भारतीय प्रबंध संस्थान रोहतक
Indian Institute of Management Rohtak

EXECUTIVE CERTIFICATION IN
HR ANALYTICS

Online Classes & Campus Immersion

nULEARN
®
#BeInDemand

14th Batch

ABOUT IIM ROHTAK

Indian Institute of Management Rohtak was established by the Ministry of HRD, Government of India by IIM Act 2017. IIM Rohtak is an institute of national importance as per the Ministry of HRD, Government of India.

Established in 2009, Indian Institute of Management Rohtak is a benchmark for top management education in India with a vision to become a global leader in due course. The institute has an enlightened and progressive leadership, acclaimed faculty members, extensive infrastructure and robust teaching pedagogy in place. It continues to impart knowledge in the management domain with a unique cross-functional perspective to prepare future leaders who can manage and create powerful organizations. To realize the vision of the Institute, IIM Rohtak is providing world-class education in management not only through full-time and regular programs but also through various long duration and short duration programs.

IIM Rohtak has been ranked amongst the top five IIMs in research. The institute offers a dynamic environment for high-quality research in all functional areas of management that will benefit various segments of business and society.

ABOUT NULEARN

Nulearn is one of the leading Ed-Tech startups in India. We partner with top IIMs and global business schools to curate and deliver the best and most relevant executive programs for working professionals. We deliver best-in-class service to our students, which is accomplished by our constant focus on quality, integrity, consistency and customer focus. Our state-of-the-art Learning Management System (LMS) ensures a smooth and high quality learning experience for professionals. Learn from anywhere and take your career to the next level with Nulearn.

6 years old program | Admissions open for 14th batch

ABOUT THE PROGRAM

The human resources function in today's organizations has moved ahead from a transaction oriented cost center to a value-added business partnership approach. Analytics has played a critical role in this journey of HR transformation. This program will specifically focus on the applied methods and techniques with an output orientation for improving the human resource functions in large scale organizations. The frameworks, models, and hands-on analytical approaches will equip the participants with developing the SMART (specific, measurable, attainable, reliable, and time bound) targets and identifying business contributions of the HR function in their respective organizations.

Analytics is always an important topic and trend in every part of business and HR is also not far behind.

OBJECTIVES:

- To be able to take strategic decision using predictive analytics in HR
- To improve organizational performance through high quality talent related decisions
- To expose HR fraternity to critical HR issues associated with business
- Discuss various real world scenarios where analytics has been utilized to solve complex HR problems
- To discuss the important key issues in building effective HR analytics solutions

WHO SHOULD ATTEND?

- This program will be useful for managers in multinationals, Indian business firms, public sector enterprises, start-up and entrepreneurial ventures, service and individual consultants who are directly or indirectly involved with managing human resource functions
- Candidates from Recruitment background who wish to move into generalist profile
- HR Executives, Managers, Heads who wish to advance their HR analytical skills and move into more strategical roles
- Fresh HR Graduates who wish to learn advanced HR systems, processes and analytics
- HR Business partners

PROGRAM HIGHLIGHTS

CERTIFICATION FROM IIM ROHTAK

Opportunity to earn certificate of completion in HR Analytics from Indian Institute of Management Rohtak.

WEEKEND ONLINE & INTERACTIVE CLASSES

Classes are held on weekends so that learning and work can be managed together and it's easy for working professionals to attend lectures.

INDIA'S TOP FACULTY PANEL

Learn from top IIM faculty panel - Classes by highly qualified professors in the field of Human Resource Management.

INSIGHTS INTO HR ANALYTICS

Learn to use analytics in HR topics such as training, recruitment, KPI, talent retention, decision making and more.

EXPOSURE TO TOOLS

Learn HR Analytics using the latest tools SPSS, R and Advanced Excel.

CASE BASED SESSIONS

Real life case-based study pedagogy to enhance implementation of theoretical concepts to real life problems.

CAMPUS VISIT

Sessions at IIM Rohtak campus at the end of the program. Interact with faculty members and batch peers.

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PROGRAM OUTLINE

Introduction to the Program: A Strategic Perspective of HR Analytics
- Aligning HR Analytics & Organizational Strategy
- Teaching through case studies, simulations & in class exercises

HR Audit and Benchmarking
- The audit process
- Recruitment and selection process audit
- Employee administration process audit
- Computer based data management system audit
- Statutory compliance audit
- HR audit measures
- Human Resource Auditing as a tool of Human Resource Valuation

Career Progression & Workforce Deployment Metrics
- Employees per manager
- Employee service profiling
- Workforce age profiling
- Workforce service profiling
- Churn over index
- Separation clearance time

Recruitment Metrics
- Fill-up ratio, Time to hire, Cost per hire
- Early turnover, Termination during probation
- Channel efficiency mix in terms of Direct hires, Employee referral hires, Agency hires & Lateral hires
- Offer reject and renege, Fulfilment ratio, Quality of hire
- Recruitment to HR cost

Diversity Metrics
- Workforce diversity index
- Gender mix
- Differently abled index
- Implementation challenges

Tableau in HR analytics
- Using Tableau in HR

Training & Development Metrics
- Percentage of employee trained
- Internally and externally trained
- Training hours and cost per employee, ROI calculation

PROGRAM OUTLINE

Talent Retention Metrics and Talent Analytics Maturity Model
- Retention index
- Voluntary and involuntary turnover
- Turnover by department, grades, performance, and service tenure
- Internal hired index

HR Metrics Dashboard Using Excel
- Process of development of dashboard
- Essential criteria
- Leading and lagging indicators
- Selection of appropriate metrics
- Sources of data

KPI Dashboard using Excel
- Criteria of creating KPI Dashboard
- Creating a sales KPI Dashboard through 9 Box Grid

HR KPI Scorecard using Excel
- Calculating HR KPI
- Scorecard based on recruitment, training and development

Technology and Human Dimension
- Sensemaking of digital revolution: AI, Big Data, Augmented Reality, Automation
- Managerial competencies required in digital
- Deep Thinking

Tableau in HR Analytics
- Using Tableau in HR

Using social media in HR
- Uses of Social media for recruitment
- Social media as a tool for employer branding

Employee Gamification: As a Recruitment Technique and as an Employee Engagement Technique
- What is gamification
- Why companies use gamification
- How gamification can help in recruitment and selection
- What is employee engagement
- Employee engagement survey
- Use of gamification in employee engagement

PROGRAM OUTLINE

Designing HR Balanced Scorecard
- Learning and growth perspective
- Customer perspective
- Business process perspective
- Financial perspective
- Implementing Human Resources Balanced Scorecard

Using R in HR Analytics
- Hands-on exercise using R

Advanced HR Analytics for decision making
- Hands-on exercise using SPSS

Advanced HR analytics for decision making using SPSS
- Regional and country level differences in turnover data
- Predicting individual and team turnovers
- Turnover costs for business implications
- Selection decisions from previous performance data
- Predictive modelling of individual and team performance
- Identifying flight-risk candidates
- Process of report generation

Developing a HR Analytics Unit
- Go to market model
- Developmental model
- Structure, team, stakeholders/sponsor/champion
- Analytics culture
- Working with consultant/coaches

Group Presentation by Participants
- Group presentations at Campus

TOOLS USED

Introduction

- Introduction to Tableau
- Data Connection
- Tableau Environment

Basic charts

- Text Tables
- Highlight Tables
- Pie Charts
- Bar Chart
- Stacked Bar Chart
- Side by Side Bar Chart
- Line Chart Continuous
- Line Chart Discrete

Analytics

- Analytics

Advanced charts

- Scatter Plot
- Tree Map
- Symbol Map
- Filled Map
- Dual Line Chart
- Dual Combination
- Box and Whisker

Formatting

- Filters, Totals, Highlighters, Groups
- Table Calculations
- Sparklines
- Word Cloud

Conclusion

- Dashboard
- Story

Minimum 60% attendance is required in Tableau Masterclasses to get certificate.

EMINENT FACULTY PANEL

Dr. Rama Shankar Yadav
PhD (IIM Ahmedabad)

Dr. Koustab Ghosh
PhD (IIT Kharagpur)

Dr. Ankur Jain
PhD (IIM Bangalore)

Dr. Shivendra Kumar Pandey
PhD (CSJM University Kanpur)

Dr. Sanket Sunand Dash
Fellow (IIM Ahmedabad)

Dr. Abhishek Singh
PhD (IIT Roorkee)

Mr Vineet Budhiraja
MBA (University of St.Gallen)

Dr. Ashwani Kumar
PhD (IIT Roorkee)

Dr.Kuldeep Baishya
PhD (IIM Shillong)

COURSE DELIVERY

Duration: 5 months blended
Delivery mode: Nulearn Plug n Learn
Frequency: 5 classes per month

COURSE SCHEDULE

Timings: Every Sunday & 2nd Saturday in a month
4:05 PM- 6:55 PM (including 20 mins break)

Course Commencement Date: 28th August 2022

COURSE PEDAGOGY

The form of delivery would be Blended (Campus, Self-pace and Online), two Days workshop shall be conducted at the end of the course for project submission. Rest, all sessions will be through digital platform and shall be delivered LIVE by eminent faculty of IIM Rohtak. Students will also be provided access to the Self Service learning through which they may access Webinars, past projects, assessments, notes, Alumni testimonials etc. Throughout the duration of the course, students will have the flexibility to approach to the Professors, during the class or after the class to clear their doubts.

ELIGIBILITY

- Graduation or equivalent degree from any recognized University or Institution.
- Working professionals
- Corporate Nominated (Graduation criteria may be considered for exemption in cases where participants have some prior experience in HR domain).

PAYMENT MODE

Online payment or DD in favor of "Human Racers Advisory Private Limited" payable at "New Delhi".

ASSESSMENT CRITERIA

Periodic evaluations have been built in throughout the duration of the course in the form of quizzes, assignments, projects, case studies and other objective/subjective assessments. The evaluations are designed to ensure continuous student engagement and to encourage learning. Students who successfully clear the same along with the requisite attendance criteria will be awarded a Certificate from IIM Rohtak.
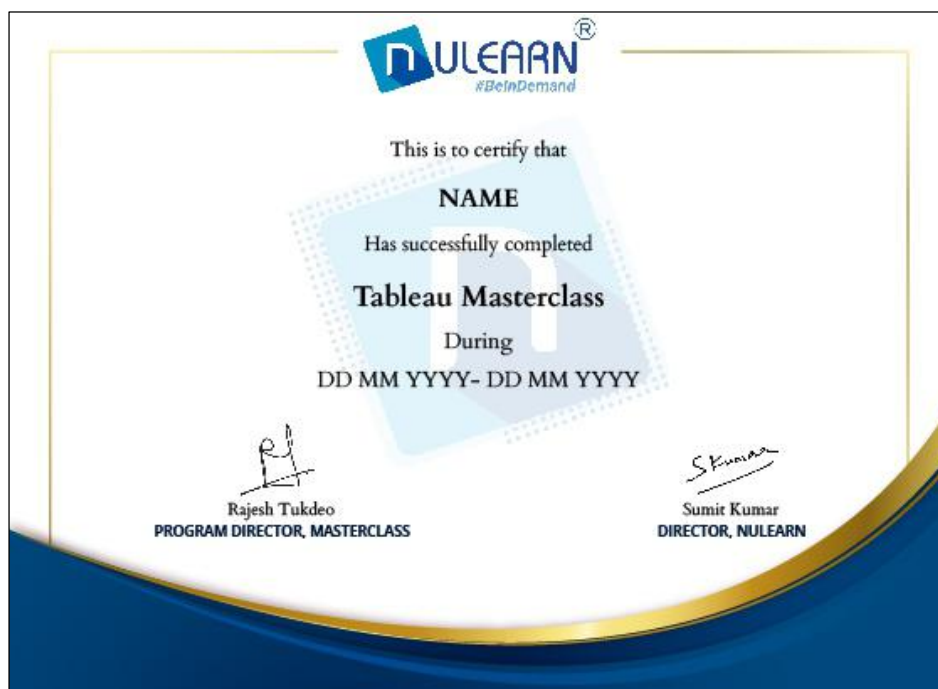
HOW TO APPLY

To apply, working professionals can register at https://www.nulearn.in or call at 7669629222 (Toll Free).

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SAMPLE CERTIFICATE

NOTE :- This is a sample certificate. Subject to change.

70% attendance is mandatory to receive the certification.
The certificate shall not be issued in case of attendance less than 70%.

NOTE :- Minimum 60% attendance is required in Tableau Masterclasses to get certificate.

FEE STRUCTURE & EMI PLAN

Program Fee

For Indian Residents   **INR 70,000 + GST***

For International Students $1,650

*Application Fee of 500/- INR to be paid at the time of registration.

Installment Schedule

1st   INR 20,000 + GST* / $500   Payment Deadline - On selection
2nd   INR 25,000 + GST* / $550   Payment Deadline - 20th July 2022
3rd   INR 25,000 + GST* / $600   Payment Deadline - 20th September 2022

* Loan option available in 6, 9 & 12 EMIs
* EMI dates may vary on a case to case basis

* Tableau Masterclass worth Rs 20,000/- complimentary for participants enrolling before 15th August

Admission & Technology Partner

Nulearn

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Contact No: 7669629222