



**GOA INSTITUTE OF MANAGEMENT**  
PORIEM CAMPUS, SANQUELIM, GOA  
0832 - 2366700/10

## MANAGEMENT DEVELOPMENT PROGRAMMES



# Professional Certificate Programme in PEOPLE ANALYTICS

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This People Analytics course is intended to assist you in advancing your HR Career.

3 Months | Hybrid (Online + Offline) | Immersion Module in Goa |  
Certification from Goa Institute of Management

# Overview

Presently, more than 70% of businesses claim to place a high premium on people analytics. The area has even produced well-known people analytics case studies, like as Google's Project Oxygen, which revealed the techniques employed by the tech giant's finest managers and then applied them to coaching sessions to help underachievers better their work.

According to a poll by Tata Consultancy Services, only 9% of HR professionals think they have a solid grasp on the people analytics dimensions that influence talent performance in their firms.

By incorporating people analytics into your daily work, you may more precisely identify people who can help the organization achieve its goals. You can create a niche position for yourself as a strategic partner in your company's talent management decisions.

Join us for a thorough journey into People Analytics.

## Starts on

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22<sup>nd</sup> October 2022

## Duration

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3 Months

12 Saturdays

Sessions

6 pm to 7:30 pm

Last 4 sessions at  
GIM Goa Campus

## Format

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Offline & In-campus



# Who Can Attend?

People analytics is a data-driven strategy for personnel management. Human Resource executives can choose to base their decisions regarding their employees on in-depth data analysis rather than the more conventional approaches of relying on personal connections, making choices based on past experience, and avoiding risks.

Certification in People Analytics is absolutely must for...

- Junior and mid-level HR professionals who want to keep current on trends and improve their skill set in preparation for their next career move
- Researchers who are data-driven, goal-focused, and looking for analytical techniques to uncover new insights
- MBA Students looking to apply in giant firms as HR Analyst, HR Business Analyst, People Analyst



# Highlights/Outcomes

This course in People Analytics is designed to help you flourish in your career

Here you will learn

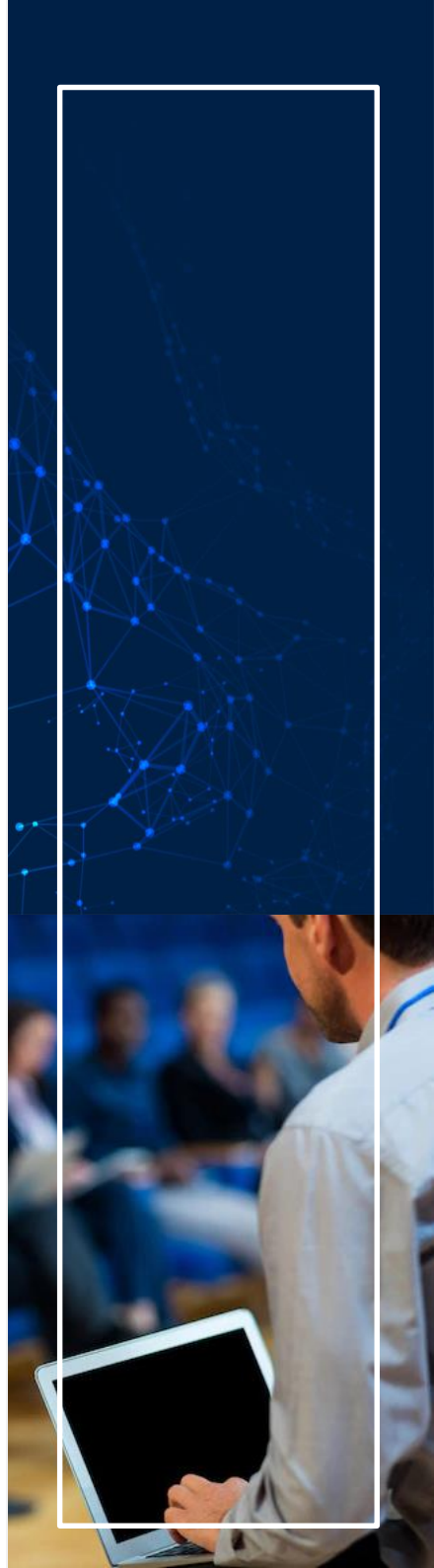
- Integration between business talent strategy and business strategy
- Understanding and demonstration of basic and advanced techniques (using Python) on datasets catering to Manpower Planning Analysis, Compensation & Rewards Analysis, Engagement and Attrition Analysis
- Basic application of M/C learning and AI in the HR domain

## Pedagogy

- Case Studies,
- Discussions,
- Group work,
- Lectures,
- Presentations

## Tools Used

- Power BI
- Python ( no prior knowledge is required)



# Programme Modules

## 1. HR Metrics and Data Visualization

In this module, important HR metrics related to recruitment, training, compensation and human capital management will be covered. Excel and PowerBI (desktop version) will be used to create HR dynamic dashboards measuring key HR metrics.

## 2 Predictive HR Analytics

In this module, experimental designs, Recruitment Analytics, Compensation and benefit analytics, Attrition analytics and Engagement Analytics will be covered. We will also cover few basic applications of M/c learning and AI in HR domain.

## 3. Organization Network Analysis

In this module we will cover analysis of employee networks, group and sub-group analysis to understand team composition, important and influential people in a network.

## 4. Optimizing HR decisions

Using optimization and multi-criteria decision making techniques, we will learn how HR optimizes recruitment cost, manpower, and few other important business decisions.

## 5. Sentiment Analysis

In this module, human emotion and sentimental analysis will be taught. In organizations sentimental analysis of employees during various critical touchpoints in their journey are captured and analyzed to get business insights.

# Programme Mentor

**Dr. Vinit Ghosh**  
**B.Tech, MHRM(CU), PhD (IIT-  
Guwahati)**



Prof. Vinit Ghosh is a doctorate in OB/HR from the Indian Institute of Technology, Guwahati. He is a B.Tech and has worked eight years in the industry. He has published research articles in journals such as The International Journal of Human Resource Management, International Journal of Knowledge Management, Employee responsibilities and rights Journal, Journal of Indian business research, Management research review, Psychological studies, etc. His interests include diversity and creativity, technology-enabled HRM, HR analytics, and social psychology.

# Course Fees

Programme Fees: INR 65,000 + 18% GST

The course fee covers Bootcamp i.e. 3 nights of accommodation at GIM campus on a twin sharing basis, all meals, study material, and training kit. It does not include airport transfers, taxes, recreation, local transportation, etc.

## Programme Fees can be paid in full or in Installments

### 1. Payment in full

A 5% discount on the programme fees will be given upon complete payment. You can opt to transfer the money to our bank using IMPS or NEFT, or you can pay using the UPI link. The following page has the bank details.

### 2. Part Payment

Below given is the schedule for part payment. Part Payment has to be COMPULSORILY done through NEFT/IMPS/RTGS to the Institute bank account.

| Part Payment Schedule*    |          |          |             |
|---------------------------|----------|----------|-------------|
| Terms                     | Fees (A) | +GST (B) | Total (A+B) |
| Upon Registration         | 26,000   | 4,680    | 30,680/-    |
| Before November '22 Ends  | 19,500   | 3,510    | 23,010/-    |
| Before Bootcamp (Dec '22) | 19,500   | 3,510    | 23,010/-    |

\*Important Note: PTO

# Course Fees

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PART PAYMENT has to be COMPULSORILY done through NEFT/IMPS/RTGS to the Institute bank account.

Following are the bank details:

Bank Account Number: **23611450000016**

Beneficiary Name: Goa Institute of Management Bank Name:  
HDFC Bank (Sanquelim Branch) IFSC Code: **HDFC0002361**

Account Type: Savings Account



[Click here](#)

FOR **Fees Payment in Full**

**MDP OFFICE  
GOA INSTITUTE OF MANAGEMENT  
PORIEM, GOA-403505**

**Mail: [mdpoffice@gim.ac.in](mailto:mdpoffice@gim.ac.in),**

**Mobile: 9834161149**

To register click here <https://bit.ly/3P4zplp>





## About GIM

Goa Institute of Management was established in the year 1993. It is an autonomous management school situated in Goa and affiliated to AICTE with accreditation by the NBA. This 29-year-old Institution offers a 2-year full-time flagship PGDM program to students. It also provides PGDM-Healthcare Management, PGDM- Big Data Analytics PGDM-Banking, Insurance and Financial Service, and Online MBA (PGDM) courses.

## Executive Learning @ GIM

The Management Development Programme (MDP) at GIM provides an intense and transformative learning experience designed to fit the requirements of seasoned mid-career executives. The program helps equip the participants with critical capabilities to succeed in an ever-changing global business environment.