



IIM

भारतीय प्रबंध संस्थान विशाखपट्टणम
Indian Institute of Management Visakhapatnam

(a) Program Title: HR Analytics

HR analytics is the latest tool in the area of people management today, replacing intuitive solutions with data-driven decision-making. To know whether a system works or not, it is imperative that it is measured. HR Analytics is the field that concretizes human resource management in terms of strategic goals, definite processes, and quantifiable outcomes, which facilitate managerial decision making. The purpose of this program is to familiarize the participant with this ever-expanding field and its basic assumptions, as well as to facilitate development of skills for conceptualizing, managing, and measuring HR operations using analytics.

(b) Program Topics: The broad topics/themes covered would be:

- HR metrics - measuring what matters
- Framing HR analytic questions
- Steps in HR Analytics
- Qualitative HR Analytics

(c) Program Objectives: It is envisaged that after attending this Program, participants would be able to:

- Identify and measure appropriate HR metrics to find solutions to business problems;
- Analyze qualitative and quantitative HR data.

(d) Target Audience: Working HR professionals at all levels; Independent HR consultants

(e) Pedagogy: Discussions, lectures and demos.

(f) Program Dates: March 16-17 (Mon -Tue), 2020

(g) Program Fee: (per participant)

- Residential: Rs.30,000/- + GST (18%)
- Non-Residential: Rs.24,000/- + GST (18%)

Each subsequent participant (i.e. 2nd participant onward) from the same organization would be eligible for 10% discount, provided the program fee for all participants in full is credited into the bank account of the Institute before the commencement of the Program.

(h) Program Director: Prof. Bishakha Majumdar (bishakha@iimv.ac.in)

(i) Last Date for Nominations: March 2, 2020

(j) Contact Details: For further details on the Program, please contact as follows:

- On the Program content, coverage etc. (i.e. academic matters): Program Director
- On the administrative matters: Mr. Tapas (+91 - 70082 43319; 0891-2824 478); Mail: mdpoffice@iimv.ac.in.

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