Abstract

The thesis titles „The educational system in school of Tomas Bata“ that is engaged in business and vocational education since the nineteen twenties by Bata in Zlin. Bata's educational system is described in the economic and social context and analyzes the demographic, economic, business, geographical and technical factors of that time, which has been proved to be crucial for its creation. The thesis also identifies the ideological sources of business education - corporate educational systems in the USA (operated in companies of Henry Ford and Milton Herschey) and focused on reasons for successful transfer of these overseas models into the environment in former Czechoslovakia. It also analyzes the major goals that the introduction of corporate training companies pursue. The thesis also deals with the different kinds of Bata School, describes their genesis and the relationship to the state education system. It describes in detail the development of the experimental schools in Zlin region and its organization, including training programs. The thesis also includes an analysis of the Bata social program that touches all sectors and activities in which Tomas Bata in the course of his life was involved.

Keywords: enterprise education, vocational training, educational system, Bata education, experimental education, Tomas Bata, Bata School of Work, Masaryk experimental differentiated town school