

## FACTS ABOUT IAȘI

1. A city of 400.000 inhabitants and 50.000 students
2. The Easternmost university city in the European Union
3. Birthplace of Romania (place of the Union of Moldavia and Wallachia Principalities in 1859)
4. Vibrant IT hub, one of the worlds fastest internet speed and an excellent destination for digital nomads;
5. City of the first modern University in Romania (UAIC, 1860)
6. Home to one of the world top 7 theatre buildings (BBC) and to one of the most majestic libraries of the world (BoredPanda.com)
7. Top Christian Orthodox pilgrimage site (over 400.000 pilgrims/year)
8. Known for its cozy specialty café s, large green parks, monumental buildings, eclectic architectures and perfume of an old capital city
9. A City of Seven Hills, surrounded by beer factories, vineyards and winemakers, monasteries and bicycle paths
10. An international fast-growing airport connected by direct flights with over 24 destinations in Europe (see map)



## Summer School - 6<sup>th</sup> edition

SHRM

Iași, Romania  
10-21 July 2023

STRATEGIC HUMAN RESOURCE MANAGEMENT



Alexandru Ioan Cuza University of Iași (UAIC)  
[www.uaic.ro/jassy](http://www.uaic.ro/jassy)

## STRATEGIC HUMAN RESOURCE MANAGEMENT

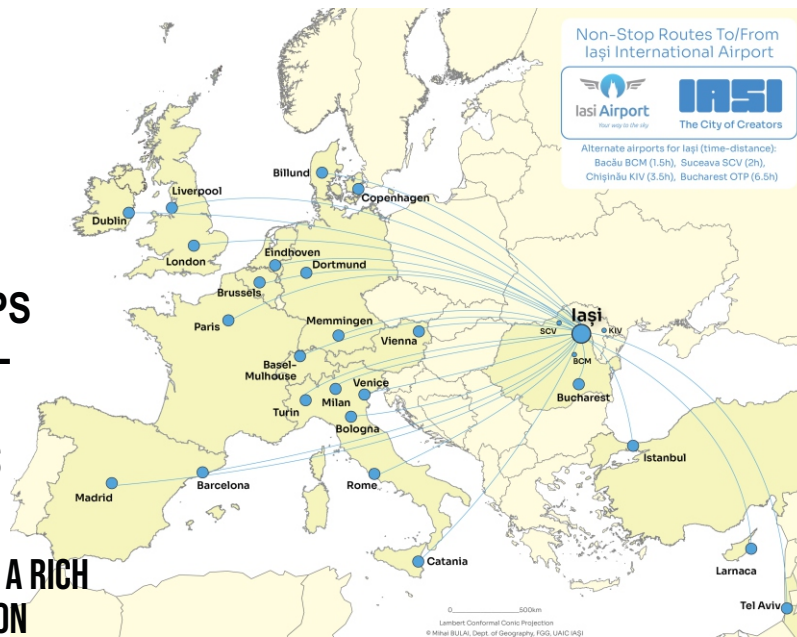
### Main data:

**2 WEEKS**

**LECTURES  
WORKSHOPS  
& INFORMAL  
ACTIVITIES**

**6 ECTS CREDITS  
400 € FEE**

**A GREAT CITY & A RICH  
CULTURAL REGION**



### Objectives

- understanding the connection between HRM and organizational strategy
- discovering the role of HR in integrating the core competencies of the organization and in developing organizational capability
- acquiring basic knowledge on HR processes linked to organizational outcomes
- understanding the HR role of being a leader of change and act with agility and resilience

JASSY Summer School puts a strong emphasis on transversal competencies, through the interdisciplinarity of its courses and through its extracurricular activities.

## CURRICULUM CHART

### Lectures and workshops:

#### Fundamentals of Strategic Human Resource Management

- Introduction to HRM field. HR Trends
- HR as Business Partner. The need for a strategic approach
- The building blocks of Employer Branding (Company Guest)
- Linking recruitment and selection process with organizational outcomes
- Growing people for achieving organizational performance
- Performance management and reward systems
- Employee engagement and employees' well-being
- Diversity and Inclusion Management

#### Practical Activities:

- Case study analysis
- Essays writing and presenting
- Visits to companies and/or invited guest speakers from companies in Iași
- Personal development workshop

#### Informal Activities:

- Guided tour of the University Palace
- Guided tour of the city of Iași
- Visit of heritage buildings
- Introduction to kayaking
- Wine tasting techniques
- Guided visit of the Palace of Culture
- Outdoor active tour
- Birdwatching, visit of Iași Botanical Garden
- Trip to the cultural region surrounding Iași

## APPLICATION & INFO

### Steps:

1. Send your CV & Motivation letter to [jassy@uaic.ro](mailto:jassy@uaic.ro)

JASSY assesses the submitted files on a first-come, first-served basis (so send the required documents as early as possible, no later than 1 June 2023). JASSY confirms the acceptance by e-mail within three working days.

2. Fill in the Registration Form received by e-mail.

3. Pay the participation fee as indicated in the e-mail notification. ! Applications received after 1 June 2023 will not be taken into consideration!

### Other info:

- Certificate of attendance for all attendees;
- 6 ECTS credits upon successfully passing the final evaluation;
- A limited number of scholarships will be available for students from partner universities.

### UAIC Facts:

- Founded in 1860
- 600+ partner universities
- Top 2% in Europe in student exchange
- 15 Faculties (Schools)
- 245 Degrees in the 3 cycles (B/M/D)
- 24.000 students
- 1500 full-time staff



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