

## Academic Internationalization

### The preliminary training plan

#### Day 1 – Understanding the basic concepts

09:00 – 10:30	<ul style="list-style-type: none"> <li>- Presentation of the trainer</li> <li>- Presentation of the participants</li> <li>- Expectations</li> <li>- Presentation of the training program</li> <li>- Administrative aspects</li> </ul>
10:30-10:45	Break
10:45-12:00	<ul style="list-style-type: none"> <li>- Presentation of the universities of the participants</li> </ul>
12:00-13:00	Lunch Break
13:00-15:00	<ul style="list-style-type: none"> <li>- Definition of internationalization</li> <li>- History of internationalization</li> <li>- Recent trends in internationalization</li> </ul>

\* Afternoon Walking City Tour // Visit to the Communist Consumer Museum (Laszlo Szekely Street, No. 1), program: 10 AM - 11 PM.

#### Day 2 – Design Thinking

09:00 – 10:30	<ul style="list-style-type: none"> <li>- Understand your challenge</li> <li>- Empathize with users</li> </ul>
10:30-10:45	Break
10:45-12:00	<ul style="list-style-type: none"> <li>- Define &amp; reframe the challenge</li> <li>- Ideate &amp; Prototype</li> </ul>
12:00-13:00	International Buffet
13:00-15:00	<ul style="list-style-type: none"> <li>- Test planning</li> </ul>

\* „Through the mirror” at The Timisoara National Theater (Marasesti Street, No. 2), 7 PM – 8.30 PM, tickets available at The National Theater House // Jazz night with Ingrid at Berăria 700, 8 PM – 11 PM, artist donation 5 lei/person .

### Day 3 – What does internationalization bring by?

09:00 – 10:30	<ul style="list-style-type: none"> <li>- Approaches, strategies and trends of academic internationalization</li> <li>- Managing an international university</li> <li>- Quality over quantity</li> </ul>
10:30-10:45	Break
10:45-12:00	<ul style="list-style-type: none"> <li>- The Matthew Effect in the internationalization of universities</li> <li>- Internationalization of results vs. Results of internationalization</li> </ul>
12:00-13:00	Lunch Break
13:00-15:00	<ul style="list-style-type: none"> <li>- Individual activity: Where does your university stand? Why does your organization stand out in the international setting?</li> </ul>

\* Traditional Romanian Dinner at Miorița Restaurant (Union Square), 7 PM

### Day 4 – Sending out your message

09:00 – 10:30	<ul style="list-style-type: none"> <li>- Communication at a global scale</li> <li>- International marketing &amp; International customers</li> </ul>
10:30-10:45	Break
10:45-12:00	<ul style="list-style-type: none"> <li>- Reactions to changes outside your organization</li> <li>- The size of the market</li> <li>- Get to know your competition</li> </ul>
12:00-13:00	Lunch Break
13:00-15:00	<ul style="list-style-type: none"> <li>- Individual activity: Who are your international customers and how do you get to them?</li> </ul>

\*, „Beauty and the Beast” at The Timisoara National Theater (Marasesti Str., No. 2), 7 PM – 9.30 PM // Concert „Sinoptik” at Capcana Club, 8 PM – 11 PM, free entry.

### Day 5 – International debate

09:00 – 10:30	<ul style="list-style-type: none"> <li>- Opportunities and challenges</li> <li>- Big players, little players. What sets them apart?</li> <li>- From goal to result: The Logical Framework Matrix</li> </ul>
10:30-10:45	Break
10:45-12:00	<ul style="list-style-type: none"> <li>- Individual activity: How did internationalization affect your organization?</li> <li>- What is different at the international level? Measuring international performance</li> </ul>
12:00-13:00	Lunch Break
13:00-15:00	<ul style="list-style-type: none"> <li>- Debate: The balance of opportunities and threats in HE internationalization</li> <li>- Feedback session &amp; Graduation</li> </ul>

\* Concert Blazzaj - single release at Capcana Club (Nicolae Titulescu Street, No. 5), 8 PM – 11.55 PM, tickets available online.



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**Dinners** except from the one on **Wednesday** 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
- Julius Town

- The training plan is subject to change based on the needs and expectations of the participants.
- The social activities recommended for each day are optional and will be updated one week before the start of the training.