


# Proposal Evaluation Form

	<b>EUROPEAN COMMISSION</b>  EDUCATION, AUDIOVISUAL AND CULTURE EXECUTIVE AGENCY	<b>ERASMUS+ Evaluation Summary Report</b>
---	---	---

**Call:** EACEA-03-2020-2  
**Type of action:** EPLUS2020-ACR  
**Proposal number:** 101012316  
**Proposal acronym:** VSKK  
**Duration (months):** 86  
**Proposal title:** VŠKK is a private university that prepares students for careers in all areas of the creative industry.  
**Activity:** Other countries

N.	Proposer name	Country	Total Cost	%	Grant Requested	%
1	Vysoka skola kreativni komunikace s.r.o.	CZ	0	-	0	-
	Total:		0		0	

## Abstract:

VŠKK is a private university that prepares students for careers in all areas of the creative industry.  
 VŠKK offers the following study programs / specializations:

- Creative marketing and communication (On-line marketing, Creative marketing, Management in the creative industry),
- Literary work (Literary work, Commercial communication in the media).
- Visual creation (Photography and Audiovisual, Animation and Visual Effects, Graphic and Media Design) - connecting to the practical operation of advertising agencies, graphic studios, publishing companies and media institutions.

Students of VŠKK can work on real orders leading to real business.

VŠKK is inspired by the teaching model of Scandinavian and British schools, during their studies, acquired not only theoretical knowledge, but mainly practical skills. We emphasize great principles of gaining contacts and the connection between school and real business. This makes it easier for students to enter real life and practice. VŠKK graduates are professionals who know perfectly the craft, modern technology and self-promotion.

Key people at VŠKK:

Prof. PhDr. Dušan Pavlů CSc. – Rector and very famous personality of Creative marketing  
 Doc. Mgr. Vladimír Kozlík – Garant for Visual creativity  
 MgA. Miroslav Roubíček – Leader of grafic and medial design atelier  
 MgA. Marián Beneš Ph.D, QEP. – Leader of fotografic atelier  
 Dipl. Des. Libor Korman – Leader of visual creativity  
 MgA. Martin Hovorka – Leader of animation and visual effects

## Evaluation Summary Report

### Evaluation Result

**Total score: 100.00 (Threshold: 76)**

### Form information

#### Criterion 1 - Relevance of the Erasmus Policy Statement

- The Erasmus Policy Statement is clear, consistent and relevant;
- The Erasmus Policy Statement reflects on the relevance of the Erasmus+ Programme within the applicant's institutional internationalisation and modernisation strategy
- The Erasmus Policy Statement reflects on the planned implementation of the Programme actions and how these will contribute to achieving the objectives of the applicant's institutional strategy.
- The targets and indicators are described when explaining the envisaged impact of the participation in the Programme.

#### Expert assessment:

*The Erasmus Policy Statement is clear, consistent and detailed.*

*As a newly founded University of Creative Communication it aims to widen its educational scope and course offer, to increase the employability of its graduates and to enhance the quality of teaching and of content through international cooperation and enabling mobility. The EPS sets out well defined priorities and objectives of UCC and expresses their modernisation and internationalisation intentions. ECHE principles are reflected in those of the organisation, showing a strong match between what the organisation wants in terms of internationalisation and modernisation, and what European programmes can offer.*

*The Erasmus Policy Statement specifically states planned actions in terms of how UCC intends to use the ECHE to increase international mobility through KA1 projects and develop teaching innovation in the field of creative communications and creative industries. The application demonstrates knowledge of activities available within the Erasmus programme and this institution shows a clear commitment to meaningful*

participation.

Ambitions to increase mobility and project participation are expressed. In order to reach its strategic goals, the institution has formulated clear-cut targets and derived indicators in order to monitor if the envisaged impacts have been achieved.

## **Criterion 2 - Adherence to the ECHE principles and practical implementation in the Higher Education Institution**

### **Criterion 2.1 – Recognition and Transparency:**

The application reflects on adequate procedures for full automatic recognition of all credits gained for learning outcomes achieved during a mobility period abroad/ a blended mobility. The application should reflect on the necessary measures to achieve:

- a correct use of learning agreements, including online learning agreements;
- the inclusion of appropriate information on learning outcomes, volume of workload (credits) and grades in the transcripts of records;
- achieving full automatic recognition of credits and the recognition of grades (if appropriate) after outgoing mobility;
- a clear and easy path for students to appeal in case full automatic recognition is not achieved.
- The provision of full information on the grading system in the inter-institutional agreements;
- The provision of grade distribution tables, together with transcripts of records (whenever grades are used)
- The transparency of the course catalogue (following the rules of the ECTS Users' Guide, explaining how the information will be provided in a timely manner and providing a link to the course-catalogue.
- The application reflects on adequate procedures for staff recognition when it comes to participation in mobility and in European and international cooperation projects.

#### **Expert assessment:**

*Learning agreements will be managed and monitored by the Programme Coordinator with input from the Vice Rector for Study Affairs, to ensure they contain appropriate information and ensure they adhere to ECHE principles.*

*Transcripts of Records issued on completion of mobility will confirm information on ECTS credits earned and grades awarded in line with ECHE principles. The process is well described in a Fact Sheet published on the institution's website.*

*UCC's credit system is fully compatible with ECTS and ensures full automatic recognition of credits achieved during the period of mobility.*

*There is insufficient information on how students can appeal in case full automatic recognition is not achieved.*

*Inter-institutional agreements, signed prior to mobility periods, will include grade conversion tables in compliance with the ECTS Users' Guide.*

*The Course Catalogue includes only courses taught in English. Information on Czech language courses is made available if requested. It is recommended that UCC gives further consideration to developing the Course Catalogue according to the ECTS Users' Guide.*

*UCC are committed to support mobility of teaching and administrative staff to enhance their professional experience. A range of measures are in place to publicise opportunities and support staff with preparation for mobility. After mobility recognition of achievement is achieved by formal evaluation of their experience by the Director and heads of departments.*

### **Criterion 2.2 – Adequate procedures for adherence to the principles:**

The application reflects how the Higher Education Institution will adhere to the ECHE principles ([cf. the ECHE Annotated guidelines](#)) and details the procedures in place to participate in the Programme activities.

#### **Expert assessment:**

*The Director of International Relations and Development and the appropriate head of department approve inter-institutional agreements to ensure adherence to ECHE principles.*

*The proposal offers a very good overview of the institution's language policy. The institution lists the different offers to assess and improve the language proficiency of students and staff. All UCC students take English language courses as part of their core syllabus. This is good preparation for mobility. Language training courses are also offered to staff.*

*The Department of Foreign Languages offers outgoing mobility students an intensive intercultural communication course to prepare them for integration and engagement in line with ECHE principles.*

*The proposal lists a number of support measures for incoming students. Prior to arrival, incoming students will be given practical support by the International Office with visas (if required) and accommodation. Additionally, during mobility, the combination of access to English speaking staff, practical information on UCC's website, meeting incoming students on arrival and a planned Orientation Week, ensure that arrangements are sufficient to satisfy ECHE principles.*

*Incoming students will undergo a short introduction to the Czech language with the option of further courses if required. Incoming mobility students will be expected to work in English, and all UCC services are available in English. There is insufficient information on whether there are opportunities to further improve English language skills during mobility.*

### **Criterion 2.3 – Commitment to the new principles:**

The applicant institution demonstrates a commitment to further develop the implementation of the new ECHE principles, notably:

- Ensuring full and equitable access to participants from all backgrounds, paying particular attention to those with fewer opportunities;
- Having in place a well-explained methodology for allocating ECTS credits. If this is not the case, it must be explained why the

applicant is not yet using ECTS credits and how they plan to implement it in the future;

- Putting measures in place to implement the European Student Card Initiative;
- Promoting the programme's Erasmus+ mobile App to students;
- Implementing and promoting environmentally friendly practices in the context of the Erasmus+ Programme;
- Promoting civic engagement and active citizenship amongst outgoing and incoming students before, after and during mobility.

**Expert assessment:**

*UCC make a broad statement about respecting the Erasmus+ principles of non-discrimination. There is insufficient information on what measures they will put in place to ensure this, with particular attention paid to those with fewer opportunities.*

*In a clear and unambiguous statement, UCC fully explain how they allocate ECTS credits based on workload for expected learning outcomes in compliance with the ECTS Users' Guide.*

*UCC perceive that they will implement the Student Card Initiative in future. However, there is insufficient information on the timeframe for implementation. There is insufficient information on promotion of the Erasmus+ mobile App.*

*UCC's existing environmentally friendly practices, sustainable transport and reduced paper usage, will be applied to Erasmus+ Programme activities. This addresses the new ECHE principles. They also state their intention to increase students' awareness of sustainability whilst on mobilities. However, additional information on what this entails would be beneficial.*

*They will promote active citizenship and civic engagement through seminars on cultural heritage, government transparency, economic issues, and individual contribution to society. These sufficiently address the new ECHE principles.*

### **Criterion 3 - Quality of the management structure**

- The applicant institution shows qualitative levels of general management, including internal management structure, human resources and mobility/project organisation from preparation through to recognition, dissemination and evaluation;
- The institution has the capacity to implement the activities in place and ensure their sustainability
- The applicant institution demonstrates its commitment to quality management, with emphasis on human resources and sustainable structures of cooperation and communication;

**Expert assessment:**

*Management tasks are decentralised and distributed to various departments. The Director of International Relations and Development, Vice-Rector for Study Affairs, Programme Coordinator and heads of departments will work together to implement the programme. All necessary tasks have been identified and allocated to ensure all steps will be implemented, from inception through to dissemination.*

*The applicant shows qualitative levels of general management and has the capacity to sustainably implement the Erasmus+ activities.*

*The institution has clearly demonstrated its commitment to quality management and sustainable structures for cooperation and communication.*

### **Decision**

Status: **Accepted**

#### **Summary of the proposal's key strengths and key weaknesses**

**STRENGTHS:**

*The Erasmus Policy Statement is thorough and effectively explains the appropriateness of the ECHE programme to this HEI.*

*Full consideration has been given to how UCC will adhere to ECHE principles in their implementation of Erasmus+ activity.*

**WEAKNESSES and RECOMMENDATIONS:**

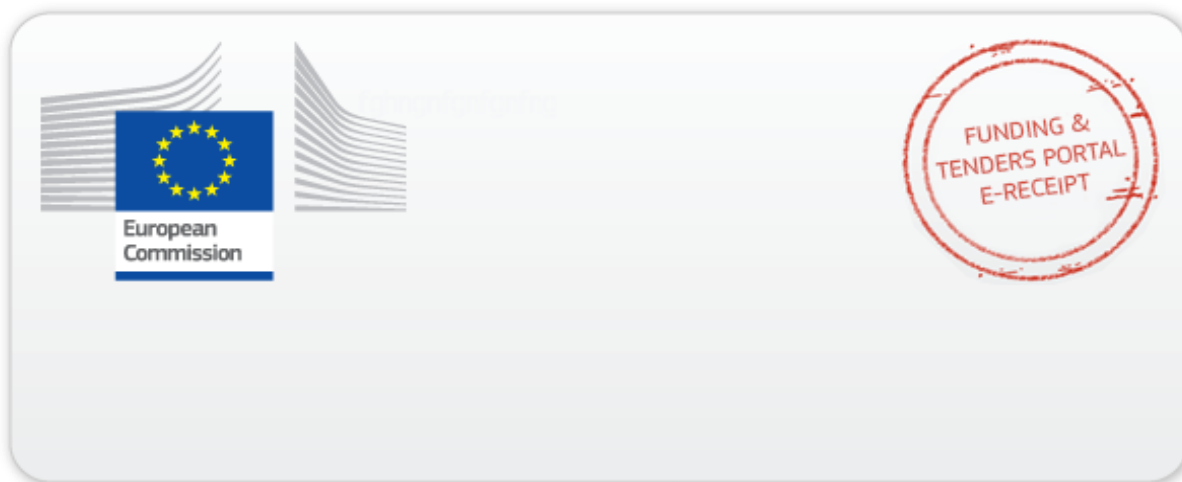
*There is room for improvement in how UCC will address all of the new ECHE principles and suitable plans should be developed to achieve the actions.*

*Additional information on human resources available would have been beneficial to help to clarify that the management structure demonstrates sufficient capacity to fully implement ECHE activity.*

### **ECHE Reference code**

**Eche field**

CZ PRAHA42



This electronic receipt is a digitally signed version of the document submitted by your organisation. Both the content of the document and a set of metadata have been digitally sealed.

This digital signature mechanism, using a public-private key pair mechanism, uniquely binds this eReceipt to the modules of the Funding & Tenders Portal of the European Commission, to the transaction for which it was generated and ensures its full integrity. Therefore a complete digitally signed trail of the transaction is available both for your organisation and for the issuer of the eReceipt.

Any attempt to modify the content will lead to a break of the integrity of the electronic signature, which can be verified at any time by clicking on the eReceipt validation symbol.

More info about eReceipts can be found in the FAQ page of the Funding & Tenders Portal.

(<https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/faq>)