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Academic Internationalization

The preliminary training plan

Day 1 – Understanding the basic concepts

09:00 – 10:30	- Presentation of the trainer
	- Presentation of the participants
	- Expectations
	- Presentation of the training program
	- Administrative aspects
10:30-10:45	Break
10:45-12:00	- Presentation of the universities of the participants
12:00-13:00	Lunch Break
13:00-15:00	- Definition of internationalization
	- History of internationalization
	- Recent trends in internationalization

^{*} 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	- Understand your challenge
	- Empathize with users
10:30-10:45	Break
10:45-12:00	- Define & reframe the challenge
	- Ideate &Prototype
12:00-13:00	International Buffet
13:00-15:00	- Test planning

^{*,,}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 .



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Day 3 – What does internationalization bring by?

09:00 – 10:30	- Approaches, strategies and trends of academic internationalization
	- Managing an international university
	- Quality over quantity
10:30-10:45	Break
10:45-12:00	- The Matthew Effect in the internationalization of universities
	- Internationalization of results vs. Results of internationalization
12:00-13:00	Lunch Break
13:00-15:00	- Individual activity: Where does your university stand? Why does
	your organization stand out in the international setting?

^{*} Traditional Romanian Dinner at Miorita Restaurant (Union Square), 7 PM

Day 4 – Sending out your message

09:00 - 10:30	- Communication at a global scale
	- International marketing & International customers
10:30-10:45	Break
10:45-12:00	- Reactions to changes outside your organization
	- The size of the market
	- Get to know your competition
12:00-13:00	Lunch Break
13:00-15:00	- Individual activity: Who are your international customers and how
	do you get to them?

^{*,,}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

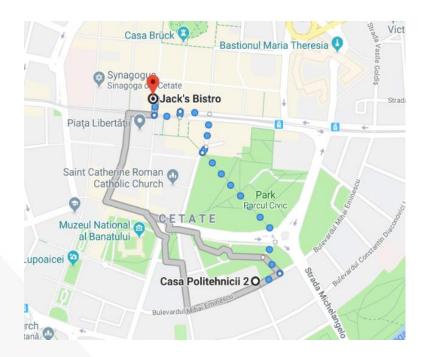
09:00 - 10:30	- Opportunities and challenges
	- Big players, little players. What sets them apart?
	- From goal to result: The Logical Framework Matrix
10:30-10:45	Break
10:45-12:00	 Individual activity: How did internationalization affect your organization?
	- What is different at the international level? Measuring international performance
12:00-13:00	Lunch Break
13:00-15:00	- Debate: The balance of opportunities and threats in HE
	internationalization
	- Feedback session & Graduation

^{*} 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 Comunist Consumer
- the Art Museum
- the Village Museum
- a Spa day
- Kayaking on Bega river
- Visiting Recas Winery
- Gelato di Bruno ice cream
- Iulius 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.