

CERTIFICATE IN BUSINESS & HR ANALYTICS

The programme focuses on building knowledge of analytical techniques and the capability to leverage them – to enhance business performance. It is aimed at giving the participants a conceptual and practical exposure to the application of analytical techniques in the realm of **Business & Human Resource Management**.

The programme will be taught using Microsoft Excel. Participants will use real data sets and learn how the Excel output is interpreted to aid decision-making. Examples will be taken from various domains, including HR to ensure that all participants are able to relate the examples to their area of work.

Course Content

Basics of Data Analysis

- Measures of central tendency and dispersion

Bell Curve and its use in decision making

Surveys and estimation

- Sampling techniques
- Inferences about populations using sample data and confidence intervals
- Sample size calculations for surveys

Predictive Analytics

- Detailed treatment of simple and multiple regression
- Forecasting using regression, including autoregressive models
- Modelling a 2-group Discriminant Analysis model using multiple regression

Data Capture and Analysis using Questionnaires

- Designing survey questionnaires according to best practices
- Analyzing the qualitative responses

- Identifying key attributes that impact employee satisfaction using regression on questionnaire response data.

NOTE: *Working knowledge of Microsoft Excel is a prerequisite for this programme.*