

People, Purpose, and Performance: Transforming HR for Tomorrow's Workplace

Blended Intensive Programme "Alexandru Ioan Cuza" University, Iași, Romania

Call for partners

What is it about?

The module aims at initiating trainees in Human Resources Management main topics providing them specific insights regarding the new way of doing HR within the recent workplace environment requirements. Within a volatile, uncertain, complex, and ambiguous (VUCA) world, dominated by digital transformation, globalization, shifting employees' expectations (related to remote/hybrid work, wellbeing, etc.), it is the HR responsibility to help organizations encompass the workplace challenges.

HR is the cornerstone of tomorrow's workplace, balancing technology and human-centric practices. By embracing agility, leveraging digital tools, and prioritizing employee engagement, HR professionals can drive purpose, performance, and organizational success in an ever-changing world.

The PPP module targets key themes to prepare HR professionals for the future of work, focusing on agility, technology, employee engagement, and performance.

Where?

"Alexandru Ioan Cuza" University of Iasi, Romania

When?

13 – 19 July 2026

Who should attend?

The program is designed for students (Bachelor, Master, or PhD) who are interested in Human Resources and Management.

Learning outcomes

Participants will learn future-ready recruitment strategies that align hiring with organizational goals. They will explore agile performance management, reward systems, and talent development for digital and soft skills. Additionally, they will gain insights into employee engagement, wellbeing, and fostering a human-centric workplace.

Benefits

4 ECTS Credits

Course structure. Main topics

The physical component consists of seven days of sessions from 14th of July to 20th of July. During this period, participants will engage in lectures and interactive discussions on key themes, including:

- HR as a Strategic Business Partner in the Digital Age
- Employer Branding in the Digital Age
- Future-Ready Recruitment: Linking Hiring to Organizational Outcomes
- Agile Performance Management and Reward Systems
- Talent Development for Digital and Soft Skills
- Humanizing Organizations: Employee Engagement and Well-Being

The program will also include a guided tour of the city, a welcome reception and a closing cocktail, a one-day trip and many other interesting activities.