

Executive Diploma in Human Resource Analytics - Data, Decisions, Applications



Executive Diploma in Human Resources Analytics – Data, Decisions, Applications

INTRODUCTION

HR analytics has been widely applied in multinationals worldwide, from Coca Cola to Maersk. Many local firms are also changing to an analytical HR approach. HR analytics becomes a trend and HR professionals are expected to be analytic in all aspects of the HR functions, performance appraisal, talent recruitment, compensation and benefits, retention and more, HR professionals need to make use of both quantitative and qualitative methods to advise management in HR decisions, strategies and operations, through data collection, analyses, predictions and prescriptive methods. Using visualization and dashboard, HR information can be shared throughout a company, local or worldwide.

As such, to develop a basic HR data analysis literacy in senior managers and especially among HR executives is very important. This introductory course is designed for senior executives and HR professionals to help them understand the current trends and different applications of HR analytics. No prior experience in business analytics is expected from participants.

Case studies will be used throughout the course.

COURSE OBJECTIVES

There are three objectives:

1. To provide basic HR literacy in data analyses including the common tools and applications;
2. To help HR on functional decisions, after applying analytical skills;
3. To initiate HR analytics in the key functions performance appraisal, talent recruitment, compensation and benefits and retention

DESIGNED FOR

This course is designed for senior executives, HR professionals, particularly those with no prior data analysis experience, and people interested in the subject.

LANGUAGE MEDIUM

The course will be delivered in Cantonese, with course materials in English.

MODULES

There will be three modules, each concentrating on a key topic. Each module's duration will be five 3-hour lectures. The total contact time will be 45 hours.

DEADLINE FOR APPLICATIONS

16 February 2019

DATES AND TIME

Modules	Dates & Time	Venue
EDHRA – 30001-2019-1-SS M1 HR Data and Data Collection	Saturday 23 February; 2, 9, 16, 23 March 2019 10:00am – 1:00pm	The Hong Kong Management Association 3/F South Seas Centre Tower 2 75 Mody Road Tsim Sha Tsui East KOWLOON
EDHRA – 30002-2019-1-SS M2 How to make use of Data to make HR Decisions and Presentation	Saturday 27 April; 4, 11, 18, 25 May 2019 10:00am – 1:00pm	
EDHRA – 30003-2019-1-SS M3 Applying HR Analytics into different HR Functions	Saturday 22, 29 June; 6, 13, 20 July 2019 10:00am – 1:00pm	

FEE

HKMA Member: HK\$10,800

Non-member: HK\$11,700

Group Discount: HK\$300 each (For two or more participants making payments on this course together)

[Register Now](#)

CONTENTS

Module 1: HR Data and Data Collection

1. What is HR Data?

- Benefits of HR analytics
- Let strategy dictate the data metrics we adopt
- Focus on the data we need, not the data we have
- The major HR analytics application
Performance appraisal, talent recruitment, compensation and benefits, retention
- Case studies

2. How to collect HR Data?

- Primary vs secondary data
- Internal HR data collection methods and difficulties
- External database in HR and methods of data-mining and crawling
- Data validity and compatibility
- Skills in determining what data to use
- HR data from different HR software: how good are these data?
- Case studies

3. Understanding the HR Data

- What is a human resource information system (HRIS)?
- What are the major tools in the HR analytics?
Rstudio, Python, Excel, Power BI, SPSS, Oracle
- Understanding data warehousing
- Big data in HR?
- Case studies

4. Building the HR Metrics

- Difference between metrics and data
- The Analytical ascendancy model and its application in HR
- The business balanced scorecard and key performance indicators
- Key elements and measure of the HR scorecard
- Data cleansing and how to do it?
- Impact metrics and dashboard
- Case studies

5. How to get started with HR Data Analytics?

- Buy vs Rent vs Build
- Management or analytics software
- Six skills for HR analytics success
- Three common mistakes to avoid when starting an HR analytics function
- Equip both HR and line managers to use data and analytics to improve the quality of decision-making
- Case studies: The Coca Cola HR analytics experience

Module 2: How to make use of Data to make HR Decisions and Presentations

1. Quantitative Methods in business for use in HR Analytics

- Basics of business statistics in HR decision making
- Distribution: normal
- Correlation and significance level
- Linear and multiple regressions
- Optimization levels and profit maximization
- Case studies

2. Predictive HR Data Analysis

- Five different ways predictive analytics will transform HR
- Different types of HR predictive modeling, turnover, talent management, retention, risk
- Applying different types of HR analyses using correlation analysis and regression analysis
- Data before hypothesis
- Understanding how predictive analytics work
- Using SPSS to demonstrate predictive analysis in HR
- Case studies

3. Understanding different software in HR Analytics

- What are the common software in HR analytics?
- Understanding the usage and limitations of PowerBI
- Advantages and drawback of Tableau
- SPSS and its applications
- Oracle and its applications
- Case Studies

4. Data Visualization

- The importance of good, simple and clear data visualization
- Common application tools of visualization: Tableau, Power BI, SPSS
- How to use Tableau in HR analytics?
- Understanding Power BI in HR analytics application
- Using SPSS in visualization
- How to utilize data to work out different HR strategies: Performance appraisal, Talent recruitment, Compensation and Benefits
- Case studies

5. Reporting in HR Analytics

- The four rules of reporting in HR analytics
- Common software in HR reporting
- Making informed decisions with data from within and from industry
- Understanding the various company HR strategies
- Using numbers to substantiate HR arguments and options
- How to design the dashboard to reflect different HR options
- Skills in online reporting
- Case studies

Module 3: Applying HR Analytics into different HR Functions

1. Applying HR Analytics into different HR Functions

- From predictive HR to prescriptive HR analytics
- Common features in a HR analytics solutions
Activity dashboard, integrated and embedded analytics, business intelligence, reporting, engagement analytics, visual analytics, employee database, predictive analysis, recruitment management, performance metrics
- Understanding different common HR Analytics solutions
Oracle HR Analytics, SAP Workforce Analytics, Workday Prism Analytics, People Stream Workforce Analytics, Talentsoft Analytics, Natural HR, Visier
- Case Studies

2 Talent Recruitment

- Six common usage of talent analytics
- Understanding and applying the Talent Management Maturity Model into practice
- Comparing different talent recruitment software to suit individual requirements
- Business intelligence in talent management
- Continuously updating internal employee database
- Data mining and crawling external talent databases
- Develop strategic talent inventories that help identify existing talent, future talent needed and actions to close gap
- Case studies

3. Performance Appraisal

- Develop an HR Scorecard or Workforce Scorecard as a tool to help implement strategy more quickly & effectively?
- Establishing the performance metrics
- What are the key performance indicators
- Auditing the performance results
- What kinds of analytics are for assessing executive performance?
- How can we identify and reliably track the performance of our key human capital indicators?
- Cast studies

4. Compensation and Benefits

- Comparing compensation and benefits among competitors
- Understanding local government compensation and benefit policies as a guideline strategy
- What are the compensation and benefits metrics?
- Correlating costs with compensation and benefits
- How can we begin to understand how much an improvement in the human capital indicators will affect the compensation and benefits?
- Case studies

5. Employee Retention

- The Employee Resignation Conundrum
- How to reduce employee turnover with HR analytics?
- Identify your retention problem
Resignation rate, impact on business metrics
- Look for the causes of turnover
Resignation drivers, resignation correlations
- Determine who can be saved
Resignation segment, risk of exit
- Designed a tailor-made retention programme
Promotions within the company, training impact on performance, new hire performance, retirement trends
- Case studies

LECTURERS

Professor Joseph Cheung

Professor Joseph Cheung graduated from Beijing's Tsinghua University, PhD; and from the London Business School, MSc. Professor Cheung has over 40 years of international marketing, global manufacturing and regional retail experience. He had been CEO, Director and General Manager of various reputable multinational companies. Professor Cheung had also been in charge of a factory of over 5,500 workers, and regional retail for 13 different Asian Pacific countries. He had also operated a 600-staff department store and a clothing chain with 85 stores. Professor Cheung specializes in international and regional new business development, business analytics and O2O business ventures.

For the past 20 years, Professor Cheung taught various part-time undergraduate and postgraduate business management courses worldwide for leading universities in Australia, Canada, China (the Chinese University of Hong Kong, and Tsinghua University), Finland; Ireland, the Philippines, Slovakia, and UK. At present, he teaches the Tsinghua course, Entrepreneurial Marketing, and is also a supervisor for the course's student/alumni venture teams. Applying business analytics and big data, he had successfully helped venture teams started their operations, e.g. in healthcare and O2O trading. Since 2015, he had been Entrepreneur-in-Residence for the Tsinghua University x-lab. Professor Cheung also teaches for many local non-profit training organizations including HKMA. He likes to share his experience with participants. At present, he is Managing Director of his small international company and directors of several companies.

Mr. Andrew Cheung (M1 on 9 March 2019)

Andrew received an MBA from a joint program of Columbia Business School, London Business School and Hong Kong University and a BBA from the University of Applied Sciences of Eastern Switzerland. He had worked in the hospitality industry in Europe and American before. At present, he is Director of Business Development and Finance of a global educational firm. In strategic partnership with his company, Andrew started an educational platform, EDLink, to provide global free education database for students in tertiary education. Andrew would like to share his experience, particularly in database and platform building with the participants.

Ms Abigail Chan (M2 on 11 May 2019)

Ms. Chan graduated from Heriot-Watt University with an MBA and a Bachelor of Business from Swinburne University of Technology. She has worked in the health sector in USA before where analytics is part of her job. Abigail later worked in accountancy where data analyses became a normal part of her duties. At present she is an accountant at a duty free operation with responsibilities in administration, sales and operation where her analytics skills help combined the different functions together. She would like to share her visualization and global data retrieval experience for management presentations and strategies building with the participants.

SATISFACTORY COMPLETION OF A MODULE

A minimum of 4 out of 5 sessions is required for satisfactory completion of a module. Students must obtain at least 50% of the assessment result in the final project.

AWARD

A student who has satisfied all the requirements and completing all three modules will be awarded the Executive Diploma in Human Resources Analytics.

ENQUIRIES

For course details: Ms Candy Ho on 2774-8554 Email: details.cdp@hkma.org.hk
General Enquiry & Enrolment: 2774-8500 or 2774-8501 Email: enrol@hkma.org.hk
Fax: 2365-1000 or visit the HKMA website: www.hkma.org.hk/pd/edhra.

[Register Now](#)

Enrolment Form

Executive Diploma in Human Resources Analytics – Data, Decisions, Applications

EDHRA-30001-2019-1-SS EDHRA-30002-2019-1-SS EDHRA-30003-2019-1-SS

23 February - 20 July 2019

EDHRA-32576-2019-1-SS

FEE: HKMA Member: HK\$10,800 / Non-member: HK\$11,700

Group Discount: HK\$300 each (For two or more participants making payments on this course together)

* Applicants should include their HKID card number and fill in all details in block letters, otherwise no MDCU will be given.
The Association will issue certificates based on the details and name format as given in this form.

Name (Mr/Ms): _____
(Surname) _____ (Other Names) _____

HKID Card No.: _____ HKMA Membership No.: _____

Position: _____

Company: _____

Address of Company: _____

Telephone No. (Office): _____ (Residence): _____ (Mobile): _____

Education Level: _____ E-mail: _____

Correspondence Address: _____

Cheque Number: _____ Cheque Amount: HK\$ _____

Name and Title of Nominator (Mr/Ms): _____

Nominator Email / Address: _____

Sponsorship Company-sponsored Self-sponsored

From where did you FIRST learn about this Programme?

HKMA Email Mail Newspaper/Magazine (please specify): _____

Email Promotion from Other Websites (please specify): _____ Online Advertisement (please specify): _____

Search Engine (please specify): _____ Social Media (please specify): _____

HKMA Website (Where did you find this information): _____

MTR Station (please specify): _____ Exhibiton: Jobmarket Career & Education (EJEX) Others (please specify): _____

- This form together with a crossed cheque payable to The Hong Kong Management Association should be returned to:
Executive Director, The Hong Kong Management Association, 16/F Tower B Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong.
- Registration must be made on the Enrolment Form provided and returned to the Association before the programme commencement date (Not less than 5 days) with full fee.
- Acceptance is subject to the discretion of the Association.
- Applicants will be notified by telephone to confirm receipt of the application form and full programme fee. An official receipt will be sent to you within two weeks.
- Applicants are expected to attend the course at the place and time specified in the brochure unless otherwise notified.
- When a programme is over-subscribed, additional classes may be started in some cases. Applicants may then be notified of the new time, dates and place of meetings when necessary.
- For **ENROLMENT** and **ENQUIRIES** please call **2774-8501** (Customer Service Department) during normal office hours or Email: enrol@hkma.org.hk or fax **2365-1000**.
- No refund will be made after payment, but participants can arrange to have their places substituted should they be unable to attend the programme by notifying the Association at least 2 days prior to programme commencement.
- Fax reservations are welcome but are subject to confirmation by payment in full within 10 days of the date the reservation is made or 5 days prior to programme commencement, whichever is sooner.
- Applications, upon full payment, will be processed on a first-come first-served basis.
- When Typhoon Signal No.8 or above is in force during classes/examinations, all classes and examinations will be dismissed immediately. Replacement classes and remedial examinations will be arranged. When Black Rainstorm Warning is in force during classes/examinations, all classes and examinations will be held as scheduled.
- The HKMA reserves the right to make alterations regarding the details. For course details, please contact Customer Services Department on 2774-8501. Website: www.hkma.org.hk
- The HKMA supports the equal opportunities policy, without discriminating against any person on the grounds of gender, disability, family status or any other basis.

Personal Data Collection Statement

- The personal data of applicants are collected and kept for purposes of processing of applications of course enrolment, course admission, student and member administration, course research and statistical matters.
- The personal data provided in this form will be used by the Association for direct marketing, including special offers, training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.
- Applicants wishing for access to and/or correction of personal data may send their written requests to the Association.

If you do not wish to receive information as stated in point 2 of this statement, please indicate your objection by ticking the box. You may at any time send your written requests to the Association.

Applicant's Declaration

1. I declare that the information provided in this form and the attached documents is correct and complete. I authorize the Association to obtain information about my public examination results and records of studies from concerned institutions (if necessary).
2. I understand that the information provided in this form and the attached documents will be used in the admission assessment process and that any misrepresentation, omission or misleading information given may disqualify my application for admission and enrolment in the programme.
3. I have noted, understood and agreed to the contents of the Personal Data Collection Statement.

Notes

1. I understand that all handout materials obtained in class are strictly for my own educational purposes.
2. I have understood all the "Notes for Application" listed in Application Form.

Applicant's Signature: _____ Date: _____