

HR ANALYTICS

Course Duration	60 Hours (2 Credit)
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CERTIFICATE COURSE

60 Hours	Title: HR ANALYTICS	2 Credit
Course Objective		
<ul style="list-style-type: none"> ➤ To inculcate in students an understanding about employee engagement and measure outcome driven through data profiling. ➤ To help students identify metrics that leads to attrition in an organization. ➤ Understanding importance of HR Management related business decisions taken in an organisation. ➤ Examine the importance of employee engagement and key drivers that affect it. 		
Learning Outcome		
<ul style="list-style-type: none"> ➤ To be able to understand, analyze and communicate the concepts and theories of HR Analytics. ➤ To having an understanding of Human capital Benchmarking. ➤ Leveraging Data/Analytics to match Management decisions. ➤ Deriving key insights using HR Management and Analytics to take crucial business decisions. 		
Course Contents		
Unit 1	Introduction to People Analytics	14 Hours
Introduction- Evolution of HR, HR Analytics-People Analytics- Workforce Analytics-Meaning, Core concepts, Past to future analysis, HR evolution, need for HR reporting, HR metrics, Analytical models, Stages of analytics, Tools and software used, Social media impact, People Analytics Factsheet.		
Unit 2	Performance Evaluation	10 hours
Introduction, Meaning, Evaluation Process standards, Performance standards approach, Evaluation model, Steps in performance evaluation system, Relevance of performance criteria, setting objectives and measuring performance, Sources for evaluation, Modern performance appraisal methods, Setting KPI's, Benefits of employee performance evaluations-Protection against litigation. Advantages and issues in PE.		
Unit 3	Human capital Benchmarking	12 hours
Benchmarking-Meaning, Need, Features, types, process tools and techniques, strategies, Ethical benchmarking of HR analytics, code of conduct, Do's and Don'ts in HR benchmarking, benchmarking reports- Content, Bad benchmarking. Benchmarking gap analysis model.		

Unit 4	Strategic Workforce Planning (SWP)	12 hours
<p>Meaning, importance, basic principles of SWP, Workforce planning and HR analytics, Steps, Workforce planning Criteria, Diagnosis of current SWP practices, SWP process, Strategic fit, Strategic thinking and planning process, WP- model, direction, Demand forecast, Supply projections. SPADIC process cycle. Anticipate the future- Leverage scenario analysis to plot potential futures decision.</p>		
Unit 5	Talent management	12 hours
<p>Meaning, Purpose of managing talent, TM model, process, benefits, types, approaches, strategies. Talent gap- Strategies to reduce talent gap-TM methodology-Employee motivation, theories-Onboarding-Importance, Advantages, Key personnel of Onboarding, Principles, Stages, virtual on boarding. Employee engagement- types, strategies. Learning and development(L&D), Employee retention- factors, strategies. Recent trends in TM, Case studies on companies.</p>		

Suggested Readings-

- The Practical Guide to HR Analytics: Using Data to Inform, Transform, and Empower HR Decisions- Shonna D. Waters PhD, Valerie Streets, Lindsay McFarlane, and Rachael Johnson-Murray
- Predictive HR Analytics: Mastering the HR Metric- Dr. Martin Edwards and Kirsten Edwards
- HR Analytics: Understanding Theories and Applications- By Dipak Kumar Bhattacharyya
- Human Resource Management: People, Data, and Analytics- By Talya Bauer, Berrin Erdogan, David E. Caughlin, and Donald M. Truxillo
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