

Postgraduate Certificate

Data Analytics in Human Resources





Postgraduate Certificate

Data Analytics in Human Resources

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Accreditation: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtitude.com/us/psychgology/postgraduate-certificate/data-analytics-human-resources

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01

Introduction

Today, organizations and companies of all sectors and sizes are fully aware of the importance of human capital for their success. In this regard, Human Resources plays a crucial role, as it is responsible for safeguarding and ensuring the well-being of the organization's human capital. To guarantee this well-being, it is essential for professionals to be able to conduct research that analyzes both the condition of employees and the personnel selection processes. This is precisely the focus of this course, in which professionals will acquire the competencies necessary for data analysis specifically applied to Human Resources.



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With this program, you will achieve the professional success you truly deserve, as it is specifically designed to prepare genuine experts in data analysis within Human Resources”

Today, organizations of all sizes and sectors are becoming aware that Human Resources represents an essential asset within companies and the key element for achieving established growth objectives. This is largely due to the relationship created between the company and its employees which, when developed correctly, can exponentially enhance productivity across processes.

However, for this to be possible, it is essential to have an in-depth understanding of the condition of the human capital involved in the organization, both internally and externally. This is only attainable through a thorough and comprehensive data analysis. In this regard, this Postgraduate Certificate will provide an in-depth approach to the most effective and efficient strategies and methods for conducting data analyses on various aspects of the company.

Throughout the training program, the course will delve into data analysis techniques, both at the external level (competitors) and the internal level (business strategy). Its objective is to guide the student toward the primary research sources, presenting their classification and examining their reliability when beginning an analysis.

Furthermore, the program will also explore the management of specific data that can be processed through digital platforms, allowing the prediction of individual performance. These platforms will serve as significant allies for Human Resources professionals, as they will help them gain a deeper understanding of how different elements of the organization function.

This comprehensive compilation of content is designed to be delivered in a fully online format. As such, you will only need an electronic device with internet access to reach the largest information repository you can imagine. Additionally, being an online program, you will decide when, how, and where to study, allowing you to continue advancing professionally without sacrificing your daily activities.

This **Postgraduate Certificate in Data Analytics in Human Resources** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The development of practical cases presented by experts in Human Resources
- ♦ The graphic, schematic, and practical contents with which they are created provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ The latest advancements in Personnel Selection
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Special emphasis on innovative methodologies in Human Resources
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



Thanks to the highly comprehensive content offered by this program, you will be able to analyze even the most complex data in the field of Human Resources"

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Incorporate into your knowledge the most innovative approaches that will enable you to understand the design of research specifically for HR”

TECH has created this highly comprehensive program to propel you toward the highest professional level.

This qualification will allow you to enter a job market that increasingly demands experts in this field.

Its teaching staff includes expert professionals in Human Resources and Labor Relations who contribute the experience of their work to this training, along with renowned specialists belonging to leading professional societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive program designed to learn in real situations.

The design of this program is based on Problem-Based Learning, whereby the educators must try to solve the different professional practice situations that arise throughout the program. For this purpose, students will be assisted by an innovative, interactive video system created by renowned and experienced research specialist.



02

Objectives

The objectives of this program are based on addressing the needs of professionals working in this area. In this sense, a complete and optimal program has been realistically established to lead students to academic excellence and encourage them to efficiently advance in their professional careers. For all these reasons, this training will be for the student a journey of both personal and professional growth, leading them to the highest level of quality in their work as a Labor Relations professional, with a thorough understanding of the foundations of Labor Law.



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*Learn in a simple, intensive and flexible way
with the quality of the highest rated teaching
models in the online teaching field”*



General Objectives

- ♦ Develop an in-depth understanding of the different forms of research and data analysis that support Human Resources management
- ♦ Understand research techniques, their functions, and the results they provide
- ♦ Internalize the importance of research in Human Resources



If your goal is to expand your professional career as a specialist in data analysis in HR, with the training that enables you to compete among the best, look no further. This program will give your career the boost it needs"





Specific Objectives

- ♦ Understand the use of HR analytics within talent management strategies for decision-making in training and personnel selection
- ♦ Manage specific data through digital platforms to predict employee performance
- ♦ Identify actions with a high probability of successful outcomes through the use and analysis of data in Power BI

03

Structure and Content

The syllabus of this program has been designed and developed by a team of specialists in the field to address, with precision, the needs of Human Resources professionals. This compendium of contents has also been designed with a perspective focused on applied learning, allowing the professional to intervene successfully through a broad vision connected to the real environment of the profession. Therefore, this syllabus will become the student's main asset when it comes to successfully entering a labor market that increasingly demands more and more professionals specialized in the field.



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Take the step and open a new path of development and growth for your career in this field, becoming a true expert in Data Analytics in Human Resources”

Module 1. Data Analytics in HR

- 1.1. Types of Data Analysis in HR
 - 1.1.1. Introduction to Data Analysis in HR
 - 1.1.2. The Added Value of Business Reporting
 - 1.1.3. Analysis of Labor Relations, Retention, Turnover, and Absenteeism
- 1.2. HR Analytics
 - 1.2.1. Big Data and Business Intelligence (BI)
 - 1.2.2. Analysis and Modeling of HR Data
 - 1.2.3. Design and Development of HR Metrics
- 1.3. The Future of Work in the Digital Age
 - 1.3.1. Analysis of the Future of Work
 - 1.3.2. Digital Transformation and Changes in Employment
 - 1.3.3. New Professions for the Digital Enterprise
 - 1.3.4. Digital Transformation and Changes in Employment
- 1.4. Competitive Analytical Strategy
 - 1.4.1. Market Analysis
 - 1.4.2. Sustainable Competitive Advantage
 - 1.4.3. Return on Investment
- 1.5. Lean Management and Strategic HR Analysis
 - 1.5.1. Relevance of Strategic Management in Management Control Analysis
 - 1.5.2. Analysis of the Environment and the Organization
 - 1.5.3. Lean Management
- 1.6. DIRCOM and Strategic Competencies for Digital Jobs
 - 1.6.1. The Concept of Digital Competence
 - 1.6.2. The European Framework of Digital Competences
 - 1.6.3. Methods of Digital Competencies
- 1.7. Digitalization of HR
 - 1.7.1. Technological Digitalization in HR Strategy
 - 1.7.2. Digitalization Technologies in the HR Department
 - 1.7.3. HR Management Software
 - 1.7.4. Digitalization of Employee Learning and Training





- 1.8. Power BI in Data Analytics and Visualization
 - 1.8.1. The Power BI Environment
 - 1.8.2. Performing Queries and Analysis
 - 1.8.3. Report Creation
 - 1.8.4. Development of Visualizations
- 1.9. HR Analytics in Employees
 - 1.9.1. HR Analytics (HRA)
 - 1.9.2. Applications of HRA
 - 1.9.3. Data for HR Analytics
 - 1.9.4. Data Analysis With HRA
 - 1.9.5. Technology for HR Analytics
- 1.10. Development of Corporate Digital Culture
 - 1.10.1. Corporate Culture
 - 1.10.2. The Evolution of Digital Culture in the Company
 - 1.10.3. Technological Culture and Data Management
 - 1.10.4. Digital People Culture



A complete teaching program created to offer the professional an efficient and fast learning process, compatible with their personal and professional life"

04

Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.



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TECH will prepare you to face new challenges in uncertain environments and achieve success in your career”

The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.

The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

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*At TECH you will NOT have live classes
(which you might not be able to attend)”*



The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

“*TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want*”

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.



Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.



A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.



The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule"

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

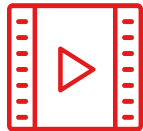
The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.



As such, the best educational materials, thoroughly prepared, will be available in this program:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.



Interactive Summaries

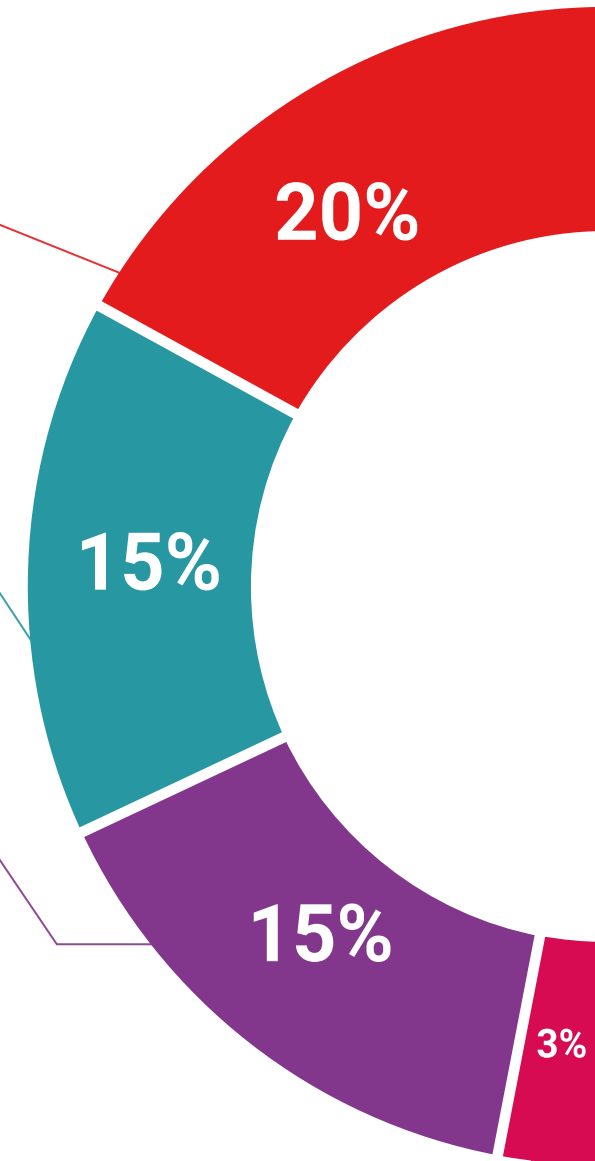
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

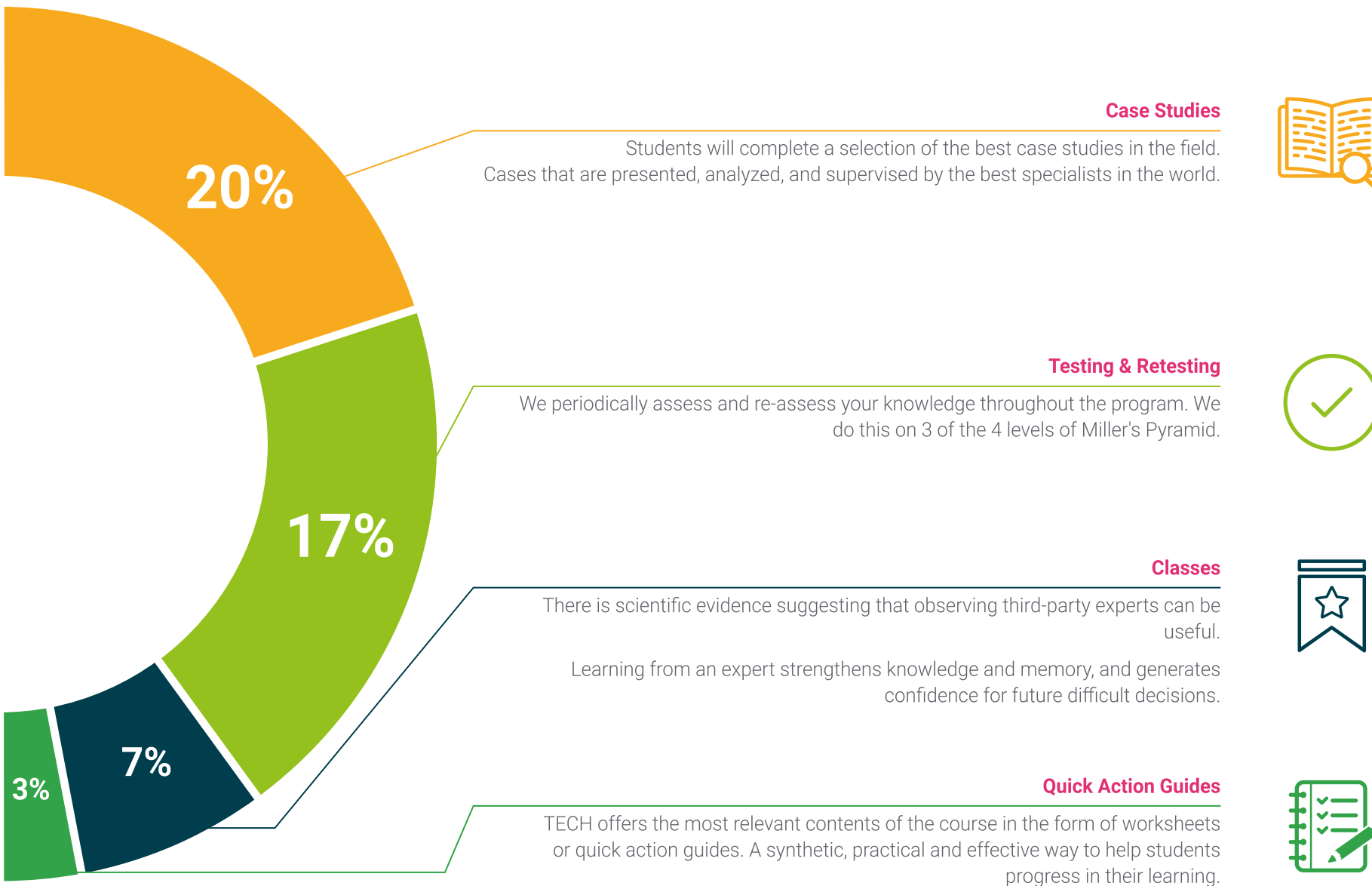
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.





05 Certificate

The Postgraduate Certificate in Data Analytics in Human Resources guarantees students, in addition to the most rigorous and up-to-date education, access to a diploma for the Postgraduate Certificate issued by TECH Global University.



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Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”

This private qualification will allow you to obtain a diploma for the **Postgraduate Certificate in Data Analytics in Human Resources** endorsed by TECH Global University, the world's largest online university.

TECH Global University, is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

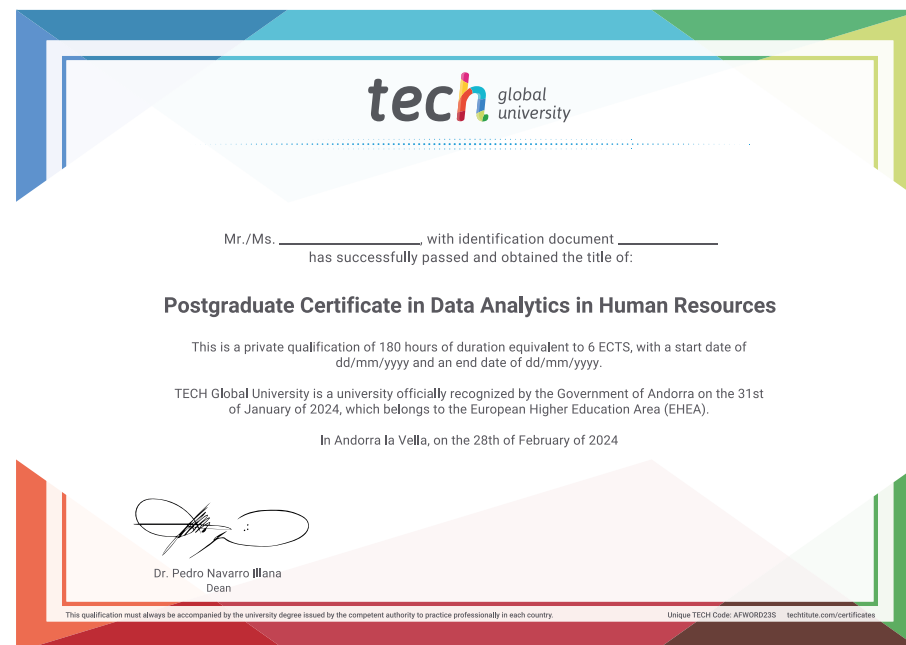
This **TECH Global University** private qualification, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Data Analytics in Human Resources**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



future
health confidence people
education information tutors
guarantee accreditation teaching
institutions technology learning
community commitment
personalized service innovation
knowledge present
development languages
virtual classroom



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Data Analytics in Human Resources

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- » Exams: online

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