

**Comments of the Faculty of Corporate Strategy to the assessment of the self-evaluation report,
part:**

MODULE 3 SOCIAL RELEVANCE

3.1 General self-assessment of the social benefit of R&D&I in the fields of research at the evaluated unit, and of the evaluated unit as a whole

Faculty of Corporate Strategy is divided into three departments: (1) Department of Management, (2) Department of Human Resource Management, and (3) Department of Tourism and Marketing.

A Department of Foreign Languages also operated permanently within the Faculty of Corporate Strategy during the monitored period

3.2 Applied research projects

Although FCS's active participation is remarkable and noteworthy in its own right, significant research projects mentioned are granted to ITB rather than FCS itself. In the longer terms, FCS should improve diversity and independency in getting research on its own.

The Faculty of Corporate Strategy has no legal personality (registration number) with regard to the ITB Organization Rule. This is why it cannot appear at the position of an independent beneficiary, ITB has always to be presented as the beneficiary. We can nevertheless state that the FCS is able to obtain and administer projects independently, without participation of other ITB faculties or workplaces. The degree of independence is therefore determined with regard to the Organization Rule of the School.

There is no project(s) that are financed by other countries sources.

Within the monitored period the FCS was a solver of international projects of cross-border cooperation (CR-Bavaria as well as Bavaria-CR). The solution of the projects was described in part 4.11 – Important Cooperation in R&D&I at the International Level. 85 % of the resources were obtained from the European Union budget, namely from the European Regional Development Fund within these projects. This resource can be considered financing by other countries.

Recommendation 3.2, 3.3 a 3.4:

The IEP recommends continuing in activities described in 3.2 – 3.4 and to try to become the partner in the international (European) projects.

The FCS was at the positions of the leader or a project partner in several cross-border cooperation projects during the monitored period. In two of these projects the budget exceeded the amount of half a million EUR. The following projects were explicitly mentioned in part 4 of the self-evaluation report:

- Entrepreneurial Competences on Czech Bavarian Labour Market (Ostbayerische Technische Hochschule Regensburg)

- International Dual Study Czech Republic – Bavaria (Technische Hochschule Deggendorf)
 - Methodological Concept for Efficient Support of Key Professional Competences with the Utilization of a Foreign Language (FH OÖ Forschungs und Entwicklungs GmbH)
 - Czech-Austrian students meeting or "Start Your Business" (Bundeshandelsakademie und Höhere Technische Lehranstalt)
 - "Where after the School?" (Fachhochschule Oberösterreich)
 - Tourist Destinations for the Segment of Tertiary Students in the Border Areas of South Bohemia and Austria (IMC Fachhochschule Krems)
- The project activities in the field of international projects continue even after the monitored period (e.g. the projects Common Language – Common Future; Support of Modern Trends in Teaching with Respect to the Best Practice)

Still, one of the measures to improve project success rate is establishing Project office that will handle the administrative burden of the project proposal and afterwards will handle the administrative part of the project.

A project office operates within the FCS. It provides the administrative support to project solvers, searches suitable subsidy titles, helps with the preparation of project applications and with the conduction of project documentation as well as with the elaboration of interim and final reports. From the organizational point of view, it is a part of the FCS Secretary's Department.

3.6 Significant applied research results with an other than an economic impact one on society

The FCS participates in activities with a positive social impact. The implemented project Entrepreneurial Competences on Czech Bavarian Labour Market, which mediated the transfer of entrepreneurial competences both, towards students and towards the general public, can serve as an example. The increase of entrepreneurial competences at the end of the Project was verified by means of a questionnaire survey.

ITB also carried out a research focused on the impact of the COVID pandemic crisis on the consumer behaviour and formulated recommendations for the purpose of minimization of the negative impacts of the crises on both, business entities and the public.

In cooperation with the South Bohemia Region ITB mapped the current requirements of the labour market at the position of qualified employees in the field of human resource management. As a consequence of the discovered lack of such qualified professions ITB accredited the study programme Human Resource Management, which educates specialists in this field.

Recommendation 3.5 a 3.6:

Also, an interesting future step at Faculty level can be establishing an international scientific conference in their fields.

In 2020 the FCS organized an International Conference on Entrepreneurial Competencies in a Changing World (ECCW 2020): <http://www.podnikatelskekompetence.cz/>. The conference continued in the tradition of the common organization of international scientific conferences in cooperation with Ostbayerische Technische Hochschule in Regensburg. Three conferences had already been held

within this previous cooperation (one in 2017 and two in 2019). The FCS is going to continue in the tradition of the organization of international conferences also in the future.

3.9 Strategy for setting up and support of spin-off firms or other forms of commercialization of R&D&I results

The FCS plans to set up a spin-off firm focused on human resource management. We are moreover preparing a common international project focused on start-ups and spin-of firms in cooperation with OTH Regensburg.