upGrad

Indian Institute of Management Kozhikode
Globalizing Indian Thought
भारतीय प्रबंध संस्थान कोषिक्कोड

Professional Certificate Programme in HR Management and Analytics

5 Months | Online ((o))

Better Businesses with Better People

About Indian Institute of Management Kozhikode

Started in 1997 with its Post Graduate Programme (PGP), the Indian Institute of Management Kozhikode (IIMK) is on a high growth trajectory today, offering widest range of academic programs in the field of management education. These include Fellow Programme in Management, Executive PG Programmes, Management Development Programmes and Faculty Development Programs. IIMK set up a Satellite campus at Infopark, Kochi, in 2013 dedicated to Executive Education. IIMK has also the unique distinction of launching a PhD (Practice Track) programme for working professionals besides bringing in new dynamic courses like the one-year Post Graduate programme in Business Leadership (2019) MBA in Finance and MBA in Liberal Studies & Management (2020). The institute is also home to IIMK LIVE a first-of-its-kind startup incubation programme and the Indian Business Museum.

IIMK is ranked 3rd as per NIRF India Rankings 2023: Management. The institute also features regularly among top global institutes for its flagship MBA (PGP) and EMBA programme (EPGP) in QS World University Rankings. The Institute has leapfrogged 100 spots to be placed in the Top 251-300 Institutes in Business & Management Studies globally, as per the QS World University Rankings by Subject 2023. It is also Ranked No.2 in CFIs (non-Technical) category in the Atal Innovation Rankings (ARIIA 2021) rankings released recently by Ministry of Education, Govt. of India, and has the distinction of being the only IIM in the coveted innovation rankings. IIM Kozhikode is globally accredited by EQUIS (EFMD) and AMBA (UK).

IIM Kozhikode also made its debut in the prestigious Financial Times Rankings (FT Rankings 2023) at 72nd position among the top-75 Open-enrolment executive program providers globally, catapulting the 27-years young IIM to an exclusive list of foremost providers of executive education in the world. IIM Kozhikode has successfully delivered close to 1300 MDP programmes for the past two decades, training more than 41000 participants from 150+ organisations - which also includes several Fortune 500 companies - in the process.

The IIMK Kozhikode Advantage

From the Director's Desk...

IIM Kozhikode programmes designed by world-class faculty with their cutting-edge thought and industry-leading insights empower participants to manage and lead complex business challenges with confidence and informed decision-making ability. Our growing global footprints acknowledged and accredited by leading institutions of the world are a testimony to growth we have achieved in our nearly 27-years journey of academic excellence.

At this juncture, it is also pertinent to share that both future and past are integral to the path taken by an institution on this journey of excellence. Having a wide, far-seeing vision is not an indulgence but an activity that is necessary to give meaning to our present, to give this Institution a sense of purpose,direction and imagination. That is why we have chosen to think in terms of what IIM Kozhikode will be able to contribute to India and the world some three decades from now with 'Vision 2047: Globalizing Indian Thought:The sheer scale, scope and potential impact that India will have on 21st century business makes us believe that this is a legitimate aspiration.

Program is a specialized curriculum designed to empower learners with a unique blend of strategic human resource management & advanced analytics skills. Tailored to address the evolving demands of the global business landscape, the program provides participants with in-depth knowledge of talent management, performance optimization, and the crucial application of analytics in decision-making. The program ensures that graduates are well-prepared to address the complex challenges of modern organizations.

Wishing you all the very best!

Debashis Chatterjee

Prof. Debashis Chatterjee,
Director, IIM Kozhikode

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

What's Trending in HR?

Technology adoption and deployment prioritised

Employee feedback given utmost importance

More companies investing in mental health support

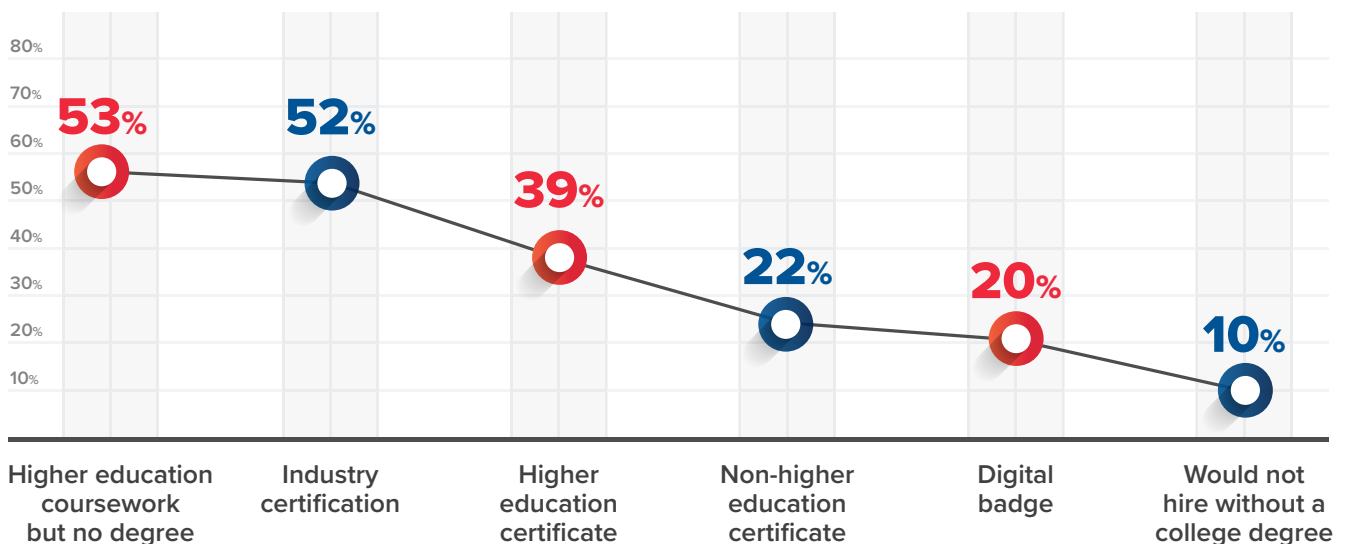**Data crowned as the new currency in HR operations**

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?

	53%	52%	39%	22%	20%	10%
	Higher education coursework but no degree	Industry certification	Higher education certificate	Non-higher education certificate	Digital badge	Would not hire without 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

		₹1M	₹1M

Chart values by experience:
- 1 YEAR: ₹385K (point near ₹381K)
- 1-4 YEARS: ₹440K
- 5-9 YEARS: ₹708K
- 10-19 YEARS: ₹1M
- 20+ YEARS: ₹1M

Y-axis: ₹1M, ₹890K, ₹762K, ₹635K, ₹508K, ₹381K

X-axis: 1 YEAR | 1-4 YEARS | 5-9 YEARS | 10-19 YEARS | 20+ YEARS
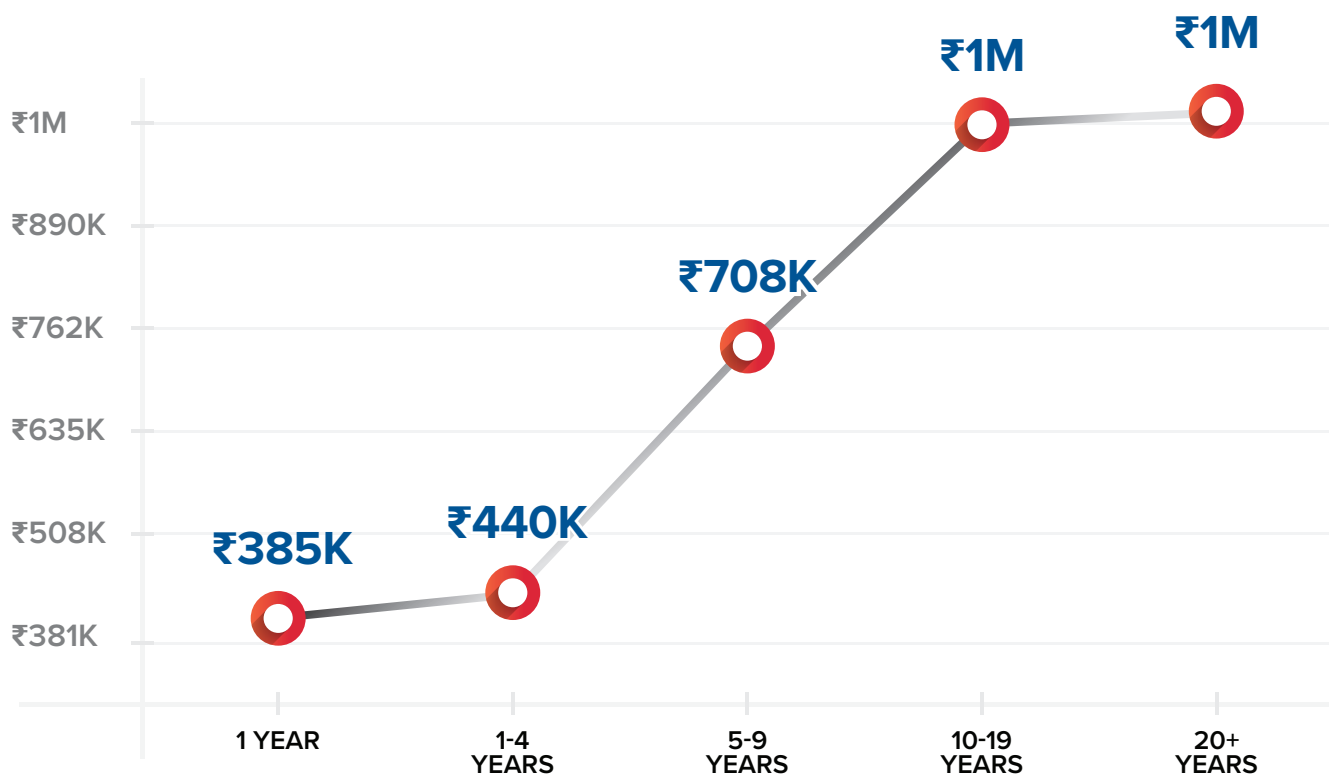
An entry-level Human Resources (HR) Manager with less than 1 year experience can expect to earn an average total compensation (includes tips, bonus, and overtime pay) of ₹3,85,052 based on 317 salaries. An early career Human Resources (HR) Manager with 1-4 years of experience earns an average total compensation 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:**
  ₹1,27,000 (Incl Taxes)
  (Easy EMI options available)

IIM Kozhikode - #3
among Management Institutes in India as per the
NIRF Rankings 2023.

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

भारतीय प्रबंध संस्थान कोषिक्कोड
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

Student Support is available 24/7. You can also write to us via studentsupport@upgrad.com or for urgent queries, use the 'Talk to Us' option on the learning platform.

2+Million
Learners

433%
Highest Salary Hike

₹73LPA
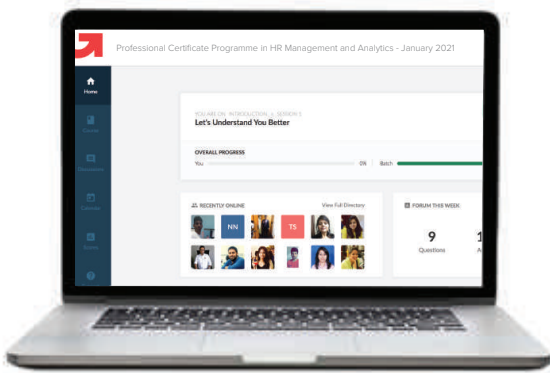Highest Salary

57%
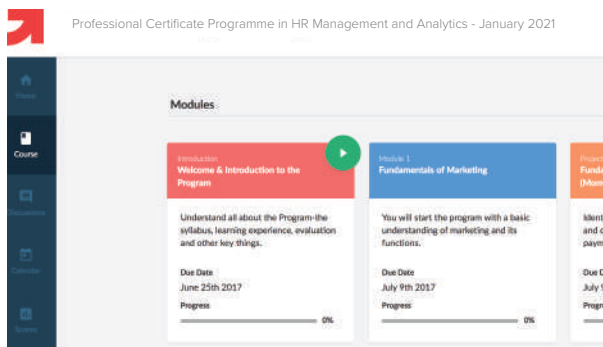Average Salary Hike

300+
Recruitment Partners

700+
Industry Experts, Mentors to help Learners Succeed
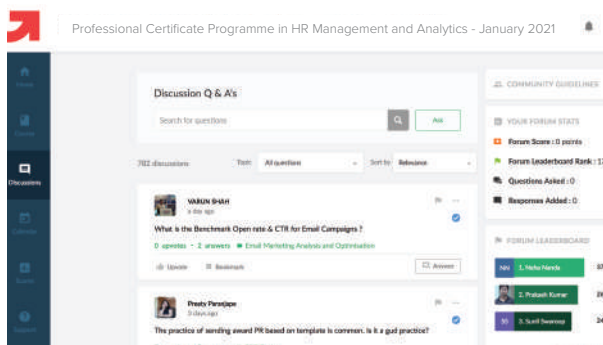
The upGrad Experience

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 — **3 Weeks**	**HR Practices and Benchmarking** — **1 Week**	**Workforce Planning and Talent Sourcing Analytics** — **2 Weeks**
Talent Acquisition and Development Analytics — **2 Weeks**	**Induction and Culture Fit - Value Congruence** — **2 Weeks**	**Talent Engagement Analytics** — **2 Weeks**
Collaboration Analytics - Building Effective Teams — **1 Week**	**Talent Analytics - Performance, Potential and Rewards** — **1 Week**	**Talent Retention Analytics** — **1 Week**
Employee Wellness - Health and Safety — **1 Week**		

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 metrices 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 Metrices

- Types of Job Redesign - Concepts and Metrices

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

Buffer Weeks

Collaboration Analytics - Building Effective Teams

Learn how effective teams are built and 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

The Curriculum is subject to change as per the inputs from the institute or industry experts.

Meet the
Faculty

Prof. T.N. Krishnan
Professor, IIM Kozhikode

Prof Krishnan has a PGDM & PhD from IIM Amedabad and has two decades of experience in the field of Organizational Behaviour & Human Resources. He has been a recipient of the prestigious Fulbright-Nehru Research fellowship & served as a Senior Research Fellow at the Centre for Human Resources at the Wharton Business School. He has done research & consulted in the areas of talent management, human resource practices, organizational strategy & structure. He has served as the Chairperson of the flagship MBA programme, the Ph.D. Programme & the Research Committee 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**