

## FACTS ABOUT IAȘI

1. A city of 350.000 inhabitants, out of which 50.000 students
2. One of the Easternmost university cities in the European Union
3. Birthplace of Romania (Union of Moldavia and Wallachia in 1859)
4. Vibrant IT hub; 6<sup>th</sup> fastest world internet speed (2017)
5. City of the first modern University in Romania (UAIC, 1860)
6. Home to one of the top 7 theatre buildings that take your breath away (BBC)
7. Top Christian Orthodox pilgrimage site (over 300.000 pilgrims/year)
8. Features a library in top 25 majestic libraries of the world (BoredPanda.com)
9. A City of Seven Hills, surrounded by vineyards and bicycle paths
10. Direct flights to and from 25 European cities in Italy, France, UK, Spain, Austria, Germany, Denmark, Cyprus, Israel, Greece, Romania (see map)



# JASSY

## Summer School - 2<sup>nd</sup> edition

SHRM

Iași, Romania  
7-21 July 2019

STRATEGIC HUMAN RESOURCE MANAGEMENT  
IN EUROPE



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

# STRATEGIC HUMAN RESOURCE MANAGEMENT IN EUROPE

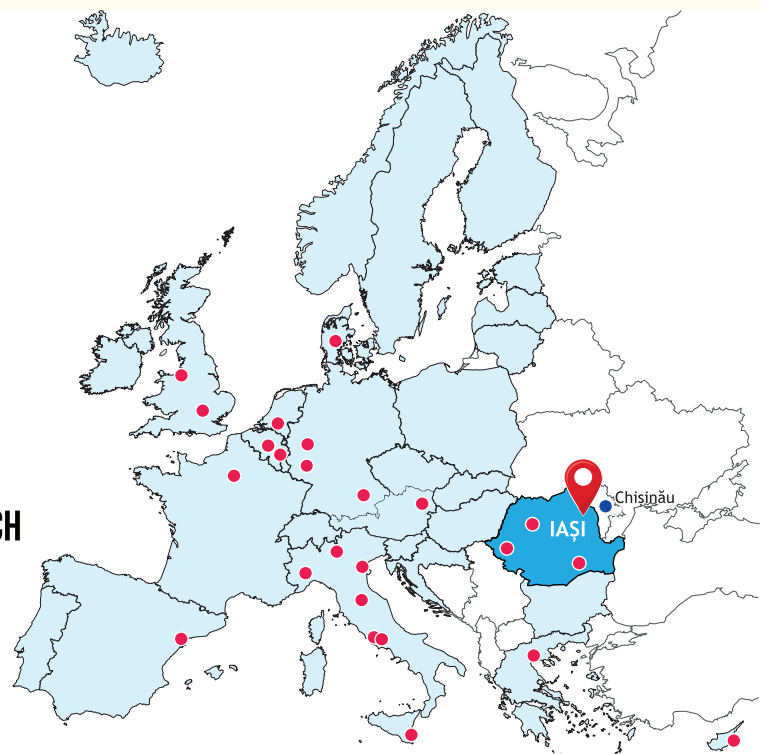
## Main data:

**14 DAYS**

**LECTURES,  
WORKSHOPS  
& INFORMAL  
ACTIVITIES**

**6 ECTS CREDITS  
300 € FEE\***

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



\* incl. Accommodation,  
Breakfast & lunch during weekdays

● Direct flights to Iași  
□ EU and EFTA

\*flights to Iași via Bucharest available from many  
European cities  
\*flights to Chișinău (120 km to Iași) from many  
Central Asian cities

## Objectives

- understanding the connection between HRM and the organizational strategy
- discovering the role of HR in integrating the core competencies of the organization
- acquiring basic knowledge on recruitment approaches, particularly in connection with employer branding
- assessing the importance of employer branding within HR

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: Steps:

#### STRATEGIC HR MANAGEMENT

- A brief introduction to the HR field
- Need for strategic HRM
- Reorienting HR towards high added-value
- Strategic HR agenda

#### EMPLOYER BRANDING

- The business case for employer branding
- Moulding candidates into truly engaged employees
- Differentiation and employee value proposition development
- Creating content for social media in SHRM
- Managing and measuring the brand experience

### Practical Activities:

- Case study analysis
- Defense of team projects
- Visit to companies / Invited guest speakers from companies in Iași

### Informal Activities:

- Experiencing the local vibe, free walking field trips
- Architectural tour of the city
- Wine tasting techniques
- Introduction to kayaking
- Historic tram tour
- Trip to the cultural region surrounding Iași

## APPLICATION & OTHER INFO

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 2019)

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 2019 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; please visit the JASSY webpage
- A 2-day weekend trip – board and lodging included – at the cost of 100€ /person

### UAIC Facts:

- Founded in 1860
- Top 3 Romanian Universities
- 533 international academic partners
- Top 2% in Europe in student exchange
- 15 Faculties (Schools)
- 275 Degrees in the 3 cycles (B/M/D)
- 23.000 students
- 1500 full-time staff



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