

FACTS ABOUT IAȘI

1. A city of 390.000 inhabitants and 50.000 students
2. The Easternmost university city in the European Union
3. Birthplace of Romania (Union of Moldavia and Wallachia in 1859)
4. Vibrant IT hub; Iasi ranks 6th for 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 400.000 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 cities in Austria, Belgium, Cyprus, Denmark, France, Germany, Greece, Italy, the Netherlands, Spain, Turkey, UK, Egypt, Israel, Romania (see map)



JASSY

Summer School - 4th edition

SHRM

Iași, Romania
5-16 July 2021

STRATEGIC HUMAN RESOURCE MANAGEMENT



Alexandru Ioan Cuza University of Iași (UAIC)
www.uaic.ro/jassy

STRATEGIC HUMAN RESOURCE MANAGEMENT

Main data:

2 WEEKS

**LECTURES
WORKSHOPS
& INFORMAL
ACTIVITIES**

**6 ECTS CREDITS
300 € FEE***

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



* incl. Accommodation,
Breakfast & lunch during weekdays

● Direct flights to Iași
■ EU+EEA+CH countries

*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 organizational strategy
- discovering the role of HR in integrating the core competencies of the organization
- acquiring basic knowledge on HR processes linked to organizational outcomes
- assessing the importance of being a leader of change

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 the HR field. The need for a strategic approach
 - Strategic HR agenda. HR as Business Partner
 - Linking recruitment and selection process with organizational outcomes
 - Growing people for achieving organizational performance
 - Performance management and reward systems
 - Employee engagement and well-being
- HR – the leader of change
- The building blocks of Employer Branding (Company Guest)

Practical Activities:

- Case study analysis
- Poster presentation
- Visits to companies / Invited guest speakers from companies in Iași

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 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
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 2021). 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 2021 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.

UAIC Facts:

- Founded in 1860
- Top 3 Romanian Universities
- 500+ partner universities
- Top 2% in Europe in student exchange
- 15 Faculties (Schools)
- 227 Degrees in the 3 cycles (B/M/D)
- 25.470 students
- 1500 full-time staff



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