**TBU SUMMER SCHOOLS** **2021**

TBU Summer Schools are two-week intensive courses which has been organized at Tomas Bata University in Zlín for 8 years. Participants from all over the world can choose from four courses in different fields. All courses last from 9 to 20 August 2021, therefore a participant can choose one of the courses only.

**Here is a list of courses which are focused on current issues and modern trends in its fields:**

1. Marketing and Management in Creative and Culture Industries
2. Geographic Information Systems
3. Processes of Risk Assessment and Treatment
4. Computer Viruses and Security

**Note:** Marketing and management in creative and culture industries and Processes of risk assessment and treatment are the courses which will be held ONLINE.



1. **Marketing and management in creative and culture industries (online)**

The subjects which are covered in the course:

* Cultural Management
* Branding
* Leadership
* Public Relations
* Promotion
* Fundraising
* International Cooperation and Possibilities

Credits: All participants, who successfully complete the course, will receive 5 ECTS.

Fee for online course only:

* Early Bird: EUR 280; Deadline: 30 April 2021
* Regular: EUR 300; Deadline: 31 May 2021

1. **Geographic information systems**

The lectures, practices, related teamwork, and discussions focus on:

* Basics of Cartography and Geoinformatics
* Cartographic Visualization
* Principles of GIS, Use of Geographical and Ecological Data in GIS
* Fundamental Analysis in GIS and 3D Visualization, Creation of Thematic and Topographic Maps
* Fundamentals of Remote Sensing
* Introduction to Citizen Science and Participatory Mapping
* Field Mapping Project

Credits: All participants, who successfully complete the course, will receive 5 ECTS.

Fee – course, accommodation, breakfasts, and events are included:

* Early Bird: EUR 550; Deadline: 30 April 2021
* Regular: EUR 600; Deadline: 31 May 2021

1. **Processes of risk assessment and treatment (online)**

The lectures, practices, related teamwork focus on:

* Introduction to the Study of the Subject and Terminology of Risk Management
* Classification Aspects of Risks
* General Risk Management Scheme, Methods of Data Collection, and Interpretation
* Identification, a Compilation of the Register and Verbal Assessment of the Level of Threats and Endangered Assets
* Qualitative Risk Screening
* Basic Procedures, Principles and Methods of Risk Prevention, Mitigation and Monitoring
* Design and Selection of Measures to Prevent and Minimize Risks Using Inventive Methods

Credits: All participants, who successfully complete the course, will receive 7 ECTS.

Fee for online course only:

* Early Bird: EUR 200; Deadline: 30 April 2021
* Regular: EUR 220; Deadline: 31 May 2021

1. **Computer viruses and security**

The subjects covered in the course:

* Cybernetics Informatics
* Data Management
* Data Security
* Computer Security
* Penetration Testing

Credits: All participants, who successfully complete the course, will receive 3 ECTS.

Fee - course, accommodation, breakfasts, and events are included:

* Early Bird: EUR 520; Deadline: 30 April 2021
* Regular: EUR 570; Deadline: 31 May 2021

More information about TBU Summer Schools 2021 and Tomas Bata University in Zlín can be found in the following links.

**Summer Schools:** <https://summerschools.utb.cz/>

**Tomas Bata University****:** <https://www.utb.cz/en/>**,** <https://www.facebook.com/TomasBataUniversity>

Obsah obrázku tráva, osoba, exteriér, pole

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