

upGrad



भारतीय प्रबंध संस्थान कोषिकोड
Indian Institute
of Management
Kozhikode

भारतीय विचारधारा का वैश्वीकरण *Globalizing Indian Thought*

Professional Certificate Programme in HR Management and Analytics

5 Months | Online (📺)



Better Businesses with Better People

About Indian Institute of Management Kozhikode

Indian Institute of Management Kozhikode is among the foremost institutes of national importance in management education. Ranked 6th in the NIRF India Rankings 2020 under management category, the institute has been considered a trend-setter in the area of management education and research.

IIMK is dedicatedly devoted to nurturing future business leaders in teaching, learning, consulting, research, and innovation. Founded in 1996, as the 5th IIM of the country, the growth story of IIM Kozhikode is not just about the numbers, but also about some remarkably innovative initiatives that has set the benchmark for other institutions in the country. Today, the institute is on a high growth trajectory, offering the widest range of academic programmes in the field of management education.



About upGrad

upGrad is India's largest online higher education company with a learner base of **1 Million+ across 85+ countries.**

upGrad provides online programs in the areas of Data Science, Machine Learning and AI, Technology, Management, Marketing and Law to college students, working professionals and enterprises. These programs are designed and delivered in collaboration with top-notch universities like **IIM Kozhikode, IIT Madras, IIIT Bangalore, Duke CE, Michigan State University, Deakin University, Liverpool John Moores University and others.**

Having ranked #1 in LinkedIn's Top Startups in India 2020 and having been awarded the title of 'Best Tech for Education' by IAMAI in 2019, upGrad was among the Top 50 fast growing companies list by Financial Times.

Now having identified Human Resources as one of the sectors with critical demand supply imbalance in terms of quality professionals available in the market, upGrad and IIMK's vision is to deliver the best in class **Professional Certificate Programme in HR Management and Analytics** to empower professionals from all fields to apply the concepts of HR Management and Analytics and take up the next generation technology-driven roles in top IT, Tech, E-commerce, Banking, Product and Services Firms.



“

**Our aim is simple:
We strive to create
high-impact, hands-on
experiences that will prepare
you for an aspirational career
and empower you to be the
leader of tomorrow. ”**

Ronnie Screwvala,

Co-founder and Executive Chairman

upGrad

Contents

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What's Trending in HR?



Technology adoption and deployment prioritised



Employee feedback given utmost importance



More companies investing in mental health support



Data crowned as the new currency in HR operations

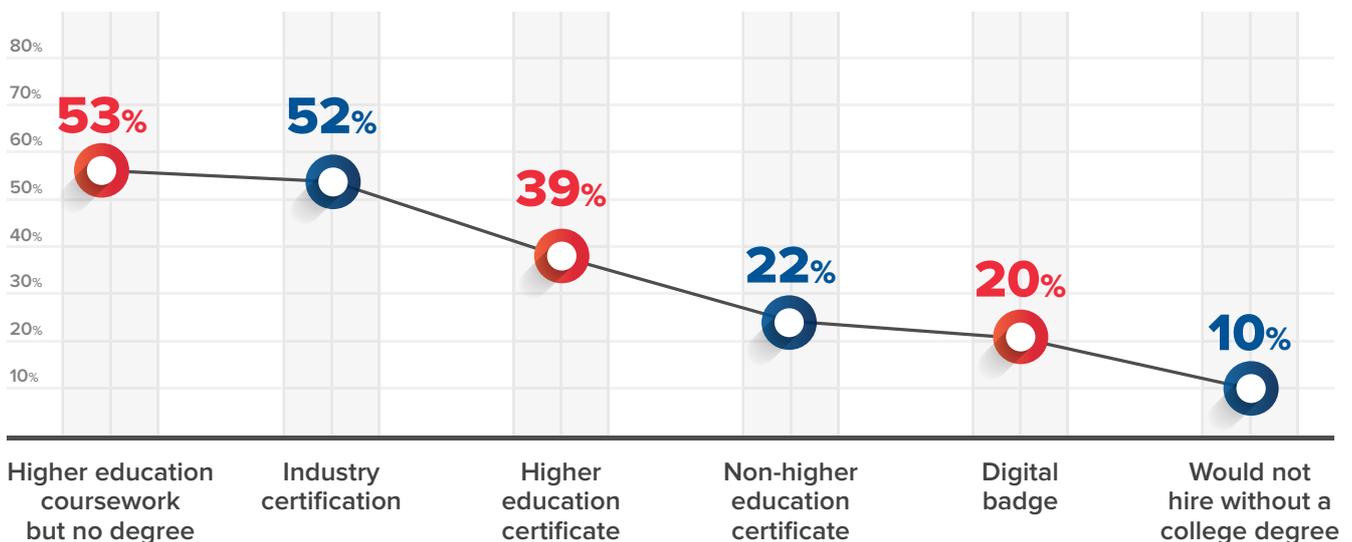


Skill development emphasised by business leaders

■ Skill Based Credentials > Conventional Credentials

More companies are piloting skill based hiring rather than looking only at a candidate's credentials. They now realise tapping into new sources is more important than ever. According to Glassdoor, Apple, Bank of America, Google, and Nordstrom will now consider candidates without a college degree as a requirement.

Would you hire someone who has the following in place of a college degree?



■ What does it pay to be an HR Manager in India?

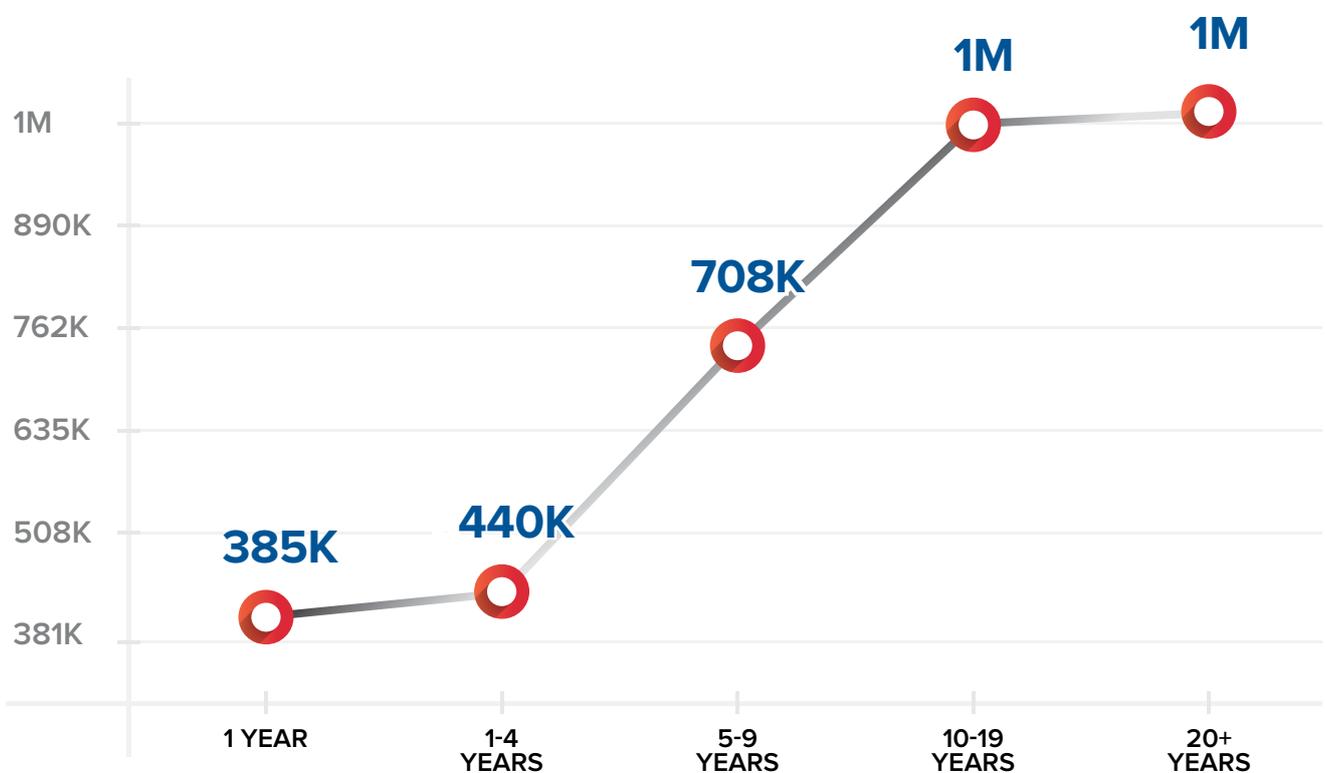
₹6,99,056 / year

Avg. Base Salary



Based on 3,355 salary profiles

■ Pay by Experience Level for HR Managers



An entry-level Human Resources (HR) Manager with less than 1 year experience can expect to earn an average total compensation (includes tips, bonus, and overtime pay) of ₹3,85,052 based on 317 salaries. An early career Human Resources (HR) Manager with 1-4 years of experience earns an average total compensation of ₹4,40,158 based on 880 salaries.

A mid-career Human Resources (HR) Manager with 5-9 years of experience earns an average total compensation of ₹7,07,912 based on 1,499 salaries. An experienced Human Resources (HR) Manager with 10-19 years of experience earns an average total compensation of ₹10,00,322 based on 1,353 salaries. In their late career (20 years and higher), employees earn an average total compensation of ₹10,06,630.

Programme Highlights

A great vision without great people is always irrelevant. Stepping into the **Professional Certificate Programme in HR Management and Analytics**, you will be introduced to difficult concepts of Human Resource Management and Analytics in a simple format with a special emphasis on real world business applications.

Programme Details

- **Start Date:**
Please refer to the [website](#) for the programme start date
- **Duration & Format:**
5 Months | Online
- **Eligibility:**
Bachelor's Degree (with 2+ years experience)
Master degree (freshers)
- **Tuition Fee:**
₹1,25,000 (Incl. Taxes)
(Easy EMI options available)



IIM Kozhikode - #6

among Management Institutes in India as per the NIRF Rankings 2020.



Fully Online Programme

that avoids disturbing your current professional and personal life.



World-Class Faculty Members

and the best in the field of Human Resource Management & Analytics.



Cutting-Edge Curriculum

curated by the experienced faculty at IIMK.



Industry Projects

offering solutions to real world industry problems.



Offline Networking Events*

via upGrad base camps to connect with your fellow professionals.



Certification from IIM Kozhikode

on successfully completing the programme.

**Offline Networking events are subject to government and university norms during Covid-19 phase.*

Who will Benefit from this Programme?

✓ If you are a



**Business, Analytics
Manager or Leader**

✓ You will benefit by

- Understanding how important HR Management related business decisions are taken in an organisation.
- Leveraging Data/Analytics to complement Management decisions.
- Deriving key insights using HR Management and Analytics to take crucial business decisions.



**Non HR Professional
Looking for Career
Acceleration**

- Learning from case studies of HR Management and Analytics.
- Accelerating your career with latest concepts in HR.
- Transitioning to a Managerial role with solutions to complex business problems.



MBA Graduate

- Learning from the 6th Ranked Management Institute in India as per NIRF Rankings 2020.
- Understanding the importance of HR Management and Analytics across all industries.
- Starting your career with the latest curriculum in the HR domain.

Certificate



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Indian Institute of Management Kozhikode

eMDP (Asynchronous)
Program Completion Certificate



awarded to

Name

for the

Professional Certificate Programme in HR Management and Analytics
(31 Mar 2021 - 17 Nov 2021)

Coordinator

Director



The upGrad Advantage



Soft Skills Modules

Work on your soft skills with access to videos on profile building till 3 years after you get your degree.



Career Webinars

Get expert guidance through existing career webinars for 3 years post graduation.



Job Opportunities Portal

Gain access to upGrad's exclusive job portal with 100+ opportunities, personalised job recommendations and more up to 3 years after graduation.



Student Support

Get a dedicated student support team for non-academic queries & upGrad Buddy to handhold you throughout the programme.

2+ Million

Learners

433%

Highest Salary Hike

₹73 LPA

Highest Salary

57%

Average Salary Hike

300+

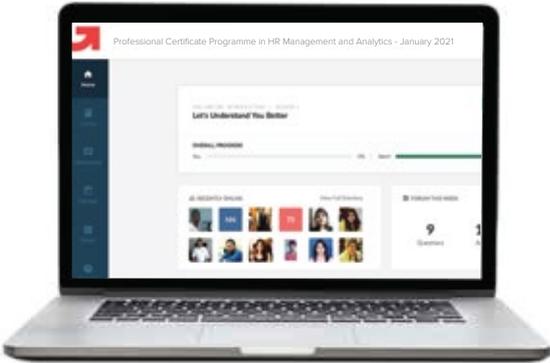
Recruitment Partners

700+

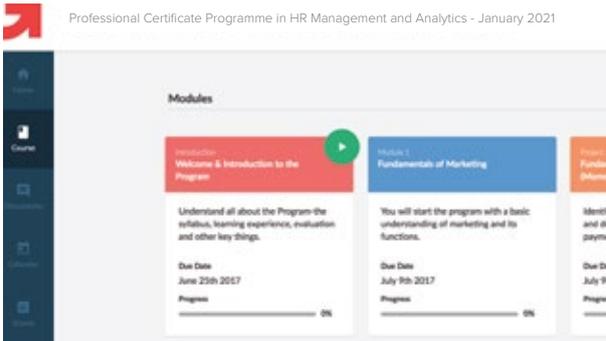
Industry Experts, Mentors to help Learners Succeed

The upGrad Experience

**Note: This is just a demo of the platform and might not be an exact reflection of this programme.*



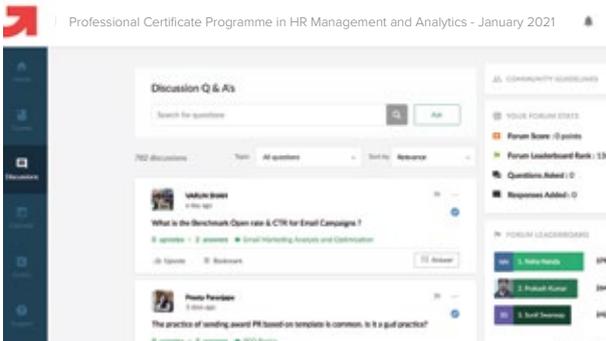
Access anytime on the web at learn.upgrad.com or Mobile App



Course Overview



Calendar



Peer-to-Peer Discussion Forum

Career Elements

Jobs on Career Centre

Career Centre to offer upGrad jobs across experience levels and CTC ranges.

- Easy apply feature for upGrad hiring partner vacancies
- Create resume at profile builder and with one click to apply for various jobs

Profile Builder (AI Powered)

Easy to use Resume, LinkedIn and Cover letter preparation tool.

- Resume Score: AI-Driven Resume Score
- Real-time recommendations
- Match your resume to the JD and check how you fit
- LinkedIn Profile Review
- Cover Letter creation

upGrad Career Fairs

- Recruitment Drive to connect you with the best talent admirers in the industry
- Get access to a wide range of opportunities and find the perfect job
- Participate in group projects and challenges with exciting rewards
- Apply your learnings to real industry problems

High-Performance Coaching

Dedicated coaches working with you to identify best suited career opportunities.

- Help you define your value proposition
- Lay out a Career Path and help you adhere to your timelines and goals
- Help you with interview preparations, finding jobs in the market, salary negotiations and other preparation as required

Personalised Industry Sessions

90-minute sessions over the weekend by leading industry experts.

- Session categories: Career, Technical and Communications
- Doubt resolution
- Develop proof of concepts and apply theoretical concepts in the real world
- Assess skill levels
- Peer Networking
- Classroom Element
- Business communication sessions, and much more

Programme Curriculum



■ Introduction to HR Analytics

Understand the basic concepts of Human Resource Management and examine the role of analytics in Human Resource Management.

- Fundamentals of HR
- Strategic Role of HR
- People Analytics - Basics
- Basics of Statistics
- Framework for Problem Solving - Define Problem, Collect Data, Build the Model, Evaluate and Critique the Model, Present Results and Benefits, Deploy Model
- Critical Stages of Talent Life Cycle
- Case Study - HR Decision Making: Issue Identification and Problem Solving

■ HR Practices and Benchmarking

Explore the various metrics tracked across an employee's journey.

- Understanding Important HR Metrics tracked across the Overall Employee Journey
- HR Valuations
- Benchmarking
- Dashboarding of KPIs (Tableau, Excel)
- Performance and Goal Setting
- Providing Performance Feedback

Workforce Planning and Talent Sourcing Analytics

Deep dive into the concepts of workforce planning, the steps involved and the metrics tracked.

- Workforce Planning and its Use
- Steps to Workforce Planning- Supply, Demand, Gap and Solution Analysis (Markov Chain, Scatter Plot, Trend Analysis)
- Job Analysis - Steps to come out with JD
- Types of Job Evaluation - Concepts and Metrics
- Types of Job Redesign - Concepts and Metrics

Talent Acquisition & Development Analytics

Understand the key factors that enable decision making during talent acquisition.

- Key Factors in Selection that Determine Quality of Hire
- Predicting Performance
- Measures to Track - Predictive Analysis
- Acquisition effectiveness
- Employee Training and Development Analytics

Induction and Culture Fit - Value Congruence

Explore the different types of organizational culture and the importance of value congruence.

- Understanding Organizational Culture; Types of Cultures
- Socialization Process; Stages of Onboarding
- Create an Onboarding Predictive Model
- Value Congruence

Talent Engagement Analytics

Examine the importance of employee engagement and the key drivers that affect it.

- Importance of Employee Engagement
- Major Drivers of Employee Engagement
- Employee Engagement Surveys
- Variations in Employee Engagement across Days
- Employee Engagement Levels in Teams

Collaboration Analytics - Building Effective Teams

Learn how effective teams are built and analyze the crucial role of collaboration in a team.

- What is Collaboration?; Importance of Collaboration
- Analysing Collaboration
- Organizational Network Analysis
- Intervening in Organizational Networks

Talent Analytics - Performance, Potential and Rewards

Evaluate the key factors that play a role in analysing employee performance and how rewards are considered.

- Jobs, Roles and Competencies
- Performance vs Potential - Key Decision Dilemmas
- Rewards - Key Considerations

Talent Retention Analytics

Deep dive into why employees leave organisation and explore the different strategies for talent retention.

- Why do Employees leave Organizations?
- Different Talent Retention approaches/strategies
- Measures to Track

Employee Wellness - Health and Safety

Learn about the importance of employees, the best practices involved and how analytics can be used to optimize it.

- What is Employee Wellness?; Why care about Employee Wellness?
- Employee Wellness Program Best Practices
- Using Predictive Analytics to Optimize Employee Wellness

Meet the Faculty



Prof. T.N. Krishnan
Professor, IIM Kozhikode

A Fulbright Senior Fellow from the Wharton School, and a PGDM (Ag) and PhD holder from IIM Ahmedabad, Prof. Krishnan is an expert in the field of Organizational Behaviour and Human Resources. Also, he has worked as a Chairperson of Research Committee, OB&HR, Financial Risk Management at IIMK.



Prof. Kapil Verma
Assistant Professor, IIM Kozhikode

A PhD holder in Organizational Behavior from Nanyang Technological University Singapore and a PGP graduate from IIM Calcutta, Prof. Kapil has over 13 years of professional experience in teaching, research and corporate across different institutes, universities, and firms.



Prof. Prantika Ray
Assistant Professor, IIM Kozhikode

After graduating from Jadavpur University, Prof. Prantika went on to earn a PhD in Human Resource Management Area from IIM Ahmedabad. Her research area of work includes Cross Cultural Management, Generational HRM, and Future of Work.

Selection Process



Step - 1

Complete your Application

Fill out your application and submit the required details. The Admissions Committee will then review your application including your work experience and educational background.



Step - 2

Get Shortlisted & Receive Offer Letter

Upon qualifying, an offer letter will be sent to you confirming your admission to the **Professional Certificate Programme in HR Management and Analytics**.



Step - 3

Block your Seat & Begin Learning

Make a quick block payment with assistance from our loan partners where required, receive immediate access to the prep content and begin your upGrad journey.

Talk to us:



18002102020



admissions@upgrad.com