



European Academy
of Innovation

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hello@erasmus-training.eu

www.erasmus-training.eu

Academic Internationalization

The preliminary training plan

Day 1 – Understanding the basic concepts

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
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">- Definition of internationalization- History of internationalization- Recent trends in internationalization

* Afternoon Walking City Tour // "Clasic to the Third Power", the national tour of the violinist Marin Cazacu

Day 2 – Sending out your message

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

*Evening recommendation: International Music Orchestra Festival „Timorgelfest”, the 13th edition, Catholic Dome Timisoara



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Day 3 – What does internationalization bring by?

09:00 – 10:30	<ul style="list-style-type: none">- Opportunities and challenges- Big players, little players. What sets them apart?
10:30-10:45	Break
10:45-12:00	<ul style="list-style-type: none">- From goal to result: The Logical Framework Matrix
12:00-13:00	Lunch Break
13:00-15:00	<ul style="list-style-type: none">- Individual activity: How did internationalization affect your organization?

* Evening recommendation: West meets East at Timișoara | Romania meets India @ Filarmonica Banatul

Day 4 – You need a plan!

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

* Traditional Romanian Dinner at Miorița Restaurant

Day 5 – International debate

09:00 – 10:30	<ul style="list-style-type: none">- What is different at the international level?- Measuring international performance
10:30-10:45	Break
10:45-12:00	<ul style="list-style-type: none">- Debate: The balance of opportunities and threats in HE internationalization
12:00-13:00	Lunch Break
13:00-15:00	<ul style="list-style-type: none">- Feedback session- Graduation



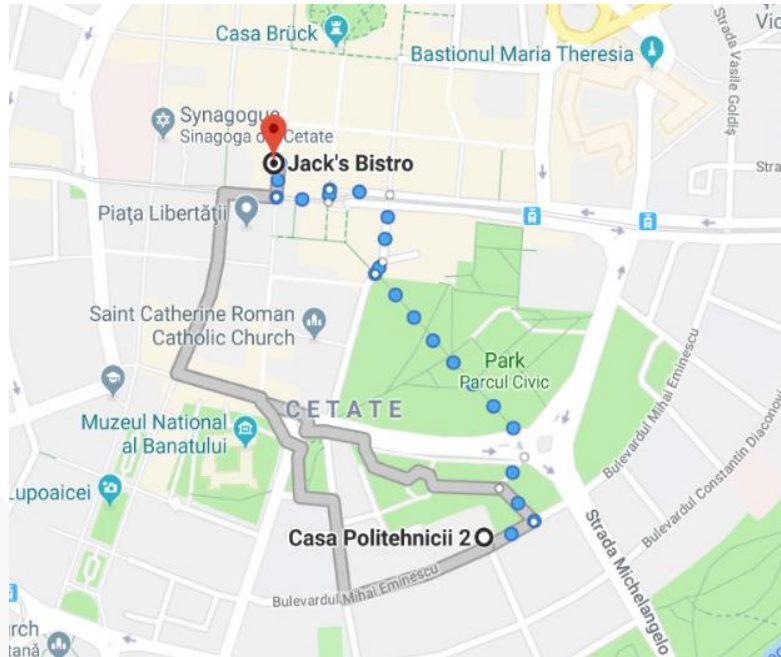
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Dinners except from the one on **Thursday** night will be @ **Jack's Bistro** at 7 p.m.



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

- 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.