Certificate Programme in

PEOPLE ANALYTICS FOR NON-CODING PROFESSIONALS

ABOUT
THE PROGRAMME

The traditional function of human resource management has gone through a wave of metamorphosis in terms of its function and application in the wake of recent shift towards evidence-based management and data analytics. HR has been supported in this exciting journey through the user-friendly software packages, ranging from the more commonly known ones such as MS Excel to the more advanced ones such as R, PYTHON, SAS, SPSS, RapidMiner and others have lent a good hand in crunching the data and finding interesting inter-relationships hidden in the data.

This programme focuses on orienting HR professionals in "HR/People Analytics" with an aim to provide a hands-on experience in some of the key HR analytics application areas such as predicting which candidates may accept or reject joining offer, understanding which training and development method is better in terms of employee output, identifying the star employees and attrition/talent retention analysis, to name a few. Participants would learn how to make HR related data clean and fit for subsequent use, how to visualize the data using one of the most popular tools – Power BI, and how to use predictive analytics and prescriptive analytics tools such as R and Python to drive data-driven insights to aid in their decision-making.

KEY PROGRAMME
DIFFERENTIATOR

- All modules will be covered using open-source GUI software applications having relevance for present industry demand through live Zoom classrooms.

- Session recordings will be available for entire duration of the programme.

- No coding knowledge is required. Entire programme is code-agnostic.

- Certified People Analytics Professional on successful completion from IMI B

PARTICIPANT PROFILE

The programme is primarily curated for the HR professionals with keen interest in People Analytics and data-driven decision making.

PEDAGOGY

The Programme will follow a mix of demonstration, case studies and practice/project methods.

LEARNING OBJECTIVES

- Understand applications of People analytics in different HR functions

- Learning to compute key HR metrics and linking them to key HR decisions

- Demonstrate data visualization skills with Power BI

- Demonstrate applied skills in using statistical techniques for problems such as employee engagement, compensation and benefit impact, training effectiveness etc.

- Demonstrate applied skills in using machine learning techniques to apply on areas such as predicting future attrition, future joining, promotion and performance category

- Understanding applications of Text Analytics in context of employee sentiment mining, social media analytics and resume recommendation

CURRICULUM ACROSS MODULES

Module 1:   6 sessions
Refresher of Human Resource Management

The initiation module of this certification course is focused on refreshing the basic concepts and applications of individual and organizational psychology in human resource management. Each module will identify the underlying theory and logic behind human attitudes and behaviour. The discussion will center around how these logical underpinnings can help in understanding the volatile context of recruitment, selection, attrition, performance, engagement and training and development, to name a few.

- Key Takeaways:
- Foundational understanding of HRM
- Refreshing the basic HR functions
- Real world use cases of best HRM practices

Module 2:   6 sessions
Introduction to Business Analytics

Data is the new oil and organizations have largely embraced data-driven decision making. Business Analytics is the domain which covers the applications of data management and data analysis. This module is focused on initiating the learners in the overall development of business analytics in business functions. Over the course of this module, learners will get a glimpse of applications of business analytics in various domains of business such as Marketing, Retail, Operations, Finance and HR.

- Key Takeaways:
- Foundational understanding
- History and growth of business analytics
- Real world use cases
- Real-world Business Analytics applications in different management functions

Module 3:   6 sessions
Introduction to HR / People Analytics

Tracing the origin and journey of analytics skills in HR Domain; looking back at pioneering works of Thomas Davenport, Jac Fitz-enz and Josh Bersin and discussing major application areas such as talent analytics, L&D analytics, Diversity & Inclusion Analytics, Engagement Analytics, Performance Analytics and Comp-ben Analytics to name a few. Participants will be provided two real-world HR Analytics transformation case studies where the resource person himself was part of the transformation journey.

- Key Takeaways:
- Foundational understanding
- Common myth busting around coding.
- HR Metrics
- Real world use cases
- Real-world People Analytics applications in two Indian business contexts

Module 4:   18 sessions
Descriptive Analytics Applications with Microsoft Power BI

To understand the applications of one of the fastest adopted BI tool - Power BI's features in data visualization and dashboarding. Applications such as how to create dynamic dashboards and storyboards showing HR process flow from multiple channels for depicting trends and patterns hidden within HR data across multiple organizational factors will be shown in hands-on manner. Participants will be capable of creating recruitment dashboards, performance tracking dashboards etc. at the end of this module.

- Key Takeaways:
- Understanding of Power BI's interface
- Data visualization basics
- Advanced visualization options
- Dashboarding
- Storytelling with data

Module 5:   18 sessions
Introduction to Business Analytics

To help participants apply multivariate statistical techniques in HR applications such as analysing impact of employee compensation components on work related outcomes such as productivity, understand how organizational factors (leadership, culture, structure etc.) are related with employee perception about their employer (employee satisfaction, commitment, OCB etc.), finding predictors of employee engagement and its consequences, understanding whether training was effective or not. All this will be shown through real world datasets and through R Software (but with no coding involved)

- Key Takeaways:
- Understanding the need for using statistics over conventional charts and graphs
- What is a variable and how to measure the same in HR context
- In context of typical HR problems, how to define research hypotheses
- How to develop a research framework
- Measurement of Data
- How to use R without code for statistical analysis (Correlation and Regression) applications in HR contexts (recruitment, comp-ben, engagement etc)
- Application of t tests and ANOVA in L & D analytics

Module 6:   18 sessions
Prescriptive Analytics through AI / ML Data Mining

To understand fundamental concepts of supervised machine learning in a ready-to-apply format. The focus will be on making participants capable of reaching a stage of applying the concepts in practical scenarios. All concepts will be practically demonstrated with customized datasets addressing major HR pain points such as predicting employee attrition, predicting which candidates are more likely to join if offer letter is extended, how to make performance appraisal bias-free and how to create resume recommendation systems through text mining. Also, how to mine unstructured employee survey data to understand the generic mood of the employees regarding certain HR policies or changes such as D&I initiatives through sentiment mining will be covered. All applications will be shown through open-source Python based tool Orange, which does not require any coding.

- Key Takeaways:
- Understanding of machine learning fundamentals
- Supervised and unsupervised machine learning applications in HR context
- Deep learning applications (Artificial Neural Networks)
- Natural Language Processing (NLP) applications in HR for text mining
- Sentiment Analysis for analysing employee grievances, exit interview data etc.
- Real-world People Analytics applications in two Indian business contexts

EVALUATION SCHEME

- Quizzes after every 4 sessions
- Micro-assignments
- Capstone Project

SOFTWARE REQUIREMENTS

The participant needs to have access to the following software tools for hands-on exercises:

- R 4.0.4 or higher (download link - https://cran.r-project.org/bin/windows/base/)
- Power BI Desktop / Power BI Service (download link: https://powerbi.microsoft.com/en-us/downloads/), MAC users may use the online version through MS Teams.
- Orange Data Mining Tool Version 3.27 or higher (download link: https://orangedatamining.com/download/#windows)

All the above-mentioned software packages are free for download and use with genuine Windows and MS Office. Datasets for in-class exercises will be provided during the programme.

Eligibility

Graduates from a recognized University (UGC/AICTE/DEC/AIU/State Government) in any discipline.

Programme Fees

- Registration fees: Rs. 1000/- for reserving seats on first come first served basis.
- Programme fees: Rs. 60000 + 18% GST= Rs. 70,800, payable at the time of enrolment.

Programme Duration

Six months – 72 hours of live online sessions spread across 6 modules (Weekly 3 hours on Saturdays)

Date

15th November 2024 to 30th April 2025.

Registration Link

https://forms.gle/UTRFFKDsa4xxN5uS6

Payment Link

https://forms.eduqfix.com/imi/add

PROGRAMME DIRECTOR AND RESOURCE EXPERT

Prof. Pratyush Banerjee is an Associate Professor in the area of HRM, OB and Communications at International Management Institute Bhubaneswar. He has a decade of teaching and training experience at various institutes of repute such as Xavier Institute of Management (XIM) Bhubaneswar, T. A. Pai Management Institute (TAPMI), Manipal, and Birla Institute of Technology & Science (BITS) Pilani. He holds a Ph.D. in Human Resource Management.

Dr. Banerjee is a certified Business Analytics Professional from Carlton Advanced Management Institute (UK) and he is a Certified HR Analytics Professional from Aon-Hewitt. He has also done curriculum design for business analytics workshop by SAS.

Dr. Banerjee's expertise lies in teaching code-agnostic data analytics. He has developed and delivered post-graduate and executive management courses on HR Analytics, Data Visualization and Text Mining at several institutions and conducted executive education programmes for corporate entities such as IOCL, HPCL, CGI Inc. and Poclain Hydraulics, to name a few.

He has also been a guest faculty at CII's certifications programme on People Analytics and at IIM Amritsar's executive education programme on Data Analytics. He has also taught PGP students at IIM Indore, IIM Raipur and IIM Sambalpur as a guest faculty. Dr. Banerjee is best-selling author of two application-oriented textbooks on HR/People Analytics published by Sage and Routledge respectively.

DR. PRATYUSH BANERJEE

ABOUT IMI

International Management Institute (IMI) Bhubaneswar, established in 2011, is a young institute which achieved the coveted position of 61st rank in National Institutional Ranking Framework (NIRF) 2024 conducted by Ministry of HRD, Govt. of India. IMI Bhubaneswar currently offers Post Graduate Diploma in Management (PGDM), PGDM (Part Time) and FPM (equivalent to Ph.D.) programmes which are approved by AICTE. The flagship PGDM programme is accredited by NBA (National Board of Accreditation) and has got equivalence from AIU (Association of Indian Universities). IMI programs are also accredited and recognized by United States Board for Education Standardization (USBES), USA. The institute is a member of European Foundation for Management Development (EFMD), Association of Management Development Institutions in South Asia (AMDISA) and Association of Indian Universities (AIU). Additionally, IMI Bhubaneswar also offers PGDM (PT), FPM (both approved by AICTE) and PGCPM Programme.

Inspired by the Prime Minister's vision of Start-up India to create more job creators than job seekers, IMI Bhubaneswar has created robust entrepreneurship cell which has recently organized number of workshops and events and trained over 250 participants on entrepreneurship in collaboration with Department of Science & Technology, Institute of Entrepreneurship Development, MSME Department and National Entrepreneurship Network (NEN). IMI Bhubaneswar has also set up its own Incubation Foundation to promote and support entrepreneurship among students.

IMI Bhubaneswar has endeavored to create international alliances through its tie-ups with EGADE Business School, Mexico City, Mexico; Sichuan Academy of Social Sciences (SASS), Chengdu, China; ESC Rennes, France; and Manhattan Institute of Management (MIM), NY, USA. IMI Bhubaneswar organizes three international conferences every year in collaboration with international partner institute to provide an ecosystem for global learning, opportunities for international level student exchange, research collaborations, and opportunities to interact with global leaders. The institution is also regularly coming out with SCOPUS indexed conference anthologies published by Palgrave Macmillan.

The PGDM programme curriculum is periodically updated to meet the ever-changing needs of the industry. Focus is on developing functional & analytical knowledge and skills, leadership, human capital management & interpersonal skills, decision making and problem solving, ethics & corporate social responsibility and globalization. Entire range of new age courses like Digital Marketing, Business Analytics, HR Analytics, Marketing Analytics, Financial Analytics etc. are added to match with the growing needs of corporate world.

IMI Bhubaneswar offers students opportunities for holistic development inside and outside classroom through events, outdoor games & competitions, and live projects. All these events and competitions are planned and executed by the students. Therefore, Institute takes pride in calling itself as student-driven campus. Institute not only teaches students to be socially responsive but also give them platform in the form of Prayas Club and Unnat Bharat Abhiyan to work for the upliftment of mankind and society at large.

The institute has been consistently ranked high in various surveys of Management Schools. In NIRF 2019, IMI Bhubaneswar has been rated higher than many IIMs on parameters like corporate linkages, intellectual capital, Infrastructure etc. by various reputed ranking agencies. The institute has been awarded the Business Excellence Award in the world, The Bizz by Worldcob, USA. Placements have been 100% since inception.

International Management Institute

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