

Strategic HR Management Certificate Program

Emerging Leader CHRO | CHRO Development Program

BMI Executive Education

# About the Program

Strategic Human Resources Management – Emerging Leader CHRO Program, aims to enhance professional experienced in HR, with a robust set of skills in strategy, human capital expertise and leadership, in order to prepare them for the senior level HR positions within the organization. In this regard, it aims to train well-qualified CFOs who has strong leadership and strategic thinking capabilities, supported by deep knowledge on current business and finance trends.

Program content focuses on theoretical knowledge, social skills and management competencies required for being a successful CHRO in today's business world. During this 10-day executive education program, participants will work with leading experts and academicians of Turkey in areas such as HR, employee relationships, labor law and regulations, organizational development. Moreover, through coaching and experience sharing sessions with outstanding CHRO's and management consultants of the industry, they will review up-to-date examples and cases, and obtain practical knowledge and competencies to lead their organization through new era of talent management and working culture.

Program Length: 60 Hours (5 Weekend) | Location: Istanbul / Turkey

Frequency – Sessions: 2 Times / Year – Q2 and Q4 | Capacity: Max. 20 Participants\*

\* In order to keep diversity of the participant profile, for each session, applications are reviewed regarding the industry, level and function of the applicants. Thus to secure your seat at the program we highly suggest applicants to apply in advance or reserve a seat at the upcoming session.

## Objectives

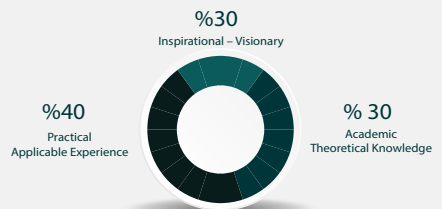
Strategic HR Management Certificate Program empowers its participants by;

- Developing necessary HR and management know-how for becoming a successful CHRO,
- Keeping up with emerging trends and methodologies on strategic human capital management, analysis, reporting and planning
- Improving communication, mentorship and leadership skills that will be required for managerial positions,
- Enhancing your capabilities to develop human capital strategy and planning that would lead your organization to its objectives,
- Enabling to lead your organization and your team in elevating to a strategic and innovative perspective on talent management and related issues,
- Gaining a greater understanding of current trends in HR and new generations, prepares for upcoming changes and digital transformation.

### Focus Areas



### Content Structure



# Who Should Attend?

This executive education program is designed to develop business professionals experienced in hr, employee relationships, talent management, organizational development, employer branding and other related areas. Business professionals, who have at least five years of experience in these areas, and who work as a middle – senior level managers in their institutions or are nominated as manager candidates, are suitable applicants for this program.

In addition to this, participation of SME owners, board members, general managers and senior manager in other departments such as sales, technology, and marketing, who wish to develop themselves on strategic finance management, are also accepted as suitable profiles for this program.

## Participant Profile

### Top 5 Industries

%28	Heavy Industry & Manufacturing
%22	Banking and Financial Services
%12	Fast Moving Consumer Goods
%11	Pharmaceuticals and Medical Services
%9	Automotive & Spare Parts
%26	Other

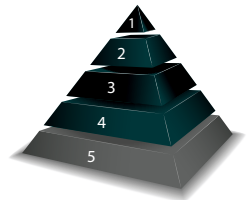


### Top 5 Business Titles

%22	HR Manager
%18	Department/Unit/Team Manager
%14	Recruitment Specialist
%11	HR Generalist
%9	HR Business Partner
%20	Diğer

### Organizational Level

%40	Level 3 – Mid-Level Executives, Managers, Assistant Manager
%30	Level 4 – Senior Specialists, Consultants, Team Manager
%20	Level 2 – Senior Executives, Directors, Department/Function Head
%10	Level 1 – C-Level Executives, General Managers, Board Members
%0	Level 5 – Specialist, Assistant Specialist, Analyst



\*Based on organization and title information of business professionals who have participated to the program within the last three years (last six sessions).

For further information please get in touch with our education consultant.

The Emerging Leader CHRO – Strategic Human Resources Management Executive Education Program enables you to harmonize your HR expertise with strategic thinking and leadership skills.

Who is CHRO? - CHRO and Management

HR Department and Strategic Management

- Responsibilities of Modern CHO in the management of the organization
- Strategic Role, Duty and Objectives of CHRO
- Impact of CHRO Perspective to Organizational Strategy  
Strategic Leader CHRO
- Main Responsibilities of HR Function, CHRO and Functional Management

Strategy Formulation and Strategic HR Management

- Strategic Approach, Strategic Planning, Business Strategy & HR Strategy Alignment
- Organizational Culture and Structure: Values, Norms and Management Style
- Objectives of Strategic HR Management in today's business world

Strategic Human Capital Planning, Job Analysis, Job Design and Human Capital Analytics

- Collecting Data and Data Analytics for Strategic HR Planning
- Human Capital Analytics and HR Management in Digital Era
- Job Analysis, Requirements, Design, Planning, Re-Evaluation

Talent Attraction & Acquisition Process: Recruitment, Search & Selection, On-Boarding

- Attracting, Recruiting, Sustaining, Inspiring the Talent
- Managing Recruitment Process, Different Process Types & Recruitment Practices
- Recruitment Interviews, Interview Techniques, Case Studies & Best Examples
- Employer Branding, Becoming an Employer Brand in the Digital Era

Talent Management, Career Planning, Organizational Development & Trainings

- Career Planning in line with HR Structure and Business Strategy
- Inspiring, Leading and Developing the Human Capital within your Organization
- Analysing the Business Structure for Planning & Managing Development Prog.
- Strategic Planning in Organizational Development & Training Programs



## Performance Evaluation & Management, Compensation & Benefits Structures

- Creating a Performance Management System, Managing with Objectives
- Performance Management Processes and Practices, Leading the Performance
- Job Valuation, Wage Management, Compensation & Benefit Processes
- Rewarding & Benefits Processes and Processes, Rewarding with Meaning

## Labor Law and Legislation for HR Managers

- Basics of Labor Law, Employee Contracts & Employer Must Knows
- Employee – Employer Relations, Parties' Rights & Duties, Termination of Relationship
- Best Examples and Case Studies

## Social Security Law & Legislation, Personnel Affairs & Payroll for HR Managers

- Personnel Affairs & Payrolling, Social Security Law - Issues & Common Examples
- Personnel Affairs & Payrolling, Social Security Law – Practices & Must Knows

## CHRO, Strategy and Leadership – CHRO Competencies and Objectives

- HR Manager Area of Responsibility, Team Management and Leadership
- HR Department Vision and Perspective for Organizational Development
- Diversity and Inclusion in Workplace, Corporate Social Responsibility
- Happiness and Productivity in Workplace, Efficient Working Cultures
- Motivation, Stress, Conflict Management, Behavioral Issues at Workplace
- Agile HR Management, Agility & Agile Leadership
- Developing World and CHRO, Digital Transformation and CHRO
- Coaching for HR Manager, Coaching Practices

## CHRO Career Planning, C-Level Career Management, Executive Search & Selection

## Strategic Human Resources Management - Case Study / Workshop

During this 10-day executive education program, participants will work with leading experts and academicians of Turkey in areas such as HR, employee relationships, labor law and regulations, organizational development. Moreover, through coaching and experience sharing sessions with outstanding CHRO's and management consultants of the industry, they will review up-to-date examples and cases, and obtain practical knowledge and competencies to lead their organization through new era of talent management and workingculture.

Cenk Akıncılar	_____	QNB Finansbank – CHRO
Bahattin Aydın	_____	Yıldız Holding – CHRO
Betül Çorbacıođlu	_____	Mercedes Benz Türkiye – CHRO
Murat Yüksel	_____	Ebay / Gittigidiyor – CHRO
Pınar Yamaner	_____	Alarko Holding – CHRO
Cem Ađın	_____	Bilkent Holding A.Ş. – CHRO
Nursel Ölmez Ateş	_____	Borusan Holding - CHRO
Dr. Senay Kızılkaya	_____	Novartis İlaç - CHRO
Dr. Ahmet Karahan	_____	Coca-Cola İçecek – Group HR Analy. and Tech. Leader
Yasin Altunkaya	_____	Data Expert Executive Search – Partner
İpek Aral	_____	SCS Global Group - Director of HR
Prof.Dr. Ahmet Acar	_____	İstanbul Üniversitesi - Professor
Evren Aksoy	_____	BMI Business School - Consultant
Prof. Dr. Lale Tüzüner	_____	İstanbul Üniversitesi – Professor
Prof. Dr. Ercüment Özkaraca	_____	Marmara Üniversitesi – Professor
Doç. Dr. Gülbeniz Akduman	_____	Marmara Üniversitesi – Professor

\*Guest speakers and business executives are arranged each session, regarding to the participants industry, level and function diversity.

For the next sessions guest speaker list please get in touch with education consultant.

## Certification & Alumni Community

Participants who follow the program courses at the rate of %70 and who succeed in the exam at the end of the program will be entitled to the official “Strategic HR Management” Certificate by BMI Business School.

On leaving the Emerging Leader CHRO Program, you become a full member of the BMI Alumni Community, which is open only to graduates of our Executive Education participants. In this regard, BMI Alumni Community Members can attend to workshops, seminars and events organized specially organized for this community to ensure life-long education objective. Members of this community also benefits from special discount rates for participation in all training, conference and summit programs organized by BMI.

## Pricing & Registration

For the academic year of 2022, program tuition fee is determined as 20.000 TRY + VAT.

- Tuition fee includes all educational materials, all-day refreshments and lunch.
- Early registration period is 30 days before the start date of the program, early registrations benefits %10 discount rate.
- Group participation of three or more people, benefits %10 discount rate.
- BMI Alumni Community Members benefits %25 discount rate for participation to the program.
- It is not possible to cancel your registration until 10 days before the start of the program.

In order to register for the program, the application form must be filled in completely and sent to the training advisor. Applications then will be reviewed by the admissions committee, in order to observe diversity of the participant profile and in terms of relevance with the prerequisites of the program.

Candidates admitted to the program, then will be directed to complete the payment and registration process.

## Further Information & Contact Us

Program Coordinator – Aysel Yapar / BMI Education Consultant

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Leading companies in the business world manage their human capital as strategically as their financial capital, therefore bring their HR leaders into the strategic decision making processes. In today's business world, HR is not an operational function within the organization, but a strategic business unit that has significant implications for achieving corporate objectives.

Emerging Leader CHRO – Strategic HR Management Certificate Program, unlike conventional HR trainings, develops its participants in order to be able to; strategically evaluate challenges and opportunities within the market, analyze organization-wide concerns and objectives, enable to position the HR function in a strategic role to lead organizational development and growth. After the program, you will return to your organization, with a robust set of skills to lead your organization through through new era of talent management and working culture.



# Turkey's Leading Business School

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