



**Loyola  
Institute of  
Business  
Administration  
(LIBA)**

*A Jesuit Business School*



## CERTIFICATE PROGRAMME IN **HR ANALYTICS** **10**Weekends

### **COURSE CONTENT**

#### BASICS OF DATA ANALYTICS

- 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.

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