



Management Development Program
On
ANALYTICS FOR HR PROFESSIONALS

Programme Coordinator

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Venue: D-508

Sushant School of Business

Ansal University, Gurgaon

About Ansal University:

Ansal University was established in 2012 under the Haryana Private Universities Act 2006. Located in the heart of Gurgaon, India's largest hub of National and Fortune 500 companies, it has eight schools offering programs in Architecture, Design, Law, Management, Hospitality, Engineering and Health Sciences. Ansal University has been awarded the National Education Excellence award "Best Private University in Northern India 2017" along with "CSR Excellence in Education" award for 2 consecutive years i.e. 2017 and 2018. The various schools under the University have carved a niche by offering contemporary programs with renowned faculty acclaimed nationally and internationally, state-of-the-art infrastructure and facilities to promote academic excellence. The University has collaborated with some of the finest Universities and Institutions in the UK like the University of Warwick, Art University of Bournemouth, University of West England and Vatel International, France in the areas of Curriculum Development, Student and Faculty Exchanges, Joint PhD Supervisions, Joint Research Conferences, Seminars and Study Semesters Abroad.

'Offering all-encompassing management excellence through industry driven programs –

pedagogy & curriculum in tune with industry requirement & ongoing corporate interface at multiple levels.'

The Sushant School of Business has been at the epicentre of transformational capabilities where the foundation is laid with the objective of combining traditional Indian values with dynamic global understanding of learning. It has come a long way in redefining the typical and archaic methodologies of teaching and shaped them into more fluid and non-conservative approach to making the future leaders of the corporate and society. The same ideology blends perfectly with the academic enhancement programmes in sync with Warwick and is supportive of the fact that learning in today's age needs more visual memory and on-the-job exposure through various in-built and



About the Program:

Human Resources Management (HRM) profession has undergone significant changes in the last two decades. Developments in Information and Communication Technology (ICT) have brought about significant changes in organizations. At the same time, the utilization of different metrics and quantitative methods in HRM has become an integral part of the essential responsibilities of HRM professionals. Every modern HRM professional has to be familiar with the use of Data Analysis and HRM System Integration with the Information System of the organization. HR analytics is revolutionizing Human Resource functions, and this development has created a huge opportunity for HR professionals to learn the nuances of this field. While the recognition of the practical application of People Analytics in HR management has been recent, the building blocks to perform this have been evolving since decades. Organizations have started using HR Analytics, a people-oriented decision making process, essentially to improve the different HR functions like talent Hiring, Employee Retention, Performance Management, Productivity Enhancement, Employee Motivation, Organizational Culture Building, Measuring Performance etc. The quantitative story telling with the use of historical data, key metric indicators & segmented data provides a valuable link to understand business impact (ROI/ Profit). Hence, this program will touch upon areas of HR analytics tools that can be applied at the workplace.

Who can participate?

HR Managers, HR Business Partners and Business Leaders who need to analyze & draw insights from HR related data in order to make decisions and to design HR policies. Non-HR professionals would also benefit from the program, as they would be able to understand and appreciate the impact of HR decisions on overall business situations.

Program Objectives:

The program will help to imbibe a data driven culture of decision making within HR. Specifically, it will help HR Professionals with:

1. Getting familiar with HR Analytics KPIs
2. Looking for the right data in the right places.
3. Knowing about the right analytics to use for different use cases.
4. Tooling HR professionals with cutting edge descriptive analytics techniques.
5. Enabling HR professionals to take decisions using diagnostic analytics.
6. Providing a basic flavor of predictive abilities of analytics from an HR perspective.
7. Designing an analytics strategy for HR.

Learning Outcomes:

HR managers will be able to USE analytics on their own data immediately after the conclusion of the workshop. They will be able to ask the IT teams for the right data needed for taking HR decisions and be able to merge multiple data sources as needed. They will be able to create visually striking, usable and insightful dashboards that visualize HR data for descriptive and diagnostic analytics. They will also be introduced to understand predictive model outcomes. Precisely the participants would get clarity on the theory and practice involved in human resource analytics as to:

- Understand why HR metrics and analytics are important and how to bring out value for business.
- Understand analytical techniques available to make sense of data.
- Create a great story using HR metrics and analytics.
- Get equipped to start a project on HR analytics in your respective organizations.

Program Coverage:

While the course outline details out most of the areas that will be traversed, a set of core analytics KPIs in HR will be covered and will include (but not limited to):

- a. Return on Investment for People and L&D;
- b. Employee Engagement Index,
- c. Attrition Rates, Attrition Causes,
- d. Optimal Hire Profile,
- e. Skill Gap Analysis;
- f. Predicting High-Performers; High Performer Retention Planning;
- g. Absence Rates (by plant, location, manager, seasonality);
- h. Optimizing Bench Strength;
- i. Overtime Expense;
- j. Training Effectiveness (cost-benefit);
- k. Turnover Rates;
- l. Compensation and Benefits effect on Attrition, Absence and Satisfaction etc.

Pedagogy:

The workshop will provide real life examples and cases from relevant HR issues from leading organizations and academics to provide a complete analytical decision-making environment. Content will include a deep dive into KPIs useful for HR (and their underlying reasons), training in tools for HR analytics like advanced Excel, a detailed understanding of descriptive and diagnostic analytics through visual analytics, cases to evangelize the power of predictive analytics in HR, and definition and implementation of HR analytics strategy.

Tools, Data and Cases:

1. Primary tool used will be MS Excel. A basic familiarity with Excel will be expected of participants, though all advanced material will be taught in class.
2. Data will be provided by the instructor in all areas of training.
3. Case Studies for broader understanding of the Industry and concepts in the domain will be provided.
4. Participants will be given a list of readings before they come in to the workshop and additional reading material for post-class reading.

About the Resource Person

MR. DIPYAMAN SANYAL- A CFA charter holder and ex-hedge fund quant, Dipyaman Sanyal is the founder of dōnō consulting, a boutique quantitative research and financial modeling firm. A Commonwealth scholar who is recognized as one of the top data science academicians in India (2017 and 2018, Analytics India Magazine), Deep has led three of the top-ranked analytics programs in India – and is currently Program Director for the Postgraduate Program in Data Science and Machine Learning (PGPDM) offered jointly by the University of Chicago, IBM and Jigsaw Academy. He is also Adjunct Faculty, Northwestern University, Chicago where he teaches at the globally renowned

MS in Data Science (MSDS) program. Deep spent most of his corporate life in New York as a quantitative and financial analyst for companies like Dow Jones Indexes, The Blackstone Group, Sorin Capital, and Thomson Reuters. At dōnō consulting, his team works with corporations, government agencies and non-profits to build models, write reports and generate DS-AI-ML frameworks for improved decision-making. Deep has a MS in Applied Economics from University of Texas at Dallas and a MA and BA in Economics from Jadavpur University, Kolkata. He is a PhD candidate at Jawaharlal Nehru University v0063.



Mr. ANUJ BATTA- Anuj loves to solve complex business problems using data science. He is an accomplished leader and mentor with over 15 years of experience in IT industry and over 3 years of experience in trainings. He has worked with multi-billion dollar businesses/ corporations as well as startups and handled large accounts, teams and projects in data science and analytics. Working in different continents and various domains has made him an expert in this field. He holds double post graduation in computer science and management, is an IIM Calcutta alumnus and is currently pursuing PhD in data science from IIT Delhi.

Registration & Payment:

Program Fee:

Rs 10000/- per candidate (Professionals from Industry and Academicians) Rs

Rs 5000/- per candidate (Research Scholars, Students, Aspiring Professionals)

Interested candidate can apply to the MDP Coordinator along with duly filled up registration form latest by 2nd January, 2019. The fee includes participation certificate, kit, lunch, and refreshments.

Participants may pay online along with duly filled Delegate Registration Form (enclosed herewith) and email a signed scanned copy of the same to mdp.ssb@ansaluniversity.edu.in

Alternately, they may send the Registration fee through bank draft in the favour of Ansal University, payable at Delhi along with duly filled Registration Form and courier the same to MDP Coordinator, Sushant School of Business, Ansal University, Sector 55, Golf Course Road, Gurugram, Haryana 122003.

Bank details for online remittance are as follows:

Bank Name: YES BANK

Account Number : 000380200001999

IFSC Code: YESB0000003

Bank Address: Plot No. 11/48, Diplomatic

Enclave, Malcha Market, Chanakyapuri, New Delhi – 110021

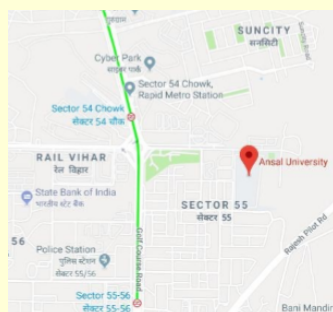
Note: This program is based on hands on practice exercise so the number of participants are restricted to 20. Entry is based on first come first serve basis.

Assessment and Certification:

1. Participants will be assessed on their performance at the end of the program with a short deliverable which might be a set of multiple choice questions or a paragraph of written material.
2. Certification: Every participant will be awarded a certificate of participation.

Contact us:

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Sector-55, Gurgaon,
Haryana-122003



Important Dates:

Program Date: January 18-19, 2019.

Application Deadline: January 2, 2019.