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Academic Financial Management

Training plan

Day 1 – Financial Management Basics

09:00 – 10:30	<ul style="list-style-type: none"> - Presentation of the trainer - Presentation of the participants - Expectations - Presentation of the training program - Administrative aspects - Examining the listening capacity
10:30-10:45	Break
10:45-12:00	<ul style="list-style-type: none"> - Presentation of the universities of the participants
12:00-13:00	Lunch Break
13:00-15:00	<ul style="list-style-type: none"> - What is Financial Management? - Main cost elements that make up a budget - Discussing about financial challenges encountered at the participants' institutions - Financial Management Attributes - The Financial function of the university

* Afternoon City Tour

* The Baroque Festival (music by Antonio Vivaldi), Harmoniis Ansamble

Day 2 – Planning, implementing and monitoring the budget

09:00 – 10:30	<ul style="list-style-type: none"> - Planning the academic year or the fiscal year? - Challenges in preparing the budget of a university. Does size make a difference? - Tools used in financial planning
10:30-10:45	Break
10:45-12:00	<ul style="list-style-type: none"> - The interaction of the financial management with the other disciplines of the university
12:00-13:00	International Lunch
13:00-15:00	<ul style="list-style-type: none"> - Individual activity: Drafting the budget of a given project



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Day 3 – Financial recording and reporting

09:00 – 10:30	<ul style="list-style-type: none"> - Cash-flow - Profit and Loss Account - Balance Sheet - Return on investment
10:30-10:45	Break
10:45-12:00	<ul style="list-style-type: none"> - Monitoring financial performance - Key Performance Indicators
12:00-13:00	Lunch Break
13:00-15:00	- Individual activity: Drafting a financial forecast

* International Literature Festival @ Arts Museum

Day 4 – The market

09:00 – 10:30	<ul style="list-style-type: none"> - Marketing for the market - Needs, wants and demands - Products, services and value
10:30-10:45	Break
10:45-12:00	<ul style="list-style-type: none"> - Goals of marketing - Market-driven versus market-driving
12:00-13:00	Lunch Break
13:00-15:00	- Individual activity: Draft the competitive analysis of your university

*Traditional Romanian Dinner @ Miorița Restaurant

Day 5 – University as a business

09:00 – 10:30	<ul style="list-style-type: none"> - SWOT analysis presentation - Example of SWOT analysis - SWOT analysis of the participants' institutions
10:30-10:45	Break
10:45-12:00	<ul style="list-style-type: none"> - Identifying and defining the products and services provided by the university - Who are the customers and how do we get to them?
12:00-13:00	Lunch Break
13:00-15:00	<ul style="list-style-type: none"> - Feedback session - Graduation

* Carla's Dreams Concert @ Olimpia Hal // The wine festival @ Victory Square



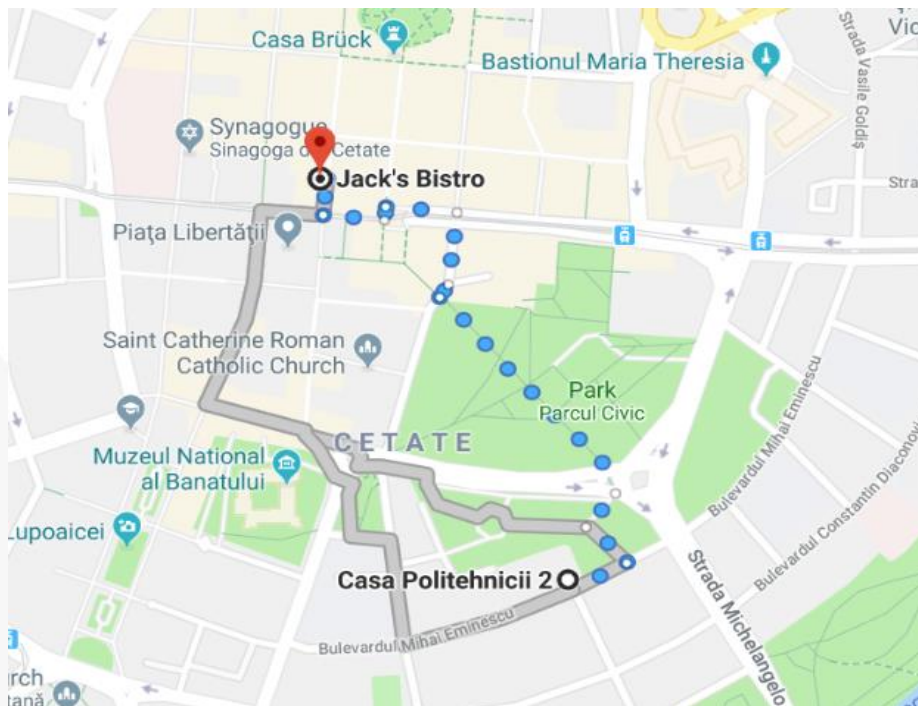
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Dinners except from the one on Thursday night will be @ **Jack's Bistro** at 7 p.m.



Don't miss:

- the Museum of the Communist Consumer
- the Art Museum
- the Village Museum
- a Spa day
- Kayaking on Bega river
- Visiting Recas Winery
- Gelato di Bruno ice cream
- Iulius Town