

JOURNEY TO HR ANALYTICS

How to apply data to manage Human Resources in a qualitative way?

Course Fee: HK\$2,850 (May apply up to HK\$1,900 subsidy)

*Maximum saving, with the final grant subjects to approval.

This programme aims to equip human resources practitioners and business managers with the knowledge and practical skills in data analytics to formulate data-driven human resources strategies and decisions.

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| Programme code | 10010220-01 |
| Date and time | 7, 14, 21, 28 Dec 2020 & 4 Jan 2021 (Mon) 19:00 – 22:00 |
| Venue | 1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon Tong |
| Medium | Cantonese |
| Course fee | HK\$950* (Original price: HK\$2,850) |
| Remarks | Duration: 15 hours (5 lectures) |

Programme Highlights

- Identify and acquire HR-related data reliable for organisational strategic development
- Establish useful and customised metrics for various functional areas, including but not limited to HR functions
- Implement various analytical tools and apply statistical techniques and models to diagnose operational issues and uncover the root causes accordingly
- Conduct HR analytical reports for strategic planning and visualise the benefits of different priorities through ROI Analysis

Certificate of Attendance will be issued to participants who have attended 70% or more of the classes.

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| Date | Course Outline |
|--------------------------|---|
| 7 Dec 2020 Session 1 | 1. How HR Management add values to businesses? <ul style="list-style-type: none"> Why HR Management can add value and contribute to business? How HR strategies be aligned with business priorities? |
| 14 Dec 2020 Session 2 | 2. Sources of HR Data <ul style="list-style-type: none"> Explore how to acquire useful HR data and validate its reliability. |
| 21 Dec 2020 Session 3 | 3. How HR Analytics can Make a Difference? <ul style="list-style-type: none"> Practical examples of leveraging HR Analytics to optimise HR Management for the sake of creating values to the organisations. |
| 28 Dec 2020 Session 4 | 4. Practical Guide for HR Analytics Implementation for SMEs <ul style="list-style-type: none"> Explore implementation of HR Analytics for small to medium-sized SMEs. |
| 4 Jan 2021 Session 5 | 5. Best Practices of HR Analytics <ul style="list-style-type: none"> Explore the commonly adopted tools for HR Analytics, including KPI, scorecard and strategic workforce planning, as well as the future trend of HR Analytics. |

Learning Outcomes

- Apply statistics techniques and models to enable predictive HR Analytics to drive organisational strategy and decision making.
- Build story lines and visualise data to solicit buy-in from HR and business stakeholders.
- Apply best practice for using the right HR Analytics knowledge and tools, including KPIs, Scorecards and Strategic Workforce Planning.

Instructor: Mr Ross HUI

- Ross is the Regional Head of Compensation and Benefits, Asia Pacific Moody's Asia Pacific Ltd. He has a wealth of practical and hands-on experience in HRM and HR Analytics gained from various organisations including GE, AIG, Shell, SCMP, etc. He is skilled in process reengineering and has been certified as a Six Sigma Green Belt.
- He is also experienced in delivering training programmes and has been certified as a qualified trainer for various corporate and external training programmes. He holds the BBA Degree concentrated in HR Management, Master Degree in Data Science and Business Statistics and Postgraduate Diploma in Professional Accountancy, all awarded by the Chinese University of Hong Kong.

Enrolment method

- Scan the QR code to complete the [enrolment](#) and payment online.
- Mail the crossed cheque with payee name "Hong Kong Productivity Council" in HK dollar) and the application form should be mailed to Hong Kong Productivity Council, 3/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Ms Winnie SER). Please indicate the course name and course code on the envelope. Enrolment form can be downloaded at <https://www.hkpcacademy.org>

RTTP Training Grant Application

Companies should submit their RTTP training grant application for their employee(s) via <https://rttp.vtc.edu.hk/rttp/login> at least two weeks before course commencement. Alternatively, [application form](#) could be submitted by email to rttp@vtc.edu.hk along with supporting documents.

