

WileyNXT



IIM Lucknow - Wiley Executive Program in Talent Analytics and Human Resource Management

6 MONTHS | ACTION LEARNING EXPERIENCE



IIM Lucknow and Wiley present

The Only Executive Education Program Enabling
Intelligent Transformation in HR and Talent Management
with Analytics and AI, Aligning Talent Analytics with Business Strategy

Claim your IIM Lucknow MDP Alumni Status

WHY

Talent Analytics in Human Resource Management?

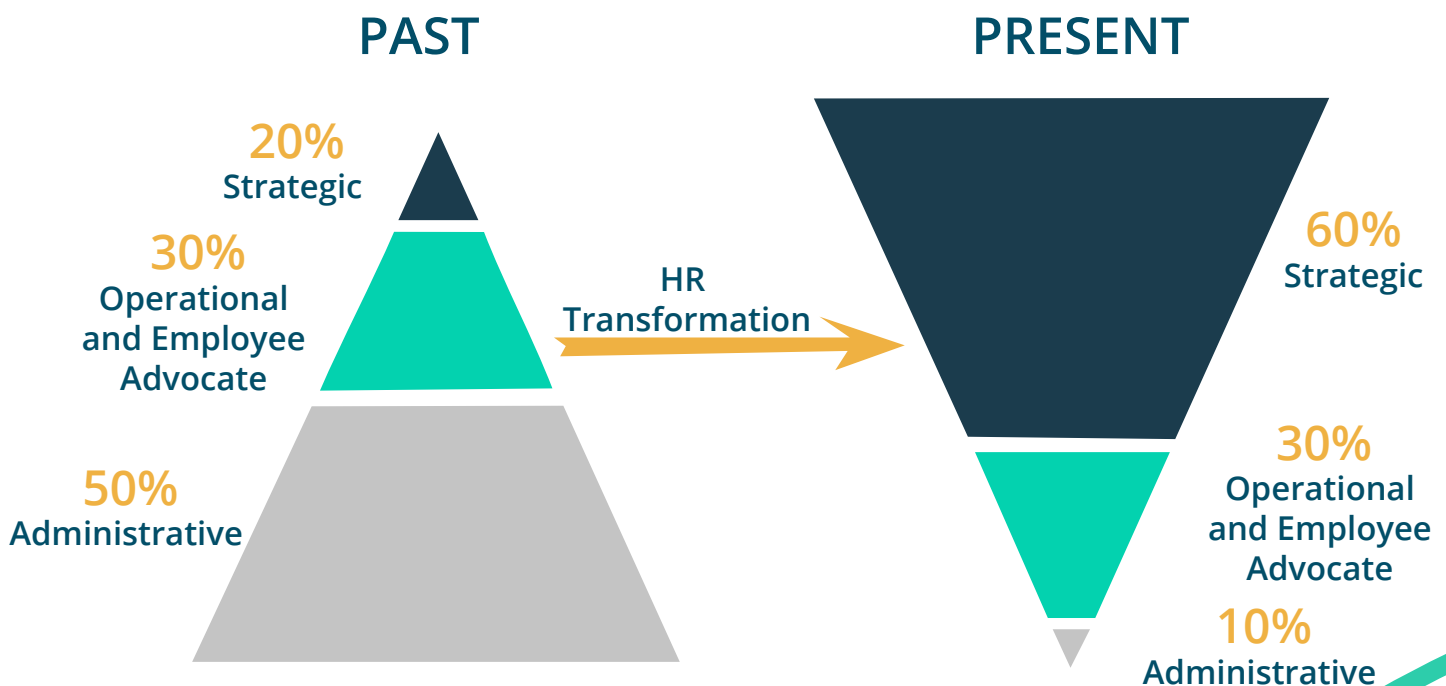
In India, 92% talent professionals say people analytics will be very important in shaping the future of HR and recruiting (world average is 85%), while 71% of companies see people analytics as a high priority, only 22% are currently applying analytics in HR

Source: Economic Times

Globally, HR analytics is expected to grow from \$1.9 billion in 2019 to \$3.6 billion by 2024, at a stellar compound annual growth rate of 13.7%

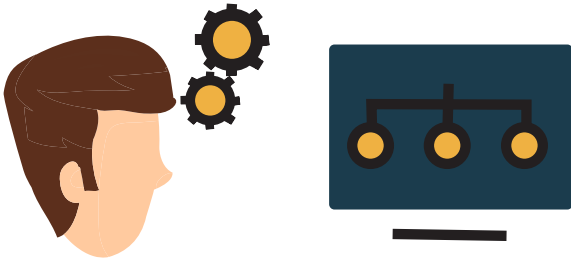
Source: <https://prn.to/2Chtg23>

HR is shifting its focus from Organization of Business to focusing on Business of the Organization



Changing Perceptions of HR Professionals

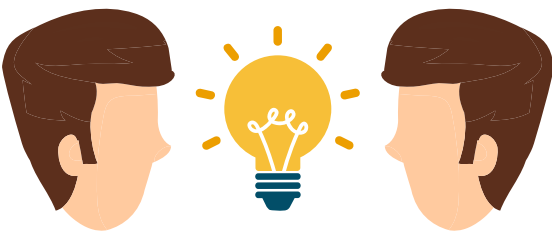
REACTORS



Reactors comply with policies



PARTNERS



Partners collaborate on mutual goals



ANTICIPATORS



Anticipators use data to predict gaps and provide insights to business on Talent



Source: EY report

The Executive Program in Talent Analytics and HRM is focused on enabling talent and HR professionals to transition from Reactors to Anticipators.

WHO

Is this program for?

HR Professionals who want to build their digital and analytics skills to move to a talent and people analytics role

Final Year MBA Students (HR Specialization) who want to kickstart their career in talent analytics in Fortune 500 or large staffing companies



WHAT

Is the Executive Program in Talent Analytics and Human Resource Management?

Developed by top faculty at IIML and Wiley along with the Wiley Innovation Advisory Council, leading industry experts in emerging technologies.

The 6-month intensive program implements:

- ⦿ A completely experiential learning integrating concept, alongside business context
- ⦿ Exposure to various analytics techniques and algorithms that can be applied in real-world HR scenarios such as workforce planning and optimization, compensation optimization and employee retentions, talent sourcing, recruitment and staffing.

Program Outcome

- ⦿ Effectively manage large and complex workforce including FTE, remote, contractual, gig workers using data-driven techniques
- ⦿ Translate business problems to analytical problems and use various analytics techniques to solve the people and performance issues
- ⦿ Source and prepare the right data and wrangle it to derive useful insights across HR value chain
- ⦿ Get hands-on skills in using tools such as R, Tableau for deriving analytical insights
- ⦿ Choose appropriate analytical techniques for solving the problem
- ⦿ Effectively visualize and communicate data using the appropriate tools

During 6 months of intensive experiential learning you will

- Learn and interact with top business leaders of Wiley Innovation Advisory Council in AI and analytics
- Get hands-on and contextual learning through numerous labs, case studies, business scenarios from experts
- Work on real world projects with mentors
- Cross learn with experienced professionals, across various industries as peers
- Be prepared for future focused job roles
- Ensure:
 - Strong learning in the power of data
 - Experience of technologies analyzing data using R
 - Ability to communicate insights from data using **Tableau**
 - Applying machine learning algorithms in various business scenarios
 - Converting a business problem to analytics problem thereby helping build robust business processes and strategies



Program Curriculum

Module 1: The Future HR and Talent Landscape

- Traditional Analysis in HR: The New Normal in Talent and HRM
- Analytical Approaches and Tools
- Business Case for Talent Analytics
- Analytics Lifecycle
- Masterclass:**
 - Emerging Trends: From Engagement to Experience

1

Module 2: Business Case for Analytics in HR Value Chain

- Diversity and Analytics
- Employee Performance Management
- Talent Engagement Analytics
- Communications and Campaigns: Managing Culture
- Measuring Employee Engagement
- Compensation and Benefits
- Masterclass:**
 - Employee Lifetime Value and Cost Modeling

2

Module 3: Solving Problems with Statistical Data Analysis

- Stepping into Statistical Analysis
- Descriptive Methods for Talent Data - Graphical and Numeric
- Using Probability
- Inferential Methods - Quantitative Variables
- Inferential Methods - Significance Tests
- Models for Problem Solving with Analytics
- Using Linear Regression for Performance Compensation
- Using Logistic Regression
- Time Series for Forecasting

3

Module 4: Data Analysis Using R

- Reading Datasets into R and Exporting Data From R
- Manipulating and Processing Data in R
- Using Functions and Packages in R
- Descriptive Statistics in R
- Analyzing Data Using Functions, Loops and Data Frames
- Graphical Analysis in R
- Performing Hypothesis Testing
- Evaluation & Benchmarking Analytics (R/Solver)
- Masterclass:**
 - Using the Right Data

4

Module 5: Communicating Insights and Metrics

- Working with HR Metrics
- Developing HR Scorecard
- Types of Measures
- Developing Visualizations with Tools (Tableau/R)

Masterclass:

- Storification of Data and Insights

Module 7: Predictive Analytics for HR

- Longitudinal Analysis for Patterns in Employee Performance Rating
- Cluster Analysis for Segmentation
- Using Cluster Analysis for Employee Segmentation
- Using Time Series for Manpower Planning
- Social Media Analytics
- Use Case: Using Social Media Analytics for Recruitment
- Use Case: Using logistic Regression to Predict Attrition

MasterClass:

- Analytics for Measuring L&D Rol
- Predictive Analytics for Employee Turnover

Module 6: Descriptive Analysis Usecases for Workforce Management

- Application of Analytics in Performance Management and C&B
- Descriptive Analytics for Workforce Planning
- Compensation Analysis Using Pivot Tables
- Compensation Visualization Using Scatterplots and Boxplots
- IOT & Analytics for Employee Experience

Masterclass:

- Prescriptive Analytics for Proposing Transformations

Module 8: Future Trends in People and Performance Analytics

- Advanced Machine Learning for People and Performance Analytics
- AI Scenarios in HR
- Bots in HR
- Behavioral Science and People Analytics

TOOLS YOU WILL LEARN

Learn R, Tableau and understand how to leverage Microsoft Excel



Case Studies

1

Using linear regression for performance compensation

2

Using cluster analysis for employee segmentation



3

Using time series for manpower planning

4

Using social media analytics for recruitment

How

Does Action Learning Methodology work?



In teams, get assigned a real-world business problem

1

Solve the real-world business problem while building your concepts

2

Work on the project throughout the course, use the learnings in your business context

3

Work closely with an industry client and your project mentor

4

Present your solution to a panel

5



Program Directors, IIM Lucknow



Prof. Sanjeet Singh

Prof. Sanjeet Singh is a faculty in the Decision Sciences Area. Prior to joining IIML, he was a faculty at IIM Calcutta and also worked in DRDO as a Scientist. Prof. Singh's primary research interests include Data Envelopment Analysis, Mathematical Programming, Sports Modelling, Performance Evaluation of

Education Sector, Distribution & Vehicle Routing, Bi-level Programming, Environmental Efficiency, & Fuzzy Optimization. His research has been published in internationally reputed journals. Prof. Singh has designed/taught/directed campus & off-campus executive education programs for middle and senior-level managers for organizations like Indian Railways, NHPC, Nestle, Genpact. He has also done consulting for both private and government organizations.



Prof. Girish Balasubramanian

Prof. Balasubramanian has worked in the energy sector and the manufacturing sector for about 4 years. His research interests are in the areas of Industrial Relations, Strategy, Diversity and performance management with a specific focus in Cricket. He was associated with Xavier School of HRM (XaHR),

Xavier University Bhubaneswar and has presented his research in reputed international conferences and published his research in notable peer reviewed journals of his research field.



Program Architects, WileyNXT



Supria Dhanda

Vice President and Country Manager,
Western Digital India

Supria Dhanda is the Vice President and Country Manager of Western Digital India. She leads India's strategic charter and its expansion, key customer relationships, government relations, sustained growth of Research and Development capability, and serves as a spokesperson for the corporate brand in India.

Her fusion of business acumen, strategy and organizational development has driven high performance culture and strong growth for India region. She has more than 20 years of experience and has held several leadership roles in HR, has been an Entrepreneur, and anchored Mergers & Acquisitions. She is a proud recipient of the recognition—**Top 100 Best Companies to work for Women in India—Working Mother and Avatar Study 2016 and 2019**, when Western Digital India participated in the Study.

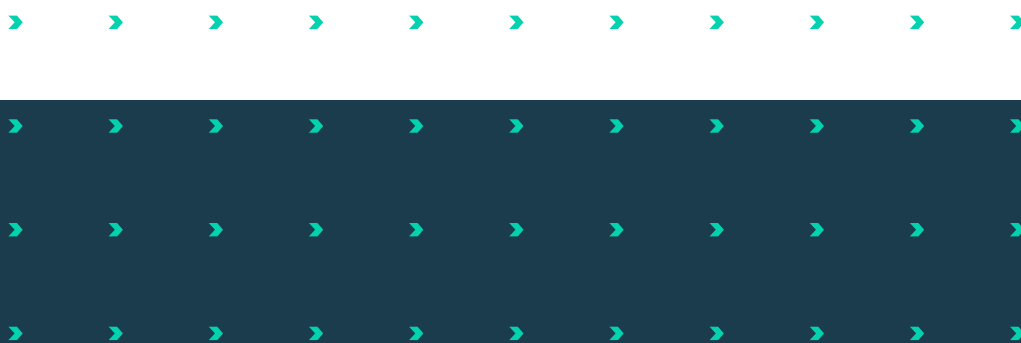


Shrikanth Karra

Chief Human Resource Officer,
MPhasis

Srikanth Karra is an industry veteran and seasoned HR officer with close to 30 years' experience in business-focused, innovative, HR systems and processes. He has been instrumental in institutionalizing global benchmarks for large enterprises as well as startups. Over the years, Srikanth has strategized, spearheaded, and seamlessly executed numerous people initiatives.

In his previous stints, Srikanth has been associated with **ITC**, **Aztec Software** (a Silicon Valley startup) and **General Electric Capital International Services** (GECIS) in leadership roles. His entrepreneurial spirit leads him to invest and work with several tech startups.





Shruti Vijay Jaiswal

Talent Management and OD,
PepsiCo

Shruti is a recognized thought leader in the field of Leadership and Talent, associated with the field for nearly 19 years, with multinationals such as Thomson Reuters, Intel, Refinitiv, Aricent, Genpact and Tata Teleservices.

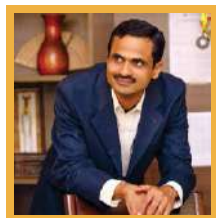
Shruti is a Neuroscience coach and a published author of the book, *Does Your Net-Work*. She has won several awards, including the Top 40 under 40 HR Leaders in India by *Jombay* and Talent and Development Leader of the Year 2019 by *Transformation*. She is also an active key-note speaker, writer and panelist at many renowned forums such as TEDx, Grace hopper, World HRD, HR Conclaves and guest lecturer at top management institutes. She is also a mentor to many aspiring professionals.

WileyNXT Masterclasses

#LearnToWin with Top Industry Experts



Dr Sonika Sharma
Manager, Global
People, Walmart Labs
India



Om Deshmukh
CEO, Tildehat



Ramesh Soundararajan
SHRM India, Master facilitator
Author, *Winning with HR
Analytics*



Kapil Gandhi
Leader – Digital
Strategy and
Innovation



Gaurav Vasu
CEO and Founder,
UnearthInsight



The Learning Experience



4-days Immersion at IIML Lucknow Campus (logistics extra)

**subject to change due to pandemic situation*



Live Online Sessions by Top IIML and Wiley Faculty



Masterclasses by Industry Experts and Thought Leaders Providing Exposure to Actionable Analytics in HR



Cutting-Edge Curriculum Based on Industry needs, Co-developed by IIML and Wiley Innovation Advisory Council, Top Industry Leaders



Online Courseware and eBooks Library from Wiley by Top Global Authors (1 year access to e-books worth INR 25,000/-)

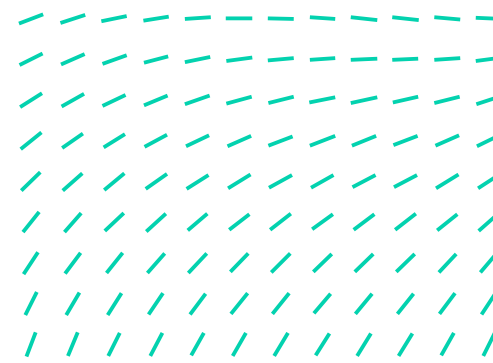


Completely Hands-On Approach with Labs, Case Studies and Project Work



Joint Certification from IIML and Wiley
IIML MDP Alumni Status

Key Information



Program Commencement Date	10 th October, 2020
Program Duration	6 Months 126 Hours
Class timings	Scheduled timings on weekends
Immersion*	4 Days <i>*subject to change due to pandemic situation</i>
Total no. of Exams	3
Masterclasses	7+ Sessions
Pre-Course Work	Complimentary Design Thinking course as pre-course preparation, mandatory for completion of certification
Program Fee	INR 1.49 Lakhs + Taxes INR 10K + Taxes for IIM-L MDP Alumni Status <i>(Optional)</i> EMI plans available Get early bird discount of 5% <i>(Contact your program advisor for last date)</i>
Eligibility	55% aggregate marks in graduation 1 year of experience <i>(Recommended)</i>
Selection <i>(as per eligibility criteria)</i>	Pre-screening assessment and standard documentation

Get #YourNXTAdvantage with

Joint Certification with Wiley and IIM Lucknow



WileyNXT

भारतीय प्रबन्ध संस्थान लखनऊ
Indian Institute of Management, Lucknow

this is to certify that

XXXXXXXX XXXXXX

has successfully completed certificate course on

***Executive Programme in
Talent Analytics and Human Resource Management***

held during

October 2020 - March 2021

Vikas Gupta
*Managing Director
Wiley India*

Dr. Sanjeet Singh
*Programme Director
IIM Lucknow*

Dr. Girish Balasubramaniam
*Programme Director
IIM Lucknow*

Dr. D. Tripathi Rao
*Chairperson MDP
IIM Lucknow*



Claim your IIM Lucknow MDP Alumni Status

ABOUT US



INDIAN INSTITUTE OF
MANAGEMENT, LUCKNOW



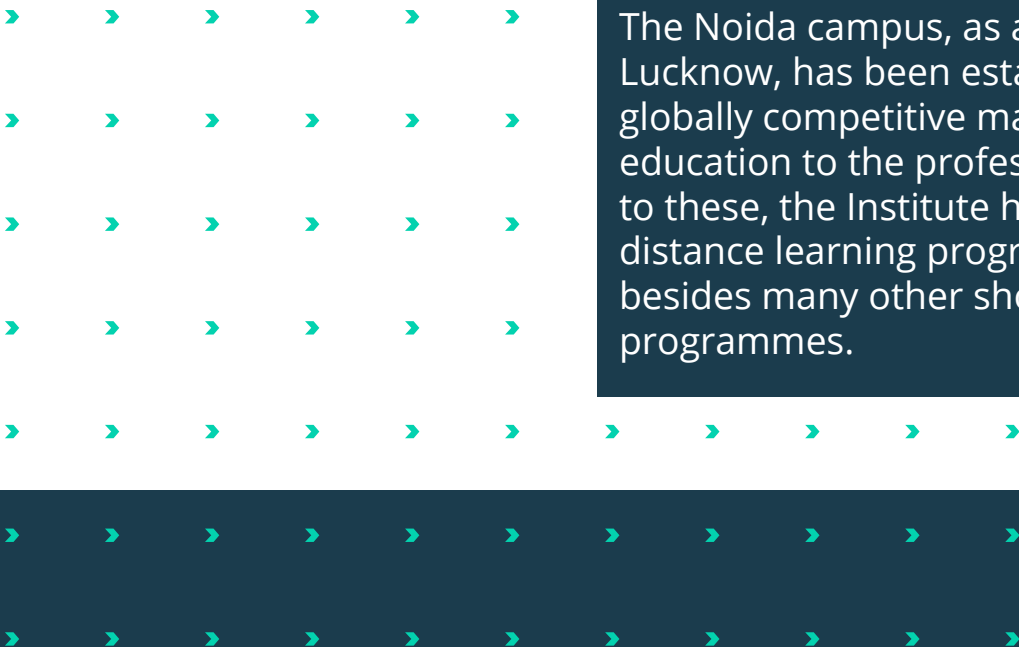
The Indian Institute of Management Lucknow is fourth in the prestigious IIM family of management schools as per NIRF rankings, 2020.



The Indian Institute of Management Lucknow (IIM L) is one of the premier business schools in India. From the sprawling 185 acres campus, the Institute offers world-class education in major areas of management and provides an ambience for genuine intellectual pursuit, excitement and professional growth.

The Institute's carefully designed and high impact Management Development Programmes train business leaders, senior executives, and practicing managers from various sectors of the economy in all disciplines of management education and thought. The Institute provides cooperation and support to Industry and the Government through its large number of prestigious Consulting Assignments and Research Projects. The Institute has an internationally acclaimed Postgraduate Programme in Management, Agri-business Management, & Fellow Programme in Management known for its quality, rigor and global orientation.

The Noida campus, as an extension of IIM Lucknow, has been established to provide globally competitive management education to the professionals. In addition to these, the Institute has launched distance learning programmes (e-MDPs), besides many other short duration programmes.



Wiley presents WileyNXT — an award-winning and innovative learning solution designed to bridge the skill gap for the jobs of tomorrow.

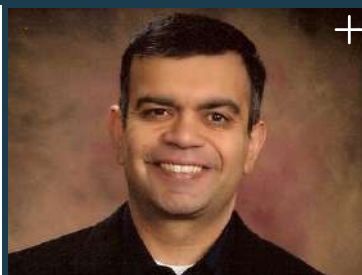
WileyNXT programs have been designed by Wiley Innovation Advisory Council — a body of 40+ Industry and Academia leaders. Our programs have been developed to build a problem-solving mindset and solve real world business challenges.

Along with conceptual learning, 60% of our programs focus on contextual learning with skilling exercises and projects based on real-life business problems. With the Wiley Network and best in class Wiley content and courseware, a WileyNXT learner is all set to step into the future.



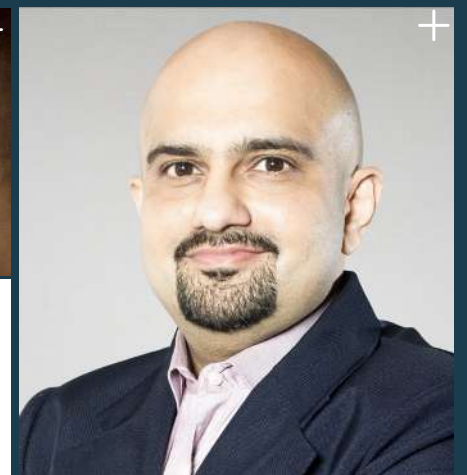
"The WileyNXT initiative of three-pronged approach of equipping the workforce with technology, domain and exposure to real problem sets across the industries is very unique."

— **ANSHU SHARMA RAJA**
Managing Director, Standard Chartered Bank



"WileyNXT makes learners ready and employable by the time they can finish their courses, by blending the right mix of theory and practice, and building ancillary skills to offer a stronger and more credible resource to organizations."

— **ASHISH SINGRU**
Sr. Director and Head, Global Business Analytics Center, eBay



"An initiative like WileyNXT would add not just 1x or 10%, but would definitely propel at a much larger extent."

— **ANEES MERCHANT**
Global Business Head - Digital and Insights, Course5i

"WileyNXT is a learning initiative that is "Born Digital". It leverages an immersive platform to address the learning needs of the corporations and their people by focusing on the skills that drive Digital Business. The WileyNXT differentiation comes from bringing together great learning content from their ability to leverage Wiley's pedigree of a global community of authors, hands-on labs to simulate real world problems skill-based assessments that test the ability to perform on the job".

- **AN RAO,**
Learning Sherpa and ex-CLO, Cognizant Technologires



"I feel accomplished and proud to be a Wiley certified Data Analyst and I believe this will definitely improve my employability. I will definitely carry on with the advance courses to further improve myself and equip myself with better skills."

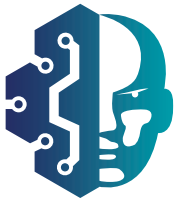
— **JOVAN TEO**
WileyNXT Learner, Singapore

"Overall flow was quite good and a variety of content was taught. Application of what we learnt to apply to real life situations were also shown which was rather useful."

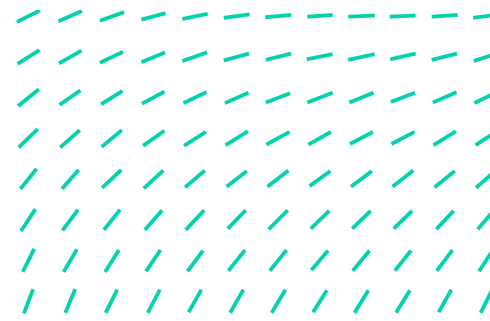
— **CHOU BI YUN**
WileyNXT Learner, Singapore

"The course is useful for my degree as I learn higher level stuff [here] which I have not learn in NUS (I think lets say university instead of naming one), and it allows me to start off earlier. At work it will be relevant if i take on data analyst role upon graduation."

— **MEGAN**
WileyNXT Learner, Singapore



WILEY INNOVATION ADVISORY COUNCIL



The Wiley Innovation Advisory Council (WIAC), conceptualized by Wiley, has a mission to foster exchange of topical industry insights and technology trends, evangelize innovation and thought leadership and collaborate to develop industry-focused learning and research frameworks and platforms for AI and exponential technologies. The vision is to lead to a sustainable industry academia partnership, joint talent development and R&D Initiatives relevant for Industry 4.0 .

In context of these problem statements, the only way to arrive at an effective solution is by bringing in thought leaders from both industry and academia together and engaging in discussions and collaborations that lead to concrete outcomes. With this intent in mind, Wiley conceptualized the Wiley Innovation Advisory Council (WIAC) as a forum of top influencers, thought leaders, business leaders and industry experts willing to contribute towards the Future of Work and Future of Learning.



WILEY

For over 200 years, Wiley has been helping people and organizations develop the skills and knowledge they need to succeed. We at Wiley, are dedicated to developing efficient learning products, digital transformation

education, learning, assessment and certification solutions to help universities, businesses and individuals move between education and employment and achieve their ambitions.

Get The Wiley Edge

4000+

Experts and SMEs across the globe

210+

Years of excellence in Academia & Research

33M

Learners across the globe

70+

University Collaborations

100%

of World's researchers leverage Wiley Journals



WileyNXT has been recognized by **Fast Company's World Changing Ideas 2020** for its outstanding innovations in education.



Recognised and Empanelled by



Government of Singapore

#LearnToWin

IIM Lucknow - Wiley Executive Program in Talent Analytics and Human Resource Management

- An experiential and outcome-based learning approach, integrating concepts and their applications in real-world contexts
- Experience classes by:
 - Esteemed IIML faculty
 - Expert Wiley faculty
 - Masterclasses by top industry experts.
- Get IIM-Lucknow MDP Alumni Status
- Access to intensive real-world case-studies and labs, projects and exercises, to provide hands-on experience. Cross learn with experienced peers across various industries
- World class curriculum developed by top faculty at IIML and Wiley experts, along with 40+ business, emerging tech and product leaders of Wiley Innovation Advisory Council
- Skill up in high demand skills such as **data analytics** and **machine learning**, **design thinking** and **experience**
- **Action Learning Methodology:** Develop a Complete Analytics Solution for a Real-Life Business Problem
- Get access to global courseware from Wiley.

WileyNXT | EXECUTIVE EDUCATION

The WileyNXT Executive Education Programs are state of art courses to harness the skills of tomorrow. The curriculum and the learning experience have been carefully crafted by program architects to ensure the learner is ready to lead the future with upskilled business acumen. These special courses are co-created by Wiley along with Wiley innovation and Advisory council (WIAC) with India's top tier B-schools.

"Session flow was fantastic. Great session with well managed time and interactions, with great content and communication."

Vinay Sharma, IIM Lucknow - Wiley Executive Education Program in Data and Business Analytics, Batch of 2020



Get in Touch with Our Program Advisor



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Give us Missed Call or Whatsapp Us



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www.wileynxt.com



@Wileynxtonline

Channel Partner

