

HR & People Analytics Certificate Programme

Mannheim Business School & BMI Business School Istanbul

ONLINE

HR & People Analytics Certificate Program organized by BMI Business School Istanbul in cooperation with Germany's #1 Business School, Mannheim Business School aims to; enhance HR professionals and executives with a robust perspective and skills on data analytics & science in HR management, empower them with a perspective on how to contribute to company's strategy and efficiency with HR analytics processes.

Program content focuses on; how to develop better outcomes in HR management and applications with decisions based on data analytics. It discusses value creations through HR analytics, by collecting, analyzing and management of the right data. Participants will investigate current trends & examples on digital transformation in HR management from leading companies of Turkey & Germany.

Program Methodology

Executive education program will be delivered virtually by 3-hours long live-online sessions, during 8 days. Besides presentations and lectures by the faculty, participants will investigate current practices and examples within the industry, have Q&A and discussion sessions with the faculty and each other, work on exercises – case studies, and attend to experience sharing and networking sessions.

Program Length: 24 Hours (6 Half Days / 2 Weeks)

Day & Time: Tuesday, Thursday / 16:00 – 19:00 and Saturday / 10:00 – 16:00

Location: Online – Vedubox Education System / Zoom Video Conference

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.

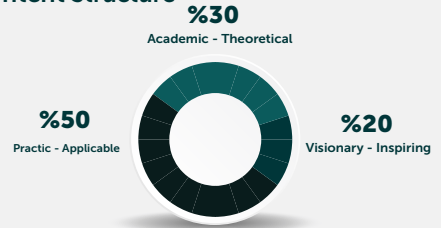
Human Resources Analytics Certificate Program empowers its participants by;

- Gaining knowledge on key terms, history and current trends of data and HR analytics,
- Developing strategic perspective on data science and data analytics in today's digital business world,
- Enhancing their competencies on HR analytics planning and execution processes through workshop and case studies,
- How to elevate HR management to a strategic level with HR analytics perspective,
- Enhancing your capabilities to develop human capital strategy and planning that would lead your organization to its objectives,
- Enabling visionary and innovative thinking on HR Management through examination of current and successful examples on HR Analytics,

Focus Area



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.

Lead the development of your organization and contribute to its success, with this Executive education program that provides you a strategic perspective on data science and its current applications within HR processes.

Data Science, Big Data, Data Analytics - Fundamentals

- What is Data Science? Data Era? Why Data is Important?
- Data Science – Data Analytics – Big Data / Fundamentals
- What to aim with Data Analytics? Application Areas? Contributions?

HR Metrics & HR Analytics as a Strategic Orientation

- Aligning Corporate Strategy & HR Strategy through HR Analytics
- Using and Managing HR Metrics for Corporate Strategy & Objectives
- Creation of Value for Organization through HR Analytics

HR Analytics Fundamentals & Applications

- What is HR & People Analytics? Why? For Which Outcomes?
- Using Data and Statistics in HR Projects & HR Management
- HR Metrics, KPIs, Measurement and Reporting – Workshop Sessions

HR Analytics Case Studies & Current Examples

- Evidence Based Analytics & Benefit Analysis
- HR Analytics Project – Objectives & Preparations
- HR Management based on Data and Evidence – Use Case Examples
- Data Visualization and Reporting – HR Analytics Outcomes (Workshop)

Digital World – Data Science – HR Analytics / Different Industries & Applications

- Different Industries, Different Department, Different Objectives – Best Examples
- Role of Data & HR Analytics in the Management and Future of Organizations
- Digital HR Management and Current Trends – In the World and In Turkey

During this 8-half day program, participants through online sessions, work with Mannheim Business academicians, Prof. Dr. Torsten Biemann, to discover internationally recognized principles, methods and techniques of HR and People Analytics. Besides, they will participate into experience sharing sessions, networking sessions, examine best practices within the industry through guidance of leading executives of reputable companies of Turkey and Germany experienced in HR Analytics management.

Prof. Dr. Torsten Biemann	_____	Mannheim Business School – Chair of Business Adm. and Leadership
Dr. Chris Kaibel	_____	Roche Germany, Project Lead - People Analytics
Dr. Max Mühlenbock	_____	SAP Germany, People Insights Leader
SAP Germany	_____	Guest Speaker on HR Analytics
Roche Germany	_____	Guest Speaker on HR Analytics
Mehpare Alp	_____	FNSS, HR Director
Neslihan Ogan Gümrükçü	_____	Schneider Electric, HR Vice President
Dr. Ahmet Karahan	_____	Coca Cola İçecek, HR Analytics & Technology Leader
Özgür Tunalı	_____	Garanti BBVA, HR Analytics Manager,
Tuba Albayrak	_____	Karaca, HR Director
Ayşegül Tıgılı Tekin	_____	Trendyol, HR Systems & Analytics Manager

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 **“HR & People Analytics” Certificate by Mannheim Business School** and a second participation certificate by BMI Business School.

On leaving this executive education 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 2020 – 2021, program tuition fee is determined as 1.000Euro + 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 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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