



भारतीय प्रबंध संस्थान रोहतक  
Indian Institute of Management  
Rohtak



# EXECUTIVE CERTIFICATION IN ADVANCED HR ANALYTICS



VALUE  
(STUDY ANYWHERE)  
VIDYA

17<sup>th</sup> Batch

Batch Intake 80 Candidates Only



## ABOUT IIM ROHTAK

Indian Institute of Management Rohtak was established by the Ministry of HRD, Government of India by IIM Act 2017. IIM Rohtak is an institute of national importance as per the Ministry of HRD, Government of India.

Established in 2009, Indian Institute of Management Rohtak is a benchmark for top management education in India with a vision to become a global leader in due course. The institute has an enlightened and progressive leadership, acclaimed faculty members, extensive infrastructure and robust teaching pedagogy in place. It continues to impart knowledge in the management domain with a unique cross-functional perspective to prepare future leaders who can manage and create powerful organizations. To realize the vision of the Institute, IIM Rohtak is providing world-class education in management not only through full-time and regular programs but also through various long duration and short duration programs.

IIM Rohtak has been ranked amongst the top five IIMs in research. The institute offers a dynamic environment for high-quality research in all functional areas of management that will benefit various segments of business and society.

## ABOUT VALUE VIDYA

Value Vidya is one of the leading Ed-Tech company in India. We partner with top IIMs and global business schools to curate and deliver the best and most relevant executive programs for working professionals. We deliver best-in-class service to our students, which is accomplished by our constant focus on quality, integrity, consistency and customer focus. Our state-of-the-art Learning Management System (LMS) ensures a smooth and high quality learning experience for professionals. Learn from anywhere and take your career to the next level with Value Vidya





## ABOUT THE PROGRAM

The human resources function in today's organizations has moved ahead from a transaction oriented cost center to a value-added business partnership approach. Analytics has played a critical role in this journey of HR transformation. This program will specifically focus on the applied methods and techniques with an output orientation for improving the human resource functions in large scale organizations. The frameworks, models, and hands-on analytical approaches will equip the participants with developing the SMART (specific, measurable, attainable, reliable, and time bound) targets and identifying business contributions of the HR function in their respective organizations.

Analytics is always an important topic and trend in every part of business and HR is also not far behind.

### OBJECTIVES:

- To be able to take strategic decision using predictive analytics in HR
- To improve organizational performance through high quality talent related decisions
- To expose HR fraternity to critical HR issues associated with business
- Discuss various real world scenarios where analytics has been utilized to solve complex HR problems
- To discuss the important key issues in building effective HR analytics solutions

### WHO SHOULD ATTEND?

- This program will be useful for managers in multinationals, Indian business firms, public sector enterprises, start-up and entrepreneurial ventures, service and individual consultants who are directly or indirectly involved with managing human resource functions
- Candidates from Recruitment background who wish to move into generalist profile
- HR Executives, Managers, Heads who wish to advance their HR analytical skills and move into more strategical roles
- Fresh HR Graduates who wish to learn advanced HR systems, processes and analytics
- HR Business partners

# PROGRAM HIGHLIGHTS



## CERTIFICATION FROM IIM ROHTAK

Opportunity to earn certificate of completion in Advanced HR Analytics from Indian Institute of Management Rohtak.



## WEEKEND ONLINE & INTERACTIVE CLASSES

Classes are held on weekends so that learning and work can be managed together and it's easy for working professionals to attend lectures.



## INDIA'S TOP FACULTY PANEL

Learn from top IIM faculty panel - Classes by highly qualified professors in the field of Human Resource Management.



## INSIGHTS INTO ADVANCED HR ANALYTICS

Learn to use analytics in HR topics such as training, recruitment, KPI, talent retention, decision making and more.



## EXPOSURE TO TOOLS

Learn HR Analytics using the latest tools SPSS, R, Advanced Excel, Orange & PowerBI.



## CASE BASED SESSIONS

Real life case-based study pedagogy to enhance implementation of theoretical concepts to real life problems.



## CAMPUS VISIT

Sessions at IIM Rohtak campus at the end of the program. Interact with faculty members and batch peers.

# PROGRAM OUTLINE

## **Introduction to the Program: A Strategic Perspective of HR Analytics**

- Aligning HR Analytics & Organizational Strategy
- Teaching through case studies, simulations & in class exercises

## **Career Progression & Workforce Deployment Metrics**

- Employees per manager
- Employee service profiling
- Workforce age profiling
- Workforce service profiling
- Churn over index
- Separation clearance time

## **Talent Acquisition Metrics**

- Fill-up ratio, Time to hire, Cost per hire
- Early turnover, Termination during probation
- Channel efficiency mix in terms of Direct hires, Employee referral hires, Agency hires, Lateral hires
- Offer reject and renege, Fulfilment ratio, Quality of hire
- Talent Acquisition to HR cost

## **Diversity Equity & inclusion Metrics**

- Workforce diversity index
- Gender mix
- Differently abled index
- Implementation challenges

## **Tableau in HR analytics**

- Using Tableau in HR

## **Learning and Development Metrics**

- Per cent of employee trained
- Internally and externally trained
- Learning hours and cost per employee, ROI calculation

## **Talent Retention Metrics and Talent Analytics Maturity Model**

- Retention index
- Voluntary and involuntary turnover
- Turnover by department, grades, performance, and service tenure
- Internal hired index

## **HR Metrics Dashboard Using Excel**

- Process of development of dashboard
- Essential criteria
- Leading and lagging indicators
- Selection of appropriate metrics
- Sources of data

# PROGRAM OUTLINE

## **KPI Dashboard using Excel and MS Power BI**

- Criteria of creating KPI Dashboard
- Creating a sales KPI Dashboard through 9 Box Grid

## **HR KPI Scorecard using Excel and Orange**

- Calculating HR KPI
- Scorecard based on Talent Acquisition, training and development

## **Technology and Human Dimension**

- Sense making of digital revolution: AI, Big Data, Augmented Reality, Automation
- Managerial competencies required in digital Deep Thinking

## **Tableau in HR Analytics**

- Using Tableau in HR

## **Using social media in HR**

- Uses of social media for Talent Acquisition
- social media as a tool for employer branding

## **Employee Gamification: As a Talent Acquisition Technique As an Employee Engagement Technique**

- What is gamification
- Why companies use gamification
- How gamification can help in Talent Acquisition and selection
- What is employee engagement
- Employee engagement survey
- Use of gamification in employee engagement

## **Designing HR Balanced Scorecard**

- Learning and growth perspective
- Customer perspective
- Business process perspective
- Financial perspective
- Implementing Human Resources Balanced Scorecard

## **Using R in HR Analytics**

- Hands-on exercise using R

## **Advanced HR Analytics for decision making**

- Hands-on exercise using SPSS

# PROGRAM OUTLINE

## Advanced HR analytics for decision making using SPSS

- Regional and country level differences in turnover data
- Predicting individual and team turnovers
- Turnover costs for business implications
- Selection decisions from previous performance data
- Predictive modelling of individual and team performance
- Identifying flight-risk candidates
- Process of report generation

## Developing a HR Analytics Unit

- Go to market model
- Developmental model
- Structure, team, stakeholders/sponsor/champion
- Analytics culture
- Working with consultant/coaches

## Group Presentation by Participants

- Group presentations at Campus

# TOOLS USED



# TABLEAU MASTERCLASS BY NULEARN

## Introduction

- Introduction to Tableau
- Data Connection
- Tableau Environment

## Basic charts

- Text Tables
- Highlight Tables
- Pie Charts
- Bar Chart
- Stacked Bar Chart
- Side by Side Bar Chart
- Line Chart Continuous
- Line Chart Discrete

## Analytics

- Analytics

## Advanced charts

- Scatter Plot
- Tree Map
- Symbol Map
- Filled Map
- Dual Line Chart
- Dual Combination
- Box and Whisker

## Formatting

- Filters, Totals, Highlighters, Groups
- Table Calculations
- Sparklines
- Word Cloud

## Conclusion

- Dashboard
- Story

**Minimum 60% attendance is required in Tableau Masterclasses to get certificate.**



tableau



# EMINENT FACULTY PANEL



**Dr. Rama Shankar Yadav**  
PhD (IIM Ahmedabad)



**Dr. Koustab Ghosh**  
PhD (IIT Kharagpur)



**Dr. Ankur Jain**  
PhD (IIM Bangalore)



**Dr. Shivendra Kumar Pandey**  
PhD (CSJM University Kanpur)



**Dr. Sanket Sunand Dash**  
Fellow (IIM Ahmedabad)



**Dr. Abhishek Singh**  
PhD (IIT Roorkee)



**Mr Vineet Budhiraja**  
MBA (University of St.Gallen)



**Dr. Ashwani Kumar**  
PhD (IIT Roorkee)



**Dr. Kuldeep Baishya**  
PhD (IIM Shillong)



## COURSE DELIVERY

Duration: 5 months + 1 Month (Tableau )

Delivery mode: Plug n Learn

Frequency: 5 classes per month



## COURSE SCHEDULE

**Timings: Every Sunday & 2<sup>nd</sup> Saturday in a month**  
**4:05 PM- 6:55 PM** (including 20 mins break)

**Course Commencement Date: Will be updated**



## COURSE PEDAGOGY

The form of delivery would be Blended (Campus, Self-pace and Online), two Days workshop shall be conducted at the end of the course for project submission. Rest, all sessions will be through digital platform and shall be delivered LIVE by eminent faculty of IIM Rohtak. Students will also be provided access to the Self Service learning through which they may access Webinars, past projects, assessments, notes, Alumni testimonials etc. Throughout the duration of the course, students will have the flexibility to approach to the Professors, during the class or after the class to clear their doubts.

### NOTE :-

- \* A minimum of 30 count is mandate for Campus Immersion to take place at IIM Rohtak Campus.
- \* Campus Visit charges will be over & above the course fee.



## ELIGIBILITY

- Graduation or equivalent degree from any recognized University or Institution.
- Working professionals
- Corporate Nominated (Graduation criteria may be considered for exemption in cases where participants have some prior experience in HR domain).



## PAYMENT MODE

Online payment or DD in favor of "VALUE VIDYA LLP" payable at "Bengaluru".



## ASSESSMENT CRITERIA

Periodic evaluations have been built in throughout the duration of the course in the form of quizzes, assignments, projects, case studies and other objective/subjective assessments. The evaluations are designed to ensure continuous student engagement and to encourage learning. Students who successfully clear the same along with the requisite attendance criteria will be awarded a Certificate from IIM Rohtak.



## HOW TO APPLY

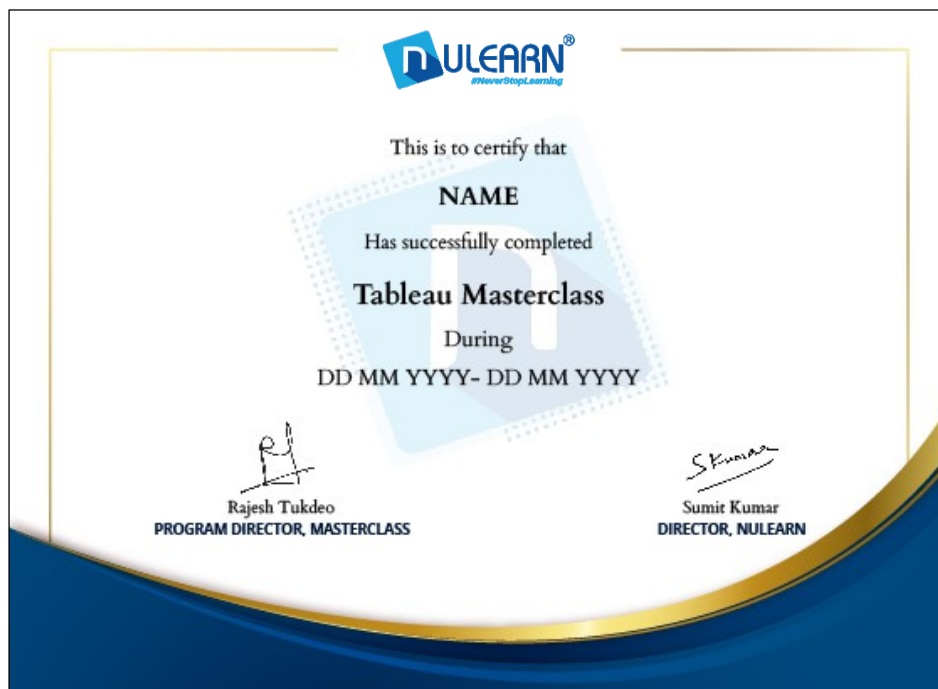
To apply, working professionals can register at <https://www.ValueVidya.com> or call at +91 6366125554.

# SAMPLE CERTIFICATE



**NOTE :-** This is a sample certificate. Subject to change.

70% attendance is mandatory to receive the certification.  
The certificate shall not be issued in case of attendance less than 70%.



**NOTE :-** Minimum 60% attendance is required in Tableau Masterclasses to get certificate.

\* Only digital certificate will be issued for Tableau Masterclass.

# FEE STRUCTURE & EMI PLAN

## Program Fee

For Indian Residents ~~INR 90,000 + GST\*~~  
INR 70,000 + GST\*

For International Students \$1,400

**\* Tableau Masterclass worth Rs 20,000/- complimentary for participants (Limited Time Offer)**

\* Application Fee of 1000/- INR to be paid at the time of registration.

Note:- Application fee is non-refundable even if the application is rejected or enrollment is cancelled.

## Installment Schedule

1st INR 20,000 + GST\* / \$500 Immediate Payment  
2nd INR 25,000 + GST\* / \$450 Payment Deadline - 20th November 2023  
3rd INR 25,000 + GST\* / \$450 Payment Deadline - 20th January 2024

**No Cost 6 Months EMI Option available by our loan partner:**

**Pay as Low as 11,667 + GST\* per month.**

**(11,667 + GST\* x 6 = 70,000 + GST\*)**

\* Loan option with interest available in 9 & 12 EMIs

\* EMI dates may vary on a case to case basis

\* 1% + GST\* processing fees will be charged by loan partner in 6/9/12 months EMI.

**For Admission Enquiries Please Contact :**



No 14/10, 1st Floor,  
RV Road, Krishnappa Cross,  
Minerva Circle  
Near Lalbhag Metro Station  
Bengaluru-560004  
Ph : 6366125554  
Website :  
[www.ValueVidya.com](http://www.ValueVidya.com)  
Email :  
[info@ValueVidya.com](mailto:info@ValueVidya.com)

