

**Von:** LIANA-MARIA LUPU <[liana.lupu@ubbcluj.ro](mailto:liana.lupu@ubbcluj.ro)>

**Gesendet:** Donnerstag, 20. Juli 2023 10:16

**An:** LIANA-MARIA LUPU

**Betreff:** Erasmus+ Blended Intensive Program: Empowered Leadership: Managing People & Business Skills.

Dear partner,

It is our pleasure to announce and invite you to the ERASMUS+ Blended Intensive Program EMPOWERED LEADERSHIP: MANAGING PEOPLE & BUSINESS SKILLS.

Empowered Leadership: Managing People and Business Skills is an intensive program designed to enrich students' business skills in Romania's landscapes. This program is addressed to international students, aiming to initiate them in the fundamentals of people management, HRM practices, and business skills.

In this program, participants will explore the topics of empowered leadership in a multicultural setting, strengthening their ability to inspire, guide, and nurture talent. This program emphasizes human resource management (HRM) practices, enabling participants to understand how to attract, develop, and retain a diverse workforce in a global business environment.

Participants will have the opportunity to interact with Romanian students and businesses, understanding the most recent HRM practices and approaches to leadership. Through workshops, case studies, practical projects, and guided discussions, students will gain an in-depth understanding of effective HRM strategies and how to apply leadership principles to drive organizational success.

By the end of this program, participants will emerge as confident leaders, ready to navigate the diverse challenges of global business landscapes and drive people-centric growth in their organizations.

The program will be organized by the Universitatea Babeş-Bolyai, Cluj-Napoca, Romania – Faculty of Economics and Business Administration and the Centre for International Cooperation

Topics included in this program:

1. Empowered Leadership Essentials: Introduction to the key principles and practices of empowered leadership, with a focus on people management in a multicultural environment.
2. Global HRM Practices: An overview of human resource management practices from a global perspective, discussing the role of culture and diversity.
3. Talent Acquisition and Management: Understanding strategies for attracting, hiring, and retaining top talent in a competitive, global market.
4. Workforce Development and Training: Learn about creating effective training and development programs that cater to a diverse workforce's unique needs.
5. Performance Management and Feedback: Explore techniques to evaluate employee performance and provide constructive feedback to foster growth and development.
6. Diversity, Equity, and Inclusion: Understand the significance of cultivating an inclusive work environment that values diversity and promotes equity.
7. Employee Engagement and Motivation: Study the dynamics of employee engagement and motivation, and how to create a stimulating work environment.
8. Conflict Resolution and Negotiation: Master conflict resolution techniques and negotiation strategies specific to HRM.
9. Legal and Ethical Considerations in HRM: Understand the legal and ethical aspects that affect HRM in a global context.
10. Field Visits and Case Studies: Visit local businesses and engage in case studies to understand the practical application of HRM principles and leadership in Romania.

11. Capstone Project: Apply your learning to solve a real-world HRM challenge, demonstrating your understanding of people management and business skills.

Duration of the program

- 2 days online (March 14-15, 2024)
- 5 days on site in Cluj-Napoca, Romania (March 18-22, 2024)

Financial support

- Mobility scholarships, funded by the Erasmus+ program (for details, please refer to your home university Erasmus+ Office)
- Coffee breaks, courses and cultural activities will be covered by Babeş-Bolyai University with the support of the EU – Erasmus+ program.

Reasons to attend the summer program

- financial support from the ERASMUS+ Program
- form friendships and connections
- get a glimpse at Romanian academic and cultural life
- learn new skills
- get a crash course in a subject you may want to study
- receive a grade and 3 ECTS credits
- on request, on-campus accommodation at a reasonable price (approx. 7 EUR/night in triple room or 10 EUR/night in double rooms).

No participation fee.

· Contact persons:

Academic coordinator of the program: Prof. dr. Monica Zaharie,  
Faculty of Economics and Business Administration  
(e-mail: [monica.zaharie@econ.ubbcluj.ro](mailto:monica.zaharie@econ.ubbcluj.ro) )

and

Administrative coordinator: Dr. Carmen Țâgșorean,  
Centre for International Cooperation  
(e-mail: [carmen.tagsorean@ubbcluj.ro](mailto:carmen.tagsorean@ubbcluj.ro))

Hope you will join us and see each other in Cluj!

Have a wonderful summer!

With best regards,

**Liana LUPU**

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