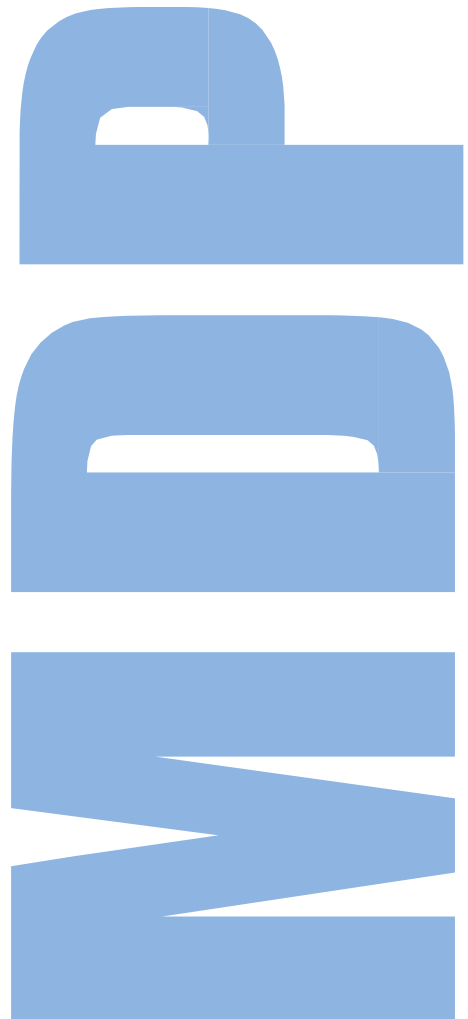# Management Development Program
On
HR Analytics

22 November -24 November 2024

MDP

Programme Director
Dr. Ritu Gupta

Indian Institute of Management Raipur

Introduction

Start using data to drive better, fact-based people decisions that ultimately benefit both the organization and its employees. As a People Analytics Specialist, you have a full analytics skillset that will enable you to drive data-driven decision-making throughout HR.

Replace gut feeling with data-driven decisions in HR
Help your business and employees thrive with evidence-backed HR policies. In this HR Analytics Foundations course, you will learn how people analytics can add value to both HR and the organization through real-life case studies. These case studies, taken from companies in different industries, will highlight how you can use data to solve pressing business problems and increase HR's strategic impact.

✓ Use People Analytics to identify workplace trends and measure policy effectiveness

✓ Learn about the four levels of analytics maturity and what they mean for your organization

✓ Study use cases on solving various problems with People Analytics

✓ Master the People Analytics cycle to improve critical talent and business outcomes.

Of all the departments in an organization, the Human Resource (HR) department may have the least popular reputation. This has two reasons. First of all, the HR department is like a doctor: you'd rather never need one. Picture your role from the other side – when you ask an employee to come by your office, something bad is likely to happen. You may need to reprimand, put on notice, or even fire your colleague. Good news, like getting a promotion, tends to come from an employee's direct manager. Not HR. Secondly, many regard HR as soft, old-fashioned and cost-center. A lot of the work in HR is based on 'gut feeling'. We're doing things a certain way because we've always done it that way. HR doesn't have a reputation of bringing in the big bucks or playing a numbers game like sales. HR also struggles to quantify and measure its success, as marketing and finance do.

HR data analytics changes all of this. A lot of the challenges we just described can be resolved by becoming more data-driven and savvy about HR and analytics.

Example questions include:

- How high is your annual employee turnover?
- How much of your employee turnover consists of regretted loss?
- Do you know which employees will be the most likely to leave your company within a year?

These questions can only be answered using HR data. Most HR professionals can easily answer the first question. But the next two questions require more understanding of analytics. As a HR professional, you collect vast amounts of data. Unfortunately, this data often remains unused. Once you start to analyze human resource challenges by using this data, you are engaged in HR data analytics.

Objectives

- Make better decisions using data
- Create a business case for HR interventions
- Test the effectiveness of these interventions
- Move from an operational partner to a tactical, or even strategic partner

Pedagogy

The pedagogy of the programs includes group exercises, focus group discussions, exercises, case studies, experiential learning, interactive lectures and field trips if required. We request all participants to please carry their laptop for this program.

Faculty

All sessions in this program will be taken by the faculty with subject matter expertise.

Duration and Venue

The Programme is scheduled during **22-24 November 2024,** and alternate dates are for **10-12 January 2025** at IIM Raipur, Atal Nagar, New Raipur.

Registration Fee

The registration fee per participant is **Rs. 6000/- + 2500/-** per day plus taxes as applicable **(on twin sharing basis)**. Registration fees per participant will be **Rs. 6000/- + 4500/-** per day plus taxes as applicable **on Single sharing basis.**
This includes an academic fee, programme kit for participants, boarding and lodging.
Payment can be made online by registering through the website.
Upon remitting the fees online, kindly intimate the EL& D Office with the UTR No /Relevant transaction details through email, so that we can connect your remittance to your nomination(s)

Last date

The last date for receipt of nominations for the Programme is **Two week before the commencement of program and the last date of withdrawal is one week before the commencement of program**. Any withdrawal request received after this duration will be subject to deductions as per the Institute's rules. In case of subsequent withdrawal or cancellation of nomination(s), no refund of fee will be allowed. However substitutes may be permitted with prior intimation.

A. PROGRAM OVERVIEW

👥	🪑	Session 1	☕	Session 2	🍽	Session 3	☕	Session 4
Day 0 Arrival	**9:30-10:00**	**10:00- 11:30**		**11:45- 1:15 PM**		**2:15-3:45 PM**		**4:00-5:30 PM**
Day 1:	Inaugural	Introduction to HR / People Analytics		Measuring HR – The role of Metrics		Data Visualization		Data Transformation
		09.30 – 11.00 AM		**11.30 – 01.00 PM**		**2.00 –3.30 PM**		**4.00 – 5.30 PM**
Day 2:	Case Discussion among peers	Predictive Analytics with R		D&I Analytics		Engagement Analytics		Learning & Development Analytics
Day 3:		Attrition Analytics		Performance Analytics		Text Analytics: Sentiment & Emotion Detection		Valedictory and Individual Implementation Plan Presentations

*Program Design is an intellectual property of Indian Institute of Management Raipur.

Inaugural day would look like

	Activity	From	To	Location
DAY 1:				
	Inauguration Event	9.30 am		Executive Classroom, 3rd Floor (Maina)
	Lighting of Lamp	09:30 AM	09.35 AM	Executive Classroom, 3rd Floor (Maina)
	Introduction to Program	09.35 AM	09:45 AM	Executive Classroom, 3rd Floor (Maina)
	Group Photograph	09:45 AM	10:00 AM	Management Development Centre
	Session 1	10:00 AM	11:30 AM	Executive Classroom, 3rd Floor (Maina)
	Tea Break	11:30 AM	11:45 AM	
	Session 2	11:45 AM	1:15 PM	Executive Classroom, 3rd Floor (Maina)
	Lunch	1.15 PM	2.15 PM	MDP Cafeteria
	Session 3	2.15 PM	3.45 PM	Executive Classroom, 3rd Floor (Maina)
	Tea Break	3.45 PM	4.00 PM	MDP Cafeteria
	Session 4	4.00 PM	5:30 PM	MDP Reception
	Program Dinner	8.30 PM		

Day 2

	Activity	From	To	Location
DAY 2:				
	Session 5	9.30 AM	11:00 AM	Executive Classroom, 3rd Floor (Maina)
	Tea Break	11:00 AM	11.15 AM	Executive Classroom, 3rd Floor (Maina)
	Session 6	11:15 AM	12:45 PM	Executive Classroom, 3rd Floor (Maina)
	Lunch	1.00 PM	2.00 PM	MDP Cafeteria
	Session 7	2:00 PM	3:30 PM	Executive Classroom, 3rd Floor (Maina)
	Tea Break	3:30 PM	3:45 PM	Executive Classroom, 3rd Floor (Maina)
	Session 8	3:45 PM	5:15 PM	Executive Classroom, 3rd Floor (Maina)

Day 3

	Activity	From	To	Location
DAY 2:				
	Session 9	9.30 AM	11:00 AM	Executive Classroom, 3rd Floor (Maina)
	Tea Break	11:00 AM	11.15 AM	Executive Classroom, 3rd Floor (Maina)
	Session 10	11:15 AM	12:45 PM	Executive Classroom, 3rd Floor (Maina)
	Lunch	1.00 PM	2.00 PM	MDP Cafeteria
	Session 11	2:00 PM	3:30 PM	Executive Classroom, 3rd Floor (Maina)
	Tea Break	3:30 PM	3:45 PM	Executive Classroom, 3rd Floor (Maina)
	Valedictory Session with Individual Implementation Plan Presentations	3:45 PM	5:15 PM	Executive Classroom, 3rd Floor (Maina)
	High Tea	5:15 PM	6:00 PM	Executive Classroom, 3rd Floor (Maina)

Enquiry

For any information regarding this programme, you may contact as below:
EL&D Office: eldc_office@iimraipur.ac.in Ph: 0771-2474669, 697

Program Director

Dr. Ritu Gupta has 10+ years' experience in academia. She has received several awards for her research work like Director's commendation for excellence in research and Outstanding Young Woman Management Researcher by AIMS International. She was an invited speaker at a seminar in The Hague, The Netherlands in 2015 for her work in retirement. She was a visiting scholar at Oklahoma State University, USA for the year 2011-2012.

Indian Institute of Management Raipur

The Indian Institute of Management (IIM) brand has now become synonymous with innovation, talent, and zeal for success and contribution to management. The Government of India set up IIM Raipur in 2010 to meet the growing demand for top-quality professionals. It is situated at Raipur in the state of Chhattisgarh-one of the fastest growing states of India, with its rich mineral, forest, natural and local resources. The Post-Graduate Programme in Management (PGP) was started in 2010, whereas Fellow Programme in Management (FPM) & Executive Fellow Programme in Management (EFPM) was

started in 2013. Executive Post-Graduate Programme (ePGP) was started in 2021.

IIM Raipur has grown and improved in quality, as evidenced by the NIRF ranking of management institutes, which moves up from 18th in 2016 to **11th** in 2023. IIM Raipur has delivered leadership development programs for several corporate partners in the past, positioning itself as one of the leading partners in nation building and active capacity building for skills required in future of work.

IIM Raipur offers top-notch management education on its 200-acre, state-of-the-art well-equipped lecture rooms, a library, a simulation lab, and a pleasant lodging campus in Atal Nagar, Naya Raipur. With the goal of becoming a highly regarded business school worldwide, IIM Raipur has partnered with numerous business schools in Europe, South America, Australia, New Zealand, and the United States for faculty and student exchange Programmes.

LOCATION

The IIM Raipur campus is located about 20 minutes' drive from the Swami Vivekananda Airport, Raipur.

For any Correspondence / Administrative enquiries, please feel free to contact below:
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