

SkillsFuture
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Certified HR Analytical Professional

Enhancing Analytics Skills of HR Professionals at an Advanced Level

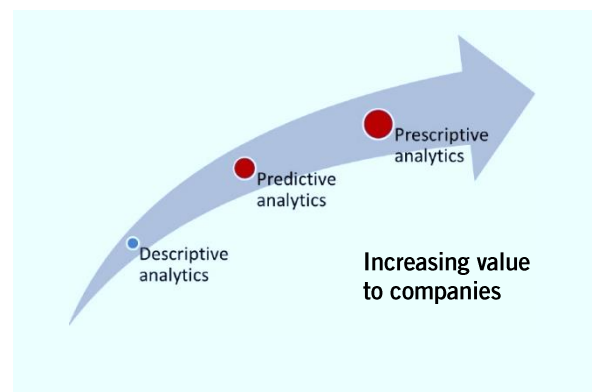
Adopting analytics to improve HR decision making is the hottest topic for HR professionals today. Early adopters of HR analytics create a people advantage for their companies. Forward-looking companies such as Google, Starbucks and AT&T have adopted such data-driven approaches to make better people decisions which set themselves apart from their competitors.

Despite the benefits HR analytics bring to companies, there are insufficient HR professionals who are able to perform this function effectively. In a recent study undertaken by Dr. Alec Levenson from the University of Southern California, it was found that only three percent of HR practitioners can perform advanced multivariate analyses. Another study of three thousand HR professionals representing the entire Fortune 1000 companies undertaken by the Organisational Intelligence and Drexel University found that respondents rated advanced organisational research as an area they find more difficult to perform.

This 5-day Certified HR Analytical Professional programme, built on the HR Analytics Certificate: Using Analytics to Improve People Decisions (Foundation Level) programme offered by SMU Academy, addresses this analytical talent gap by enhancing the analytics skills of HR professionals at an advanced level.

Why Advanced HR Analytics

To fully leverage on the power of analytics for HR decision making, HR practitioners need to be equipped with the competency in order to undertake the work. Competency levels may be classified as foundation level, which allows the practitioner to undertake most descriptive data analyses, and advanced level, which allows for analyses that yield predictive and prescriptive insights. Insights of the latter forms are the most useful and can translate into the greatest competitive advantage for companies.



Programme Objectives

- To raise the competency level of HR practitioners to an advanced level so that they can leverage on an array of analytical tools suitable for decision making in the HR context.
- The highly competitive business climate today demands that the best employees are recruited. To this end, companies often rely on psychometric profiling of employees to identify traits suitable for certain job functions. On its own, the use of psychometric profiles may be inadequate for such purposes. The use of data modelling methods addressed in this programme aims to develop better employee performance models by using psychometric profile data as one of the many input sources, in addition to demographic characteristics, employment history, preferences etc. to develop good predictive models to aid recruitment, and job matching functions.
- To provide participants with the knowledge and skillsets in helping them conceptualise analytics application for HR confidently. Participants will develop their thoughts in this area through an exposure to HR analytics practices of companies and the discussion of HR cases used in the programme.

Programme Highlights

This is a highly interactive programme where class sharing, discussion and exercises will be employed alongside with analytical softwares (SPSS, WarpPLS and PERMAP) hands-on practices to help participants gain a good grasp of HR analytics.

Programme Outline

1. The application of advanced level analytics in the HR contexts
 - Categorisation of HR analytics
 - HR questions addressed with higher level analytics
 - Linking HR practices and business outcomes
2. Development of advanced level analytical competencies (hands-on with SPSS, WarpPLS and PERMAP). Gaining competences in these areas will allow the benefits mentioned in the programme objectives to be achieved. The coverage of the scope of analyses includes but are not limited to the following:
 - Factor Analysis
 - Multiple Regression Models (with and without latent constructs)
 - Conjoint Analysis and Best-Worst Scaling Models
 - Logistic Regression Analysis
 - Perceptual Mapping
 - Structural Equation Modelling
3. Translation of HR issues into analytical issues (development of analytical thinking). This development will be in the form of presentations by the instructor, case studies discussed by participants and the reflection of how analytical methods can be used in their companies.

Facilitator

Dr Raymond Teo is a thought-leader in the field of customer and human capital analytics. He is sought after as a speaker by international conference organisers in these specialised fields. He regularly contributes to the Singapore Business Review in the area of customer and HR analytics.



He is the Chief Executive of Blue-dge Analytics and Consulting, a company formed by a team of high calibre research and advisory staff to offer consultancy and advanced research services to clients. In 2005, London Weekly Telegraph regarded it as the “best-in-class, dynamic, exciting and shaking up the world of insights”. He had leveraged on his expertise in the field of data analytics and expanded his consultation to include both customer analytics and HR analytics, with the latter being an important focus for his company.

Raymond obtained his Ph.D. from the University of Western Australia, MBA degree from the University of Strathclyde and Bachelor degree from NUS. He is also an adjunct faculty of SMU, offering insights and analytics related programmes at both undergraduate and postgraduate levels.

■ **Class Dates**
8 – 12 April 2019

■ **Fee**
\$5,189.50 (incl. GST)

■ **Time**
9.00am – 5.00pm

■ **Fee after 70% SkillsFuture Funding (T&Cs apply)**
\$1,556.85 incl. GST
(for Singapore Citizens / PRs)

■ **Venue**
Singapore Management University

SkillsFuture Credit
Singaporeans self-sponsoring the programme fee may claim for their SkillsFuture Credit.

For more information, please contact:

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