AMITY UNIVERSITY ONLINE

UNIVO

MBA WITH SPECIALISATION IN HR ANALYTICS

An immersive program for aspiring & experienced HR professionals to leverage new data-driven technologies.

24 months | Global Accreditation | Global Faculty

Certification from

eCornell

CONTENTS

ABOUT **AMITY UNIVERSITY ONLINE**

Amity University Online is a value-based institution with an innovative bent towards education that impacts lives across boundaries. Through immersive technology, ground-breaking methodology and a worldwide community, we constantly endeavour to expand the horizons of minds in a virtual space around the globe. We are also home to a range of University Grants Commission (UGC) recognized programmes at Masters, Bachelors, Post Graduate Diploma level for nurturing young professionals. With 225000 students spread across countries with diverse backgrounds and a strong force of highly accomplished faculty, we create an ecosystem buzzing with new ideas and innovations.

With our eyes on the future, we keep on pushing the limits, breaking barriers, overcoming obstacles, and forging new connections. Our vision fuels our success and our consistent progress in global rankings assures us that more is yet to come.

PRESTIGIOUS RANKING AND ACCREDITATIONS

PROGRAM OVERVIEW

The specialisation in HR Management and Analytics is intended for the students interested in pursuing their careers as HR professionals. This program helps you understand the basics involved in human resource management and the advanced techniques needed to ace your career. The course mainly concentrates on new data-driven technologies that enable students to cope with current human resource management and analytics developments.

The program structure provides candidates with unmatched flexibility to learn at their own pace and attend classes at their convenience. The course is practice-oriented and intended to give exposure to real-world problems.

The program's objective is to cover all the crucial aspects and tools necessary to succeed in this field. The course also concentrates on data procuring and analysing it through Tableau and Power BI to help you better data visualisation.

INDUSTRY INSIGHTS

THE DEMAND FOR HR ANALYTICS PROFESSIONALS HAS DOUBLED IN THE LAST YEAR.

The global HR analytics market is expected to grow by 10.4% during the forecast period (2021-2025).

With the power of Hr Analytics & big data, companies can take decisions more informed and data-backed decisions for hiring. 70% of companies today cite Hr analytics as a top priority for their executives.

WHY PURSUE AN MBA IN HR ANALYTICS FROM **AMITY UNIVERSITY ONLINE?**

Amity University Online India's leading professional learning and higher education platform. When you choose this program, you also get access to our extensive pool of industry experts and dedicated career assistance.

- Become a globe-trotting professional in a HR Analytics

- Gain the recognition of an MBA in HR Analytics from a reputed institute

- Daily live classes by global faculty

- Gain practical skills through case study-based learning

- Become industry-ready with mentorship from experts

- Get dedicated career support from mentors

- Build your skills with a curriculum designed by leading academicians & industry experts

- Learn alongside a diverse batch of peers from 80+ countries

PROGRAM **HIGHLIGHTS**

Pedagogy for Course Delivery

The class will be taught using recorded video lectures, live online sessions, and case-based methods. In addition to assigning the case studies, the course instructor will spend considerable time understanding the concept of innovation through the eyes of the student. The instructor will cover the ways to think innovatively liberally using thinking techniques.

- One-on-One Mentoring
- Industry-driven comprehensive curriculum
- 24/7 access to study material & video lectures
- Live interactions with Data Personnel and Corporate leaders
- Real-world Projects & Case Studies
- Face-to-face meetup's with top experts & your peers
- Career Guidance and support
- Get Alumni Status from Amity Future Academy
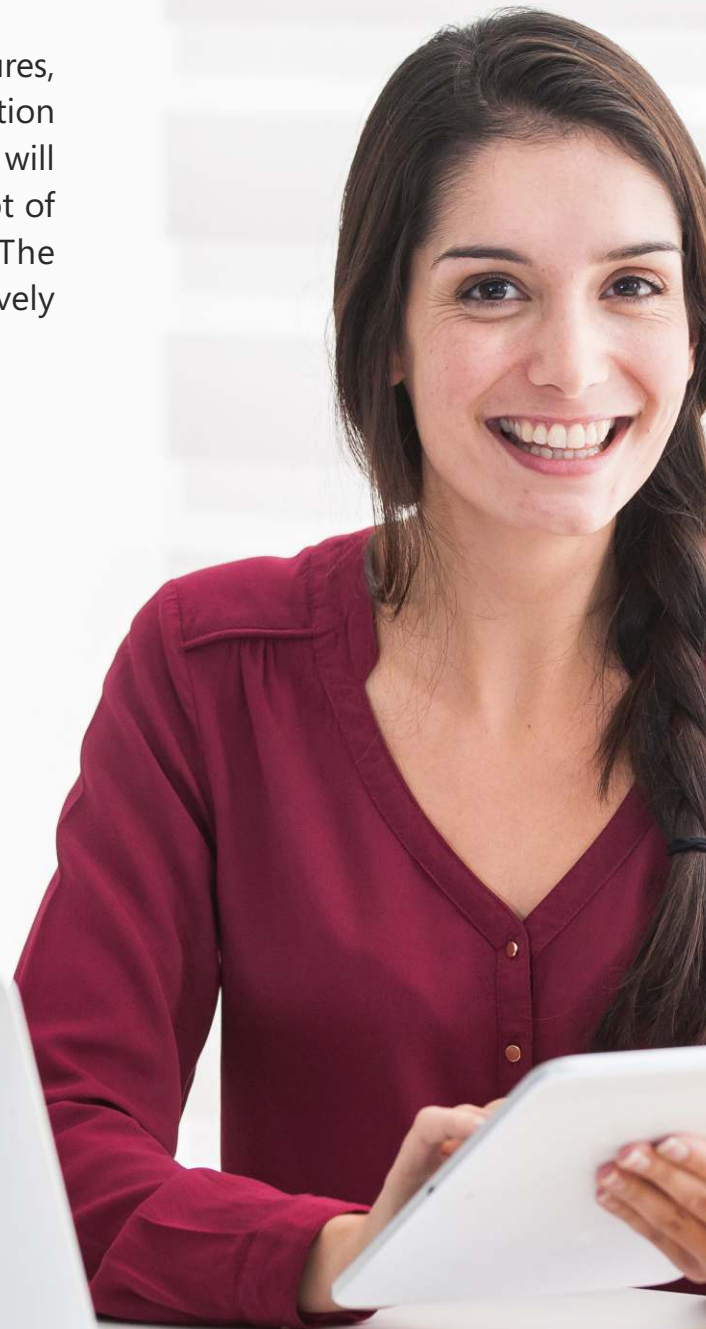
> " Innovative platform and access to abundance of material. Best part of studying with Amity was the ready response from faculty and support team. I had a great learning experience with Amity. "
>
> -**Ishvinder Singh**

MBA in HR Analytics will help you to

On the go learnings and 24/7 access to study material & video lectures

Deep dive into concepts, tools and requirements for HR Management and Analytics trending in the industry

Stay on track and get the most out of the program through dedicated student mentors

100% Career assistance

Train professionals for the jobs of tomorrow and make them unleash the next wave of digital disruption.

Develop a data literacy mindset and thorough understanding of the technology trends of Data Management, Statistics and analytics.

Provide in-depth knowledge and experience of using cutting-edge data-driven technologies.

Unique Program Features

Focus on strategy & tools

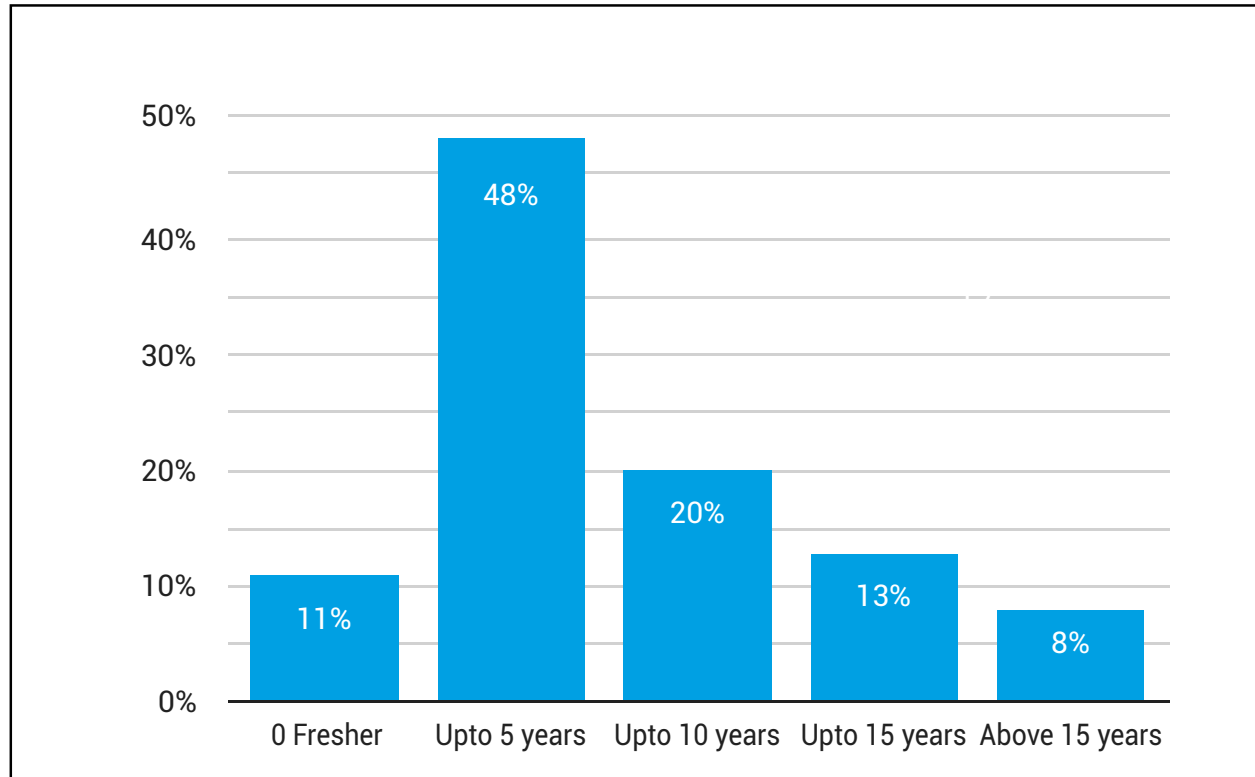Gain in-depth subject knowledge and expert insights from an industry-driven comprehensive curriculum.

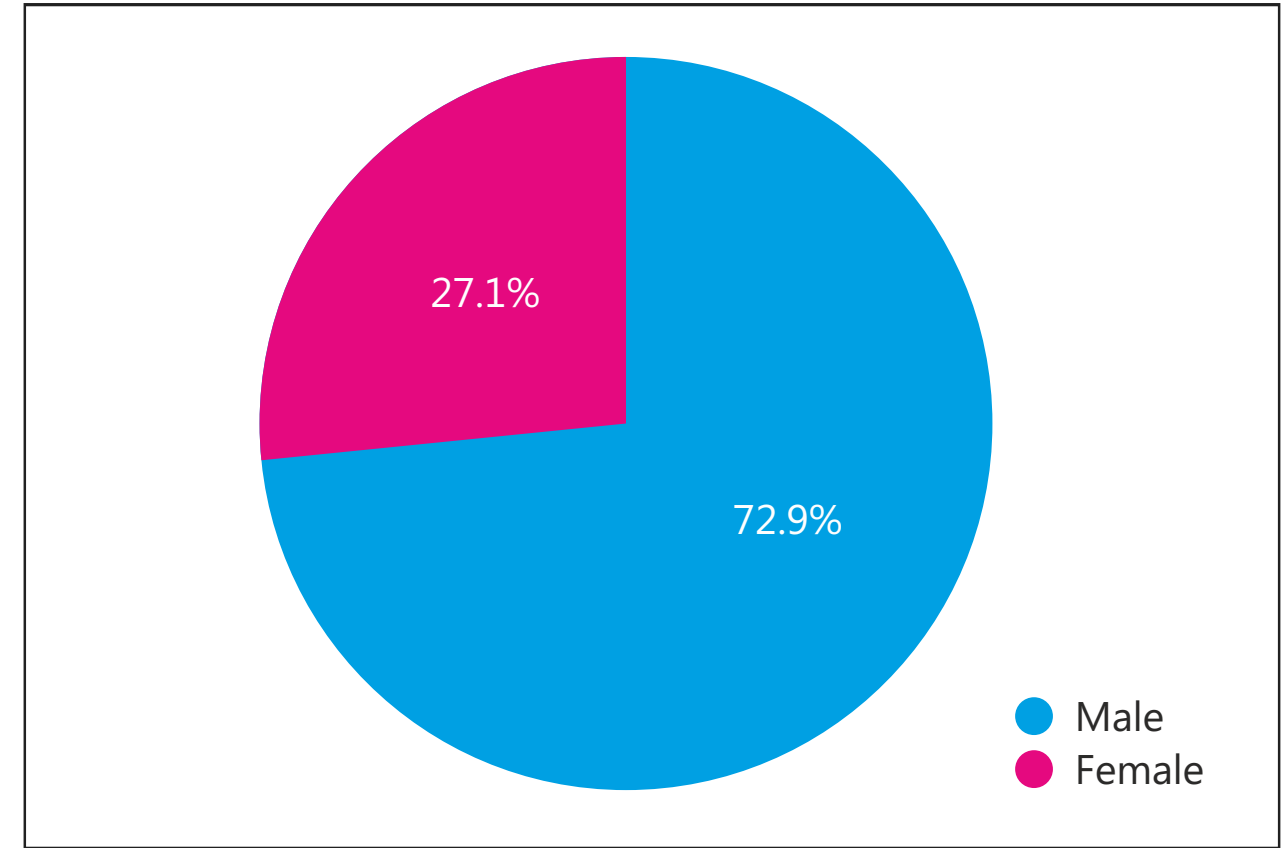Live interaction with Data experts and Corporate leaders

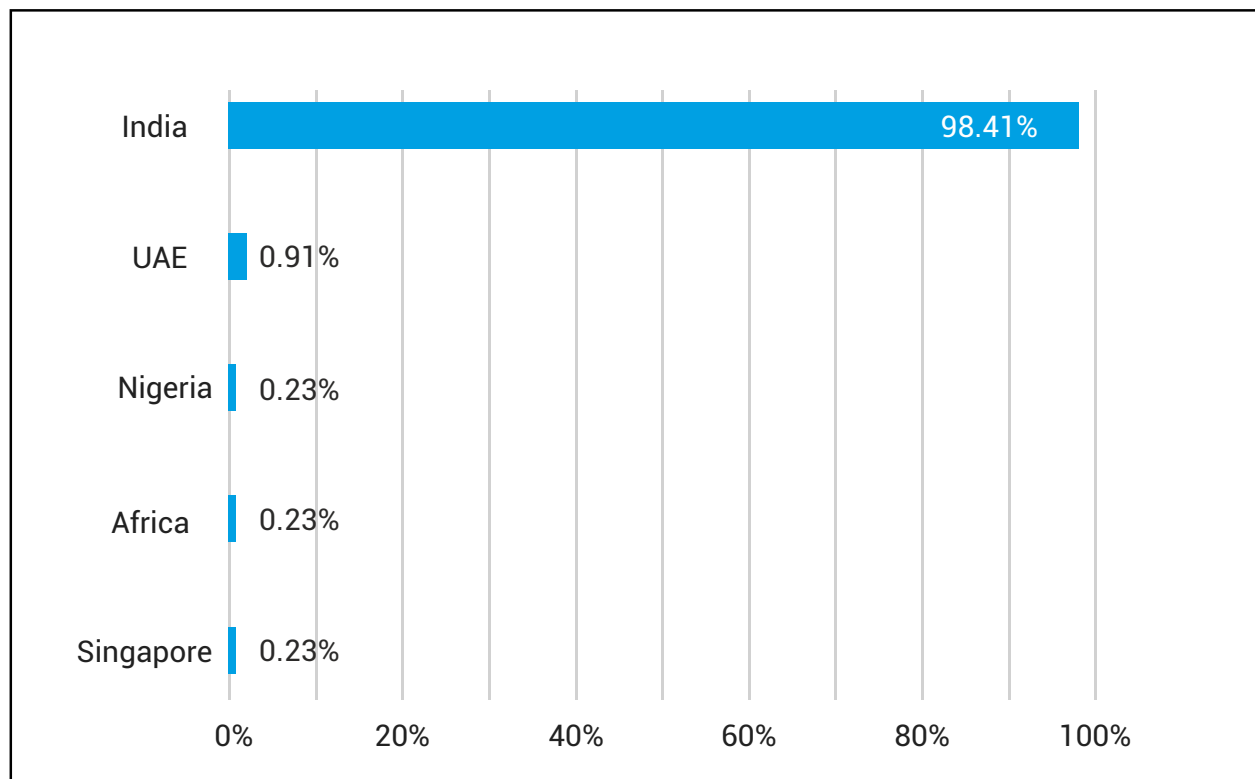Hands-on experience to solve corporate level Data Science and AI issues

BATCH PROFILE

Experience wise batch profile

Experience	%
0 Fresher	11%
Upto 5 years	48%
Upto 10 years	20%
Upto 15 years	13%
Above 15 years	8%

Gender wise profile

Male 72.9%
Female 27.1%

Country wise profile

Country	%
India	98.41%
UAE	0.91%
Nigeria	0.23%
Africa	0.23%
Singapore	0.23%

Industrial Wise Data

Sector	%
NA	29%
Information Technology	26%
Education	10%
Banking/Finance	7%
Recruitment	5%
KPO/BPO	4%
Travel Tourism/Aviation	4%
HR Industry	4%
Medical/Healthcare	3%
Pharma Industry	2%

CORE SPECIALIZATIONS

SEMESTER-3

Course 1

Introduction to Human Resource Management

Syllabus:

MODULE#	TOPICS	WEIGHTAGE
1	**Human Resource Management**	10%
	• Human Resource Management (HRM) & its Objectives • Functions of HRM	
2	**Employee Life Cycle – Hire to Retire**	15%
•	• Different stages of the employee lifecycle: • Hire stage • Onboard stage • Manage stage	
3	**Talent Acquisition & Workflow for Talent Acquisition**	25%
.	• Sourcing Talent • Talent Selection • KSA vs TDR • Selection Process • Workflow stages for TA • Different channels for sourcing • Person-Organization Fit • Types of selection methods • Behavioural interviews & Situational interviews • Importance of documentation in TA • Onboarding Process	

MODULE#	TOPICS	WEIGHTAGE
4	**Performance & Talent Management in HR**	25%
	• What is a performance management system? Effort - Performance - Reward • Definition of Performance Management • Three Phase Performance Management Cycle • What is Talent Management? • Talent Acquisition • Elements of Talent Management (Attracting, Developing, Motivating, Retaining)	
5	**Learning & Organisational Development in HR & HR Operations**	25%
	• Introduction to HR Operations • Operation Functions (Talent Acquisition, Learning & Development, Engagement, Compensations & Benefits, Compliance & Exit) KeyDuties	

CORE SPECIALIZATIONS

Course 2

Introduction to Human Resource Technology and Analytics

Syllabus:

MODULE#	TOPICS	WEIGHTAGE
1	**HR Technology**	**20%**

- What is HR Technology
- Gartner's Magic Quadrant
- Standard terms and their meaning
- What is cloud computing and what it provides

2	**HR Analytics**	**20%**

- What is People Analytics/HR Analytics
- HR Analytics Popular Framework
- Four Stages of Maturity - Bersin Model
- Predictive analysis

3	**HRA Skills and Cases**	**25%**

- Functional knowledge of HR
- Mathematical background to understand Analytic
- Business Acumen
- Statistical Knowledge
- Data Visualization
- Soft Skills
- Technical Skills

4	**Importance of Data, Governance, DO's & Dont's of HRA**	**25%**

- Importance of Data Availability and Governance
- Do's and Don'ts of HR analytics
- Causation vs Correlation
- Measuring Impact, Not Just Activities
- HR Focus Efficiency and Effectiveness

5	**Case Study**	**10%**

- Case study based on industry demands

CORE SPECIALIZATIONS

Course3

Employee Data, Data Sources and Metrics

Syllabus:

MODULE#	TOPICS	WEIGHTAGE
1	**Introduction to Employee Data, Data Source and Metrics**	**10%**

- Pro's and Con's of HR Analytics
- What is Data
- Data Types & Research
- The Importance of Market Research

2	**Data & Research**	**20%**

- Efficiency vs Effectiveness
- Metrics Model

3	**Metrics & Data Fields**	**20%**

- Critical organisations each vertical of HR
- Metrics Model - HR, People, and Organization

4	**HR Verticals Key Metrics**	**25%**

- General HR Metrics
- Performance and Talent Management Metrics
- Talent Acquisition Metrics
- Compensation & Benefits Metrics

5	**HR Scorecards**	**25%**

- Criticalvisualisation: exploring components of HR Scorecard
- HR Scorecard Framework
- Balanced Scorecard Basics, Balanced Scorecard
- Data Definition Framework
- HR Metrics and Workforce Analytics

CORE SPECIALIZATIONS

Course 4

Employee Data Visualization

Syllabus:

MODULE#	TOPICS	WEIGHTAGE
1	**Data Visualization & Tools**	20%

- Introduction to Employee Data Visualization
- What is Data Visualization?
- Tools for Visualization
- ET's Data Visualization Principles

2	**Storyboarding & Insights**	20%

- What is Storyboarding?
- Storyboard definition
- Process, Importance, Components and Steps of storyboarding

3	**Dashboards & Reports**	10%

- What is an interactive dashboard?
- Difference between the static and interactive dashboard

4	**Tableau for data visualisation**	25%

- Tableau Platform Instructions
- Tableau Training
- Executive Dashboard for CHRO (Chief Human Resources Officer)
- Design interactive visualised CVs, which help concise visualisation and practical dashboard

5	**PowerBI for data visualisation**	25%

- Introduction to PowerBI
- Importing data & create visuals
- Basic visuals in PowerBI
- Creating a Dashboard
- Publishing Dashboard to PowerBI online

CORE SPECIALIZATIONS

SEMESTER-4

Course 5

Advanced HR Analytics

Syllabus:

MODULE#	TOPICS	WEIGHTAGE
1	**Introduction to Advanced HR Analytics**	10%

- Introduction to Advanced HR Analytics

2	**Statistics & Central Tendency**	20%

- Introduction to Statistics
- Descriptive Statistics & Inferential Statistics
- Sampling
- Central Tendency (Mean, Median, Mode)
- Normal Distribution
- Hypothesis Testing

3	**Correlation & its Case Study**	20%

- Correlation
- Difference between correlation and causation

4	**Linear Regression & its Case Study**	25%

- What is a linear equation?
- Difference between multiple linear regression and simple linear regression
- Linear regression equation
- Assumptions before solving a linear regression equation

5	**Logistic Regression & its Case Study**	25%

- Logistic Regression
- logistic regression and multiple logistic regression
- Difference between logistic regression and linear regression

CORE SPECIALIZATIONS

Course 6

Industrial Relations & Employee Relations

Syllabus:

MODULE#	TOPICS	WEIGHTAGE
1	**The Trade Union Act, 1926**	**20%**

- Basic Provisions of the TU Act such as definitions
- Registration of Trade Unions
- Trade Unions' Fund & Members and Office-bearers and Outsiders in Trade Unions
- Privileges and Liabilities of Registered Trade Unions
- Penalties and Procedure
- A brief discussion of Recognition of Trade Unions – Selected State Laws & Procedures & Unfair Labour Practices

MODULE#	TOPICS	WEIGHTAGE
2	**The Industrial Employment (Standing Orders) Act, 1946**	**20%**

- Standing Orders – Introductory aspects
- Certification of Standing Orders
- Modification and Temporary Application of Standing Orders
- Interpretation and Enforcement of Standing Orders
- Payment of Subsistence Allowance and Disciplinary Procedure
- Domestic Inquiry and Disciplinary Action at the Firm Level
- Model Standing Orders – Central and briefly State Level

MODULE#	TOPICS	WEIGHTAGE
3	**The Industrial Disputes Act, 1947**	**20%**

- History of ID legislation before 1947
- Definition and scope of Strike - Prohibition of Strikes & Lockouts – Public Utility vs Nonpublic Utility Services - Illegal strikes.
- Lay-off and Retrenchment |
- Termination|
- Works Committe - Conciliation - Arbitration –Adjudication- Labour Court – Industrial Tribunal – National Tribunal – Court of Enquiry – Grievance Redressal Committee –Settlement.
- Misconduct – Enquiry – Charge sheet
- Unfair Labour Practice

CORE SPECIALIZATIONS

Course 6

Industrial Relations & Employee Relations

Syllabus:

MODULE#	TOPICS	WEIGHTAGE
4	**Payment of Gratuity Act, 1972, Workmen's Compensation Act, 1923**	**20%**

- Short title, extent and commencement
- Definitions, Continuous service
- Controlling authority
- Gratuity
- Compensation
- Notice and claim
- Report / Statement of fatal accidents / bodily severe injuries
- Medical examination
- Contracting
- Remedies of the vs employer against a stranger
- Insolvency of employer
- Compensation to be the first charge on assets transferred by an employer
- Special provision relating to Seamen / Crew of Aircrafts / Workmen working abroad and motor vehicles
- Returns
- Contracting out

CORE SPECIALIZATIONS

Course 6

Industrial Relations & Employee Relations

Syllabus:

MODULE#	TOPICS	WEIGHTAGE
5	Employee's Provident Fund's and Provisions Act, 1952, Child Labour (Prohibition and Regulation Act, 1986)	20%

- Definitions
- Establishment to include all departments and branches
- Power to apply the act to an establishment
- Power to add to schedule 1
- Employee's Provident Fund Scheme
- Central Board and Executive committee
- Contributions
- EPS and EDLIS
- Determination of amounts of money due from employees
- Review of orders passed
- EPF Appellate tribunal
- Orders of tribunal
- Appeal
- Interest payable by the employer
- Modes of recovery
- Priority of payment of contributions over other debts
- Employer not to reduce wages
- Offences and Penalties
- Power to recover damages, exempt, make rules
- Prohibition of employment of children in certain occupations and processes
- Regulation of conditions of work of children
- Provisions under part 4
- The child labour (Prohibition and Regulation) Rules, 1988

Specialization I
Introduction to Human Resource Management
eCornell

Specialization II
Human Resource Technology and Analytics
eCornell

Specialization III
Employee Data, Data Sources, and Metrics
eCornell

Specialization IV
Employee Data Visualization
eCornell

Specialization III
Advanced HR Analytics
eCornell

Specialization IV
Industrial Relations & Employee Relations
eCornell

FACULTY

Mr. BRADFORD S. BELL

Bradford S. Bell is an Associate Professor of Human Resource Studies and Director of Human Capital Development and Executive Education in the School of Industrial and Labor Relations at Cornell University

JOHN HAUSKNECHT

John Hausknecht is an associate professor of human resource studies at Cornell University. He earned his Ph.D. in 2003 from Penn State University with a major in industrial/organizational psychology and minor in management.

HEENA BHAGAT

Heena Bhagat has 8+ years of experience in HR and Analytics.

MR. NAVEEN BHANSALI

Naveen Bhansali is Data Analyst at Dell EMC and an alumnus of IIM-Bangalore.

DR. KARTHIC NARAYANAN

Karthic Narayanan holds PhD from Nanyang Technical University (NTU) and has 26+ Years of Experience in modeling using University Stats, Algo modeling.

DR. SAKSHI BABBAR

Sakshi Babbar has 14 years of experience in Education and has worked on projects like Predicting Water Quality Index of Yamuna River.

MR. ARAFAT KHAN

Arafat Khan has 8+ years of experience and is Compensation & Benefits Leader. He has also handled assignments in Talent Management, Organization Development, and HR Business Partnering.

DR. ANIS ROYCHOWDHURY

Anish Roychowdhury has completed his PhD - IISc Bangalore and MS from Louisiana State University.

CAREER PATHWAYS

- Enhance your career aspirations with assistance from our Virtual Job Fair, existing Corporate and Alumni network

- Get connected with our Career Counsellor towards the end of the program to be interview-ready as per the current industry requirements.

BUSINESS ANALYTICS ROLES

Entry Level
- HR Analytics
- HR Process Executive
- HR Manager
- Payroll Analyst
- HR Analyst
- Payroll Manager

Mid Level
- HR Consultant
- Analytics Manager
- Talent Acquisition Analyst
- HR Predictive Analyst
- HR Training & Development
- HR Payroll Specialist

Senior Level
- HR Business Partner
- Assistant VP HR
- Vice President HR
- General Manager HR
- CHRO
- HR Director

WHAT OUR STUDENTS SAY?

" Its industry-driven curriculum helped me to learn relevant skills. Also, this program being self-paced really helped me in managing my work & upgrading my skills together. "

Neha Sharma
HR professional -16 years of experience

" This program very progressively taught me the key hr concepts and gradually moved to the analytics concepts. Also, the case studies bring real industry examples, they were the real value addition to my learnings. "

Geeta
Senior Business Analyst -22 years of experience

APPLICATION PROCESS AND **ELIGIBILITY**

READY TO ADVANCE YOUR CAREER?

APPLICATION PROCESS: Apply Now

Call: 18001023434
to book free counselling session.

Eligibility
- Candidates must have completed Graduation Degree
- Applicant must possess sufficient knowledge and understanding of English Language.