



Management Development Program On **HR Analytics** **10 - 12 January 2025**

Program Director
Dr. Ritu Gupta

Introduction (Program)

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. There are two reasons. First, the HR department is like a doctor: you'd 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 for bringing in 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 an 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
- Creating a business case for HR interventions
- Test the effectiveness of these interventions
- Move from an operational partner to a tactical, or even strategic partner

For Whom

The program is designed with a focus on managers & executives across the industry, corporations who are in the role of managing Human Resource, employee grievances and critical decision-making in competitive and innovative scenarios.

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 co-facilitated by the Program Directors along with the subject matter experts.

Duration and Venue

The Program is scheduled during **10-12 January 2025** and another slot is of **22-24 November** at IIM Raipur, Atal Nagar, New Raipur.

Registration Fee

The registration fee per participant is **Rs. 7500/- + 2500/-** per day plus taxes as applicable (**on twin sharing basis**). Registration fees per participant will be **Rs. 7500/- + 4500/-** per day plus taxes as applicable **on Single sharing basis**.

This includes an academic fee, program 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 Program 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.

Enquiry

For any information regarding this program, you may contact as below:

EL&D Office: eldc_office@iimraipur.ac.in Ph: +91 7880009845

About Program Directors



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. She has published research papers in journals of international repute and has presented papers in international conferences. She teaches industry relevant courses like Talent Management along with Organizational Behavior and Human Resource Management. She has completed certifications in Transactional Analysis 101, FIRO-B, Talent Acquisition, and HR Analytics Leader. She is involved in MDPs and works towards constantly learning and growing.

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 Program in Management (PGP) was started in 2010, whereas Fellow Program in Management (FPM) & Executive Fellow Program in Management (EFPM) was started in 2013. Executive Post-Graduate Program (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 **14th** in 2024.

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 Programs.

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 us:

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