



# JASSY

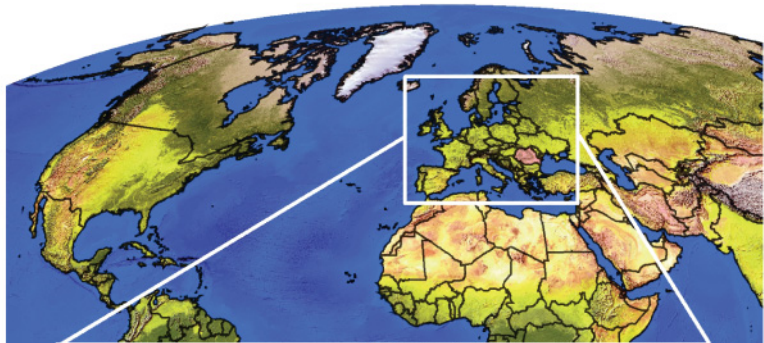
Summer School

**9 - 22 July 2018**

[www.uaic.ro/jassy](http://www.uaic.ro/jassy)



ALEXANDRU IOAN CUZA UNIVERSITY of IAȘI  
(UAIC)





ALEXANDRU IOAN CUZA  
UNIVERSITY of IAȘI



a **J**ourney through

h **A**rd sciences,

economic **S**,



social **S**ciences and



the tourism industr

**Y**



**9 – 22 July 2018**





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## Explore Iasi - One of the Easternmost Cities of the European Union

Boasting a unique character, the city of Iasi takes pride in being...

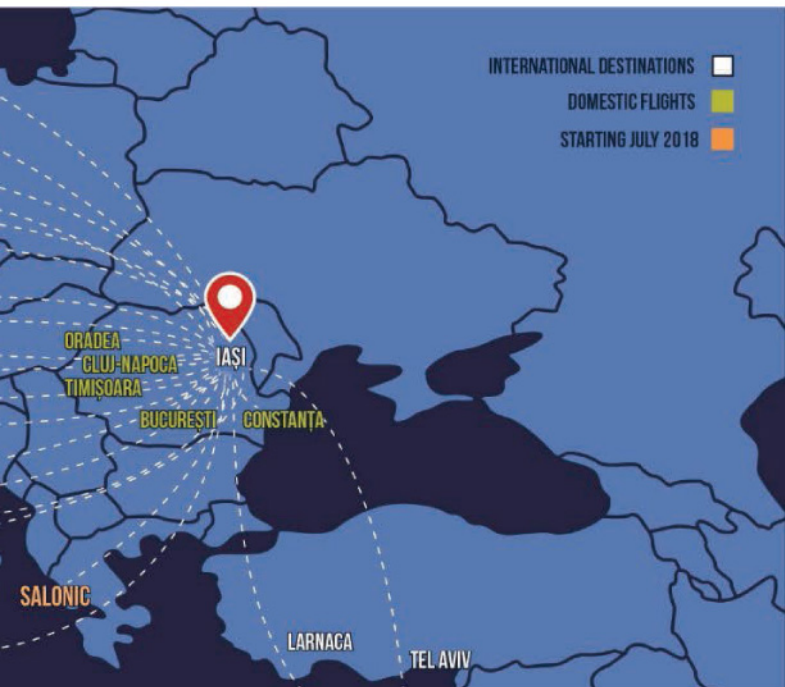
- ▶ an alluring **600+ year, 350,000-inhabitant city** in Northeastern Romania
- ▶ a vibrant **IT hub** and ranking **6<sup>th</sup>** in the **top 10 cities with the fastest Internet speed** in the world
- ▶ a **cultural capital** of Romania; its **National Theatre** made it in the **top 7 most breathtaking theatres of the World**, according to the *BBC*
- ▶ **home to one of the 25 most beautiful libraries** in the world (part of the University Palace), according to *Boredpanda*
- ▶ a felicitous **destination for literature lovers**: you will walk on the footsteps of the most famous Romanian writers and poets, whether in the streets, parks or museums
- ▶ a **major educational pole** at the EU border, with some 50,000+ students, 3,500 professors, 50,000 pupils and 3,700 teachers
- ▶ the birthplace of the **first University of Romania**: *Alexandru Ioan Cuza University* of Iasi was established here in 1860 and is now home to over 23,000 students
- ▶ an **architectural gem of great historical significance** - its rich past gave its inhabitants a deep sense of belonging and of treasuring values
- ▶ a top Christian **orthodox pilgrimage destination** - the relics of Saint Parascheva of the Balkans (Sveta Petka) attract nearly one million pilgrims each year, especially in mid-October
- ▶ a **City of Seven Hills** - its green surroundings are especially enticing for bike riding, outdoor trekking or exploring of old fortified monasteries
- ▶ **directly connected to 20 European cities** (Paris, London, Rome, Madrid, Vienna, Milan, Torino ...) and through them, to the whole world



### Getting around the city

With 8 tramways and 22 bus routes which connect Iasi's main areas / tourist attractions, all being highlighted in a comprehensive public transportation map, you are sure to get your bearings around Iasi before you know it.





## Culinary must-tries

Aside from a wide variety of traditional Romanian dishes, thanks to the ever-growing flow of international visitors and the mark of multiculturalism that's steadily gaining momentum, Iași also offers a taste of the French, Italian, American, Chinese, Middle-eastern, Latin-American, Japanese cuisines.

## Spoken languages

Iași is a vivacious academic city through and through - from the top of its hills to the banks of *Bahlui* river; speaking fluent Romanian doesn't need to be one of your fortes, since plenty of locals are reasonably fluent in at least one of the most widely spoken languages in Europe, such as English, French, Italian or Spanish.

# JASSY at a Glance

## JASSY Summer School at UAIC - Building on Tradition, Nurturing Innovation

As of 2018, UAIC broadly expands its existing summer educational offer.

### Tradition.

With its 46-year old tradition, the Summer School *Romania - Language and Civilization* organized annually at *Alexandru Ioan Cuza* University of Iasi is undoubtedly one of its true staples. Aside from socializing within an engaging international academic community, over time, hundreds of students from a culturally eclectic pool of countries have had the opportunity to attend interactive courses on the Romanian language, but also on the country's culture and society. Just to name a few activities of these summer courses, one can join workshops on traditional Romanian dancing (and actually learn how to dance!) and pottery-making, or visit the famous monasteries from the cultural area around Iasi. Some of the attendees hold scholarships offered by the Romanian Government, while others cover their own participation costs. UAIC also offers a number of scholarships to students coming from universities from the Coimbra Group and Utrecht Network, as well as from other partner institutions. The 47<sup>th</sup> edition of the Summer School *Romania - Language and Civilization* will be held between 5 and 22 July, 2018. If you wish to find out more on this Summer School, you are invited to visit the webpage <http://mail.lit.uaic.ro/cursuridevara/courses.htm>. You could also write an email to [gabriela.bargaoanu@uaic.ro](mailto:gabriela.bargaoanu@uaic.ro) or call +40 232 20 10 22.

Numerous domain-focused Summer Schools are organized every year at UAIC, be them in Law, Chemistry, Computer Science, Physics, Philosophy etc. They do not offer credits and are not dealt with here, but if you are interested, please check the UAIC web page at [www.uaic.ro](http://www.uaic.ro).

### Innovation.

Widening its summer educational scope through **JASSY Summer School** (a Journey through hARd sciences, economicS, Social sciences and the tourism industry), our university offers 5 different modules. More specifically, UAIC is now also opening its doors to participants interested in **learning and acquiring (ECTS) credits** in Hard Sciences, in Social Sciences and the Humanities, in Finance and Risk Management, in Strategic Human Resource Management or in Tourism (the latter, to be pursued both as an academic and leisure preoccupation). JASSY, with its diverse courses and activities, is targeted toward participants who desire to gain valuable knowledge on a specific topic from those enumerated above or even to pick up a new skill, such as kayaking, tour guiding or sky map reading. General inquiries: [jassy@uaic.ro](mailto:jassy@uaic.ro)



## UAIC facts and figures

- ▶ **Founded in 1860**, UAIC is the first modern University in Romania
- ▶ Internationalization: **the leading Romanian University**
- ▶ International cooperation with **488 partner universities** from **65 countries**
- ▶ **8.767** international students, out of which **1.827** exchange students within the last 10 years
- ▶ Overall ranking: **top 3 Romanian University**
- ▶ **15** Faculties
- ▶ **85** Bachelor programs
- ▶ **164** Master programs
- ▶ **26** PhD programs
- ▶ **23.124** students:
- ▶ **17.196** bachelor students
- ▶ **5.078** master students
- ▶ **850** PhD students



### **JASSY Certificate of Attendance**

All students who attend JASSY Summer School will receive a personalized certificate of attendance. The JASSY certificate of attendance will specify the name of the student, the title of the module and the corresponding number of ECTS credits.



## JASSY Application Procedure

### What do you have to do to become a JASSY student?

Just follow the Application and Registration steps below. Between them, we shall do the Evaluation step.

### 1. Application

The application file consists of a CV and a letter of motivation and will be sent as a Word or PDF file to [jassy@uaic.ro](mailto:jassy@uaic.ro). In order to increase your chances to secure a place in JASSY Summer School, you are encouraged to send the application file at your earliest convenience, but anyway no later than **1 June 2018**.

### 2. Evaluation

Your application will be evaluated within 3 days and you will receive an email notification whether the application to JASSY has been accepted. In case of acceptance, the email message will contain the invitation to register (see below). So, you will know whether your application has been successful *within as little as three days*.

The evaluation will be based on the consistency and pertinence of the application files, as well as the number of available places (30 per module).

### 3. Registration and fee payment

As a successful candidate, you are invited to a). *fill in a registration form* and b). *pay the corresponding amount* (participation fee and optional costs):

a). You will receive an acceptance confirmation email which will contain a *registration form*. Please fill it in and send it back to [jassy@uaic.ro](mailto:jassy@uaic.ro) at your earliest convenience. Please do not forget to specify your module of choice.

b). For details on making the payment, please refer to the next section (*JASSY financial arrangements*).

We strongly encourage you to do the registration and payment *within one week from the day you receive the email confirming your acceptance*.

Participants who register by **25 April (early-bird registration deadline)** will pay the participation fee at the discount rate of **350 euros**.

Participants who register between April 26 and 8 June (**registration deadline**) will pay the regular participation fee of **450 euros**.



## JASSY Financial arrangements

**Early-bird participation fee: 350 euros**

**Regular participation fee: 450 euros**

In order to accommodate various individual options, we propose, in the registration form, a flexible financial arrangement:

- ▶ the participation fee is compulsory
- ▶ all other costs (accommodation, trips) are optional
- ▶ for your convenience, on-campus meals will be paid on site, after each meal

For all costs you choose (except for meals), you will make the payment through a single bank transfer, using the following data:



**Account holder**

*Fundația „Alumni - Universitatea  
Alexandru Ioan Cuza din Iasi”*

**Bank name**

*BRD - Groupe Société Générale  
(Iasi branch, 1B - 2A, Anastasie Panu)*

**IBAN code** *RO76BRDE240SV78361832400*

**CIF (Fiscal Identity Code)** *21591880*

**SWIFT** *BRDEROBU*

**BIC** *BRDE*

## Refund policy

If you have to cancel your participation, refunding will be done based on the date of your cancellation:

- ▶ **until 11 June**, the participation fee is **fully refundable** (minus the bank charges).
- ▶ **until 25 June**, **50% of the participation fee** (minus the bank charges) will be refunded.
- ▶ **after 25 June**, the participation fee is **non-refundable**.

## Board and lodging (optional)

UAIC will book accommodation and arrange meals for the participants in JASSY who opt in their registration form to stay in the university campus. The accommodation cost is 150 euro for 2 weeks. The cost for on-campus meals is at most 10 euro per day.

## Weekend trips (optional)

In the registration form, you can also opt for one or both of the following field trips:

- ▶ Field trip in the cultural area surrounding Iasi: Ceahlău sacred mountain, Medieval Fortress Neamț, Agapia monastery and the monasteries from Bucovina (UNESCO heritage sites), Folk Art and Customs, Traditional Romanian cuisine and wine (14 - 15 July 2018)
- ▶ Trip to Republic of Moldova - Tour of Chișinău (the Capital of the Republic of Moldova), Cricova winery, Orheiul Vechi natural site (21 - 22 July 2018)

*Each weekend trip costs 100 euros/person and includes transportation, accommodation in twin rooms, 2 lunches, 1 dinner, 1 breakfast, tour guiding. Visiting the Cricova winery entails an additional entry fee of 25 euros, to be paid on site.*







## JASSY Modules: Overall Structure

**The JASSY Summer School offers five different interdisciplinary modules**

**JASSY dates:** 9 - 22 July 2018

**Number of ECTS credits for each module:** 6

**Maximum number of students for each module:** 30

**Language of instruction:** English

**Teaching methods:**

- ▶ Lectures (L)
- ▶ Workshops (W)
- ▶ Field activities (FA)
- ▶ Field trips (FT)

Each module consists of both compulsory and optional activities.

During the afternoons, JASSY students, irrespective of the chosen module, are welcome to participate in a wide range of optional courses and activities offered by the Summer School, where time-wise possible. Here are the optional courses/activities:

Date	Time	Topic
9 July (Mon)	16 - 19	Recognizing body language and facial expressions - a professional skill (L)
10 July (Tue)	16 - 19	Survival Romanian language for travelling around the country (W)
11 July (Wed)	16 - 19	Guided tour of the city: „Iasi - Romanian Capital of Culture” (FA)
12 July (Thu)	16 - 19	<i>Nicolae Domnesc</i> Orthodox Church and the Iasi Catholic Diocese (FA)
13 July (Fri)	16 - 19	Choose between: A. Practical introduction to kayaking (FA) B. Practical introduction to mountain biking (FA)
14 & 15 July (Sat & Sun)	FT 1: Field trip in the cultural area surrounding Iasi: Ceahlau sacred mountain, Medieval Fortress Neamt, Agapia monastery and the monasteries from Bucovina (UNESCO heritage sites), Moldavian Folk Art and Customs, Traditional Romanian cuisine and wine	
16 July (Mon)	16 - 19	Wine tasting techniques (W)
17 July (Tue)	16 - 19	Choose between: A. Communication skills applied in Tourism (W, Tafrali library) B. Map-making with free/open source Geographic Information Systems (W)
18 July (Wed)	16 - 19	Psychological profiles of Tourism customers (W)
19 July (Thu)	16 - 19	Recent architectural heritage in Iasi (FA in a genuine age-old tram)
20 July (Fri)	16 - 19	Choose between: A: Tour guiding techniques and skills in Repedeu - Barnova area. Identification of botanical and animal species (FA) B: Tour guiding activities in geosites and geoparks - Repedeu Plateau (FT) C: Hiding in plain sight: the flora and fauna of the Iasi Botanical Garden (FA)
21 & 22 July (Sat & Sun)	FT 2: Trip to Republic of Moldova - Tour of Chisinau (the Capital of the Republic of Moldova), Cricova Winery, Orheiul Vechi natural site	



## JASSY academic offer - 2018

### Hard Sciences in Real life - an Interdisciplinary Tour

*An epic way of exploring the wondrous anatomy of Science*

#### Overview:

Choosing this module guarantees that you'll be part of a lively community made up of students from all over the world, who share your interest and passion for science and technology. Our lecturers' main goal is to enrich your theoretical knowledge and practical abilities in Hard Sciences, to broaden and perfect your experimental skills and data processing dexterity. To get a glimpse of the bountiful variety of topics that await you, may we just mention the creation of artificial intelligence models, the implementation of spectroscopic techniques used in atmospheric monitoring, as well as your very own first-hand experience in sky map reading or bird-watching.

**Number of contact hours:** 40

**Assessment method:** Multiple choice test

**Contact (module coordinator):** Lect. dr. Ionut Topala ([ionut.topala@uaic.ro](mailto:ionut.topala@uaic.ro))



## Course outline

Date & field of study	Time	Topic	Lecturer
9 July (Mon) Physics	9 - 11	Physical processes in the atmosphere (L)	Prof. dr. Liviu Leontie
	11 - 13	Passive and active optical equipment used for terrestrial atmosphere characterization (W)	Conf. dr. Silviu Gurlui
10 July (Tue) Chemistry	9 - 11	Oxygen and ozone - our friends or foes? (L)	Prof. dr. Doina Humelnicu
	11 - 13	Unveiling the atmosphere's concealed culprits: the nanoparticles (L)	Conf. dr. Doina Lutic
11 July (Wed) Biology	9 - 11	Romanian herbalism: between the magical and the mundane (L)	Dr. Cristiana Petre
	11 - 13	Mythology and rituals in Romanian ornithology (L)	Conf. dr. Carmen Gache
12 July (Thu) Mathematics	9 - 11	Mathematical models in Life Sciences (L)	Lect. dr. Iulian Stoleriu
	11 - 13	Basic mathematical structures used in cryptography (number theory, elliptical curves) (L)	Prof. dr. Răzvan Litcanu
13 July (Fri) Computer Science	9 - 11	Introduction to cryptography (W)	Drd. Nica Anca-Maria
	11 - 13	From semantic networks to game strategies - Artificial Intelligence at your fingertips (W)	Lect. dr. Diana Trandabat Lect. dr. Ionut Pistol
16 July (Mon) Physics	9 - 11	Atmospheric electricity (L)	Conf. dr. Gabriela Borcia
	11 - 13	High-speed imaging of streamers (W)	Lect. dr. Ionut Topala
17 July (Tue) Chemistry	9 - 13	Aquatic chemistry (L&W)	Prof. dr. Romeo Olariu Conf. dr. Cecilia Arsene
18 July (Wed) Biology	9 - 13	Hiding in plain sight: the flora and fauna of the Iasi Botanical Garden (FA)	Dr. Cristiana Petre Conf. dr. Carmen Gache
19 July (Thu) Mathematics	9 - 11	Astronomy and sky map reading (L)	Conf. dr. Catalin Gales
	11 - 13	Applications of Probability Theory (L)	Lect. dr. Lucian Maticiu
20 July (Fri) Computer Science	9 - 11	Nature-inspired methods for problem solving (L)	Conf. dr. Mihaela Breaban
	11 - 13	A hands-on experience in machine learning (W)	Lect. dr. Diana Trandabat



## Finance and Risk Management

*Your valuable A-Z two-week guide through some of the meanderings of Economics and Business Administration*

### Overview:

During these two weeks, you will get a firm grasp of the risk management cornerstones, acquiring the core knowledge, skills and abilities which are generally accepted and applied by finance and risk management professionals from around the world. Aside from being able to successfully assess risk, you will gain the coveted know-how of proficiently managing various types of risks such as market, credit, operational, liquidity, counterparty or insurance risk. All our topics have been purposefully selected so as to fit the requirements of the Financial Risk Manager (FRM) and Professional Risk Manager (PRM) world-leading certifications for risk management.

**Number of contact hours:** 40

**Assessment method:** Written examination; individual and group reports

**Contact (module coordinator):** Conf. dr. Silviu Ursu ([silviu.ursu@uaic.ro](mailto:silviu.ursu@uaic.ro))

## Course outline

Date	Time	Topic	Lecturer
9 July (Mon)	9 -13	Risk measurement and management: a run-down of the usual suspects (L)	Conf. dr. Silviu Ursu Conf. dr. Sorin Anton
10 July (Tue)	9 -13	Operational risk (L)	Conf. dr. Sorin Anton
11 July (Wed)	9 -13	Market risk (L)	Conf. dr. Sorin Anton
12 July (Thu)	9 -13	Credit risk (L)	Conf. dr. Alin Andrieş
13 July (Fri)	9 -13	Counterparty risk (L)	Conf. dr. Alin Andrieş
16 July (Mon)	9 -13	Asset liability management and liquidity risk (L)	Conf. dr. Alin Andrieş
17 July (Tue)	9 -13	Insurance risk (L)	Conf. dr. Sorin Anton
18 July (Wed)	9 -13	Corporate governance and risk management (L)	Conf. dr. Iulian Ilnatov
19 July (Thu)	9 -13	Risk management DO's (W)	Conf. dr. Alin Andrieş Conf. dr. Silviu Ursu
20 July (Fri)	9 -13	Risk management DON'Ts (W)	Conf. dr. Sorin Anton Conf. dr. Silviu Ursu



# JASSY

## Summer School

### 9 – 22 July 2018



## Strategic Human Resource Management

*A unique one-stop-shop for budding entrepreneurs / SHRM specialists*

### Overview:

This module provides a compact, yet comprehensive view on the Human Resource Management field. In a global economy, the HR Manager position has a strategic role and its involvement may go well beyond national borders. Participants in this module will gain solid knowledge about the role of HRM in modern organizations. After attending the courses offered in this module, they will be able to generate and integrate organizational core competences, to analyze strategic issues and to create value for their organization as HR managers. Participants will also understand the subtleties of setting up an Employer Branding concept aligned to a company strategy.

**Number of contact hours:** 40

**Assessment method(s):** Written tests and assignments

**Contact (module coordinator):** Conf. dr. Ruxandra Ciulu ([ruxandra.ciulu@uaic.ro](mailto:ruxandra.ciulu@uaic.ro))

## Course outline

Date	Time	Topic	Lecturer (contact)
9 July (Mon)	9 -13	The transition from HRM to SHRM within an organization. The role of strategic HRM - generating and integrating organizational core competences (L)	Asist. dr. Sebastian Uriesi
10 July (Tue)	9 -13	Value-creation and distribution process (W)	
11 July (Wed)	9 -13	Analysis of strategic issues and choices in an organization (W)	
12 July (Thu)	9 -13	Identifying the paths to maximize the competence creation processes (W)	
13 July (Fri)	9 -13	Project structure and case study (W)	
16 July (Mon)	9 -13	The business case for employer branding (L)	Conf. dr. Ruxandra Ciulu
17 July (Tue)	9 -13	Molding candidates into truly engaged employees (L)	
18 July (Wed)	9 -13	Differentiation and Employee Value Proposition development (L)	
19 July (Thu)	9 -13	Creating content for social media in SHRM (L)	
20 July (Fri)	9 -13	Managing and measuring brand experience	





## Eastern Europe: Cultural Frames, Identities and Social-Political Perspectives

*A not-to-be-missed new interpretative spin on a diversity-wise challenging area of study*

### Overview:

This module is undoubtedly a good route to embark upon if you are in search of a unique learning experience, which, among many others, would ultimately enable you to interpret the peculiarities of the Eastern-European cultural horizon, to discover the Latin heritage of the easternmost Romance language spoken in Europe or to uncover the role of Romania as the EU member state in developing cooperation with its Eastern neighbours. Boasting ample teaching and research backgrounds, your lecturers will ensure that you will get richer in learning by doing and will provide you with the conceptual tools necessary to interpret and understand an intriguing cultural and spatial territory.

**Number of contact hours:** 76

**Assessment method(s):** Oral exam / poster presentation

**Contact (module coordinator):** Prof. dr. Daniela Soitu ([danielag@uaic.ro](mailto:danielag@uaic.ro))

## Course outline

Date	Time	Topic	Lecturer
9 July (Mon)	11.30 - 13.30	Eastern Europe. Identities and social perspectives (L)	Prof. dr. Daniela Soitu
	15.00 - 17.00	Untethered Romania at the EU Eastern Border (L)	Conf. dr. Bogdan Stefanachi
	17.30-19.30	Living near the border (W)	Prof. dr. Daniela Soitu Dr. Loredana Simionov
10 July (Tue)	9.00 - 11.00	Hallmarks of the Eastern European cultural horizons (L)	Conf. dr. Dan Chitoiu
	11.30 - 13.30	Social change, democracy and contention. A case study of the Romanian protests (L)	Lect. dr. Diana Margarit Lect. dr. Simona Vranceanu
	15.00 - 17.00	Circulatory migration and demography (L)	Conf. dr. Romeo Asiminei Conf. dr. Adrian Lupu
	17.30 - 19.30	New social challenges on society (W)	Prof. dr. Contiu Soitu
11 July (Wed)	9.00 - 11.00	Romanian, a Romance language at the gates of the Orient (L)	Conf. dr. Ioan Milica
	11.30 - 13.30	Romanian myths, legends and fairytales (L)	Lect. dr. Mircea Padurarau Lect. dr. Adrian Crupa
12 July (Thu)	9.00 - 11.00	Iasi: Pilgrimage, interpretation of Orthodox rituals, architecture and iconography (L)	Conf. dr. Dan Sandu
	11.30 - 13.30	History, organization, liturgy, culture, social activities of the Catholic Church from Romania (L)	Prof. dr. Emil Dumea Conf. dr. Stefan Lupu
13 July (Fri)	9.00 - 11.00	Minority rights in Romania and its neighbouring states (L)	Conf. dr. Marius Balan
	11.30 - 13.30	Onomastics, ethnography and folklore in the Romanian culture (L)	Lect. dr. Ionel Boamfa

## Course outline

<b>16 July (Mon)</b>	9.00 - 11.00	Territorial disputes in Eastern Europe between World War I and World War II (L)	Prof. dr. Lucian Leustean
	11.30 - 13.30	Territorial disputes in Eastern Europe (1939-1989): between history and memory (L)	Lect. dr. Adrian Vitalaru
<b>17 July (Tue)</b>	9.00 - 11.00	Assessing the EU's international actorness in the Eastern neighbourhood (L)	Lect. dr. Teodor Moga
	11.30 - 13.30	Current geopolitical challenges in the Eastern neighbourhood (L)	Dr. Nadia Bureiko
	15.00 - 17.00	EU and the Russian influence (L)	Dr. Loredana Simionov
	17.30 - 19.30	Cross-border geographical cooperation in Eastern Europe (W)	Dr. Loredana Simionov Lect. dr. Teodor Moga
<b>18 July (Wed)</b>	9.00 - 11.00	Emerging Adulthood: universal, cultural and socio-economic factors in Eastern Europe (L)	Conf. dr. Mihaela Boza Dr. Emilia Pascal Conf. dr. Nicoleta Popa
	11.30 - 13.30	Academic choices and gender differences in Emerging Adulthood (L)	Asist. dr. Magda Samoila
<b>19 July (Thu)</b>	9.00 - 11.00	Path dependence in transition economies (L)	Conf. dr. Andreea Iacobuta
	11.30 - 13.30	Building institutions for economic development in post-communism (L)	Lect. dr. Oana Socoliuc
	15.00 - 17.00	Path dependence in human behavior (W)	Lect. dr. Sanziana Baltatescu
<b>20 July (Fri)</b>	9.00 - 11.00	Oral exam	
	11.30 - 13.30	Poster presentation	





## Tourism at the Eastern Border of the EU. Interdisciplinary Training for Tour Guides

*The ultimate survival kit to guide you through the jungle of  
Tourism's best-kept secrets*

### Overview:

If this is the module which piques your interest, then surely you already have an inkling that tour guiding is so much more than a run-of-the-mill profession. Aside from being experts in Tourism, tour guides are time and again required to be true entertainers who can successfully explain and interpret surroundings, people and customs which are oftentimes strikingly different to what their group is accustomed to. For this very reason, they need to forge an all-round pleasant personality. Through this interdisciplinary approach, not only will you learn the theoretical fundamentals of tour guiding, but also how to deliver persuasive speeches, how to master effective information recollection techniques, how to improvise and instill enthusiasm, how to mingle with the locals etc. During the first week, you will learn the essentials of Tourism, whereas during the second, you will have the opportunity to choose between Social Sciences and Hard Sciences, thus tackling topics which best suit your background and interests.

**Number of contact hours:** 69 (option A), or 71 (option B)

**Hands-on practice (trips):** 2 + 2 days

**Assessment method(s):** Written test (80% multiple choice and 20% open answers)

**Contact (module coordinator):** Lect. dr. Mihai Bulai ([mihai.bulai@uaic.ro](mailto:mihai.bulai@uaic.ro))



Date & field of study	Time	Topic	Lecturer
9 July (Mon) Communication	11:30 - 13:30	Tour-guide tasks and techniques (L)	Lect. dr. Mihai Bulai
	16:00 - 19:00	Recognizing body language and facial expressions - a professional skill (L)	Conf. dr. Ovidiu Gavrilovici
10 July (Tue) Geography	9:00 - 11:00	Principles of the Geography of Tourism (L)	Drd. Alexandra Cehan
	11:30 - 13:30	Innovation through niche Tourism. Building memorable visitor experiences (L)	Lect. dr. Oana Stoleriu
	16:00 - 19:00	Survival Romanian language for travelling around the country (W)	Conf. dr. Dana Badulescu
11 July (Wed) History & Culture	9:00 - 11:00	History of Moldavia and of the city of Iasi (L)	Prof. dr. Laurentiu Radvan
	11:30 - 13:30	Introduction to Cultural Tourism. Main attractions in Iasi, Romania (L)	Lect. dr. Augustin Gurita
	16:00 - 19:00	Guided tour of the city: „Iasi - Romanian Capital of Culture” (FA)	Lect. dr. Mihai Bulai & Lect. dr. Augustin Gurita
12 July (Thu) Pilgrimage Tourism	9:00 - 11:00	Iasi : Pilgrimage, interpretation of orthodox rituals, architecture and iconography (L)	Conf. dr. Dan Sandu
	11:30 - 13:30	History, organization, liturgy, culture and social activities of the Catholic Church in Iasi and in Romania (L)	Prof. dr. Emil Dumea
	16:00 - 19:00	<i>Nicolae Domnesc</i> Orthodox Church and the Iasi Catholic Diocese (FA)	Conf. dr. Dan Sandu & Prof. dr. Emil Dumea
13 July (Fri) Safety & Security	9:00 - 11:00	Tourism laws and legislation (L)	Dr. Vlad Vieriu
	11:30 - 13:30	First aid, hygiene, allergies, vertigo, safety measures (W)	M.D. Alexandra Custura
	16:00 - 19:00	Choose between: A. Practical introduction to kayaking (FA) B. Practical introduction to mountain biking (FA)	A: Conf. dr. Marin Chirazi B: Lect. dr. Alexandru Oprean

## Week 2: Option A. Social Sciences

Date & field of study	Time	Topic	Lecturer
16 July (Mon) Literature	09:00 - 11:00	Storytelling, blogging and social media updates on tours and destinations (L)	Lect. dr. Oana Cogeanu
	11:30 - 13:30	Mediating meaning between words and cultures: Interpreting while guiding (W)	Sorana Lupu
	16:00 - 19:00	Wine tasting techniques (W)	Lect. dr. Mihai Bulai
17 July (Tue) Tourism at the Borders	9:00 - 11:00	Tourism in the EU border areas and in the EU neighbourhood (L)	Prof. dr. Gabriela Carmen Pascariu & Dr. Bogdan Ibanescu
	11:30 - 13:30	Cultural Branding (L)	Lect. dr. Alexandru Gradinaru
	16:00 - 19:00	Communication skills applied in Tourism (W, <i>Tafra</i> library)	Lect. dr. Daniela Larion
18 July (Wed) Economics & Marketing	9:00 - 11:00	Finance for Tourism and the Travel Industry (L)	Conf. dr. Silviu Ursu
	11:30 - 13:30	Tourism marketing principles. Setting up travel packages, advertising and sales promotion (L)	Prof. dr. Corneliu Munteanu
	16:00 - 19:00	Psychological profiles of Tourism customers (W)	Lect. dr. Daniela Zaharia
19 July (Thu) Heritage & Architecture	9:00 - 11:00	Capitalization of recent history - a chance for sustainable reconciliation between the past and the present (L)	Lect. dr. Raluca Serban
	11:30 - 13:00	Urban wayfinding, a problem-solving process (L)	Dr. Tiberiu Teodor-Stanciu
	13:30-14:30	<b>Final Test</b>	Lect. dr. Mihai Bulai
	16:00 - 19:00	Recent architectural heritage in Iasi (FA in a genuine age-old tram)	Dr. Silviu Teodor-Stanciu & Lect. dr. Mihai Bulai
20 July (Fri) Outdoors	11:00 - 19:00	Tour guiding techniques and skills in Repedea - Barnova area. Identification of botanical and animal species (FA)	Lect. dr. Constantin Ion & Dr. Lucian Rosu

## Week 2: Option B. Hard Sciences

Date & field of study	Time	Topic	Lecturer
16 July (Mon) Math & Chemistry	09:00 - 11:00	Astronomy and sky map reading (L) Sky interpretation at the Planetarium (W)	Conf. dr. Catalin Gales
	11:30 - 13:30	The chemical senses: taste and smell. The flavour generation in food and drinks (L)	Conf. dr. Ramona Danac
	16:00 - 19:00	Wine tasting techniques (W)	Conf. dr. Ramona Danac
17 July (Tue) Computer Sciences	9:00 - 11:00	Computational instruments for geolocation (W)	Lect. dr. Diana Trandabat & Conf. dr. Adrian Iftene
	11:30 - 13:30	Life seen from Space (L)	Lect. dr. Aurelian Nicolae Roman
	16:00 - 19:00	Map-making with free/open source Geographic Information Systems (W)	Lect. dr. Mihai Niculita
18 July (Wed) Environment	9:00 - 11:00	Weather forecast for tour guides: from reading the sky to smartphone applications (L)	Conf. dr. Lucian Sfica
	11:30 - 13:30	Environmental and ethical issues in Tourism (W)	Lect. dr. Adrian Ursu
	16:00 - 19:00	Psychological profiles of Tourism customers (W)	Lect. dr. Daniela Zaharia
19 July (Thu) Earth Sciences	9:00 - 11:00	Earth Science-related phenomena: an approach from Physics (L)	Conf. dr. Cristi Baban
	11:30 - 13:30	Stone classification (L) Rare precious & semi-precious stones (W)	Prof. dr. Ovidiu Iancu Prof. dr. Dan Stumbea
	13:30 - 14:30	<b>Final Test</b>	Lect. dr. Mihai Bulai
	16:00 - 19:00	Recent architectural heritage in Iasi (FA in a genuine age-old tram)	Dr. Silviu Teodor-Stanciu & Lect. dr. Mihai Bulai
20 July (Fri) Applied Natural Sciences	9:00 - 11:00	Birdwatching and Ecotourism in North-East Romania (L)	Conf. dr. Carmen Gache & Drd. Cristiana Virginia Petre
	11:00 - 19:00	Choose between: A: Tour guiding activities in geosites and geoparks - Repedea Plateau (FT) B: Hiding in plain sight: the flora and fauna of the Iasi Botanical Garden (FA)	A: Conf. dr. Lilian Niacsu & Asist. dr. Pavel Ichim B: Conf. dr. Carmen Gache & Drd. Cristiana Virginia Petre



## Testimonials of UAIC international students

I really felt like I was part of something special living in Iasi. I felt like I belonged. I didn't feel like an outsider or a tourist but a member of the Romanian family, and a special part of the people's lives I encountered. *La revedere* for now Iasi. Hopefully we will meet again someday... I'm coming back to the United States with a whole new outlook on life. I will be arriving with an open-mind and looking at life through a globalized lens. I can no longer ignore the world outside of the US. My eyes have been opened and I can never look at the world the same way ever again. This new perspective is permanently etched into my brain.

John-Paul DeMers, USA

I've been to Romania a couple of times and I must say that Iasi was the most special of all the cities I got to visit. It was very interesting for me to find here such a large university, with a visible tradition and an impressive prestige. It is difficult to explain to others why they should study at UAIC. But anyone who starts studying here will immediately understand why.

Jochen Schmidt, Germany

I have had the opportunity to exchange great ideas with professors from *Alexandru Ioan Cuza* University of Iasi, Romania. Now, I am very interested in continuing my research work as a postdoc in a place where I will be working among such a dynamic group of specialists.

Ahmad Lahib, France

I am surprised that I learnt so much in such a short period of time. I will always remember the time I spent in Iasi. I am sure that I will return to this city soon.

Zeljka Vasic, Slovenia

When someone chooses to study abroad, everything changes. Suddenly you find yourself living and learning with a lot of people from different countries... But I strongly think that this is the right way to develop friendships, which will end up shaping you as a person for the better. My professors from the Faculty of Psychology and Education Sciences were very supportive and helped us to better understand the course contents and to easily get our bearings.

Dejana Vujonovic, Serbia

Before gaining valuable knowledge in Tour Guiding techniques, I was really skeptical about my public speaking skills. The moral and technical support was great and, after my first independent tour, I realized that I was stronger than I thought. I got to promote my city and my region as tourist destinations with all the possible means: walking tours, bus tours, tourism project involving focus groups, social media awareness.

Iulian Aruxandei, Romania

We were talking about the development of technologies used for research in the Chemistry field in *Alexandru Ioan Cuza* University of Iasi, and also about the standard of scientific studies there. Actually, it will be a pleasure for me to be a part of Iasi's research group in the future.

Asthma Grira, France

Iasi is a very beautiful city (a combination of old-fashioned and contemporary buildings) and the people here are kind and friendly. It's a city for students, where you can study at a top university and you can also do a lot of other interesting activities. I studied Economics and took a lot of different interesting courses. The professors were very helpful and explained everything into detail, which makes me a more competitive future employee in the marketplace. It is so cool when you meet students from different countries, you learn about their culture, traditions, and make friends with them.

Erik Dallakyan, Armenia

UAIC is an outstanding and prestigious higher education institution, so I felt very lucky to meet and be taught by such distinguished and dedicated professors. The lessons imparted were particularly easy to understand, so my colleagues and I were able to put theory into practice effortlessly. Moreover, all the UAIC professors and administrative staff I met left me the impression of enthusiasm and commitment.

Hoang Yen Le Nu, Vietnam





The time I spent studying Economics in Iasi has left me with a ton of memories and many stories to share. Everyone I met here was warm and open-minded. I got to make friends with people from Portugal, Spain, Morocco, France, Israel, etc. It was fun when we were together because we saw how language, skin, color or height didn't matter. We were all the same. We bonded right away and we talked about the differences between our countries. I learned so many things about other cultures, and even got to share my own. It was really lovely.

Kamilya Amangeldi, Kazakhstan

My experience in UAIC was one in a million! It was my first time travelling alone in a country where the official spoken language wasn't English (my second language). I initially thought this would be a major obstacle because I didn't speak Romanian. However, I found that, aside from speaking English (which meant that I didn't have any problems in communicating), people were also very friendly and helpful, in general. I was overwhelmed by the beauty of Iasi. This city has a peaceful spirit, which didn't make me feel for a second like I was a foreigner. I was charmed by the neat streets and marvelous architecture.

MennatAllah Ali Hussein Ramadan, Egypt

Unforgettable! That's how I would summarize this experience. It made me grow so much, both professionally and socially. It helped me know myself better, to see my true strengths and weaknesses, to learn how to adapt in a brand new culture. The professors at UAIC were very understanding and collaborative. They always took into consideration the difficulties that we faced due to the differences in our countries and cultures. They saw us more like their colleagues and less like their students, making the lectures and seminars look more like a group conversation, in a space where we could share our ideas and opinions freely.

Roxhena Dylí, Albania

UAIC professors offer golden opportunities for everyone to learn. I studied foreign languages and took many courses and attended many interesting events. I also got to make friends from many different countries, who helped me feel right at home in a new environment. Now, I feel like my mind is more open, I gained a lot of new knowledge and I have more confidence in myself. If I ever have the opportunity to come back, I will do it gladly!

Thi Ngoc Doan, Vietnam

Iasi Botanical Garden (2 km)

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# TOP 23 ATTRACTIONS IN IASI

SORTED BY WALKING DISTANCE FROM UAIC

## 0-10 MINUTES

- 1 - UAIC Gallery Of Lost Steps & Old Library
- 2 - UAIC University Museum
- 3 - Copou Park
- 4 - Casa Pogor - Literature Museum
- 5 - Central University Library
- 6 - Memorial House M. Kogălniceanu
- 7 - Răpa Galbenă Site

Ceahlau Mountain (164 km)

Chisinau (173 km)  
Republic of Moldova

10MIN

## 10-20 MINUTES

- 8 - Iasi Botanical Garden
- 9 - Ion Creanga Memorial House
- 10 - Union Museum - Prince's Residence
- 11 - Union Square
- 12 - University of Medicine / Nation Square
- 13 - Cube Square
- 14 - Vasile Alecsandri National Theatre
- 15 - Metropolitan Cathedral & Museum

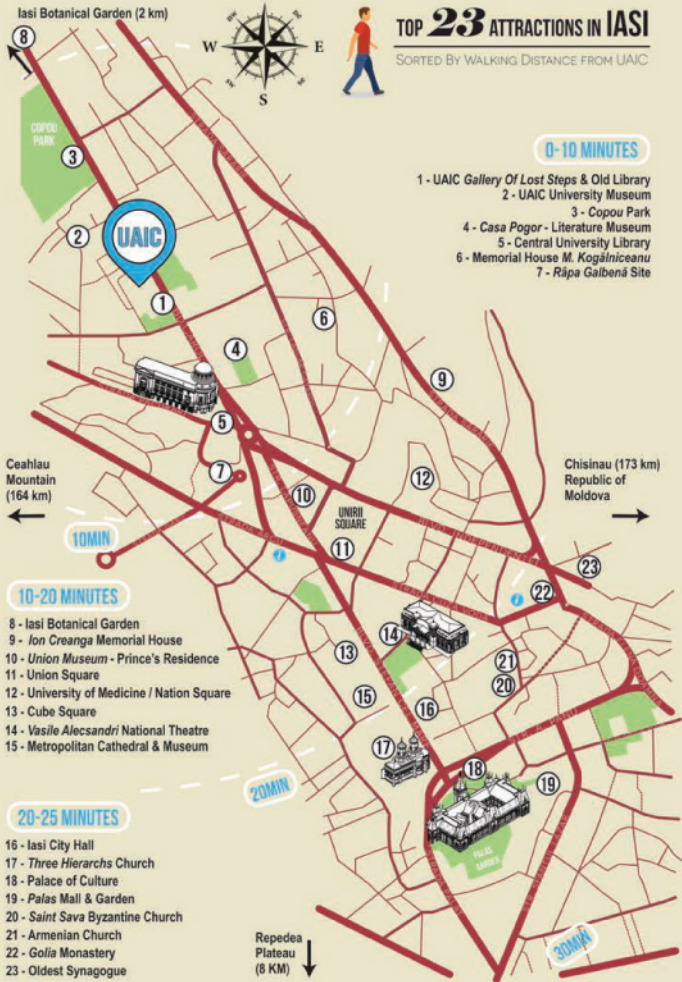
## 20-25 MINUTES

- 16 - Iasi City Hall
- 17 - Three Hierarchs Church
- 18 - Palace of Culture
- 19 - Palas Mall & Garden
- 20 - Saint Sava Byzantine Church
- 21 - Armenian Church
- 22 - Golia Monastery
- 23 - Oldest Synagogue

20MIN

Repedea Plateau (8 KM)

30MIN





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