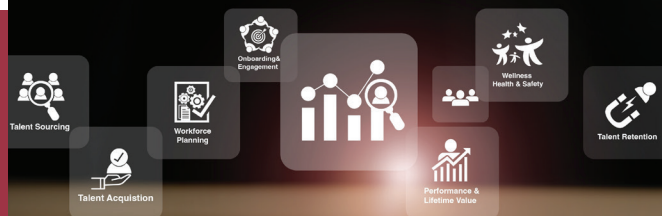




HR Analytics



Introduction (Programme)

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.

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.

Programme Director



Dr. Ritu Gupta

Assistant Professor, HRM & Organizational Behaviour

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.