

Management Development Program

On

“HR Analytics – Making Informed Decisions”

July 22-24, 2020



Program Director: Prof. Swati Dhir



INTRODUCTION

"Everything that can be counted does not necessarily count and everything that counts cannot necessarily be counted."

---Albert Einstein

We live in the age of analytics. Nowadays, organizations have plenty of data but most of the times managers are unable to interpret the data meaningfully and make informed decisions. In the present scenario, HR managers are expected to understand the data and learn the necessary tools to analyze the data in more meaningful way. With the help of descriptive, predictive and prescriptive analytics, HR managers can estimate the future likelihood as well as can come up with right interventions at right time.

HR analytics enables organizations to use the wealth of employee data in making better and informed decisions about their workforce and improve organizational performance. The environmental uncertainty makes it imperative for HR professionals to learn the important quantitative and qualitative tools to analyze the variety of data. As per the requirement in different areas of HRM, they can design interesting HR process metrics by using the combination of right attributes and its ratios. HR analytics will help HR professionals to make a smooth transition from an overtly transactional role to more transformational role in the organizations and become the strategic business partners to support the organizational growth and development.

This is an introductory program for HR professionals and academicians who wish to understand the topic and its application in a systematic and structured manner. The program will help participants utilize the various means of HR digitization through technology, use of HR analytics in decision making, estimating the future likelihood and designing the policies for future accordingly.

OBJECTIVES

The program has been designed to help participants understand the role of analytics in making effective and informed decisions for various direct or indirect issues in human resource management. The Program will focus on familiarizing the participants with sophisticated Data Mining and Business Analytics (BA) techniques in the context of human resource (HR) related data and its interpretation for effective business outcomes. The program will deal with HR related data to illustrate the application of HR Analytics in the HRM sub functions as staffing, training, performance management, compensation, retention management, organizational development and engagement initiatives.

CONTENTS

Module 1: Introduction of HR Analytics: Human Capital Analytics Continuum

- Hindsight: Gather data by Reporting;
- Insight: Make sense of data by Analysis and Monitoring;
- Foresight: Develop predictive models

Module 2: Understanding the past

- Descriptive Analytics: Data cleaning, Data preparation, Data visualization
- Diagnostic Analytics: Understanding the reasons for the past incidents

Module 3: Foresee the future: Predictive Analytics

- Use of Statistical tools as Multiple regression, Logistic regression, Cluster analysis, data reduction technique and so on
- Use of Qualitative techniques (text analysis and sentiment analysis)

- Application of Predictive analytics in HR related issues

Module 4: Build the future: Prescriptive Analytics

- Application of OD interventions based on HR analytics outcomes
- Suggested changes in policies based on analytics findings

PEDAGOGY

The pedagogy will be interactive and participative in nature. This will include class room learning through lectures, hands on experience on real time data in computer labs, recent case studies from leading organizations, group work to determine the best HR response to data trends, and reflection of organization specifics to contextualize the learning for organizational benefit.

WHO MAY ATTEND

This course is meant for HR professionals, senior/middle Level managers of public and private sector organizations, academicians and Officers of the departments/ministries of the government looking to learn HR analytics skills. No prior knowledge of statistics or any analytic techniques is required.

FACULTY AND RESOURCE PERSONS

IMI faculty members and eminent resource persons will share expertise and experience in various sessions.

PROGRAM DIRECTOR

Dr. Swati Dhir is a Fellow from IIM Lucknow, specializing in Human Resource Management (2009-2014) and Bachelor of Technology (B.Tech.) in Textile Technology from Uttar Pradesh Textile Technology Institute, Kanpur (2004-2008). She is currently working as Assistant Professor in OB/HRM area with International Management Institute New Delhi since 2016. She has worked as Assistant Professor at IIM Ranchi for 1.5 years. She has gained industrial experience at Abhishek Industries (Trident Group), R&D department, Barnala, Punjab. She has published many research papers in national and international journals and presented in conferences. She is passionate about teaching and research in the field of management. Her teaching interest includes the courses like HRM, IHRM, Recruitment and Selection, Psychometric Testing, Talent Management and HR Analytics.

She is certified DiSC trainer created by John Wiley & Sons Inc., DiSC is the world's leading assessment tool used by over 45 million people to improve productivity, teamwork and communication. She has also been actively involved in designing and execution of different training programs. She has trained executives from various organizations as Vivo India, IOCL, Delhi Metro, UNO Minda, Airport Authority of India, Roop Automotives Limited, NBCC Limited, NSIC Limited, GAIL, The Military Engineer Services (MES) under Ministry of Defence. She has also trained International executives under ITEC programs which includes countries like Cambodia, Islamic Republic of Afghanistan, Laos, Bangladesh, Niger, Namibian and so on.

ADMINISTRATIVE DETAILS

Dates:

July 15-17, 2020

Venue:

International Management Institute
B-10, Qutub Institutional Area
New Delhi 110016

FEE

Non-residential: Rs. 25,000/- per participant (plus @18% GST) covering professional fee, program kit and tea/lunch.

Residential: Rs. 35,000/- per participant (plus @ 18% GST) covering professional fee, program kit and boarding and lodging (air-conditioned single room) at IMI Campus, New Delhi from noon of **July 21, 2020** till noon of **July 25, 2020**.

Group Discounts

- 10% discount on fee amount is available in case an organization nominates 2 or more participants to the program.
- 20% discount on fee amount is available in case an organization nominates 4 or more participants to the program.

Fee is payable in advance by way of local cheque/DD in favor of "**International Management Institute**" payable at New Delhi or through direct electronic fund transfer to IMI Bank Account, as per following details:

Allahabad Bank Account Number: 50123177738
MICR Code: 110010007, IFSC Code: ALLA0211083
Pan No. AAAT10972K; GST No. AAAT10972KIZJ

Please mention the program name while making payment through electronic fund transfer.

REGISTRATION

The registration form duly filled in along with the program fee should reach us at least 7 days before the commencement date of the program. **In case of subsequent withdrawal or cancellation of registration no refund of fee will be allowed.** However, substitute(s) may be permitted with prior intimation.

CERTIFICATE OF PARTICIPATION

A certificate of successful participation by International Management Institute (IMI) will be issued to each delegate at the culmination of the program.

ABOUT IMI

International Management Institute (IMI) is India's first corporate sponsored Business School founded in 1981 with the original campus in New Delhi. The corporate sponsors included RPG Enterprises (lead sponsor), ITC, Nestle, Tata Chemicals, British Oxygen, SAIL, and Williamson Magor. It was set up in collaboration with the then IMI Geneva, now IMD Lausanne. Subsequently two other campuses were set up in Kolkata (2010) and Bhubaneswar (2011). In the last several years, IMI New Delhi has been consistently ranked in the top 10-15 Business Schools in the country and among the top 5 private Business Schools. It is accredited by the UK based Association of MBAs (AMBA), one of the top three international accreditation bodies for Business Schools globally.

IMI New Delhi has global linkages with leading schools in Europe, North America, and Asia. The Institute currently offers the PGDM, PGDM-HRM, PGDM-Banking & Financial Services, Executive PGDM and FPM (doctoral program). In addition, it has built a vibrant Executive Education vertical offering training to management professionals from the corporate world. The Institute has been empaneled by the Government of India to train participants from developing countries under the International Technical & Economic Corporation (ITEC) program of the Ministry of External Affairs.

IMI New Delhi puts a strong focus on high quality research by its faculty leading to publications in international peer reviewed academic journals. Its faculty have PhDs from top international and national universities/institutes, with many of them also having significant corporate experience.

For registration/any other information, please contact:

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