



University of Hradec Králové  
Faculty of Informatics and Management





100 km

BERLIN

WARSAW

Poland

DRESDEN

WROCŁAW

PRAGUE

HRADEC KRÁLOVÉ

KRAKÓW

OSTRAVA

Germany

Czechia

BRNO

Slovakia

MUNICH

VIENNA

BRATISLAVA

Austria

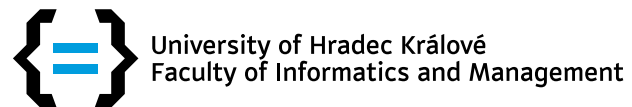
BUDAPEST

Hungary

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# Welcome to the Heart of Europe

**University of Hradec Králové** would like to invite all potential partners to visit, study or stay for research. As the Czechs have a reputation of being a hospitable and friendly people, we would like to take you on a short trip around our beautiful country and the university town of Hradec Králové, to assure you that you have something to look forward to, and that we fully deserve the national characteristics centuries have attributed to us.

**Czechia**, officially known as the Czech Republic, is a country in the very heart of good old Europe, whose culture has been shaped over the millennia by the great legacies of the ancient world, Jewish traditions and Christian values. The country is placed right in the middle of Eastern and Western cultures, which in past centuries was a crossroad for variety of people and nations, who left their imprints in the soul of the local folk. Thanks to these external influences, the Czech nation has been shaped into an open and

friendly society, highly tolerant towards other cultures and values.

As you will see in the pictures throughout this book, Czechia is a country with rich **history**, diverse **culture**, a land flowing with many natural beauties, but also with rich **tradition** of cutting-edge **science**, art and **advanced economy**. All this can be found in just 78 000 square kilometres (48 750 sq mi). Although this figure may look small indeed, at the same time, the short distance of only a few hundred kilometres between the state borders could be seen as an advantage. Mountains, forests and lakes offer variety of natural recreational and sport activities, in addition to lively urban centres bustling with fun — not just Czech towns and cities for that matter, but also major European cities. The map will show you how surprisingly close Berlin, Vienna, Munich, as well as Paris, London, Rome or St. Petersburg are. Czechia is simply a small **jewellery box** with a rich content.

When a stranger hears the name of our country, in most cases, he will recall its beautiful capital city of **Prague**. Countless visitors and tourists instantly fall in love with her (for Prague is a maiden), a royal panorama with hundreds of towers and spires, an ancient castle towering above the **Moldau** (Vltava) river with a medieval bridge connecting the Old and the New town. It is the city of dreams for countless tourists, visitors, art lovers and romancing couples. Marvels of past centuries written in stone by different artistic styles gave the city the nickname **Golden Prague**. No doubt that you soon, as well, will love the unique atmosphere of that city, which is at any time easily reachable from Hradec Králové, in a matter of mere tens of minutes, via motorway by car, or by the convenient bus and train public services.

Life in Czechia offers all the comforts and conveniences of modern developed society. The currency is the **Czech crown** (CZK) with an approximate exchange ratio of 20 crowns per U.S. dollar, 35 crowns for one British pound, and 27 crowns towards Euro. Details of average general pricing and the cost of living can be found in the practical information section later in this booklet. The Czech **nation** of ten million citizens is **democratic**, homogeneous — socially and nationally, egalitarian, extremely tolerant, emancipated, honouring the **equal rights** of men

and women and children's rights, favouring civic involvement, with atheistic worldview for the major part. However, the most common religion is Roman Catholic Church, which is followed by other Christian churches.

Countless visitors and tourists instantly fall in love with Prague.

The advantage of living in the heart of Europe is the fact that in one year you can experience the continent's mild climate spreading through all four seasons. As indicated on the attached temperature chart, during the **Spring** you can take advantage of calm weather with pleasant temperatures that allow for walks in the city or countryside, dressed lightly. The **Summer**, with sunny days and high temperatures, invites one for refreshing dips in open water areas built in urban areas, or in many ponds in the picturesque countryside. **Autumn** in Czechia brings in the atmosphere of melancholous mists brightened up by coloured leaves of trees, naturally preparing for hibernation. The **Winter** alone is inevitably linked with all nature peacefully resting under white veil of snow, and frozen lakes and rivers, which make the country an ideal place to enjoy winter sports, such as skiing or skating. (Not surprisingly then, that the Czechs, although



Prague Castle and the Charles Bridge





a nation small in number, are traditionally excellent hockey players.) Thus, traveling to our country mean that you may need to pack a small variety of clothing required for each season. On the other hand, that will allow you to make regular changes of style and image.

And who can we expect to meet here, dressed either in light summer clothes or muffled in a winter scarf and hat? From the perspective of research and studies, there are some interesting figures who in the course of time re-wrote the history of science. Czechs certainly have something to build on! Did you know, for example, that the first **sugar cube** was produced in Moravian town Dačice in 1843? Or almost completely unknown to the wider world, a Czech priest called **Václav Prokop Diviš**

(1698–1765) engineered in the 18th century the **lightning rod**, independently of the better known Benjamin Franklin? Or that inventor **Josef Ressel** (1793–1857) tried here the first **water propelled turbine** in one of Prague's fountains? And

that friar **Gregor Johann Mendel** (1822–1834), who in the Augustinian monastery in Brno discovered the very idea of the **genetics** using pea plants, setting foundations for an entire scientific discipline? At the beginning of the 20th century, the world renowned inventor **Otto Wichterle** (1913–1998) invented and developed eye **contact lenses**, and **Jaroslav Heyrovský** (1890–1967) won in 1959 the Nobel Prize in chemistry for the discovery and development of the **polarographic method of analysis**. You simply cannot avoid the Czech spirit of creativity! A propos, the world famous word **robot** coined writer **Karel Čapek** (1890–1938) in his fictional drama **RUR** (Rossum's Universal Robots), a term that refers to an artificial intelligent working machine. It first came to life on the stage in 1920, quickly adapted by a number of other languages.

Czechs certainly  
have something  
to build on!



Jiří Bělohlávek, conductor laureate of the BBC Symphony Orchestra

And as the Czech mind is inventive, the Czech soul is creative in the realm of art. There is no need to explain why the famous passage of the Symphony's No. 9 **From the New World**, immortal music written by composer **Antonín Dvořák** (1841–1904) was played when the crew

Culture and creativity  
play a very important  
role in Czech life.

of Apollo 11 successfully landed on the Moon in 1969. The nation's musicality is widely recognized and according to an old saying that "Every Czech is a born musician", the cities here resonate with music. A fact once acknowledged by no one smaller than the ingenious **Wolfgang Amadeus Mozart** (1756–1791), who during one of his visits to the metropolis in 1787, said these memorable words: "My people of Prague do understand me".

The painter **Alfons Mucha** (1860–1939) is globally recognized for his posters, large canvases and small art works in the fashion of the late **Art Nouveau**, giving epochal expression to the world standing on the doorstep of modernity. And because the Czechs are also men and women of the pen, as well as avid readers, we cannot forget to mention work of one of the most influential

writers of the 20th century, Jewish citizen of Prague writing in German language — **Franz Kafka** (1883–1924), or writings of more contemporary author, the widely translated **Milan Kundera** (born 1929), or the fact, that the first democratic president after the end of the totalitarian regime, **Václav Havel** (1936–2011) viewed the world through the prism of the philosopher and author of an absurd drama. Among the globally recognized individuals surely belongs the movie director and winner of two Academy Awards for best direction **Miloš Forman** (born 1932). Certainly, it is no coincidence that culture and creativity play a very important role in Czech life.

The picture of the Czechs as a nation with a healthy inner drive would not be complete without mentioning **sport**. Among many outstanding athletes who competed in the history of **Olympic Games**, achievements of **Emil Zátopek** (1922–2000) and **Věra Čáslavská** (born 1942) remain in live memory; the former world number one tennis players **Martina Navrátilová** (born 1956) and **Ivan Lendl** (born 1960) remain important figures of the white sport. Of course, that we cannot miss name of one of the best **ice-hockey** players of all times and member of the victorious Olympic team **Jaromír Jágr** (born 1972), or most recently name of **Petra Kvitová** (born 1990) who in 2014 won the Wimbledon

championship for the second time. Passion for sports can be seen everywhere. Almost every village and small town has its own football pitch, and during the ice-hockey season families are glued to television screens, if not encouraging their team at the stadium, and sport is certainly favourite topic for a chat around here.

The adjective **Czech** is inseparably linked to **beer**, which, according to the place of origin, gave a few general names for this traditional drink all around the world. For example, **Pils** is nothing else but the original beer from the West Bohemian town of **Pilsen** (Plzeň), and **Bud** is abbreviated from Budweiser, the name of the brewery in the South Bohemian metropolis **Budweis** (České Budějovice). You cannot mistake the zesty smell of hops and dense foam of the Czech brew. Be prepared for the fact that in many pubs you will be automatically served refills with freshly tapped beer because **one pint is never enough!**

Another namesake is **Czech crystal**, appearing in many forms. From splendid glass chandeliers to beautifully cut and engraved drinking glasses — usually raised to a toast of good health, or noble glass vases that multiply the beauty of any flower bouquet, or even as an original piece of art decorating the interior of a number of public and private places. By mentioning these decorations, we should not forget the beautiful dark

ruby gemstone — the **Czech garnet** — which completes many jewellery masterpieces.

A unique place within the lifestyle and culture is occupied, of course, by **traditional cuisine**. Those who have already tasted its flavours find

King of the Czech dishes  
is roast beef with cream  
sauce and dumplings.

the meals very tasty, hearty, rich in meat and generous on sauce. King of the Czech dishes is **roast beef with cream sauce and dumplings**, typically cooked for special occasions and celebrations throughout the year. The meal should not be missing on the menu of any good restaurant, and certainly not in the repertoire of an experienced housekeeper who takes pride in their work. Give it a try! And to entice the opposite range of your taste-buds, there is a pure delicacy in the form of sweet **fruit dumplings** with cottage cheese and melted butter. Especially those with freshly picked strawberries or blueberries — making this dish an irresistible treat.

Regarding traditional drinks, with the exception of beer, one renowned throughout the world is probably the herbal liqueur — **Becherovka**, which can be recognized instantly by its





Roast beef with cream sauce and dumplings

uniquely-shaped dark green bottle with a yellow label. This favourite export item and souvenir is made according to an old secret recipe, from a mixture of more than twenty herbs, thus widely consumed for invigorating and therapeutic effects. No wonder that in the most famous Czech spa **Carlsbad** (Karlový Vary) Becherovka is referred to as the thirteenth natural spring.

And if you ask for a purely local culinary treat which you can enjoy while staying at the University of Hradec Králové, then we can reach out for the traditional **wafer rolls** that could be prepared in many different ways. The secret of its production was allegedly left in eastern Bohemia by one of the personal chefs to Napoleon Bonaparte, who was at the time returning with the retreating French army and entrusted the original recipe for these delicacies to a local peasant girl as thanks for help in a difficult situation. Whether served with whipped cream or coated in chocolate, it is always delightfully crunchy and tastes just great. Please tuck in!

Choices on how to spend one's free time in Czechia are limitless. Many of the natives prefer to depart to their **weekend cottages**, built in areas of dense forests, or **gardening** and **relaxing** in garden areas around cities. Resting on the porch of a wooden hut hidden somewhere in the river valley, or growing your own vegetables are the most common activities in which the

Choices on how to spend one's free time in Czechia are limitless.

Czechs like to get involved to on a Saturday afternoon. The fall is high season for those who have fallen in love with **mushroom picking**, wandering through the woods and groves enjoying a small adventure in the bosom of nature, excitedly collecting many types of edible mushrooms



that taste so good, for example, if fried only in butter! If you see a number of cars parked along a road leading through a forest, you have clear evidence that the mushroom season is in full swing.

Let's stay for a few moments in nature and look around the Czech countryside. Did we not promise that our small country has many colourful experiences on offer, when one is longing to escape the rush and noise of big cities? The countryside offers plenty of opportunities for **leisure**. Forests cover a good third of the country, but you do not have to fear to

Czechia has one of the densest and fully signed networks of hiking trails.

getting lost. Czechia has one of the densest and fully signed **networks of hiking trails** that make all marvels of nature easily accessible, as well as his-

torically important places. One weekend you can follow the blue trail to the protected area of the **Czech Paradise** to admire the sandstone rock formations and enjoy the magical atmosphere in a fantastic maze of so-called **rocky towns**. Another time you could, for example, follow a green line that will take you through countryside between ponds that are freely accessible for bathing, or towards mountains, with a viewpoint built right on the top offering views of the entire region.

Since the Czech landscape is beautifully corrugated and hilly, you can easily explore the countryside using a **bicycle** which is very popular means of transport around here. And as you will learn in the following pages Hradec Králové itself benefits from a relatively **flat terrain** which is ideal for moving around the city and the surrounding area on a bike.

But what would the Czech landscape looked like without the work of human hands! Natural scenery is enhanced by silhouettes of rural churches

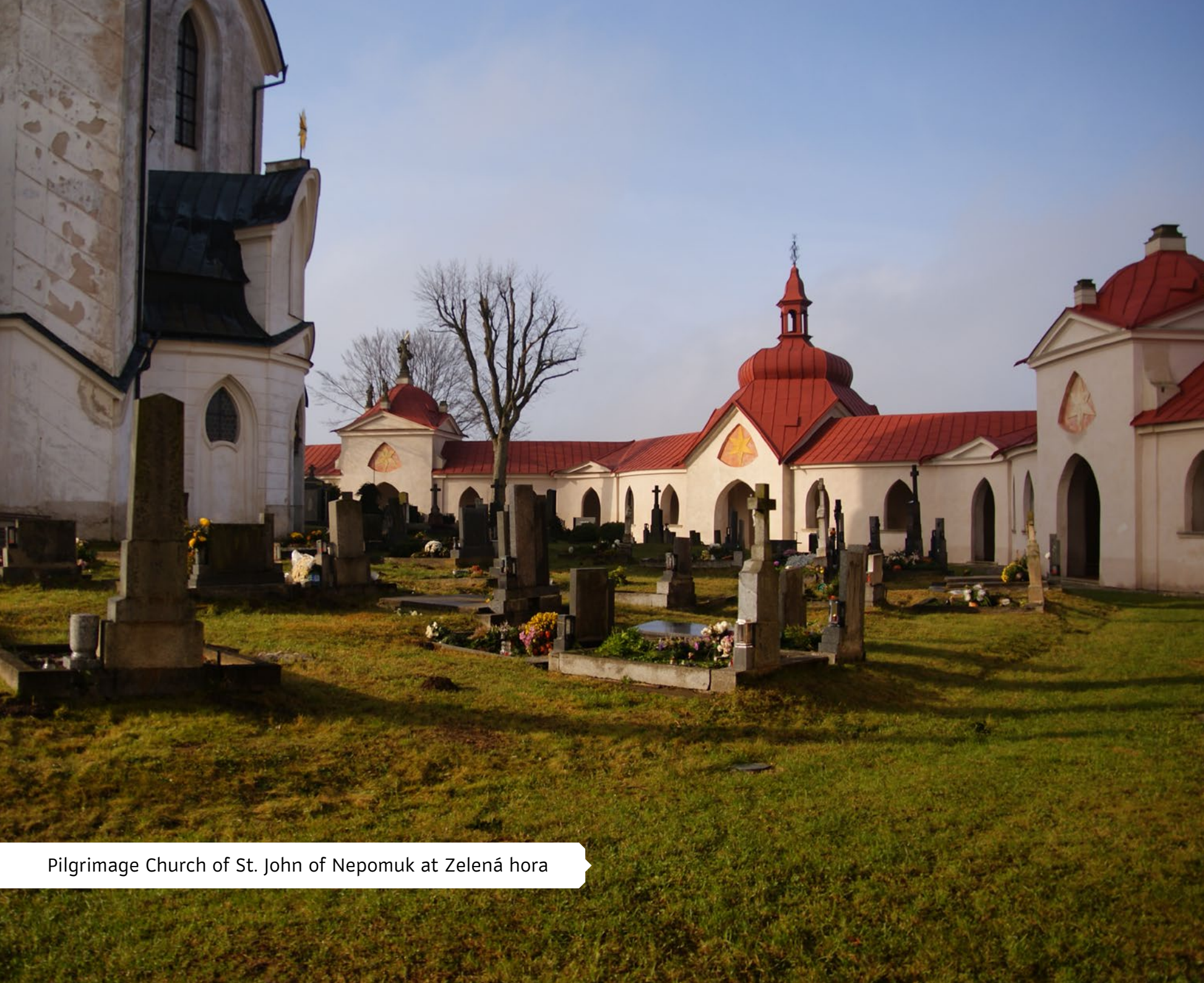






Winter near Martínkovice, Adrspach-Teplice Rocks





Pilgrimage Church of St. John of Nepomuk at Zelená hora

with bulbous **baroque** domes, majestic medieval **stone castles**, the silent witnesses of the past, and numerous **chateaus** carefully nestled in beautiful **parks and gardens**. There are twelve unique memorial sites entered on the list of

**UNESCO** with such gems as the medieval mining town of **Kuttenberg** (Kutná Hora), renaissance town of **Crumlaw** (Český Krumlov),

the pilgrims' church of **St. John of Nepomuk** (sv. Jan Nepomucký) built on the Green Mountain in the Czech unique and a seemingly incompatible combination of baroque and gothic style, or **Lednice-Valtice** area with a large landscaped park, to name a few.

There are twelve unique memorial sites entered on the list of UNESCO.

The **heritage** of old folk knowledge and **cheerfulness** is nowadays reflected in the **music** and **theatre**, with its unique form of **puppet theatre**, which has a long and rich tradition around here. Various traditional story-tale characters can take — in the realm of puppets — mind blowing designs, shapes and characters. Some of the quirky characters are popular even abroad, like the serious **Mr. Spejbl** and his son, the adorable rascal **Hurvínek**, who together with a dog named **Žeryk** and a little girl from neighbourhood **Mánička** accompanied generations of children on their way towards adulthood. The **wit** and kind **humour** of Czech artists also gave birth to a specific cartoon character that won hearts of children around the world and beyond, because a few years ago he accompanied the American astronaut Andrew Feustel on his way to space. It is the good-natured black **Little Mole** (Krteček) by Zdeněk Miller.

However, the country does not live only on beauty, spirituality and ancestral heritage. As a reminder of its modernity could serve the traditional **automotive** industry, one of the most developed in Central and



Eastern Europe. Since 2010, Czechia annually produces more than one million cars. Especially automobiles made by **Škoda** (now a part of the Volkswagen group), which have become an internationally valued brand, and export cars to every continent. Almost all production of **Hyundai** cars manufactured in **Nošovice** head for the foreign market. And one last example of the automotive industry — thousands of cars roll off the production line plant at TPCA Kolín every day, which is a joint venture between the Japanese company **Toyota** Motor Corporation and PSA **Peugeot Citroën** French. Let us now bring up to the light an example of engineering industry in the direct surroundings of the University of Hradec Králové, where hands of skilled craftsmen at the **Petrof** factory produce for more than 150 years pianos and **grand pianos** whose sound is championed by interpreters and listeners alike. You can meet these creations at various locations around the world, for example at the Norwegian Opera in Oslo, the Children's Palace in Beijing, and many U.S. university's concerto halls.

In the middle of this colourful mosaic lies the town of Hradec Králové with its **young** and budding university. Czechia was built upon three historic provinces, namely **Bohemia**, **Moravia** and **Silesia**, with Hradec Králové situated in Bohemia near Prague. Only some 100 km (62 miles) is between the capital city and our charming **Eastern Bohemia** metropolis which is pleasant to live, work and study in. Journey by comfortable **bus** takes about hour and a quarter, operated on regular basis, as well as the direct **train** connection reaching Prague **Main Train Station** in 100 minute's time. Using the **motorway** the journey take less than an hour, with the **International airport Václav Havel** at Prague-Ruzyně accessible by additional half of hour of driving.



Škoda factory hall in Mladá Boleslav



# Hradec Králové

The city of **Hradec Králové** was in recent years repeatedly evaluated and voted as the **best place to live** in Czechia. No wonder why. It is all around a **pleasant** city, architecturally **beautiful**, clean and **safe**, with no environmental burdens caused by large industrial zones. A typical resident would be an **office worker**, **student**, or employee of the residing top **university hospital**. Let us take a closer look! The city unfolds at the **confluence** of two marvellous and mighty rivers, the **Elbe** (Labe) and the **Eagle** (Orlice),

**Berlin** (DE) ..... 446 km (277 mi) ..... approx. 4 hours of driving  
**Vienna** (AT) ..... 291 km (180 mi) ..... approx. 3.5 hours of driving  
**Bratislava** (SK) ..... 289 km (179 mi) ..... approx. 3 hours of driving  
**Wroclaw** (PL) ..... 173 km (107 mi) ..... approx. 2.75 hours of driving  
**Dresden** (DE) ..... 244 km (151 mi) ..... approx. 2.5 hours of driving  
**Munich** (DE) ..... 496 km (308 mi) ..... approx. 4.5 hours of driving

The whole of Czechia, Hradec Králové included, benefits from a very dense **railway network** that will allow you to travel practically anywhere, from the busy metropolis to rural settlements. Thanks to **comfortable** railway service and high accessibility of the surrounding landscape you

and it is embraced by a **forest-park** from the south-east, both contributing to the convenient range of local **leisure** facilities. When residing in Hradec Králové, you can comfortably **travel** around **Central Europe** from the nearby town of Pardubice by a direct trains to **Vienna**, **Berlin**, **Bratislava** and **Warsaw**, for example.

For a better idea, have a look below at some distances and journey times for **traveling abroad** from Hradec Králové:

will have decent number of various **attractions** at hand. Eastern Bohemia combines **natural beauty** with a rich historical **heritage**. Only an hour's drive to the north you will find the **Giant Mountains** (Krkonoše) with the highest Czech mountain **Snowy** (Sněžka) at 1602 m (5255 feet)

above the sea level, which are renowned for winter sports and summer hiking. Another strip of mountain range called the **Eagle Mountains** (Orlické hory) are located even closer, ideal for any ski-beginner to gain initial experience in the exciting **downhill** or the more physically demanding **cross-country** skiing, with trails heading around gentle slopes, mountain ridges and flat plains. A real gem of natural beauty is the complex of sandstone **rock-towns** in **Adrspach-Teplice Rocks** (Adršpašsko-Teplické Skály). This trip is virtually an obligatory point in the itinerary of every visitor of this region. Even if you are not keen alpinist who regularly climbs up on **rock towers**, you can enjoy this wonder of nature as well with convenient visitor footpaths leading through darkened gorges and high ravines with **bizarre** rock formations on every step. Human imagination brought up some original names for many of those **natural arrangements**, and it is up to you to find what **hidden fables** the rock formations have up their sleeves for you.

Right from the city centre you can make a short **cycling** trip to the forest-park with many kilometres of bike trails and a great **in-line** skating circuit, right in the middle of **nature**. Hradec Králové is nicknamed as a **paradise** for cyclists. The rather flat disposition of the surrounding terrain goes hand in hand with decent network

of bike-ways, which together, strongly favour the **bicycle** as the **ideal** means of transport. From a residence to the school, or to the train station,

Hradec Králové  
is nicknamed as  
a paradise for cyclists.

where you can leave your bike in a secure robotized **bike tower**, you can travel everywhere just by using your own legs.

Some may be tempted to try a **golf** course either in the city, or in one of the large resorts spreading over the nearby foothills, or maybe the one which has been created in a romantic English park attached to a **neo-gothic castle**. Hradec Králové also benefits from a beautiful **open-air** swimming pool, **Flošna**, a modern indoor **swimming pool** with sauna, spa and **aqua-park** fitted with a sophisticated artificial wave system. Followers of winter sports can enjoy the **ice-skating** ring. Without going into any more detail on this topic, rest assured that in Hradec, everyone can find sport to his, her or its liking. Yes, that includes **open-water** rowing too.

On the account of historical **sightseeing**, we have picked only a small representation linked to the major historical **periods**. A very impressive





witness to the **knight's** medieval period is the castle **Kost** (Bone) in the romantic setting of the rocky valleys area in the **Český ráj** (Bohemian Paradise). The **renaissance** period is represented, for example, by the UNESCO protected chateau in **Litomyšl** built in the 16th century with stunning **sgraffito** decoration on its facades. One can really feel the mystical power of hidden symbols embedded in the work of the dynamic **Baroque** era when visiting the former 18th century spa in **Kuks**, or the monumental Benedictine abbey in **Broumov**. If you are looking for something a bit different, and are also perhaps fan of our ancestor's **craftsmanship**, there is a unique wooden, moving **Nativity scene** (Betlém) in **Třebechovice pod Orebem**, a technical marvel that received accolades of admiration at the World's Fair EXPO in Montreal, Canada in 1967. In the context of the global world, we must not forget one more memorable event of the past, which is closely associated with Hradec Králové. Not far from the city, on 3rd June 1866 the **final battle** which ended the war between Prussia, Austria and Saxony took place. Bloodshed — known to the world as the **Battle of Königgrätz** — which is also the German name for Hradec Králové, was one of the greatest conflicts of the 19th century and caused a completely new arrangement of forces in Central Europe with far-reaching consequences in the 20th century.

But let us return to the **contemporary** Hradec Králové, because there is really no need to go anywhere outside the city in order to find amusement. For example, the city's **theatre** scene is on the top national level. Although the plays are staged in the Czech language, at least once a year at the **International Theatre Festival of European Regions**, thanks to international staging, performances can be understood by everyone. Thanks to the vast number of diverse theatre companies, the city is during this time nicknamed the Czech Avignon. All the town becomes alive with street **performances**, concerts, spontaneous **improvisations** on squares, streets and literally on every corner. If you have not listened to



an **alternative** concert on a hot night in a bar on the square, has really not experienced the uniqueness of the city and its **cultural spirit**. Try it next time with us! And we must not forget the **magnificent**, world-renowned puppet theatre **Drak** (Dragon). Their performances are based on the precise mastering of puppets and their gestures, mime and body language symbolism, thus opening the space for imagination equally to both a local and an **international** audience.

It seems that the city **loves** festivals. The nearby **festival park** on the outskirts of the town regularly fill up with tens of thousands fans devoted to rock **music**, hip-hop and many other genres. Students themselves, always at the turn of April and May, celebrate the arrival of the spring with

It seems that the  
city loves festivals.

a traditional feast called **Majáles** (Rag day). The spontaneity of this feast a few decades earlier, in 1965, impressed the famous American poet of the **Beat Generation** Allen Ginsberg to the extent that he immortalized his impression in the poem **King of a May Day parade**, in which he expressed sympathy with Czech students oppressed by the then totalitarian regime. And

in the autumn, the streets resonate with music thanks to the **Jazz Goes to Town** festival.

From the wide array of festivals is obvious that Hradec Králové is a city of **young** folk. The academic year brings each year to the town thirteen thousand students from three different universities, **rejuvenating** the population of slightly less than one hundred thousand regular inhabitants. In addition to four **faculties** of the University of Hradec Králové, the Faculty of Medicine and Faculty of Pharmacy of the Charles University, and Faculty of Military Health Sciences from the University of Defence resides here. Such a **large community** of youngsters certainly has a beneficial effect upon the atmosphere of the city and — quite frankly — on the number and style of many restaurants, pubs and bars too. For example, on the main square and adjacent streets of the old city, you can choose from dozens of restaurants, all different in style and cuisine. From cosy clubs for intellectuals, such as the stylish **Knihomol** (Bookworm), through sports, cocktail or retro design bars to fine wine cellars. Let your taste, mood and **appetite** make a choice! (A traditional Czech beer cost here literally a few coins.) In some pubs and clubs you can find live music played by local bands, art **exhibitions**, listen to travelogues or lectures and participate in engaging discussions in the student's AC club, for

example. And finally, you can take a **picnic** basket and go to a large central park named **Šimkovy sady** (Simek's orchards) where you can — under the beautiful blue sky — enjoy a merry barbecue with a bunch of your friends. You can easily meet there, maybe on the grassy field while waiting for a beer from the local kiosk, other **international** visitors, because hundreds of pupils from dozens of countries from **all continents** live and study in Hradec Králové. So there is no chance that you will lack the opportunity to **share** joy and views on some aspects of living abroad with other internationals.

Well, while we're talking about life in the **city**, we still did not manage to discuss the setting in which all these happenings takes place. Our wait for the introduction of the town's **architecture** does not mean, however, that Hradec Králové lacks something in this regard. There certainly are many beautiful and much more famous European cities, but our Hradec is architecturally clearly **unique**.

Originally the **royal** dowry town, whose former glory resembles a gothic cathedral of the **Holy Spirit** (Svatý duch) and the renaissance belfry called the **White Tower** (Bílá věž), which got a completely new look during the 19th and 20th century. The reason for the renovation was

closure of the huge military **fortress**, which in the 18th century gripped the whole city within its massive walls. Their removal gave the city

Hradec Králové is  
architecturally unique.

council an opportunity not to leave the expected construction **boom** to a chance, but to take advantage of the extensive surrounding open areas for organized and thoughtfully planned **development**. This lucky decision began to unfold a remarkable story of courage and **great visions** that have become reality. The city commissioned the best architects and urban developers of that time to develop the town's empty green meadows into a city for the 20th century.

In the following decades, a generous city grew around the preserved medieval settlement, with wide boulevards cleverly respecting the ancient city landmarks; new embankments lined with trees, imaginative squares and magnificent public buildings, as well as residential districts. Architecturally, the city has become a storefront of Art Nouveau, **Cubism** and especially the typical Czech design and art style **functionalism** and constructivism. The main monuments that reminding the glorious era of the city, praised for



its urbanistic value and widely referred to as the **Salon of the Republic** (Salon republiky), are in particular the buildings of the **Museum of East Bohemia** (Muzeum východních Čech) created by architect Jan Kotěra, respected founder of Czech modern architecture, and then the purposefully austere building of the **priest Ambrose congregation**, built by Kotěra's pupil and successor Josef Gočár. Hradec Králové gives thanks to these architectural achievements, characterized by high **aesthetics** and **elegance**, and makes a positive imprint on **the quality of life**; and carrying almost a festive feeling within its streets. We are sure you will agree once you will know the city personally.



Museum of East Bohemia in Hradec Králové





The Research Library in Hradec Králové

# Practical Information

Previous passages revealed some aspects of life in our Central European country. Now we would like to provide you with some additional details with focus on everyday **life** in Czechia. The whole country is, in the terms of living standards, among developed societies enjoying high **quality of life**. This fact can be demonstrated, for example, on the absolute literacy of the population, complete technological **infrastructure** unimaginable without reliable 3G mobile network coverage giving oomph to the latest smartphones, dependable **high-speed** internet connection, and trouble-free payments available through major credit card companies with cash withdrawals from ATMs readily available.

Living costs are reasonable for a developed economy, and similarly, as in every other country, life may be both relatively **inexpensive** or costly, depending on the location, your type of accommodation, lifestyle, personal diet and **entertainment**, etc. Let us show you some examples directly from Hradec Králové.

A two course **lunch** in a restaurant comes in at around 100 CZK from a lunch-time menu, lunch or dinner **à la carte** together with drinks is widely available for 150—200 CZK, a menu at a fast food restaurant is usually around 140 CZK. Similarly, the same amount of money will buy you a **cinema ticket**. Beer and soft drinks are typically around 30 and



cup of good **coffee** about 40 crowns. According to statistics we spend monthly around 5 000 CZK on food alone. But again, the final amount will depend on the extent of your appetite. Prices for accommodation in university **dormitories** comes in around 2 500 CZK per month. When renting a **flat**, the monthly sum needed to pay the bills depends on the location and condition of the accommodation, typically somewhere between 4 000 and 10 000 crowns. One ride on the city's public transport costs 18 CZK.

There is **top-quality** medical care easily **accessible** throughout the whole country, with the population properly **vaccinated** against basic infectious diseases. Every student or employee can reach first-class help, whether it is a consultation with a qualified general practitioner or more complex medical treatment, free for EU citizens. Clean **drinking water** is easily accessible from the public conduit. As in most European countries, electrical appliances in Czechia use the single-phase power supply via **two pins plug**. All other questions related to everyday life in Czechia will be gladly answered by our international office before your arrival. Please find list of contacts in the last section of this booklet.



International students of the University of Hradec Králové



# University of Hradec Králové

In this moment we are fully equipped to enter the University of Hradec Králové. It is a **young yet established** public educational institution, founded in 1959. The university consists of five parts which are: the Faculty of **Education**, Faculty of **Informatics and Management**, **Philosophical Faculty**, Faculty of **Science** and the Institute of **Social Work** — all of which offer studies in more than a hundred fully accredited bachelor's, master's and doctoral degree courses taken up around **9 000** students annually.

The rich spectrum of educational activity includes fields of **economy**, **management** and **computer science** at the Faculty of Informatics and Management; **social sciences** at the Philosophical Faculty; **educational** and **artistic** disciplines at the Faculty of Education; **science** and **technology** courses at the Faculty of Science, and studies in a variety of **social work** disciplines accessible at the Institute of Social Work. Faculties and Institute prepare their

students with an emphasis on their **future** successful **professional** life. Regularly monitored and evaluated statistics show that the number of graduates without job is small.

The continually **developing** university campus **Na Soutoku** (At the Confluence), is very conveniently located right in the city centre and is easily accessible for pedestrians, cyclists and drivers alike, and is linked by public transport to all parts of Hradec Králové. At the time of this publication, the university is setting foundations for a brand new pavilion designed primarily for our natural scientists. The campus, currently populated in two large modern buildings, is the **hub** of life and information at the university. You can find there, for example, the central **library** or the **assembly hall** where students have regular lectures, but could also freely discuss various topics with important personalities of the scientific and social world — with local or international reputation — including Czech presidents. And in the evening

the space regularly changes into a **movie** theatre, accommodating needs of the Academic film club. In addition to classrooms dedicated exclusively to international students, you can relax in the university gallery or have a pleasant chat in the office of the student organization **ESN Buddy System** with Czech peers dedicated to giving a helping hand to international students.

Directly next to the campus sits the brand new **Study and Research Library** (Studijní a vědecká knihovna) with a modern information centre of international standards. Within ten minutes of walking distance lie other important university buildings, like the Faculty of Education and Philosophical Faculty; the rectorate; **grandiosely** conceived studios of art disciplines, which were re-built from the former town brewery; and classrooms dedicated to musical disciplines residing in the **noble** and **inspiring** environment of the former Jesuit College originally built in the 17th century.

Since the university is closely linked to the city and the rest of the **region** and their institutions and companies, you come across its activities virtually everywhere. An example is the **unique** museum of **prehistory** in nearby village **Všestary** — a joint venture of the University of Hradec Králové and the Eastern Bohemia region — equipped with the **Centre of experimental**

**archaeology** with replica of a **Neolithic settlement**, brainchild and actively supported by the Philosophical Faculty. Technology Centre and companies represented in the **Hradec Králové IT cluster**, of which the University is a founding member through its Faculty of Informatics and Management, and together with the **Centre for Biomedical Technology transfer** represent another area of science and **applied research**, with the university's direct participation or serving as a start-up **think-tank**.

The university pays great deal of attention to the care of its human **potential** (we tend to see potential in humans, rather than a resource), including international students and employees, so all international students in each academic year are **automatically** booked in for accommodation at the university dormitories. As well as the university's dedicated international office and the Buddy System, people interested in scientific cooperation and research could turn to a local office of the EURAXESS network, aiming to promote **international relations** by removing potential barriers whether formal or cultural. The university Counselling Centre also offer reliable and comprehensive service covering many areas of life.

The indisputable **advantage** of the university is its relatively intimate **environment** that allows





Students in the auditorium at the University of Hradec Králové

students and teachers to establish **personal** contact, which helps to discover each pupil's individual needs and set specific learning **targets** according to the student's **performance** and the chosen specialization.

Although we are modern school with focus on the future, we are proud to keep alive the **legacy** of the old European academic tradition. Therefore, at the faculties of the University of Hradec Králové you will be invited to join some **rituals** and **ceremonies** to underline the **importance** of further education. Students become members of the academic **community**, and as such, they later receive their **diplomas** at ceremonies, which are held in a **festive** spirit, with music and participation of the university dignitaries in their gowns appropriate to their authorities of the Rector, Vice-Rector, Dean or a member of the Scientific Council. One of the key attributes of the university's higher status, dignity, sovereignty and independence is the **mace** of the Rector or the Dean of each faculty, an insignia of a special and **symbolic** meaning, upon which students take an **oath** of allegiance to the ideals of **moral** and scientific **principles** in their field of study and work. We look forward to meeting you **soon** at this memorable ceremony.



The University campus "Na Soutoku" in Hradec Králové





# Faculty of Informatics and Management

## Foreword of the Dean



The Faculty of Informatics and Management was founded in 1993, and since then it has become a sought-after institution — largely due to its expert academic staff, dynamic development and attractive array of study programmes in the field of informatics and management. The faculty has a very modern infrastructure — new building, fast Internet access, and the latest software tools accessible in our specialized labs and from virtually anywhere via virtual classrooms. All study materials are available online to students in a professional learning management system. As for e-learning and related research, the Faculty of Informatics and Management ranks

among the best faculties in the Czech Republic. Currently there are over two thousands pupils studying our bachelor's, masters and doctoral degree programmes.

The strength of our faculty also lies in extensive international cooperation; we constantly develop relationships with a number of universities in Finland, France, Germany, Italy, Netherlands, Poland, Portugal, Slovenia, Spain, Turkey and the UK through the Erasmus programme. These activities focus, in particular, on exchange students and appointments of international lecturers. The faculty's international programme has laid its foundation on several years of successful partnerships and continues further reciprocal scholarships with prestigious universities in Taiwan and Thailand. In addition, every year students from the USA join us for a five-month internship stay.

We are proud of our constantly growing community of international students who come to Hradec Králové to study our English-thought programmes. The faculty annually welcomes more than eighty international students from four continents.

Apart from attending seminars, lectures and studying at the library, students can easily explore interests outside the academic world. Hradec Králové is located in northeast Bohemia, where the Labe (the Elbe) and Orlice (the Eagle) rivers meet, and is well placed for visitors to access an array of travel and leisure pursuits. The city itself counts as one of the most beautiful, vibrant and cultured settlements in the Czech Republic, and it has been repeatedly voted as the best place to live within the whole country.

We do hope that you too decide to come and study at our unique faculty.

## Václav Janeček

Dean of the Faculty of Informatics and Management  
the University of Hradec Králové

## International Cooperation

The Faculty of Informatics and Management appreciates the importance of international programmes for students and academic staff, and actively cooperates with many foreign academic institutions. Therefore, most students spend at least one semester of their studies abroad at one of our partner universities, not only in Europe but also at the universities in Taiwan, Thailand or the USA, for example.

For several years the faculty has been participating in the Erasmus programme, which enables students of partner schools to study at various European universities. Every year the faculty prepares students, undertaking medium-term study programmes at partner universities abroad and in turn welcomes students from other partner institutions. Together with students' mobility within the Erasmus+ project, our faculty lecturers have opportunities to stay and teach at our partner universities. For example, the Faculty of Informatics and Management has signed bilateral contracts with seven Taiwanese universities: National Sun Yat-Sen University, National Dong Hwa University, Wenzao Ursuline College of Languages, National Taiwan University of

Science and Technology, Chang Jung Christian University and Soochow University. The contracts enable our students to study at universities in T'chaj-wan while Taiwanese students can attend classes in Hradec Králové.

The faculty has also signed bilateral contracts with the Norwich University in Vermont and the University of the Incarnate Word in Texas, the Suan Sunandha Rajabhat University in Bangkok and several other universities in Korea, Japan, and Australia, among others. Cooperation of the faculty with the University of Huddersfield and the University of Hull within the BA programme gives FIM students the opportunity to finish their bachelor study programme in two years and graduate at these universities.

If you are an exchange student from one of our partner institutions, you will need to apply to take part in our exchange programme by making an application via your Exchange Co-ordinator at your home university. Deadlines for student applications from our partner universities are May 31 for the winter semester and November 30 for the summer semester.



# Degree Programmes

The Faculty of Informatics and Management offers bachelor's (3 years), master's (2 years) and doctoral (4 years) study programmes in the field of Information Management and Applied Informatics. Study programmes in Applied Informatics provides the grounding necessary for careers in computer systems (including both hardware and software) and computer applications. Students learn mathematical foundations,

get a background in mathematical statistics, and learn deeper object modelling, programming techniques, design and implementation of information systems, computer systems, and web technologies. Graduates are then prepared to utilize and manage information systems, work with specialized software, or provide Information Technology (IT) consultancy and training.

## Bachelor Degree Programmes

Duration: 3 years, tuition fee for one academic year: 3000 EUR.

These study programmes also provide a substantial background for the follow-on master's degree programmes.

### Applied Informatics

The bachelor's degree study programme in Applied Informatics provides the grounding necessary for careers in computer systems (both hardware and software) and developing computer applications.

Students learn mathematical foundations, get a background in mathematical statistics, and

learn deeper knowledge of object modelling, programming techniques, design and implementation of information systems, computer systems, and web technologies. Besides these "technical" disciplines, students learn basic knowledge of management and professional English. Practical skills are stressed in all areas.

Graduates from this programme could work as programmers; designers and administrators of information systems and computer networks; or web designers. The profile of an applied informatics graduate is also well suited for middle-level

managerial positions in various companies and enterprises. Our graduates are also well prepared for starting their own business.

### Information Management

The bachelor's degree study programme in Information Management has an interdisciplinary profile, combining the knowledge of informatics and information systems with an understanding of fundamental micro and macro-economic problems, and with disciplines such as operations research or marketing.

Graduates will be prepared to utilize and manage information systems; work with specialized software; provide IT consultancy and training; prepare analysis of business processes and information systems; or work as application managers or assistant managers of various IT projects. Also, our graduates gain enough knowledge to start their own business providing consultancy, training or professional services in various industries.

## Master's Degree Programmes

Duration: 2 years, tuition fee for one academic year: 3000 EUR.

Master's degree programmes are follow-up study programmes to the bachelor studies in Applied Informatics and Information Management, or other close fields of studies.

### Applied Informatics

Students will learn in depth subjects that support logical and analytical thinking, such as Methods of operations research, Stochastic modelling and Knowledge-based technologies. Students are also introduced to roles and functions of IT project management; they have practical experience with SW tools for project management support.

There is also the options to gain knowledge in the associate disciplines of managerial psychology and economics, which are offered as elective courses for students.

### Information Management

Master's degree applicants are required to have 2 semesters of mathematics gained in a previous bachelor's degree course.

The master's degree programme has an interdisciplinary character — it develops necessary skills in the field of management science, information

and knowledge technologies, as well as in methods for collecting, structuring and evaluating large quantities of data. It also provides a strong background in the associated disciplines of managerial psychology and economics.

Graduates are able to analyse and design information systems and manage the deployment of systems. They are also able to solve challenging problems in data and knowledge management.

## Doctoral Degree Programmes

Duration: 4 years, tuition fee for one academic year is 4000 EUR.

Doctoral study combines subjects of mostly theoretical nature with scientific and research work under the guidance of a supervisor.

sources and with systems approaches and analysis. A good command of English and knowledge of one other foreign language is required.

### Applied Informatics

The graduate of this doctoral study will be theoretically well-prepared professional capable of conceptual thinking; able to analyse, design and develop information, communication and knowledge technologies in various industries and businesses; and is prepared to become a research worker.

The candidate has to be a master's degree graduate with a specialisation in informatics or another closely related field of study. The candidate is required to be able apply ICT professionally — use CASE tools, decision support tools, understand principles of programming, be familiar with ways of acquiring information from information

### Systems Engineering and Informatics

The main research topics are information systems design methodologies, advanced techniques in information and knowledge processing, and ambient intelligence.

A graduate of the doctoral study in information and knowledge management is a theoretically well-prepared professional capable of conceptual thinking, able to analyse the information and knowledge needs of an organisation, and consequently design and manage the development of systems that effectively support their client or employer, and is prepared to become a research worker.

The candidate has to be a master's degree graduate who has specialised in economics or informatics or another closely related field of study.

In the field of informatics the candidate is required to design simple database applications, have good knowledge of CASE tools, principles of programming, basic tools for decision making support, general knowledge of modern information and communication technologies, systems approaches, and analysis.

In the field of economics the candidate is required to attain a university-level understanding of macro and micro-economics, enterprise economy and individual essential economic disciplines, as well as the application of technical, programming and communication skills in management; and also demonstrate methods of acquiring information from information sources.

## ESN Buddy System HK

The ESN Buddy System Hradec Králové is a student organization which was established in 2003 at the Faculty of Informatics and Management at the University of Hradec Králové. Nowadays the organization has about 50 members and this number is constantly growing. There are many activities organised by ESN Buddy System HK, but the very first and the basic goal of the

organization is to help foreign students during their stay in Hradec Králové. In addition, they organize lots of trips, presentations, international dinners, parties and all kinds of free-time activities during the semester. The vast majority of the international students come to Hradec Králové within the Erasmus programme.



## Testimonials from Students

*“Hey Future FIM student! If you like IT, management and economics, you want to live in a really international society with folks from Asia, Latin and North America, Africa and all parts of Europe, reach any neighbour country within a couple of hours, do not want to go bankrupt, because of high living costs and try to prove it with amazing Czech beer, then it is the right place to go! I strongly recommend you to apply. You won’t regret!”*

**Aliaksandr Barushka, Belarus**

*“As a foreign student, I was happy with the hospitality and the university environment has a particularly high level of technology in teaching and learning facilities. My knowledge of economics, among other subjects, has developed considerably. Economics is my second nature now! Thank you very much! I really miss UHK!”*

**Hamisi Ismail Kisesa, Tanzania**

*“This was my first abroad student experience and I was very happy that I was the one chosen to get this scholarship. At UHK professors are really nice and always friendly, and ready to share their knowledge — but also to prepare you for your future job.*

*In the beginning two years seemed like really long time but the fact that it passes so fast shows that it was really interesting, and to me, pretty helpful for finding a job afterwards. In HK at UHK I spent two years with great people from all over the world and those are friendships that we will keep for the rest of our lives.”*

**Jelena Jovic, Serbia**

*“Living abroad is a great challenge in general, while studying abroad only makes it double. You will have an opportunity to meet the other cultures, visit new places, learn some new or simply improve foreign languages skills. Moreover, you’ll find out a lot of new and even exciting things about yourself.*

*Hradec Kralove is a smaller city not far from Prague. It is very beautiful and safe here, you can find everything you need for your comfortable study and life abroad. There isn’t the lack of activities and plenty of the other foreigners live in the city during the school year. I knew the program I wanted to study before I chose the university, so I was lucky to find my program here at the University of Hradec Kralove. I am a student of Information Management now. I find the university modern, young and developing.”*

**Mariia Perekestova, Ukraine**

## Scientific and Research Activities

Quality higher education is closely associated, in addition to teaching, with scientific and scientific-research activities, which the Faculty of Informatics and Management pays great attention to. Both staff and students are involved in research activities, especially those on doctoral programs.

Over the years, various research projects and activities have crystallized into three core directions — Intelligent Systems and Approaches for Managerial and Other Human Activities Support; Smart Solutions in Ubiquitous Computing; and Cognitive Processes and Their Advanced Information and Communication Technologies (ICT) Support, strongly supported and constantly developed by the faculty.

The Centre of Basic and Applied Research (CZAV) was founded in 2014 as part of the Faculty of Informatics and Management at the University of Hradec Králové, and aims to link basic and applied research in areas such as application of IT technologies in biomedicine, military or economy, and aspires to reach excellence in all of these areas.

The close link between research and teaching could be seen on the practical application of the latest trends, such as the use of virtual desktop infrastructure and cloud technology in teaching.

### Petra Poulová

Vice-Dean for Development and International Relations at the Faculty of Informatics and Management at the University of Hradec Králové



## Intelligent Systems and Approaches for Managerial and Other Human Activities Support

With the development of our information-savvy society more and more human activities require technological support. We did not just witness the massive digital revolution, which is now part of our everyday life, we became active participants. The presented line of research has, for a long time, focused on the support of various educational and, leisure and work activities. It is based on the development of principles, practices and methods of the information and knowledge management, closely connected to many other areas of research.

For many decades the scientifically scrutinized field of decision-making support helped to develop managerial, mathematical and computer science methods, which in turn resulted in design, creation and deployment of managerial or executive Decision Support Systems. Management support is very closely related to development

of Information Management, tools, methods, techniques, and Knowledge Management systems and, traditionally, allows the progress of Mathematical Methods for Decision Support and Optimization. Currently, we find a self-started development in the field of Intelligent Autonomous Systems, together with autonomous decision-support systems that are capable of independent, autonomous activity and the related Autonomous Systems for Decision Support. In connection with the development of wireless communication technologies, Computer Networks and Security, sensors and Wireless Sensor Networks, there is significantly growing field of Ambient Intelligence and Smart Environments, which aims to create smart environments and workplaces, supporting both Smart Offices and Other Workplaces, as well as various life situations, especially for disabled or elderly people (Ambient Assisted living).

## Smart Solutions in Ubiquitous Computing

The use of a variety of mobile devices in recent years has dramatically increased and is still accelerating, causing the rise of new application domains for online mobile devices. These domains are characterized as intelligent, capable of processing intelligent information from various components or system resources. We can characterize them as embedded platforms in an intelligent environment.

The Smart Solutions idea is based on the need for proactive solutions that have the capacity to improve the lives of people digitally interconnected with each other and with the wider digital environment. Application of such Smart Solutions can improve the interaction between the user and the system through their mobile devices, which may mediate the response to undeclared user's requirements. Such requirements specifically include the user's current position and could forecast its future position, movement and monitoring. By combining these applications (in conjunction with other sources of knowledge

about the user and his behaviour) intelligent information is generated, that is processed by a sophisticated information system. These tasks are implemented during the development of intelligent systems as "smart". Such developed systems can be widely implemented in mobile information systems as an important part of processing the user's requests, tracking, or the user's behaviour, for example. Intelligent solutions also take advantage of intelligent database systems, which cover functionalities related directly to the intelligent information management.

Since modern sophisticated services give users content depending on their position, the personalization of such services is very important for providing of non-redundant data. Such services can also be referred to as intelligent or Smart Services. The success of these services, however, also depends on the speed of the data processing where the increasing potential of multi-core processors and multi-processing of information is being recently implemented.



## Cognitive Processes and their Advanced ICT Support

Today's society offers new possibilities, but at the same time requires new methods of learning and patterns of behaviour.

Certain experts are concerned that the new ICT tend to deepen the social and economic differences in society. Socially disadvantaged families cannot provide its members with necessary equipment (such as a computer, for example), which can result in frustration and the development of a sense of inferiority and alienation. In contrast to students from wealthier families who have earlier access to information and technologies which would enable them to facilitate and advance their learning, and due to other socio-economic factors such as the level of education of parents, inspiring environment, etc., a social group has emerged that is referred to as the "information elite".

On the other hand, there is the view that the use of ICT helps to democratize the access to information and learning. IT and particularly networks, dramatically change ways of cognition and social relations between people.

An important part of this scientific course, as well as research focus of the faculty, is the development of interdisciplinary knowledge for the possibility of applying ICT in various scientific disciplines focused on cognition and in practical applications. Emphasis is placed on the synergy of activities; linking research processes; openness towards the needs of all, practical application and basic research; human resource flexibility; utilizing the development of international cooperation; and the participation of individuals and teams in international networks and projects in research and development.

## Centre for Basic and Applied Research

The Centre for Basic and Applied Research (CZAV) at the Faculty of Informatics and Management focuses on linking basic and applied research, while facilitating the implementation of IT technologies in sectors of biomedicine, military and economics. By interconnecting these

areas, the faculty walks steadily towards excellence in the field of IT applications used in biomedicine. IT and biomedicine are chosen deliberately for our long-term international success in this discipline.

The main directions of the newly built centre are:

- Internationalization of the workplace at the Faculty of Informatics and Management, as well as the whole University of Hradec Králové, through active cooperation with leading international institutions
- To attract international and national projects in basic and applied research, which is crucial for the development of international research teams and international cooperation
- Creation of suitable work conditions for professionals in the field of science and research

The department is divided into two groups:

- Smart IT, electronics and sensors
- Biomedical applications (drug development and development of medical devices)



## Modern Technology in Education

The faculty is able to implement state-of-the-art technology trends in teaching and other areas. Students and staff have the opportunity to take advantage of all the benefits of a virtual desktop infrastructure, where for example, they can fully participate in virtual classrooms or specific projects in a standardized virtual desktop environment from anywhere, over the internet using a whole range of mobile devices. If needed, the desktop performance can be increased according to the requirements of different types of applications lectured in the classroom. The “Universal desktop at the Faculty of Informatics

and Management at the University of Hradec Králové” project was highly regarded by the prestigious monthly journal, CIO Businessworld.

Another example of modern technology expanding the possibilities of teaching, especially in the subjects focused on IT, is cloud computing. Students and teachers have the opportunity, through a simple interface with a variety of pre-set forms, to create virtual servers themselves. Universal cloud computing also allows students to safely test new technologies and create space for projects related to their final degree work.

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# University of Hradec Králové

## Faculty of Informatics and Management

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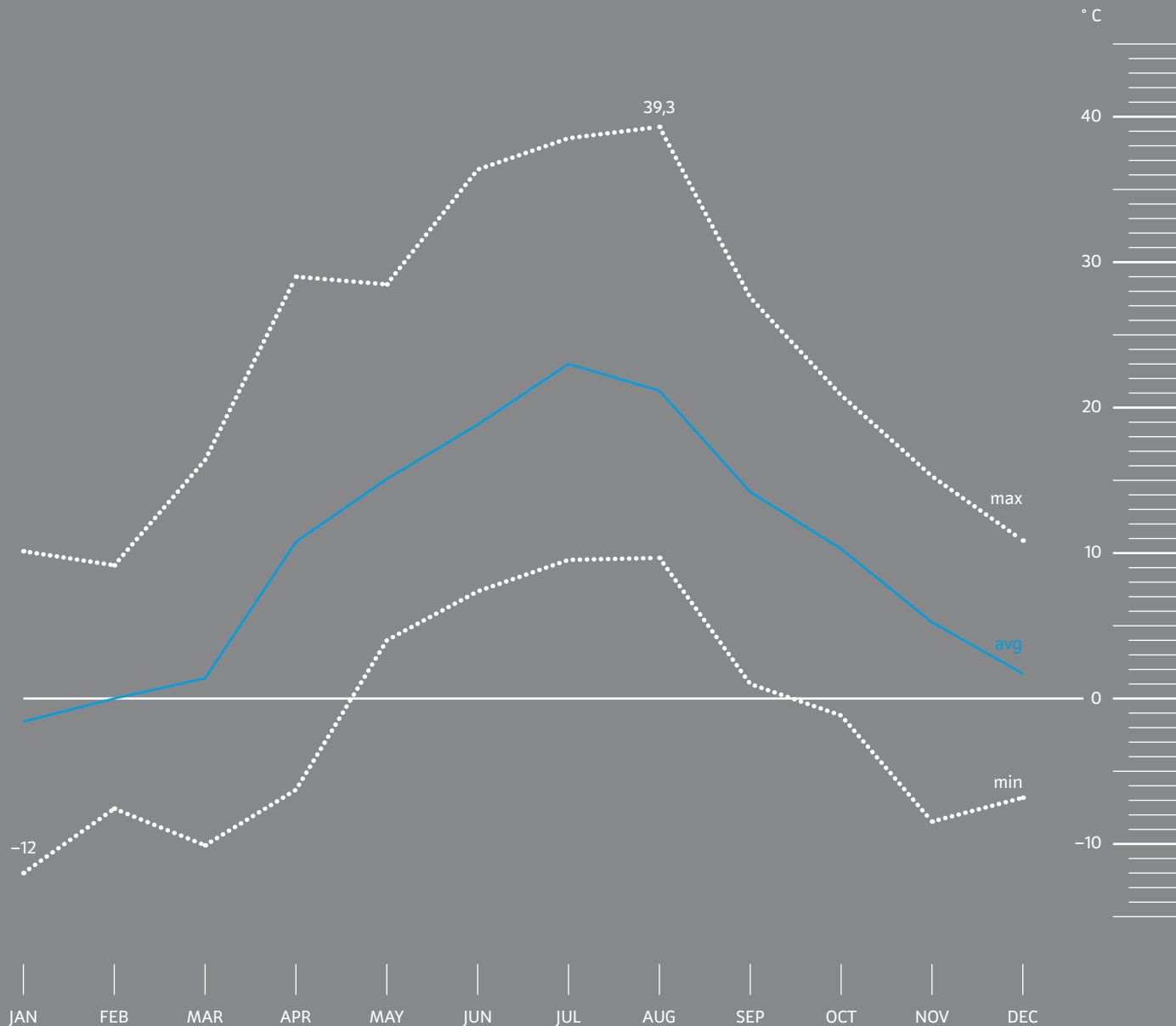
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# Temperatures in Czechia

Based on data from 2013





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