PEOPLE ANALYTICS

Transform HR with People Analytics by harnessing AI and Data Insights for Future-Ready Talent Management

Program Overview

The "People Analytics" Executive Education program offers participants the opportunity to develop and hone the necessary skills to create outside of the box venture, being open-minded and enjoying collaborative ideation, keeping an eye on the future, feeling the passion for change and telling visual stories

Throughout this program, participants will be exposed to critical elements of the design and development of data analytics and artificial intelligence oriented digital products and services for people management, learning to manage the digital transformation of a company and to innovate in the digital ecosystem.

Program Modules

Module 1

People Analytics Strategy

These sessions introduce Data Analytics, Artificial Intelligence, the digital revolution, innovation and the impact of technology on business and society:

- The role of People Analytics in HR. Case studies
- IBM, Google, and Procter & Gamble People Analytics case studies
- State of Art
- What is People Analytics?

Module 2

Machine Learning for People Analytics

These sessions show the characteristics of Data Analytics:

- Data Collection and Preparation
- Data sources in HR
- Data cleaning and preprocessing
- Data privacy and compliance
- Exploratory Data Analysis (EDA)
- Descriptive statistics
- Data visualization techniques
- Identifying key metrics for HR
- Predictive Analytics and AI in Talent Acquisition
- Machine learning models for recruitment
- Resume screening and candidate selection
- Bias and fairness considerations Employee Performance and Retention Analysis
- Predictive modelling for performance evaluation
- Strategies for employee retention
- Evaluating the impact of AI on performance management
- Ethical Considerations in People Analytics
- Ethical frameworks and guidelines
- Data privacy and security
- Case studies on ethical challenges

Module 3

Artificial Intelligence for People Analytics

These sessions show the characteristics of a People Artificial Intelligence-oriented Business

Model: Paypal, Mastercard, Visa and others:

- Fanuc, HRBlock, Blackrock and other real cases
- AI weak and strong
- The promises of AI
- The AI project.
- AI in Strategic Planning
- Artificial intelligence in Blockchain, cryptocurrencies and NFTs
- Data to decisions: AI and Big Data
- AI and the Cloud
- AI in cybersecurity
- AI in business optimization
- AI and Operational Risk Management

Module 4

New Technologies in People Analytics

- Prediction
- Neural Networks
- Generative AI, LLMs and ChatGPT
- Prompt engineering
- Chatbots
- The role of blockchain
- AI lead innovation

Modules 5

People and Business Trends

These sessions review future trends in the different sectors:

- The future employment market
- Business in the future
- Limitations and pitfalls
- PA ready culture
- Bionic enterprise
- Digital Entrepreneurship
- A world of digital assets
- Digital habitus: love, family and relationships

Modules 6

Seminar

During this session, participants present their projects and get group feedback

Who Should Attend

This program is specifically structured to cater to the needs of human resource oversee teams or units in their organizations. Please note that this program is not designed for individuals who seek to cultivate in-depth and focused expertise in any field related to Information Technology.

Learning Outcomes

Upon completing this program, participants will be able to:

- Have an understanding of HR and organizational management
- Analyze how Artificial Intelligence and Data Analytics are utilized in workforce management
- Acquire familiarity with data analysis and statistics
- Understand the process of collecting, cleaning, and analysing HR and performance data to derive insights
- Develop predictive models for talent acquisition, retention, and performance evaluation
- Address ethical considerations and privacy concerns related to people Analytics
- Apply People Analytics principles to real-world case studies
- Design people analytics business models through concepts, tools and techniques
- Learn to implement strategies and technologies, understanding the importance of leadership, processes, measurement and people;
- Become familiar with current trends and their implications for organizations and people

Faculty

Dr. Manuel Rincon
Assistant Professor, School of Business

www.woxsen.edu.in