

## **HR Analytics**

**Duration: 2 days**

**Date : July 22-23, 2019**

**Programme Director: Prof. Subir Verma & Prof. Chandra Sekhar**

**Fees : Rs. 16,000 (Non-Residential)\***

**: Rs. 28,000 (Residential)\***

**Plus GST @18%**

### **Introduction**

Recently, organisations of all sizes and geographical representation have been trying hard to manage the challenges of the human capital issues. Hence the need to be adept at planning and interpreting your organization's "people metrics" has grown in order to steer business performance. But the challenge then is to understand the HR analytics in order to uncover meaningful insights and improve decision making about people. At the same time linking these insights with the overall strategies of an organisation is equally important. Here HR A also tries to sync the talent activities and the organization as a whole.

Research has shown that high performing organisations are more likely to understand and use HR analytics. This program would help understand the basic underpinnings of HR analytics, the process, and application of an effective HR analytics program. Also, given their promising potential, the interest in using data from social media in HR analytics has gained importance recently. Hence it would be relevant to explore some key applications and discuss challenges involved therein.

This program will help the participants to understand the underlying meaning and importance of HR analytics and to equip themselves with the knowledge of the techniques and tools of HR analytics, and their application.

### **Objectives**

- Understanding the relevance of the emerging field of HR analytics
- HR Analytics and using their insights impactfully
- Understand the crucial role of HR analytics for leveraging HR activities
- Aligning HR Analytics and Business Strategies
- Linking social media and HR analytics for business performance.

### **Contents**

- Evolution and Conceptual understanding of HR Analytics
- Developing insights from HR analytics
- Data sources, Statistical tools and techniques
- Leveraging and Aligning HR activities with HR Analytics

- Social media as a data source for HR analytics
- Linking HR Analytics with the HR strategies to business outcomes

### **Methodology**

A blend of interactive discussions, case studies, individual and group exercises, and experience sharing.

### **Who should attend**

Senior and middle level executives of public and private sector organizations largely in HR domain, HR Heads, HR Managers, Strategic Planners, Consultants, or independent practitioners. However, the programme will also be useful to other managers who are facing people related challenges and interventions.