEM/EK1 - Microeconomics 1** and **KEM/EK2 - Macroeconomics 1**, which were characterized by high failure rates, the new course guarantor clarified the requirements for passing these courses and continuously monitors the students' results in these subjects.

In 2015, compulsory attendance at seminars and practice lessons was set at 75% for the first semester of full-time bachelor's study in all fields of study at FoE.

In 2015, the faculty provided **short courses of lifelong learning** for senior students aimed at balancing the knowledge of statistics and financial and insurance calculations, as well as courses preparing for the state examination in economics at bachelor's and follow-up levels, which were organized on demand.

Students of all grades and forms of study can take advantage of **study support in the form of e-learning courses**, which were created at FoE in recent years within the INEM project.

The faculty management uses personal consultations with students and the results of electronic **evaluation of teaching quality** to analyse the study failure rate. To increase **students' awareness of study regulations**, the faculty uses mass e-mail and publishes important study information on the faculty website STUDIUM (<http://www.fek.zcu.cz/studium.php>).

4.6 Conditions of study

The course of study is checked in accordance with the UWB Study and Examination Regulations. The basic forms of control are credit, examination and final state examination. Effective from September 2013, the FoE AS approved the reduction of the required minimum number of credits for the first semester of full-time study to 10 credits. The UWB Study and Examination Regulations require students to obtain at least 40 credits in the first year of study and 80 credits for each 4 consecutive semesters.

4.7 Innovation of study

In 2015, the academic staff of the FoE UWB used teaching materials and study support, which were created in 2014 and in previous years as part of the Complex Innovation of the Bachelor's Study Programme of Economics and Management (INEM) project. Within this project, the offer of LMS Unifor e-learning courses and other study supports in printed or electronic version (teaching texts, guides to study of specific subjects and others) was significantly increased.

4.8 Re-accreditation

The faculty successfully renewed the accreditation for the full-time bachelor's study field of Economic and Regional Geography (Geography SP), it was extended by 6 years to 31.5.2021. The faculty also successfully renewed the accreditation of the full-time bachelor's study field of Information Management (Systems Engineering and Informatics SP), it was extended by 8 years to 31.8.2023. The faculty also renewed the accreditation of the full-time bachelor's study field of Business Management (Economics and Management SP) and newly received accreditation also for the combined form of study. For both forms of study in this field, accreditation was granted for 4 years until 31.8.2019 with the Accreditation Commission requiring the submission of a control report on the staffing of the field of study, publishing activities of teachers in relation to the subjects taught and qualification growth of teachers in April 2017.

4.9 Awarded students

Special Scholarship of the UWB Chancellor in 2015 was awarded to doctoral student **Ing. Michal Mičík** for co-authoring two articles in journals included in the Scopus database and for representing FoE at international scientific conferences.

Special Scholarship of the Pilsen Region in 2015 was awarded to doctoral student **Ing. Petr Janeček** for broad development, research and publishing activities on the theme of destination marketing and management within the Pilsen region, including the solution of individual projects using an eye camera in analyses for the Pilsen region.

Special Scholarship of the City of Pilsen in 2015 was awarded to doctoral student **Ing. Marta Šlehoferová** for excellent academic results and cooperation on projects of the University of West Bohemia in Pilsen with the City of Pilsen and institutions located in Pilsen.

Students awarded for **best bachelor thesis** in a study programme in 2015 were:

Field: Economic and Regional Geography	
Bc. Tereza Kaslová	Geographical Analysis of the Spread of HIV/AIDS in the Caribbean
Field: Business Activities Management	
Bc. Jakub Firla	Consumer Behaviour of a Selected Segment of Customers in Services
Bc. Barbora Grossová	Science Communication as a Tool of Competitiveness of Science
Field: Business Economy and Management, field of study: Finance and Accounting	
Bc. Lucie Neubaerová	Non-Profit Organizations in OECD Countries
Bc. Aleš Radek	Use of Experimental Economy for Business Tasks
Field: Business Economy and Management, field of study: Business and Management	
Bc. Andrea Černá	Efficiency Analysis of Business Production Processes
Bc. Lukáš Frei	Application of Japanese Management Methods in Production Processes
Bc. Klára Čmugrová	Impact of Surroundings on a Specific Business
Bc. Markéta Horová	Assessment of Company Performance Based on Balance Rules
Field: Project Management Systems	
Bc. Kateřina Treppeschová	Modern Approaches in Project Management
Field: Information Management	
No award given.	

Students awarded for **best diploma thesis** in a study programme in 2015 were:

Field: Business Economy and Management, field of study: Business Economy	
Ing. Dagmar Hnojská	Analysis of Development and Prediction of Exchange Rate Changes to Support Purchasing Department Management
Ing. Martina Klášterková	Creation of Methodology of Software Controlling Tool Implementation
Field: Business Economy and Management, field of study: Marketing Management	
Ing. Nikola Živčáková	Research of Outdoor Advertising in the Pilsen City Centre
Field: Business Economy and Management, field of study: Business Management	
Ing. Tereza Pudilová	Analysis and Subsequent Optimization of Selected Business Processes
Field: Project Management Systems	
Ing. Tereza Strolená	Implementation of a Strategic Plan into Business Processes
Field: Information Management	
No award given.	

The **2015 Talent** award was awarded in three stages to the following students:

Burešová Veronika (awarded twice)

Čechurová Lenka

Janeček Petr

Košťun Michal

Mičík Michal (awarded twice)

Šlehoferová Marta

Špicar Radim

Treppeschová Kateřina

Ženíšek David

The above-mentioned students were awarded for significant publishing activity within their studies and other activities beyond their study duties. The total sum paid out within the 2015 Talent programme was CZK 49,000.

4.9 Overview of the use of the Scholarship Fund and scholarships paid

In accordance with the Scholarship Regulations of UWB in Pilsen and valid notices of the Dean of FoE UWB in the academic years 2014/2015 and 2015/2016, talented students were awarded scholarships for achieved study results, special scholarships for excellent qualification work, for graduating with honours and for other exceptional results achieved in 2015.

Tables 10 and 11 show an overview of the creation and drawing of the Scholarship Fund and scholarships in 2015 by category.

Table 10: FoE Scholarship Fund in 2015 (in CZK)

Status as of 1.1.2015	Increase in 2015	Decrease in 2015	Status as of 31.12.2015
3 096 119	1 562 348	1 470 849	3 187 618

Source: Magion 2015

Table 11: Number of students receiving scholarships (under Act No. 111/1998)

Type of scholarship	Number of students
Total number of students receiving scholarship	333
• results - for outstanding study results under Sec. 91(2)(a)	84
• doctoral - for students of doctoral study programmes under Sec. 91(4)(c)	10
• to support studies abroad under Sec. 91(4)(a) and (b)	42
• special - under Sec. 91(2)(b) to (e) - divided as follows:	197
- project and assistant scientific activity	117
- representation of FoE (sports and artistic activities, participation in competitions, presentation of faculty activities)	30
- publishing activity	18
- for graduating with honours	17
- for high-quality bachelor and diploma thesis	15

Source: Registration of scholarships of FoE UWB

5 Educational activity at FoE UWB

5.1 Accredited study programmes and fields

Accredited study programmes of FoE UWB are implemented in a credit system. The number of credits reflects the level of the student's workload in the subject, it is derived from the number of hours of contact learning, while also taking into account the level of difficulty of the student's individual preparation.

Table 12: Programmes and fields of study at FoE UWB

Code and title of the study programme	KKOV code and title of the study programme
B6202 - Economic Policy and Administration	6202R054 - Public Economy*
B6208 - Economics and Management	6208R086 - Business Economy and Management
	6208R044 - Business Activities Management
B6209 - Systems Engineering and Informatics	6209R015 - Information Management
	6209R033 - Project Management Systems
B1301 - Geography	1301R001 - Economic and Regional Geography
N6208 - Economics and Management	6208T086 - Business Economy and Management
N6209 - Systems Engineering and Informatics	6209T015 - Information Management
	6209T033 - Project Management Systems
P6208 - Economics and Management	6208V086 - Business Economy and Management

Source: INIS

* The study programme of Economic Policy and Administration was re-accredited at the faculty's request.

5.2 Arranging professional work experience if it is part of the study programme

The project Creation and Strengthening of Partnership between Universities and Work Experience - UNIPRANET

Since June 2011, the process of realizing students' work experience has been supported by the UNIPRANET project (www.unipranet.zcu.cz), which focuses, among other things, on improving the quality of internships for students of the Faculty of Economics.

KEM

Bachelor's work experience and pre-diploma work experience are arranged individually by students. Assessment of the quality of work experience is the responsibility of the guarantor of the subject of Professional Work Experience; in the follow-up master's study it is the responsibility of the thesis supervisor.

KFU

Work experiences that are part of the study plan are arranged by students individually, mostly in cooperation with organizations in which they prepare bachelor's or master's theses. The Department of Finance and Accounting offers students the opportunity to complete their work experience at Techmania Science Centre, ČSOB and ADP Employer, a.s., with which negotiations were held on the implementation of professional work experience for students of the follow-up master's and bachelor's study programmes. Assessment of the quality of work experience is the responsibility of the guarantor of the subject of Professional Work Experience; in the follow-up master's study it is the responsibility of the thesis supervisor.

KPM

Professional work experience and pre-diploma work experience are arranged individually by students in cooperation with the organization in which they prepare their bachelor or diploma thesis. Students' work experience is based on the assignment of the thesis and is focused on learning about the internal environment of the company and the environment in which the company operates. When searching for companies and organizations where to write a thesis, students can use a network of companies created in the UNIPRANET project. Assessment of the quality of work experience is the responsibility of the guarantor of the subject of Professional Work Experience; in the follow-up master's study it is the responsibility of the thesis supervisor.

KMO

Professional work experience and pre-diploma work experience are arranged individually by students in cooperation with the organization in which they prepare their bachelor or diploma thesis. Students' work experience is based on the assignment of the thesis and is focused on learning about the internal environment of the company and the environment in which the company operates. The outcome of the work experience is a report on the work experience; in the follow-up master's study the knowledge gained during the work experience is usually used in a thesis. Assessment of the quality of work experience is the responsibility of the guarantor of the subject of Professional Work Experience; in the follow-up master's study it is the responsibility of the thesis supervisor. KMO works with many companies and institutions on arranging work experience and producing bachelor and diploma theses.

5.3 Lifelong learning programmes realized within accredited study programmes

Lifelong learning at FoE UWB is organized by the Lifelong Learning Centre of the Faculty of Economics of UWB (CECEV) in Cheb.

1. List of lifelong learning programmes

- Complete blocks of subjects of individual programmes and fields of study
 - Block of subjects in Year 1 of bachelor's study field of **Business Economy and Management, specialization Business and Management** - study in Cheb
 - Block of subjects in Year 1 of bachelor's study field of **Business Economy and Management, specialization Finance and Accounting** - study in Pilsen
 - Block of subjects in Year 1 of follow-up master's study field of **Business Economy and Management** – study in Pilsen
- Continuing education courses
 - Mathematical practice I and II (full-time study in Cheb and Pilsen)
 - Preparatory courses for subjects using quantitative methods
 - Preparatory courses for state examination in Economics
 - Other LLL courses accredited by the UWB Lifelong Learning Board according to the up-to-date offer
- University of the Third Age - study in Cheb and Pilsen

2. Staff of the Lifelong Learning Centre of the Faculty of Economics

Head: Ing. Jan Tlučoř, Ph.D.

Deputy Head: Ing. Hana Kuneřov

Education officers of LLL study, University of the Third Age and continuing education courses: Tomš Kask, Romana Kořvarov

3. Numbers of participants in lifelong learning in 2015

Table 13 and 14 show statistics of lifelong learning programmes in 2015.

Table 13: Numbers of participants in LLL programmes and continuing education at FoE UWB

LLL programme - complete blocks	by 30. 4. 2015	by 31. 10. 2015	average
Business and Management - Cheb	39	40	40
Finance and Accounting - Pilsen	87	110	99
Business Economy and Management - Pilsen	53	67	60
Total of complete blocks of subjects	179	217	198
LLL programme - lifelong learning courses	summer semester	winter semester	total
Mathematical practice I and II	10	21	31
Preparatory courses for subjects using quantitative methods	0	19	19
Preparatory course for the state examination in Economics	104	0	104
Preparatory course for the state examination in Economics - NMgr.	0	34	34
Business Administration – Fundamentals	0	7	7
Total of courses in lifelong learning	114	81	195

Source: FoE Lifelong Learning Centre

Table 14: More detailed statistics on LLL programmes in 2015

Block of subjects in Year 1 of bachelor's study field of Business Economy and Management, specialization Business and Management - study in Cheb			
Number	February	September	total
Number of participants admitted	6	19	25
Number of students who completed the block	0	4	4
Block of subjects in Year 1 of bachelor's study field of Business Economy and Management, specialization Finance and Accounting - study in Pilsen			
Number	February	September	total
Number of participants admitted	11	44	55
Number of students who completed the block	0	22	22
Block of subjects in Year 1 of follow-up master's study field of Business Economy and Management – study in Pilsen			
Number	February	September	total
Number of participants admitted	8	32	40
Number of students who completed the block	0	8	8
Block of individual subjects - Year 2			
Number of participants admitted (number of contracts)	4	11	15

Source: FoE Lifelong Learning Centre

A Business Administration - Fundamentals course was realized in cooperation with ČZU for the Ethiopian Ministry of Trade and attended by seven representatives of the Ministry and Ethiopian universities.

4. CECEV activity

CECEV organizes lifelong learning in study programmes of fields and subjects taught at the faculty. In all forms of lifelong learning, participants or their employers must pay for their studies. Lifelong learning is organized in both the combined and the full-time forms. The main part of CECEV's activities is the organization and arrangement of study programmes for complete blocks of subjects and a service for students of the combined form of study. In addition, CECEV organizes for the Institute of Lifelong Learning the operation of the University of the Third Age (U3V) in Cheb and Aš, training courses for students and the general public

(languages, mathematics and others), continuing education in companies, and participates in educational projects. In its activities, it cooperates with partners in the region, such as the City of Cheb, the City of Aš, the City of Karlovy Vary, the Regional Library of the Karlovy Vary Region, the Regional Chamber of Commerce of the Karlovy Vary Region and educational institutions. For its activities, it mainly uses educational facilities in Cheb and Pilsen.

For the combined form of regular study at FoE UWB, the Lifelong Learning Centre carries out the organization and administration of studies.

5. The University of the Third Age in Cheb and Aš

The University of the Third Age (U3V) is organized under the auspices of the Institute of Lifelong Learning of UWB by the FoE UWB Lifelong Learning Centre in Cheb and Aš. The Lifelong Learning Centre cooperates on the operation of U3V and is financially supported by the City of Cheb and the City of Aš, as well as by the Ministry of Education, Youth and Sports. The University of the Third Age is open to the general public. Each of the courses offered is taught according to relevant regulations in one semester in the range of 16 lessons (8 two-hour sessions) and is completed with a test work (e.g. test, essay, paper). Individual courses of the University of the Third Age are included in the study programmes. After completing the prescribed number of six courses, four of them in one study programme, the participant of the University of the Third Age can “graduate”. It is good practice that the graduation ceremony for the participants of the University of the Third Age takes place together with the graduation ceremonies of the students of the Faculty of Economics.

Table 15: The University of the Third Age in 2015 (Aš, Cheb)

Courses studied - winter semester	No. of participants
English 1 for U3V	9
English 9 for U3V	16
Archaeology and History of Cheb	28
Digital Photography 1	26
Digital Photography 2	14
French 3 for U3V	9
Italian 1 for U3V	16
German 1 for U3V	16
German 1 for U3V	15
German 9 for U3V	16
Constantly Surprising Views on the Universe	24
Constantly Surprising Views on the Universe	11
Social Communication 1	7
Social Communication 3	13
Tourist Attractions of West Bohemia and the Neighbouring German Regions	38
Basics of Informatics 1	22
Basics of Informatics 4	10
Courses studied - summer semester	No. of participants
English 8 for U3V	15
Astronomical Mysteries of the Solar System and the Earth	20
Journey through the Star Universe in Planetarium 2	9
Digital Photography 1	16
Financial Literacy 5	11
French 2 for U3V	11
Graphology in HR 3	9
Historical Figures of Global Painting	17
Italian 4 for U3V	10
German 8 for U3V	15
New Civil Law 4	15
Social Communication 2	11
Tourist Attractions of West Bohemia and the Neighbouring German Regions 2	33
Introduction to Humanities, Philosophy, Psychology and Questions of Human Communication	12
Basics of Informatics 2	9

Basics of Informatics 3		13
Basics of Informatics 5		13
Total		529
Statistics by semester		
Number	Winter semester	Summer semester
Number of courses (<i>not a number of study groups</i>)	17	17
Number of participants	290	239
		529

Source: CECEV

5.4 Development of the Faculty of Economics and the Lifelong Learning Centre in Cheb

In 2015, the city of Cheb provided a contribution to the running and development of the University of the Third Age (U3V) and the Cheb faculty in the amount of CZK 500,000. The contribution was used mainly for the payment of admission and transport fees during trips organized within the U3V learning, for a partial payment of the remuneration of U3V lecturers (lecturers without full-time employment at UWB, payment of employment contracts and work agreements) and for stationary and copier material for the Lifelong Learning Centre. The contribution was also used for the renewal and modernization of the presentation and computer equipment at the faculty (data projectors, computers, laptops, presenters, new software versions) and an upgrade of the Unifor e-learning system, which is used for all types of study.

5.5 Applying new forms of teaching

The application of new forms of teaching is enabled by the above-standard technical equipment of UWB in the field of technical support of the educational process. The basic information support of education is arranged by the university in the form of UWB electronic portal, including information system Courseware for subjects offered and taught. The faculty also has LMS Unifor available for e-learning, which is used in an increasing number of subjects. New forms of teaching are currently applied at the faculty mainly in the form of asynchronous on-line courses and in the form of electronic support for full-time teaching via distance systems (e.g. electronic submission of seminar and other papers), video conferencing or communication with teachers at selected times via Skype.

Good technical equipment of the teaching spaces contributes to the application of new forms of teaching: the faculty and the university in Pilsen and Cheb have classrooms with PCs, the buildings have internet and Eduroam (wireless network with access for students and teachers). Many classrooms are equipped with audio-visual technology and PCs, while other PCs for internet access are in the library and study rooms and in open or partially open computer classrooms. Students can use information kiosks (PC with internet connection in the corridors of buildings) to quickly find information.

6 Research and publishing activities of FoE UWB

6.1 UWB grant system

In 2015, the following projects were solved within the UWB grant system:

Table 16: Projects within the UWB grant system

Department	Solver / theme	thousands of	CZK
KMO	Ing. Petr Janeček / SGS-2015-023 – Use of Modern Technologies in Marketing Communication		180
KGE	doc. RNDr. Jiří Ježek, Ph.D. / SGS-2015-004 – Research of the Impact of Flagship Projects on Economic Development of Cities and Regions on an Example of European Capitals of Culture		148
KFU, KPM	Ing. Michaela Krechovská, Ph.D./ SGS-2015-021 – Development of Financial Management Approaches as a Tool of Growth of Company Value		167
KFU	Ing. Pavlína Hejduková, PhD. / SGS-2015-019 – Impact of Current Legal, Tax, Accounting and Social Changes on Private Businesses and the Public Sector in the Context of Private Law Re-Codification		171
KEM	Ing. Pavla Říhová / SGS-2015-026 – Research of Factors Affecting Stock Price Movement, Stock Price Prediction and Design of Algorithms for Automatic Trading		157
KPM	Ing. Petra Taušl-Procházková, Ph.D./ SGS-2014-040 - Modern Approaches in Innovations, Entrepreneurship and Business Management		200
KEM	JUDr. Ing. David Martinčík/ SGS-2014-047 - Quantitative Modelling and Experiments for Economics and Business Economy		200
SPA	Ing. Jarmila Ircingová, Ph.D. / SVK1-2015-012 – Conference 'Mathematical Methods in Economics' – Section for Doctoral Students		248

Source: IGA UWB in Pilsen

6.2 External research projects

In 2015, the following research projects were solved at FoE:

Table 17: Research projects

Department	Solver / theme	thousands of	CZK
GA ČR			
KEM	doc. RNDr. Ing. Ladislav Lukáš, CSc./ GA15-20405S – Process Modelling on Financial Markets and Prediction of Company Bankruptcy by Real Options		448
TA ČR Omega			
KGE, KMO	doc. RNDr. Jiří Ježek, Ph.D. / TD020323 – Strategic Planning of Municipalities, Cities and Regions: Challenges, Problems, Solutions		1192
KGE, KPM	doc. RNDr. Jaroslav Dokoupil, Ph.D. / TD020272 – Innovative Potential of the Pilsen Region - Incentive for Strengthening the Territorial Cohesion of the Pilsen Agglomeration and Border Regions		340
KGE	doc. RNDr. Jaroslav Dokoupil, Ph.D. / TAČR, TD020254 – Impact of Cross-Border Cooperation on Regional Development of the Czech Borderland		190
Visegrad Fund – standard project			
KFU, KPM	Ing. Michaela Krechovská, Ph.D. / 2141034, - V4 Scientific Centres for the Enhancement of Financial Literacy and Entrepreneurship Education		220
Visegrad Fund – strategic project			
KPM, KMO	PaedDr. Dana Egerová, Ph.D. / 31410020 - Innovative Entrepreneurship Education - Necessary Precondition for Future Prosperity of V4 region		300
ESF Objective 3			
KMO	Ing. Dita Hommerová, Ph.D.,MBA / Trading-up of Czech-Bavarian Subsidy Area Objective 3 – Empiricism and Measures		1483
Contract research			
SVRR	Research of Awareness, Attitudes and Participation of Citizens in the Pilsen 2015 ECOC project		150
SVRR	Research of Economic Benefits of the Pilsen 2015 ECOC project		150

Source: OBD UWB in Pilsen and SPA; Departments and Sections of FoE UWB

6.3 Educational and development projects

In 2015, the following development projects were solved at FoE:

Table 18: Development projects

Department/Grant programme	Solver / theme	thousands of	CZK
Jean Monet			
KEM	Ing. Pavla Netušilová, Ph.D. / 2012-5189/001-001 Reforming the Economic and Monetary Union (J. Monet)		250
Internal competition			
KMO, KPM	Ing. Petra Taušl Procházková, Ph.D. / VS-15-015 – Support of Pedagogical Work of FoE Academicians		80
SPA	Ing. Lenka Šimonová / VS-15-027 – Innovation of Selected FoE Courses with Regard to Internationalization of Studies		150
SPA	Ing. Jarmila Ircingová, Ph.D. / VS-15-029 – Support of Practical Orientation of Teaching in Selected Subjects of the Faculty of Economics		112
Pilsen - university city			
SPA	Ing. Petra Taušl Procházková, Ph.D. / 3PUM2015 – Joint Semester Course for Students of Economics of the University of West Bohemia in Pilsen and Marquette University, Milwaukee, USA		40
SPA	Ing. Lenka Šimonová / 4PUM2015 – HOMO ECONOMICUS Summer School		40
SPA	Ing. Jarmila Ircingová, Ph.D. / 3PUM2015 – Winter School of Entrepreneurship for Students of All UWB Faculties		40

Source: OBD UWB in Pilsen and SPA

6.4 Most important publishing activity of FoE in 2014

Articles in magazines registered in WoS and Scopus:

WoS, articles in magazines with IF:

Vacík Emil, Kracík Lukáš. Multi-Projection and Prioritization of Projects in Innovative Companies. *Ekonomický časopis*. 2015, 63 ,1, 72-90. ISSN 0013-3035.

Fotr Jiří, Špaček Miroslav, Souček Ivan, **Vacík Emil.** Scenarios, their concept, elaboration and application. *Baltic Journal of Management*. 2015, 10, 1, 73-97. ISSN 1746-5265.

Vildová Eliška, Martinčík David, Tluchoř Jan, Jakubíková Dagmar. Measuring Customer Satisfaction and Loyalty in Spa Companies. *E+M Ekonomie a Management*. 2015, 18, 1, 151-168. ISSN 1212-3609.

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6.5 Other important activities of sections of FoE UWB

In 2015, the following significant activities of individual departments and sections were recorded at FoE.

Table 19: Significant activities by departments of FoE UWB

Activity name	KMO	KFU	KEM	KPM	KGE
Number of international conferences and seminars*	14	6	10	6	8
Number of other professional conferences and seminars*	6	11	5	8	12
Number of other events*	2	6	1	2	3
Staff memberships in editorial boards	5	2	2	6	8
Staff memberships in scientific boards (outside FoE)	0	1	1	1	2
Staff memberships in associations and commissions	1	1	0	1	5
Staff memberships in programme boards and grant commissions	1	0	0	1	0
Staff membership in programme boards of conferences outside FoE	0	0	5	0	1
Staff memberships in national and international companies***	10	18	11	7	10

* Numbers of conferences attended

** Conferences and workshops organized and similar activities.

*** See chapter 8.2 of this Annual Report

Source: Departments of FoE UWB

Membership of FoE UWB academic staff in editorial and scientific boards, associations and committees, programme boards and grant committees and conference programme committees

KFU

prof. Ing. Lilia Dvořáková, CSc. Scientific Editorial Board of NAVA publishing house
 Editorial Board of Trends in Business magazine
 WBU Scientific Board

Ing. Michaela Krechovská, Ph.D. Editorial Board of the Trends in Business magazine

Ing. Pavlína Hejduková, Ph.D. Chief Editor of Economic Spectrum magazine

KMO

doc. Ing. Petr Cimler, CSc. Editorial Board of Working Papers FMV magazine

doc. PaedDr. Ludvík Eger, CSc. Chief Editor of the Trends in Business magazine
 Member of Andragogy Subject Board at PF UK in Prague

doc. Ing. Dagmar Jakubíková, Ph.D. Scientific Board of Grada publishing house
 Editorial Board of Trends in Business magazine

Ing. Petr Janeček Executive Editor of Trends in Business magazine

Ing. Hana Kunešová Board Evaluators of the Laboratory of the European Union competition organized by the European Commission Representation in the Czech Republic

Ing. Jan Tlučoř, Ph.D. Editorial Board of Trends in Business magazine

KEM

- doc. Ing. Jiří Beck, CSc. Editorial Board of B&IT magazine
- doc. Dr. Ing. Miroslav Plevný
 Editorial Board of Technological and Economic Development of Economy magazine, ISSN 2029-4913
 (Impact Factor = 3.224)
 Editorial Board of E+M magazine, ISSN 1212-3609
 (Impact Factor = 1.021)
 Editorial Board of ACC JOURNAL magazine, ISSN 1803-9782
 Editorial Board of Trends in Business magazine
 WBU Scientific Board
- Ing. Kateřina Mičudová, Ph.D. Editorial Board of Trends in Business magazine

KPM

- doc. Ing. Emil Vacík, Ph.D. Editorial Board of Trends in Business magazine
 Scientific Board of EF TU in Liberec
- doc. Ing. Jiří Vacek, Ph.D. Editorial Board of ERGO magazine (TC AV ČR)
 Expert advisory body for the subsidy title Innovative Vouchers of the Karlovy Vary Region
- PaedDr. Dana Egerová, Ph.D. Editorial Board of Problems of Management in the 21st Century magazine
 Editorial Board of Trends in Business magazine
- PhDr. Milan Jermář, Ph.D. Scientific editorial board of UWB
- Ing. Jarmila Ircingová, Ph.D. Editorial Board of Trends in Business magazine

KGE

- doc. PaedDr. Alena Matušková, CSc. Member of Evaluation Panel of the Government Council 03 SVH c
 Member of Expert Group on Geography of the National Institute of Education (NIE),
 Member of Working Group on Standards for the Educational Field of Geography (MEYS),
 Editorial Board of Information CGS
 Member of Subject Board of doctoral study of General Questions of Geography at FoS of ChU Prague
- doc. PaedDr. Jaroslav Dokoupil, Ph.D. Editorial Board of Geographica CGS
 WBU Scientific Board
 FPE Scientific Board
- Doc. RNDr. Jiří Ježek, Ph.D. Editorial Board of Regional Studies (UoE Prague)
 Slovak Society for Public Administration at SAS
 Member of Subject Board and Scientific Board of the Faculty of Social Sciences of Cyril and Method in Trnava

7 External relations of FoE UWB

7.1 International collaboration

In the area of international cooperation, the most important project is **Erasmus**, which is coordinated by the Foreign Section of UWB in Pilsen. As of 31.12.2015, the Faculty had a total of 54 contracts with 49 partner universities in 16 European countries and for one project with associated Turkey. This year, the administrative completed the processing for the next planning period 2014-2020, which had not been fully completed in the previous year. The majority of contracts were signed with universities in Germany (13), France (8), Poland (6), Turkey and Spain (4). The university signed 3 contracts with universities in Slovakia. There were two contracts each with partner universities in the Netherlands, Finland, Greece, Hungary and Portugal and one contract each in Austria, Denmark, Croatia, Italy, Slovenia and the UK. In 2015, the faculty offered a total of 834 months of internships for up to 140 students and 67 weeks of internships for up to 68 teachers within teacher mobility. The total included the following universities:

Germany

FH Amberg-Weiden
Technische Hochschule Deggendorf
Hochschule für Angewandte Wissenschaften Hof University
Technische Universität Chemnitz
TU Kaiserslautern
Hochschule der Bundesagentur für Arbeit Mannheim
Georg-Simon-Ohm Hochschule Nürnberg
Hochschule Regensburg
Hochschule Baden-Württemberg Stuttgart
Hochschule Harz, Wernigerode
Hochschule Würzburg-Schweinfurt

France

France Business School Amiens
Université Catholique de Lille
IUT Limoges
Université Montpellier 1
Université Montpellier 2 - IAE
Université de Strasbourg
NEOMA Business School
IEP de Toulouse

Poland

Bielska Wyższa Szkoła im. J. Tyszkiewicza
University of Applied Sciences in Nysa
Wyższa Szkoła Bankowa w Poznaniu (Poznan School of Banking)
Radom Academy of Economics
Torun School of Banking
University of Zielona Góra

Turkey

Cukurova University

TED University

Pamukkale University Denizli

Yildiz Technical University Istanbul

Spain

Universidad de A Coruna

Universidad de Sevilla

Universidad de Vigo

The Netherlands

SAXION University of Applied Sciences - HBS

Fontys Internationale Hogeschool Economie

Finland

Central Ostrobothnia University of Applied Sciences

HAMK University of Applied Sciences

Slovakia

Comenius University of Bratislava

Constantine the Philosopher University in Nitra

University of Economics in Bratislava

Slovenia

University of Maribor

Austria

Karl-Franzens-Universität Graz

Denmark

Copenhagen Business Academy

Greece

Harokopio University, Kallithea (Athens)

Technological Educational Institute of Western Greece

Croatia

University of Rijeka

Hungary

University of Pécs

Italy

Università degli Studi di Verona

Portugal

Instituto Superior D.Afonso III (INUAF)

Instituto Superior de Administracao e Gestao - ISAG

United Kingdom

Salford University

In addition to student mobility, the faculty allows its staff to travel to partner workplaces. In 2015, a total of 8 employees went to Erasmus+ teacher mobility in 6 countries (Denmark, Finland, France, Croatia, Spain and the Netherlands), where each of them worked at one partner workplace each week. The long-term goal is, wherever possible, to maintain and develop contacts with all workplaces with the same intensity. Three employees visited partner workplaces for training (Erasmus Staff Training).

Teaching of foreign students from partner schools at FoE in Pilsen is in English. In 2015, foreign students were offered 36 subjects; compared to 2014, the portfolio of subjects narrowed due to more effective teaching. With the exception of about 5 subjects, all of them were taught, some of them also in the form of personal consultations.

For more than 10 years, there has been collaboration with Marquette University in the USA; students from this university create projects together with FoE students, meet at workshops in the Czech Republic, USA and of course online. Each year, these international projects end in a joint presentation. It also includes lectures by teachers from partner faculties. In 2015, 10 students from our faculty and 13 students from the American partner university participated in a joint project. This project was traditionally realized in cooperation with the Department of Foreign Relations at UWB and financially supported also by the City of Pilsen (Pilsen - University City grant programme).

The faculty also maintains bilateral relations with non-European partner universities. In 2014, it offered cooperation with Escuela Bancaria y Comercial (EBC) in Mexico City (Mexico); Sogang University in Seoul (South Korea); Chienkuo Technology University in Changua City (Taiwan); Beijing Institute of Technology (BIT) in Beijing (China) and Ural State Economic University and Ural Federal University of BN Yeltsin in Ekaterinburg (Russia). Bilateral contracts relate to student and teacher mobility and R&D collaboration. In 2015, a new agreement on partnership and student and teacher mobility options were signed with the Manhattan Institute of Management (MIM) in New York and Shanghai Finance University (SFU) in Shanghai, China.

Students in the **Inter (Free Movers)** programme may attend these partner universities. 7 students took part in this programme in 2015.

A joint bachelor's 'double degree' programme within the study programme of Economics and Management has been successfully implemented in cooperation with Hochschule Hof. One FoE student graduated from the double degree programme in June 2015 and two students started the programme in September 2015.

In order to promote, motivate and disseminate information about mobility, Erasmus Day was organized on 9.11.2015 in cooperation with the UWB Department of Foreign Relations, which presented all types of mobility offered, applications and the selection procedure. This event, which took place in the Pilsen part of the faculty, was attended not only by teachers and some contract coordinators at FEK, but also by students who shared their experience from a foreign study stays, and by staff of the UWB Department of Foreign Relations. The event was attended by 60 students.

Detailed information on student mobility can be found on the new website mobility.fek.zcu.cz, which was created and launched in 2014 in order to clearly gather information on all types of international mobility that are provided at the faculty, and to which more necessary information is gradually added.

7.2 Foreign mobility of students

The following tables show overviews of FoE student visits to foreign partner universities as well as arrivals of foreign students to FoE in the calendar year of 2015 (not in the academic year from which the indicators for K-coefficient are calculated).

Table 20: Student mobility - going out

Programme	No. of students / No. of student-days ¹
Erasmus	43/5067
Marquette University	10
Scholarships	0
Mobility MEYS ²	7/1111
Erasmus - work internships	4/347
Total	64/6525

Source: INIS, own calculation

Compared to 2014 (67 students) there was a decrease by approx. 4%. FoE's share on the total cumulative number of student-days at UWB was 16.8%. Year-on-year decrease in student-days compared to 2014 was 11%.

Table 21: Student mobility - coming in

Programme	No. of students / No. of student-days
Erasmus	47/5637
Marquette University	13
Inter-university cooperation	1/46
Free movers	10/1048
Erasmus - work internships	0
Total	58/6731

Source: INIS

Compared to 2014 (66 students) there was a decrease by approx. 12%. Compared to 2014, the number of student-days increased by approx. 13%. In 2015, a video-postcard was used to promote the faculty on Youtube. The video had 896 views in 2015. In the Czech Republic, this was in 574 cases (also due to the fact that the link was shared at the faculty and was also viewed at other Czech universities). Abroad, the video was watched mostly in Spain (60 times),

¹ Important for the Faculty Evaluation K index (study stays abroad over 30 days)

² Inter Programme (Free Movers)

Germany (43 times), Turkey (27 times), Finland and Poland (20 times) and Greece (19 times). The video was watched in 57 countries in total.

Since September 2015, Professor Michal Kohout from the State University of California, San Bernardino participated in a one-year internship funded by the Fulbright Foundation. His main workplace was KGE.

8 Partnerships and collaboration of FoE UWB

8.1 Cooperation of specialized departments with regions

KFU

KFU cooperates with the basic organization of the Association of Accountants in Pilsen on the development of education in the accounting profession in the region. KFU also cooperates with Moore Stephens in providing selected professional experts for educational activities in subjects guaranteed by KFU. KFU is a member and cooperates with the Czech Treasury Association within professional education of academic staff.

KMO

In 2015, KMO established close cooperation with ProSEO.cz, where, following the teaching of the subject Marketing on the Internet, 6 active students underwent training with the possibility of further work at the company. In addition, students participated in other extending seminars at the faculty focusing on creating websites and web analytics led by doc. Eger with the participation of an expert from practice, Ing. Jan Petrtyl, Ph.D.

In May 2015, as part of the project 'Trading-up of the Czech-Bavarian Subsidy Area Objective 3 - Empiricism and Measures', KMO organized a scientific cross-border conference *Opportunities and Threats to Business Economy in a Cross-Border Comparison 2015* with the participation of experts from Czech and German universities and representatives of public administration.

Apart from the above, in 2015 KMO also actively participated in the following activities:

- professional cooperation with the Regional Chamber of Commerce of the Karlovy Vary Region, the City of Pilsen, the City of Cheb, the regional authorities of the Karlovy Vary region and the Pilsen region, Destination Management West, SANEK Ponte, o.s., Hotel Ibis Plzeň, Techmania Science Centre o.p.s, etc.
- collaboration with Plzeň Turismus, p.o.,
- collaboration with Czech Tourism, Institute of Tourism - creation of questionnaire survey among residents of the Karlovy Vary region focused on the perception of impacts of tourism;
- membership in a group for research and education at the Tourism Institute of the Czech Tourism agency;
- a survey for the evaluation of the Pilsen 2015 ECOC programme, D&A Travel - collaboration on supervising bachelor theses and seminar work;
- cooperation with Dolní Poohří Destination Agency and Litoměřice Tourism Centre - membership in the preparatory committee and hosting of the Stop and Stay 2015 conference, which took place on 29 and 30 April 2015 in Kadaň;
- organization of professional field trips: Geography of Tourism - Klatovy, Nürnberg; joint field trips of students of UWB, Hochschule Hof, OTH Amberg-Weiden around the Czech-Bavarian border region within the project 'Trading-up of the Czech-Bavarian Subsidy Area Objective 3 - Empiricism and Measures'.

KPM

The employees of the KPM Department cooperate with the representatives of the Pilsen and Karlovy Vary regions in the preparation of their bachelor's and master's theses if the work is

focused on public administration issues. KPM employees also participate in the evaluation of the impact of the Pilsen 2015 - European Capital of Culture project.

KEM

KEM has a long-term collaboration with the Czech Statistical Office, mainly with the regional office for the Pilsen region.

KGE

The department cooperates with the regional authority of the Pilsen region, in particular with the Department of Regional Development and the Department of EU Funds and Programmes, the Department of Concept and Development of the City of Pilsen, Pilsen 2015 and the Regional Administration of the Czech Statistical Office in Pilsen. Other partners include Techmania Science Centre, CHMI - Pilsen branch, Ametyst - Environmental Education Centre, CGS.

8.2 Membership of academic staff in professional organizations and associations

KFU

prof. Ing. Lilia Dvořáková, CSc.	Czech Association of Accountants - Vice-President Chamber of Certified Accountants, member Czech National Accounting Board, member Association of Accountants in Pilsen - board
Ing. Pavlína Hejduková, Ph.D.	Czech Association for Financial Management Czech Economic Society
Ing. Jana Hinke, Ph.D.	Czech Pedagogical Society Czech Economic Society Czech Society for Political Sciences Association of Accountants
Ing. Michaela Krechovská, Ph.D.	Czech Association for Financial Management Czech Treasury Association Czech Economic Society
Ing. Lucie Mádlová, Ph.D.	Czech Society for Quality Czech Marketing Society Member of Fair Trade Cities International Campaign Member of Amnesty International CZ Global Teacher - Society for Fair Trade

KMO

doc. PaedDr. Ludvík Eger, CSc.	Society for Human Resource Management
Ing. Dita Hommerová, Ph.D., MBA	Czech Marketing Society Access Marketing Management e.V. (AMM)
doc. Ing. Dagmar Jakubíková, Ph.D.	Society of Scientific Tourism Experts
Ing. Petr Janeček	Society of Scientific Tourism Experts Czech Marketing Society Travel and Tourism Research Association

Mgr. Hana Ovesleová	UX Association (ACM SIGCHI Prague) Czech Association of Germanists and Teachers of German
Ing. Petr Janeček	Society of Scientific Tourism Experts
KEM	
doc. Ing. Jiří Beck, CSc.	Czech Society for Operational Research
Ing. et Ing. Miloš Nový	Institute of the Association of Accountants
doc. RNDr. Ing. Ladislav Lukáš, CSc.	Czech Society for Operational Research Czech Econometric Society Czechoslovak Society for Mechanics Czech Technical Matrix
doc. Dr. Ing. Miroslav Plevný	Czech Society for Op. Research (council member)
RNDr. Jaroslav Potměšil, CSc.	Czech Society for Operational Research Czech Statistical Society Czech Econometric Society
Ing. Mgr. Milan Svoboda Ph.D.	Czech Society for Operational Research
KPM	
Dr. Ing. Jiří Hofman	Association of Czech Mathematicians and Physicists Czech-Japanese Society Czech-Chinese Society Czech-Korean Society Czech Astronomy Society
PhDr. Milan Jermář, Ph.D.	Czech Association of Labour Psychology and Organization
PaedDr. Dana Egerová, Ph.D.	Society for Human Resource Management
KGE	
doc. PaedDr. Jaroslav Dokoupil, Ph.D.	Czech Geographical Society
doc. RNDr. Jiří Ježek, Ph.D.	European Regional Science Association (ERSA) – Slovak section (steering committee member) Czech Society for Spatial and Urban Planning Czech Geographical Society
RNDr. Marie Novotná, CSc.	Czech Geographical Society Czech Geo-Information Society

RNDr. Jan Kopp, Ph.D.,	Czech Geographical Society - chairman of the West Bohemia branch
RNDr. Jiří Preis, Ph.D.	ACET (AIDS Care Education Training) ČR, o.s. Czech Geographical Society FRED Educational Portal of Fraus publishing house - member of expert editorial board
SMA	
Mgr. Romana SUCHÁ, Ph.D.	Czech Association of Teachers of Spanish Czech Association of Teachers of French

8.3 Project Activities Centre in 2014

The mission of the Project Activities Centre (SPA) is to increase project activities of all FoE sections, including R&D projects. The Centre focuses on the following activities:

- identification of the potential and know-how of FoE sections in the project area;
- monitoring and searching for suitable grants;
- help with searching for project partners;
- developing contacts with the public and business sectors, educational and advisory agencies, regional development agencies, BIC, chambers of commerce and other entities;
- cooperation with relevant sections of the UWB's Chancellor's Office;
- informing FoE staff about opportunities for participation in project activities, training, seminars and other events aimed at participating in projects;
- assistance and consultations on the formal side of project preparation (subject matter will be provided by sections submitting project proposals).

This mission reflects the professional focus and know-how of FoE and is in line with the long-term development plans of FoE and UWB.

The Centre includes a Project Office whose main aim is to provide methodological support to the proposers or solvers of research and development projects, assistance in their administration and training focused on particular areas of research projects. The Project Office participates in the above activities in accordance with the Centre's mission.

In 2015, the Centre participated in the implementation of two projects focusing on education in the area of entrepreneurship (Visegrad Fund). The Centre also cooperated on the preparation of RDE OP projects (cooperation with the UWB Project Centre). Furthermore, its employees participated in the administration of a competition of projects of the UWB grant system and the Internal Competition.

The Centre ensures sustainability of ES OP projects UNIPRANET and SYPRON. Another project that was implemented through SPA was *Analyses for the Pilsen Region*, in which four partial analyses were processed.

SPA representatives attended the University-Industry Interaction Conference in Berlin on 24.-26.6.2015, for which a contribution was accepted from the University of West Bohemia (UNIPRANET) (J. Ircingová, J. Vacek). The acquired knowledge and contacts will be used also in the preparation of international projects.

The SPA Centre also participated in the organization of the conference 2015 Mathematical Methods in Economics, which took place in September 2015 in the Cheb part of the faculty.

8.4 International Activities Centre

The International Activities Centre (SMA) has since September 2015 focused only on foreign mobility. The section of foreign language teaching, which had been provided by SMA until then, was transferred to the Department of Language Preparation (UJP) of UWB as part of the implementation of the university strategy.

The International Mobility Section of SMA provides all faculty activities related to international relations. Its main activities include registration and administration of bilateral Erasmus agreements, cooperation with foreign partner universities, searching for other possibilities of international cooperation, consultancy for students on the possibilities of foreign studies, organization of workshops on foreign mobility, organization of selection procedures for student international mobility and mobility of academic staff and consultancy for foreign students. It also focuses on the promotion of mobility through campaigns (Erasmus Day) and seeks closer cooperation with student organizations (such as ESN).

8.5 Centre for Regional Development Research in 2015

In 2015, the Centre for Regional Development Research (SVRR) finished solving a two-year R&D project of the Czech Technology Agency, 'Strategic Planning of Municipalities, Cities and Regions: Challenges, Problems, Solutions'. As part of its solution, extensive empirical research was carried out to determine the attitude of local governments to strategic planning and inter-municipal cooperation. For the needs of voluntary associations of municipalities and local action groups, a certified methodology 'Creating strategic partnerships at the micro-regional level' was developed. In addition, SVRR collaborators participated in the evaluation analysis of the Pilsen 2015 - European Capital of Culture project.

9 Physical education, leisure and social activities of students of FoE UWB

In the Cheb part of FoE UWB, sports club USK Akademik o.s. provides leisure recreational and sporting activities for students. USK Akademik o.s. also organizes sports tournaments and social events for students and teachers. These club activities help develop social and friendly relationships between students and teachers.

Prestigious activities in the Cheb part of the faculty include 'Bucket of Academic Blood', which is organized twice a year at FoE. It is voluntary blood donation by students, graduates and friends of FoE UWB. In 2015, the 44th and 45th season of this event took place. Pupils and students of the School of Nursing and the College of Nursing in Cheb were newly invited to the event. Blood donors received pictures by prominent Czech artists. FoE graduate Ing. Klára Jechová, who together with KMO employee Ing. Tluchoř, Ph.D. took over the organization of this event from Ing. Michalák, managed in 2015 to secure the cooperation of the author of the popular comic strip Opráskí sčeskí historje (known to the public only under his nickname of Jaz) and the Karlovy Vary artist Jindřiška Bernátová.

Various social activities take place in the Cheb part of FoE, e.g. Samuelsoning (second- and third-year students of FoE UWB welcoming first-year students), the Faculty of Economics' Ball, etc.

The faculty supports activities of the international student organization AIESEC, which is based on Husova Street in Pilsen. With the significant participation of students and teachers of FoE UWB, a number of events were organized directly at the faculty building in 2015.

10 Significant events in the life of FoE UWB

On 21-22 May 2015, the Department of Finance and Accounting (KFU) organized at the University of West Bohemia in Pilsen an international conference 'Entrepreneurship Education in Action' and an international workshop of solvers of the V4 project 'Scientific Centres for the Financial Literacy and Entrepreneurship Education'. The conference and workshop were attended by representatives of UWB, partner universities of the project and representatives of the business sector, such as BIC Plzeň, JCI Czech Republic and the Regional Chamber of Commerce of the Pilsen Region.

In 2015, a Business Centre was founded at FoE, whose mission is to contribute its activities and knowledge to the support and development of business activities, development of knowledge, skills and the knowledge of business thinking.

On 21-22 May 2015, the Department of Marketing, Trade and Services (KMO), as part of the 'Trading-up of the Czech-Bavarian Subsidy Area Objective 3 - Empiricism and Measures', organized an international conference '2015 Opportunities and Threats for the Current Business Economy in Cross-Border Comparison', attended by representatives of Czech and German universities and key actors in the cross-border cooperation in the region.

On 2.12.2015, the Department of Marketing, Trade and Services (KMO) organized a workshop 'Cooperation in Tourism in the Pilsen Region' under the auspices of the Minister for Regional Development Karla Šlechtová, with the participation of key actors in tourism in the Pilsen region and the City of Pilsen.

On 9.-11.11.2015, the conference '2015 Mathematical Methods in Economics' took place in the Cheb part of the Faculty. The event was attended by 250 participants. The conference was co-organized by KEM Department and the Project Activities Centre (SPA).

On Saturday 24.10.2015, a social meeting of employees and graduates FoE UWB was held to mark the 25th anniversary of the foundation of the Faculty of Economics. The event was divided into two parts - an informal meeting of employees and graduates at the faculty building in Husova Street 11 in Pilsen and then a gala night at Měšťanská beseda with the concert of the Canticorum ensemble and a banquet. The event was attended by more than 120 graduates, former and current faculty staff and faculty associates. On the occasion of this jubilee, an electronic almanac was created, which informs about the history of the faculty, important events in its life and provides a complete list of all faculty staff and graduates throughout its existence.

The 2015 Days of Geography took place at the Faculty of Economics of UWB on 16-27 November. The Department of Geography of the Faculty of Economics of UWB in cooperation with the West Bohemian branch of the Czech Geographical Society organized a number of events to support and promote geography. Over two weeks, teachers from the Department of Geography held 14 different events in Pilsen secondary schools. Graduates of Geography met at a lecture by prof. Michael Kohout from the USA entitled 'The Future of America: What Can We Expect?' followed by an informal meeting. The Research Centre for the Change of Land Use in the Czech Republic (LUCC Czechia) organized a lecture for students.

In 2015, members of the Department of Geography participated in the activities of the so-called Scientific Hexagon in cooperation with geographical university workplaces from Graz, Maribor, Bayreuth, Pécs, Bratislava and Pilsen.

Days of Science and Technology

On 11.-12.9.2015, the traditional popularization event called Science on the Street took place with the participation of KGE and KEM departments. A FoE exhibition offered visitors the opportunity to get to know the globalized world around us through interactive games using globes and magnetic boards.