

Global Partner



Othman Yeop Abdullah  
Graduate School of Business  
Universiti Utara Malaysia



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OTHMAN YEOP ABDULLAH GRADUATE SCHOOL OF BUSINESS

PROFESSIONAL CERTIFICATION PROGRAMMES

# PROFESSIONAL CERTIFICATION IN PEOPLE ANALYTICS

*Data Driven approach to Human Capital Management*

**HURRY UP!**  
Limited Seats  
Available

**12 & 13 February 2018**  
**Sheraton Petaling Jaya**

Facilitated by  
**M. IMRAN  
KUNALAN**



Principal Consultant People  
Analytics and Digital Talent

*Adjunct Professor at  
University Malaysia of  
Computer Science and  
Engineering (UNIMY)*



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# Professional Certification in People Analytics

## 12 & 13 February 2018 – Sheraton Hotel – Petaling Jaya

### The State of People Analytics

**9%** of companies use predictive analytics or big data to analytics people trends

Sierra-Cedar 2014-12015 HR Systems Survey

3 types of analytics  
**DESCRIPTIVE**  
**PREDICTIVE**  
**PRESCRIPTIVE**

**192%**

Increase in HR reporting employee engagement being very important between 2014-2015

Global Human Capital Trends 2015: Leading in the New World of Work



**M IMRAN KUNALAN  
ABDULLAH  
EXPERT FACULTY**

**60%** of HR and business leaders do not have an adequate program to measure or improve engagement.

Global Human Capital Trends 2015: Leading in the New World of Work

**12%** of HR and business leaders have a program to define and build company culture.

Global Human Capital Trends 2015: Leading in the New World of Work

**7%** of HR rate themselves as excellent at measuring, driving, and improving engagement and retention.

Global Human Capital Trends 2015: Leading in the New World of Work

**75%** cited talent analytics as an important issue, while **8%** believe they are strong in this area.

Radicati Group, April 2010

**60-70%** of company expenses are human capital costs

Jeff Higgins and Grant Cooperstein, Managing an Organization's Biggest Cost: The Workforce

**20%** drop in employee engagement in first six months on job.

[https://training.sirota.com/Springboard\\_introduction/](https://training.sirota.com/Springboard_introduction/)

## Overview

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People analytics is the use of data and data analysis techniques to understand, improve, and optimize the people side of business. Analytics has the potential to improve the effectiveness of a company's talent acquisition function by replacing manual processes. Recruiting and hiring data can be correlated with business outcomes such as increased revenue to create strategic insights and drive action.

Harvard Business Review identified the biggest obstacles for adoption is "*inaccurate, inconsistent, or hard-to-access data requiring too much manual manipulation*" and a "*lack of analytic acumen or skills among HR professionals.*" Human capital function need to identify question it wants to answer, collect the data, interpret the results, and take action. Analytics will change the recruitment function by automating screening of candidates. This has downstream benefits for performance management, turnover, and workforce planning

This brand new 2 day OYAGSB Professional Certification programme is designed to provide a clear understanding of how to use data and technology in improving human capital effectiveness as well as decision making.

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**Course Outline**

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<b>DAY 1</b>	<b>DAY 2</b>
<p><b>Human Capital Trend</b></p> <ul style="list-style-type: none"> <li>• What is the latest trend in the human capital function?</li> <li>• The impact of digitalization on the human capital function</li> </ul>	<p><b>People Analytics</b></p> <ul style="list-style-type: none"> <li>• Deep dive into people analytics function</li> <li>• Critical components of people analytics</li> <li>• Introduction to people analytics system</li> </ul>
<p><b>Human Capital Effectiveness</b></p> <ul style="list-style-type: none"> <li>• Is your HR function effective?</li> <li>• Introduction to Human Capital function effectiveness metrics</li> </ul>	<p><b>People Analytics in Action</b></p> <ul style="list-style-type: none"> <li>• Case study on people analytics implementation</li> <li>• People analytics demonstration based on data derived from select participant organization</li> </ul>
<p><b>Human Capital Effectiveness Vs People Analytics</b></p> <ul style="list-style-type: none"> <li>• What is people analytics?</li> <li>• Where people analytics fits within the human capital function effectiveness continuum.</li> </ul>	<p><b>Way forward on people analytics</b></p> <ul style="list-style-type: none"> <li>• <b>Setting a people analytics function – requirements and key success factors.</b></li> </ul>
<p><b>Learning Outcomes</b></p> <p>At the end of Day 1, participants will be able to:</p> <ul style="list-style-type: none"> <li>• Demonstrate an understanding of the human capital trends and its impact in their respective organisation.</li> <li>• Evaluate the human capital function effectiveness through relevant metrics and parameters used to measure.</li> <li>• Understand people analytics and its relation to human capital function</li> </ul>	<p><b>Learning Outcomes</b></p> <p>At the end of Day 2 participants should be able to:</p> <ol style="list-style-type: none"> <li>a) Demonstrate an understanding of People Analytics function, components and system</li> <li>b) Chart the path to implement people analytics within their respective organisation</li> <li>c) Prescribe people analytics to support the human capital function effectiveness and garner right support from their leadership.</li> </ol>

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## **Who Should Attend**

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This course will be of benefit to those who are currently performing Human Capital function at their respective organisations ranging from HR Executives, HR Managers and HR Leads.

## **Distinctively Different Learning Experience**

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This results-based course will be challenging, thought provoking, informational and inspiring. It combines theory with case studies thus allowing participants to get a hands on experience.

## **YOUR EXPERT FACULTY**

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### **MUHAMMAD IMRAN KUNALAN BIN ABDULLAH**

#### **Advisor/Principal Consultant – Digital Talent and People Analytics**

Imran is an Adjunct Professor at UniMY and also the Advisor cum Principal Consultant with a few organisations namely Huawei Technologies Ltd(China), GTEX.Asia, & Jobstreet Education. Prior to this role, he was the Director of Talent Division in MDEC, an agency which was focused on Malaysian Digital Economy Transformation in Malaysia

Imran has more than 23 years of experience in the human capital development field as a HR generalist, HR subject matter expert and HR Consultant. His HR operational career spanned across a multitude of industries ranging from FMCGs, financial institutions, manufacturing and global business services organisations (Shared Services and Outsourcing).

He assumed HR Managing Consultant roles in renowned consulting firms such as Accenture and KPMG and leading some of the HR consultancy projects for numerous clients.

He obtained formal training on Human Capital Metrics & Benchmarking from PWC/Saratoga Institute in London.

He is a guest member of the EU e-Skills expert panel based in Brussels, Belgium.



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## Participant Fee

CATEGORY	Participant fee + 6% GST
<b>Promo Fee</b> <b>Register before 31 JANUARY 2018</b> <i>Programme fee maybe claimed back under HRDF subject to Terms and Conditions of HRDF and Employer eligibility. Universiti Utara Malaysia (GOV100014470) is a registered Training Provider with HRDF.</i>	<b>RM3500 + 6%GST = RM3710.00</b>
<b>NORMAL FEE</b> <b>Registrations received after 31 JANUARY 2018</b> <i>No discount</i>	<b>RM4000.00 + 6%GST = RM4240.00</b>

**Closing Date: 5<sup>TH</sup> FEBRUARY 2018**

**Payment to be made to: Universiti Utara Malaysia**

**Bank: Bank Islam Malaysia Berhad Account Number: 02093010000010**

Kindly email proof of payment to: [saharah@uum.edu.my](mailto:saharah@uum.edu.my)

**For More information on Executive Education, Customised Programmes and Post Graduate Studies:**

**Please contact:**

**Mr Badrie Abdullah**

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Email: [badrie@uum.edu.my](mailto:badrie@uum.edu.my) or [saharah@uum.edu.my](mailto:saharah@uum.edu.my) Website: [www.oyagsb.uum.edu.my](http://www.oyagsb.uum.edu.my)

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## REGISTRATION FORM

Programme Venue	Programme Title	Fee Per Registrant (A) Includes 6% GST	No. of Registrants (B)	Fee = A x B
12 & 13 February SHERATON HOTEL PETALING JAYA	<b>PROFESSIONAL CERTIFICATION IN PEOPLE ANALYTICS</b>	Promo – <b>RM3710</b> (register by 31 JANUARY 2018)  Normal fee – <b>RM4240</b>		
		<b>Total</b>		

ORGANISATION INFORMATION / DETAILS			
Organisation Name			
Address 1			
Address 2			
Name of Person Authorised to Sign Form			
Email Address			
Contact Tel Phone # and Fax			
Details of Registrants (you may also email the Registrant details)			
Name (as in IC/passpot)	NRIC / Passport Number	CONTACT NUMBER	Email Address
<p><b>Kindly complete and email this form before 31 JANUARY 2018 FOR SUPERSAVER</b>            Email: <a href="mailto:saharah@uum.edu.my">saharah@uum.edu.my</a> (Tel: 04-928 7156) or <a href="mailto:badrie@uum.edu.my">badrie@uum.edu.my</a> (017-3691386)</p>			

### Cancellation Policy and Postponement of Programme

Because attendance at *this* programme requires significant advance preparation, refunds are not permitted. Invoice once issued can't be cancelled except for exceptional reasons. Registrants who cancel less than **7 days in advance** may nominate an acceptable substitute or attend a future session of the same programme within one calendar year.

**UUM OYAGSB reserves the right to postpone the programme 2 weeks before programme dates**, if there are inadequate registrations.

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# UUM OYAGSB CORPORATE EXECUTIVE EDUCATION

SOME OF THE ORGANISATIONS THAT HAVE BENEFITTED FROM UUM OYAGSB HIGH IMPACT EXECUTIVE EDUCATION



A member of UEM Group

