



Strategic Human Resource Management

Coordinator: Assoc. Prof. Dr. Ruxandra Ciulu

Date	Time	Course title	Lecturer/Coordinator	Hall/Class/ Lab. Building or Meeting Point
WEEK 1				
8 July (Mon) INTRODUCTION	08.45-10.00	Registration		Mihai Eminescu, Aula Magna entrance Building A
	10.00-11.30	Summer School opening ceremony		Mihai Eminescu Aula Magna
		Group Photo		Hall of Lost Steps
	11:30-13:30	A brief introduction in HR field. The need for strategic HRM (L)	Assist. Prof. Dr. Sebastian Urieși, PhD	C308, Building C
	16.00-19.00	Inter-generational perspectives (W) (optional)	Prof. Dr. Daniela Șoitu	Botanical Garden
9 July (Tue) CREATING VALUE	09:00-11:00	Reorienting HR to high added-value contributions (W)	Assist. Prof. Dr. Sebastian Urieși	C308, Building C
	11:30-13:30			
	15:30-19:00	Romanian Folk treasures (clothes and dances) W	Prof. Dr. Daniela Șoitu	University main entrance – the Two Lions, Building A
10 July (Wed) STRATEGIC ISSUES AND CHOICES	09:00-11:00	Strategic HR agenda – Part I (W)	Assist. Prof. Dr. Sebastian Urieși	C308, Building C
	11:30-13:30			
	16:00-19:00	Guided tour of the city: „Iași - Romanian Capital of Culture” (FA)	Lecturer Dr. Mihai Bulai	University main entrance – the Two Lions, Building A
11 July (Thu) CONCLUSIONS	09:00-11:00	Strategic HR agenda – Part II. A short recap. Conclusions. (W)	Assist. Prof. Dr. Sebastian Urieși	C308, Building C
	11:30-13:30			
	15:00-19:00	Visit of religious heritage of Iași: <i>Nicolae Domnesc</i> Orthodox Church and Iași Catholic Cathedral (FA)	Assoc. Prof. Dr. Dan Sandu & Assoc. Prof. Dr. Stefan Lupu	University main entrance – the Two Lions, Building A
12 July (Fri) FINAL TOUCHES	09:00-11:00	Closing arguments and evaluation	Assist. Prof. Dr. Sebastian Urieși	C308, Building C
	11:30-13:30			
	15.00-18.00	Introduction in kayaking (FA). (only by reservation). *Sports equipment required: head cover, sport shoes, long sleeve, short pants. No skills required. Also during rain.	Lecturer Dr. Alexandru Oprean	University main entrance – the Two Lions, Building A
	OR			
	16.00-19.00	Rroma culture (W/FA)	Prof. Dr. Daniela Șoitu	
19:00-21:00	JASSY reception		B.P Hasdeu Hall, Mihai Eminescu Central University Library	
13-14 July (Sat-Sun) DISCOVERY	09:00 Sat– 20:00 Sun	(Only by reservation) Field trip to Northern Moldavian region, in Northeastern Romania (FA) Cost: 100 euros – all included (transport, food, entry tickets, guide, accommodation). Ask coordinator for info.	Lecturer Dr. Mihai Bulai	University main entrance – the Two Lions, Building A



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13-14 July (Sat-Sun) OTHER OPTIONS	WEEK-END	* You will receive a full list of <i>week-end events and optional activities in Iași</i> upon registration (For those who don't chose the above Field Trip to Northern Moldavia)	Silviu Teodor Stanciu & Cosmin Ceucă	To be defined
WEEK 2				
15 July (Mon) WHAT IS EMPLOYER BRANDING?	09:00-11:00	The business case for employer branding (L)	Assoc. Prof. Dr. Ruxandra Ciulu	B417, Building B
	11:30-13:30			
	15:00-19:00	Wine tasting techniques (W)	Lecturer Dr. Mihai Bulai / Assoc.Prof. Dr. Ramona Danac	University main entrance – the Two Lions, Building A
16 July (Tue) BUILDING EMPLOYEE ENGAGEMENT	09:00-11:00	Moulding candidates into truly engaged employees (W)	Assoc. Prof. Dr. Ruxandra Ciulu	B417, Building B
	11:30-13:30			
	14.30-18:00	Guided visit of <i>Palace of Culture</i> , the Former Princinary Palace of Moldavia (FA)	Lecturer Dr. Mihai Bulai Prof. Dr. Daniela Șoitu	University main entrance – the Two Lions, Building A
17 July (Wed) STANDING OUT	09:00-11:00	Differentiation and employee value proposition development (L & W)	Assoc. Prof. Dr. Ruxandra Ciulu	B417, Building B
	11:30-13:30			
	16.00-18.00	Psychological profile (W) (optional)	Lecturer Dr. Daniela Zaharia	<i>Orest Tafrali</i> Bookstore, Building A, ground floor
18 July (Thu) SOCIAL MEDIA	09:00-11:00	Creating content for social media in SHRM (W)	Assoc. Prof. Dr. Ruxandra Ciulu	B417, Building B
	11:30-13:30			
19 July (Fri) PUTTING KNOWLEDGE INTO PRACTICE	08:00-13:00	Company guest / company visit & presentation of team projects	Assoc. Prof. Dr. Ruxandra Ciulu	B417, Building B
	13:00-14:00	Buffet Lunch		Hall of Lost Steps, Building A
	14.00-15.00	JASSY Summer School closing ceremony		<i>Mihai Eminescu</i> Aula Magna, Building A

L = Lecture

W = Workshop

FA = Field Application

Common activities for all modules

Test