

# EXECUTIVE PROGRAM IN STRATEGIC HR ANALYTICS

6 Months | Online, Top Faculty led



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# About the Program & IMI, Delhi

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Dear Participants,

Welcome to the **Executive Program in Strategic HR Analytics** at IMI Delhi Campus! It is my honor and privilege to address you as the Professor and Chairperson of this esteemed institution and congratulate you on your decision to embark on this transformative journey.

The **Strategic HR Analytics Program** at **IMI Delhi** is carefully crafted to equip you with the skills, knowledge, and perspectives necessary to excel as dynamic and visionary leaders in today's ever-evolving business landscape.

Whether you are an experienced executive seeking to enhance your analytics & leadership capabilities or a professional aspiring to take on greater responsibilities, this program will provide you with a **solid foundation for personal and professional growth**.

Our program stands out for its **rigorous curriculum**, delivered by renowned faculty members who are experts in their respective fields. Through a blend of online lectures, case studies, and experiential learning, you will gain insights into the latest analytics theories, industry trends, and best practices.

The Strategic HR Analytics Program at IMI Delhi will provide you with the tools and insights to **become Data-Driven HR leaders** who drive organizational growth and positive change.

Once again, congratulations on your decision to join the Strategic HR Analytics Program at IMI Delhi Campus. I wish you a rewarding and fulfilling learning experience ahead.

Warm regards,

**Swati Dhir**

Associate Professor & Chairperson  
PGDM-HRMS, IMI Delhi



# Why IMI Delhi Strategic HR Analytics

**IMI Delhi**

Learn from India's First  
Corporate backed b-school

**Top  
Ranked**

Ranked among India's  
Top Business Schools

**Alumni  
Status**

Get Executive Alumni  
Status from IMI Delhi

**Campus  
Immersion**

Attend One Day Campus  
Immersion @ IMI Delhi

# Who should Enroll in this Program

Unlock your analytics & leadership potential with the Strategic HR Analytics Program. Ideal for **emerging leaders and ambitious professionals**. Deepen your HR Analytics expertise to empower decision-making and elevate leadership skills. Designed in a **step by step** manner to cater to HR Professionals at all levels.

**Talent Acquisition  
Professionals**

**HR  
Managers**

**Entrepreneurs**

**HR  
Consultants**

**Department  
Heads**

**HR Business  
Partners**

**HR Heads**

**L&D  
Professionals**

**Business  
Leaders**

# Why choose IMI Delhi for Strategic HR Analytics Program?

## India's Top Business School

IMI New Delhi was set up in the year 1981 and is India's first corporate sponsored business school. Almost 4 decades of success have cemented this institute's reputation.

## Gain Competitive Professional Edge

Completing a Strategic HR Analytics Program can provide you with a competitive edge in the job market and new opportunities.

## Experienced Faculty

The faculty at IMI are highly experienced in their respective fields and bring a wealth of knowledge and expertise to the classroom.

## Strong Executive Alumni Network

IMI, Delhi has a strong alumni network, which provides valuable networking opportunities and access to a wide range of industries and sectors.

## Accelerate Your Career with HR Analytics

The program is designed for both HR & Non-HR professionals who aspire to become data driven HR

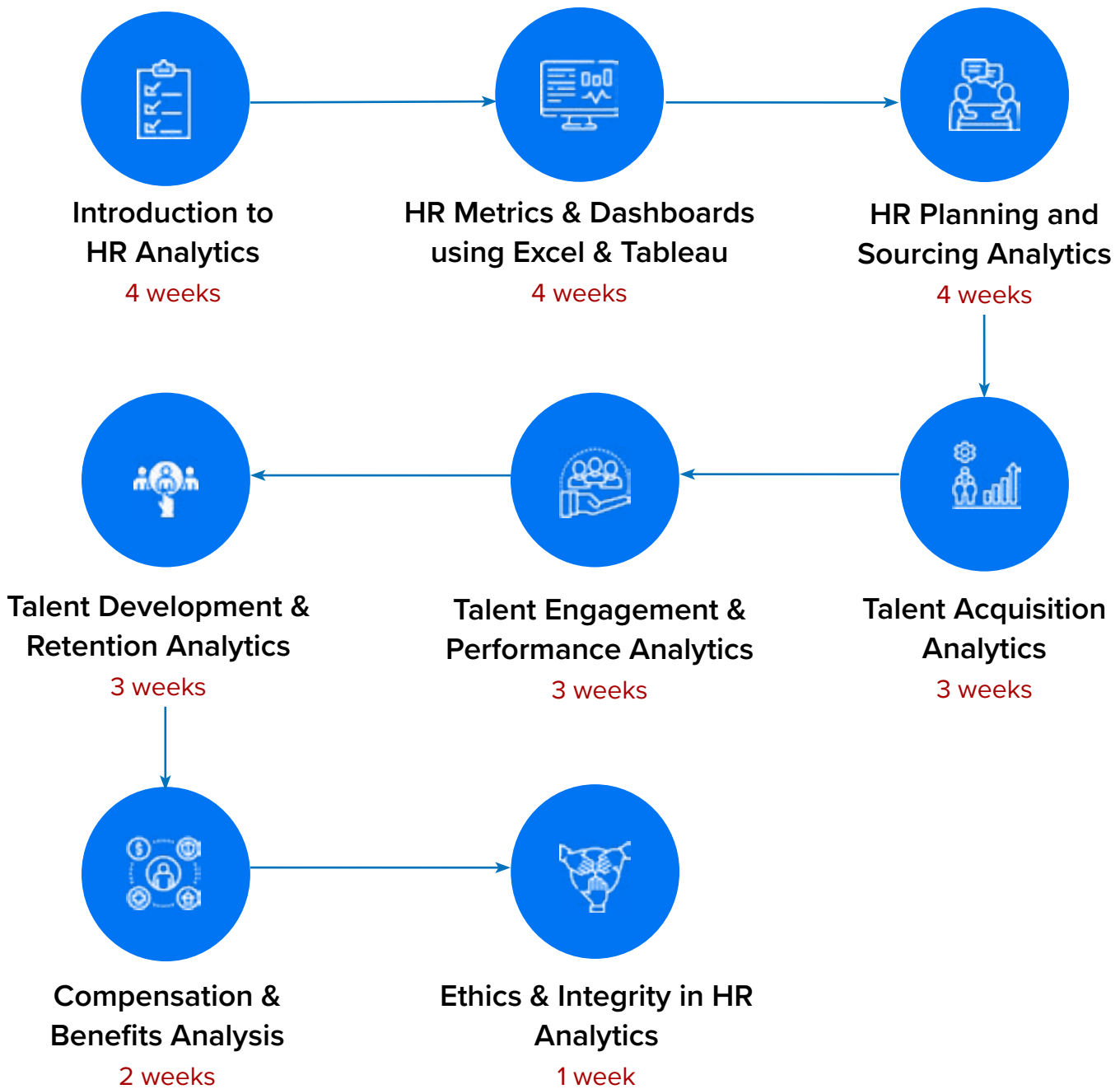
## Unlock New Opportunities

Build in-depth skills, master tools and get ready to crack top roles like HR Analytics Consultant, HR Manager, HR Partner & HR Leader

# A Learning Experience Unlike Any Other

	IMI	Others
Alumni Status	✓	✗
Campus Immersion	✓	✗
HR Simulation	✓	✗
HR Analytics Hackathon	✓	✗
Live Online Lectures	✓	✗
Scholarship	✓	✗
BYOP (Bring Your Own HR Product)	✓	✗

# Learning Path







Up Next >>

STRATEGIC HR ANALYTICS

# PROGRAM SYLLABUS



Learn what matters in 6 months!

# What you'll learn

## Module 1 - Introduction to HR Analytics

- Topic 1:** Basics of People Analytics
- Topic 2:** A) Understanding Concept of Artificial Intelligence (AI) & Machine Learning  
B) Introduction to Various Machine Learning Tools
- Topic 3:** Basic Statistics Tools and its Application
- Topic 4:** Identifying Cause-and-Effect Variables
- Topic 5:** Basic Statistical Tools & its Applications
- Topic 6:** Applying Technique Based on Nature of Problems & Variables
- Topic 7:** Human Capital Analytics Continuum
- Topic 8:** Application of AI and ML tools in HR functions

**GROW360**

**Case 1: GROW:** Use of artificial intelligence to screen human Intelligence



**Case 2:** Connecting people investments and business outcomes at Lowe's: Using value linkage



# What you'll learn

## Module 2 - HR Metrics & Dashboards Using Excel & Tableau

- Topic 9:** Understanding Descriptive and Diagnostic Analytics
- Topic 10:** Developing Relevant Problem Statement Based on Context
- Topic 11:** Identifying Ways to Measure Various Attributes in HR
- Topic 12:** Developing Various HR Metrics in Different Functions of HR
- Topic 13:** Data Visualization through Dynamic Dashboards in Excel & Tableau
- Topic 14:** Understanding Various Patterns Emerging from Data Visualization

### **APL**

**Case 3:** Apturja Power Limited: HR Analytics

### **verizon**<sup>✓</sup>

**Case 4:** Verizon Communications Inc.: Implementing a Human Resources Balanced Scorecard

## Module 3 - HR Planning and Sourcing Analytics

- Topic 17:** Introduction to Strategic HR Planning
- Topic 18:** Identifying Demand-Supply Gaps & Predicting Future Demands for Workforce
- Topic 19-20:** Workforce Forecasting and Planning
- Topic 21-22:** HR Planning Techniques (Scatter Plots, Trend Analysis, Ratio Analysis, Transition Matrix and so on)

# What you'll learn

**Topic 23:** Sourcing Optimization for Hiring

**Topic 24:** Developing Various HR Metrics for Measuring Sourcing Efficiency and Effectiveness



**Case 5:** Powertech India: Redesigning Workforce Composition By IVEY Publishing



**Case 6:** Measuring Results of HR Function: Case of the Société de transport de Montréal's Staffing and Workforce Planning Division by Cae center

## Module 4 - Talent Acquisition Analytics

**Topic 25:** Introduction to Talent Acquisition and Employer Branding

**Topic 26:** Understanding Factors Responsible for Selection of Key Talent

**Topic 27:** Acquisition Efficiency (Time, Volume, and Resources) and Effectiveness (Quality of Hire) Assessment

**Topic 28:** Return on Investment Analysis for New Talents

**Topic 29-30:** Developing Relevant Metrics for Gamification and Predicting Renege Rates.



**Case 7:** EdGE Networks: Making HR Intelligent

# What you'll learn

## Module 5 - HR Planning and Sourcing Analytics

- Topic 31:** Introduction to Employee Engagement & Performance Management
- Topic 32-33:** Measuring Impact of Engagement Initiatives on Performance
- Topic 34-35:** Assessing Key Talents Using Cluster Analysis; Performance and Potential Assessment using Predictive Analytics.
- Topic 36:** Predicting Promotion Likelihood Using Predictive Analytics

### **MCF Inc.**

**Case 8:** Money Cash Flow Inc: HR Analytics applied to employee retention and Wellbeing issues

### **Barney**

**Case 9:** Case 7: HR Analytics at Barney

## Module 6 - Talent Development and Retention Analytics

- Topic 37:** Introduction to Talent Development and Retention Analytics
- Topic 38:** Training Need Analysis Using Descriptive Analytics
- Topic 39:** Measuring Training Effectiveness Using Pre-Post Analysis in Performance
- Topic 40:** Assessing Exit Interviews to Understand Employee's Concern Using Text Analytics

# What you'll learn

**Topic 41:** Analysing Employee Emotions and Mood Using Various Chatbots Through Social Media Analytics

**Topic 42:** Measuring Renege Rate and Attrition Analysis



**Case 10:** Harvard Case Study: Semicon India: Demystifying Work force Analytics

## Module 7 - Compensation and Benefits Analysis

**Session 43:** Understanding Most Effective Benefit Schemes

**Session 44:** Measuring Employee Satisfaction With Rewards Management

**Session 45:** Understanding Relationship Between Performance and Rewards

**Session 46:** Impact of Monetary and Non-Monetary Rewards on Performance

## Key Tools Covered in the Program



# What you'll learn

## Module 8 - Ethics and Integrity in HR Analytics

**Session 47:** Understand & Address Ethical Implications While Using HR Analytics Tools

**Session 48:** Data Protection Regulations While Using Personal Data of Employees



**Case 11:** Harvard Case Study: Ethical Programming of Algorithms: How to Deal with Ethical Risks of AI Tools for Hiring Decisions?

# Learn from India's Leading HR Analytics Expert

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Welcome to the **Executive Program in Strategic HR Analytics from IMI New Delhi!** I am excited to lead this program. A little bit about myself: I am Associate Professor and Chairperson of the PGDM (HRM) program at the International Management Institute New Delhi.

Previously, I served as an Assistant Professor at the esteemed Indian Institute of Management (IIM) Ranchi. I am a Phd from Indian Institute of Management (IIM) Lucknow where I specialized in the field of Organizational Behavior & Human Resource Management. I am also the Author of a **Textbook on HR analytics “HR Analytics: Theory and Application Techniques”**. We'll be frequently referring to this book in this program.

This program offers you an opportunity to develop **analytical skills and mindset** to tackle HR problems at every stage of an employee lifecycle. More importantly, this program equips you with the **tools and skills you need** to differentiate yourself and accelerate your career growth.

***“This Program is Designed to Help Participants  
Become **Data Driven & Analytically**  
Strong HR Professionals”***



**Prof. Swati Dhir**

Associate Professor & Chairperson  
PGDM HRM





# World Class Learning Experience

Experience a dynamic and engaging environment that inspires and challenges you to think critically. Become a worldclass HR Leader through hands-on learning, collaboration, and interaction with experts in the field.

## Live Classes

Online Interactive

## Top Faculty

from IMI, Delhi

## Lifetime

access to study material

## HR

Simulation

## BYOP

HR Focussed

## Analytics

Hackathons

# Key Program Highlights

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**6 months**

Comprehensive  
Learning

**80+**

Hours of Live  
Classes

**8**

Modules

**1**

Campus Immersion

**4**

Career Assistance  
Sessions

## Get Executive Alumni Status from India's Premier Institution

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# Career Support with 4 Powerful Sessions

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Upon enrolling in the program, you will have access to Accredian Career Support module. This module includes comprehensive career development sessions aimed at enhancing your job profile and helping you excel in your interviews.

## RESUME PREP

We'll help you build a sharp Resume.

## 1-ON-1 CAREER COUNSELLING

Get a dedicated career coach for you!

## SIMULATED MOCK INTERVIEWS

Participate in mock interviews and be prepared.

## INTERVIEW RESOURCES

Get access to 2023 interview resources.

*The Career Services provided by Accredian are intended to empower you to actively manage your career and are not a promise of employment. It should be noted that IMI, Delhi Executive Education is not involved in any capacity with the Career Services offered by Accredian.*

# The **IMI DELHI** Advantage

## HR Simulation

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Immerse yourself in the HR Simulation, a unique program experience. Solve real-world HR challenges with a dynamic, interactive approach. Collaborate in groups, analyzing problems from various HR functions. Gain hands-on experience and develop vital teamwork and problem-solving skills. Deepen your understanding of HR operations and data driven decision-making.



## BYOP: Bring Your Own HR Product

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Unleash your creative prowess and conquer HR challenges head-on with our groundbreaking event, BYOP - Bring Your Own HR Product. Showcase your unique HR solution, collaborate with like-minded innovators, and ignite a revolution in HR practices.

# Admission Process

**Apply**

Apply at [imi.accredian.com](https://imi.accredian.com)

**Review**

IMI will Review Your Application.

**Admission**

Complete your Enrolment by Paying Program Fee.

**Start**

Selected Candidates will receive Admission Letter.

## Application Deadlines

Program Fee: INR 1.2 Lakhs + GST

Round	Date	Seats	Scholarship	Applicable Fee
1	31 Aug 2023*	10	INR 40,000*	INR 80 K + GST
2	15 Sep 2023	20	INR 25,000	INR 95 K + GST
3	30 Sep 2023	30	NIL	INR 1.2 L + GST

\*Additional 10K Scholarship for Women Participants (Women in Analytics Scholarship)

# Program Snapshot

## START DATE

7 October 2023

Timings: 9 AM - 12 PM IST

Online Classes On Sundays

## DURATION

6 Months

## WEEKLY SCHEDULE

Online classes on Sundays

Self practice/assignments on weekdays

## ELIGIBILITY CRITERIA

Total Years of Experience: **1+ Years**

Education: **Graduate** (*more than 50% score*)

## PROGRAM FEE

INR 1.2 Lakh + GST

EMI Options Available!

**Speak with Program Mentor**



+91 78276 44070



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admissions@accredian.com



www.accredian.com

# Premier Learning Partner | Accredian

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Accredian is an academic institution dedicated to education and research in next-generation technologies like artificial intelligence, machine learning, data science and product management. Through its industry-focused programs, Accredian aims to arm working professionals not only with skill sets like Data Science and Product Management but provide them with a transformative learning experience to help them move up in their careers.

Our mission is to make world-class education accessible & enable high impact careers for everyone.

**10,000+**

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Alumni Network

**80%**

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Positive Career  
Impact

**4.5/5**

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Program  
Satisfaction

**1.6 Million**

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Class Hours  
Delivered

