PRO TOUCH



ISO 9001:2015

Certificate Programme in HR Analytics



Protouch is recognized by SHRM to offer Professional Development Credits (PDCs) for SHRM-CP® or SHRM-SCP®



The use of this official seal confirms that this Activity has met HR Certification Institute's® (HRCI®) criteria for recertification credit preapproval.

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PROTOUCH



About Us:

Protouch is one of the most admired talent transformational and reskilling organisations enabling sustainable business and organisational culture impact. An ISO 9001:2015 certified company, its mission is to improve business productivity and enhance leadership development across the organisation. It is providing 360-degree training solutions from entry-level to senior management. It imparts highly engaging corporate trainings, workshops and coaching services with a clear focus on results while developing holistic learning for the participants.

Protouch reskilling institute works extensively in the area of skill enhancement and youth employability. Hundreds of young professionals every year accelerate their careers by undertaking its wide range of certification programmes. These programmes are delivered through 100% practical approach by an experienced team of industry experts.

Protouch has successfully partnered with Times Group through which it provides executive education for working professionals from premium management institutes.

Protouch training programmes and its alums of the reskilling center has been widely recognized across various respectable forums and organisations.



Protouch
Professional Training



Protouch
Corporate Training



Protouch Executive Training



PROTOUCH ADVANTAGE

100% PRACTICAL CASE-BASED LEARNING





MAXIMUM NUMBER OF CASES (35) AND PROJECTS (4)

BUILDING ANALYTICAL MINDSET



6 MONTHS POST PROGRAMME ACCESS AND SUPPORT



LIFE TIME PLACEMENT SUPPORT

3 International Certifications in One Programme



STUDY MATERIAL



KNOWLEDGE SHARING SESSIONS, PROJECT PRESENTATIONS AND REVIEWS

ACCESS TO HR GENRALIST WORKSHOPS - MAKE YOU PLACEMENT READY





HR ANALYTICS

Overview

People run businesses and HR has always been about people. Given the rapid digital transformation in the organizations, classic approaches are not sufficient in getting the required result in the long run. Hence the need for data-driven decision making has become essential. HR Analytics also known as people analytics or talent analytics, can play a vital role, helping companies understand employees better and map their behavioural trends. HR Analytics helps HR managers, make data-driven decisions about their employee or the workforce.

There is a severe shortage and an increasing demand for HR analytics talent.





HR ANALYTICS

About the course

In this course, we start from a simple topic of calculating mean and move on to complex subjects such as text analytics. As a result, we cover comprehensive HR analytics from statistics to machine learning techniques.

As part of this programme, you will learn to source, analyse, and visualize HR data to inform decisions and recommendations. You will strengthen your analytical acumen to make decisions through analysis and storytelling. Through the application of data analytics, you will be positioned to examine common HR challenges. It will help you determine the business impact and return on investment associated with HR initiatives. By the end of this program, you will have developed the strategic and systematic measures necessary to excel in HR analytics.

With the help of this programme, you can fast track your career by enabling your company to better drive ROI on employee.

TOP TRENDS IN HR ANALYTICS

- HR analytics can help in 80% increase in recruiting efficiency, 25% rise in business productivity and 50% decreases in attrition rate as per McKinsey Research.
- 75% of companies believe in the importance of human resource analytics, according to Deloitte report.
- Over 70% of executives are making strides to integrate data into everyday decision-making processes.



HR ANALYTICS

Using the employee data to make decisions on:

- 1. Manpower Planning, Hiring and Recruitment
- 2. Training and Talent Development
- 3. Employee Retention
- 4. Employee Satisfaction
- 5. Employee Engagement
- 6. Performance Appraisals
- 7. Promotions and Compensation
- 8. Diversity and Inclusion



You Will Learn:

- Applied Statistics right from scratch.
- Areas where you can use analytics in Employee Life cycle.
- Understanding of HR metrics and the converting Metrics to Analytics.
- Simultaneously learn analytics on Excel, R and Python.
- Understand the steps involved in Data Preparation.
- Learn the concepts of Feature Engineering.
- Statistical Model Building.
- Identify a Business Problem.
- Concept of Machine Learning covering Supervised and Unsupervised
- Learning Techniques.
- More than 20 types of Charts and Plots.
- Predicting Futuristic Insights.



HR ANALYTICS MODULES

HR Analytics – Practitioner



HR Analytics – Advance





HR Analytics - Practitioner

Tool Used: MS Excel

Duration: 24 Hours, 1 days/week, 3 Hours/Class

Case studies: 25, Projects: 2

Topics Covered:

- Introduction to Analytics and Key Matrices
- Structured Problem Solving using Frameworks
- Statistical Modelling, Understanding the Business Problem
- Data Discovery, Data Collection & Data Preparation
- Hypothesis Formulation and Testing
- Generating Insights Using Descriptive Analytics
- Rank and Percentile, Descriptive Statistics, Histogram
- Inferential Analytics using Analysis Tool Pak
- Sample Testing using Paired t-test, t-test unequal variance
- Introduction to Machine Learning and Predictive Analysis
- Time Series Analysis and Forecasting Techniques
- ROI Analysis using Revenue/Cost Models

Analysis Methods: Descriptive Analytics, Inferential Analytics, Predictive Analysis

Statistical tools Used:

- Rank and Percentile, Descriptive Statistics, Histogram
- Correlation, Covariance, Paired t-test, t-test unequal variance
- Anova, Z test
- Linear regression, Moving Average, Exponential Smoothing

Case Studies on:

Training, Performance, Promotion, Compensation, Productivity, Campus Hiring, Manpower Planning, D&I, Talent Acquisition



HR Analytics - Advanced

Tool Used: MS Excel, R, Python

Duration: 48 Hours, 1 days/week, 3 Hours/Class

Case studies: 35, Projects: 4

Topics Covered (Over and above HRA- Practitioner):

- Programming in Python and R
- Understanding Important Libraries in R and Python
- Machine Learning Techniques using Linear and Logistic Regression
- Types of Data, Data Directory and Validate Data
- Statistics Univariate and Bivariate (Numerical and Categorical)
- Data Cleaning, Hypothesis Testing
- Feature Engineering Variable Creation and Transformation
- Supervised and Unsupervised Learning Clustering
- Inferential Analysis of Categorical Data using Chi-Square
- Analytics on written Documents using Text Analytics
- Model Simulation and Adjustments

Analysis Methods Covered:

Descriptive, Inferential and Predictive Analysis

Statistical tools Used (Over and above HRA-Practitioner):

 Linear Regression, Logistics Regression, Text Analysis, Clustering

Case Studies on (Over and above HRA- Practitioner):

Salary Increment, Employee attrition, Text Analysis (Managers Comments) and Job Fitment.



Tools





















CERTIFICATES







TESTIMONIALS





Parkash Thapa

This institute is very good for your career growth as you want to make a great career in HR Domain cause. I found the trainers and the staff is very supportive and experienced and absolutely focused on making student's career, which is the biggest reason of making it best institute for HR Domain.



Anand Pandey

If I could recommend best institute for HR Generalist, I would definitely go for Protouch, Gurgaon . I would say the pedagogy, the environment, the placement support all work in perfect sync to groom the student for future and make them industry ready.



Adiba Ahmed

Protouch will be a great option for you if you want to strengthen your concepts while also having practical learning opportunities. The teachers are very helpful and always ready to guide. Their approach to teaching helps you understand when and how the concepts would be used. A flexible and friendly learning environment that motivates you to improve irrespective of what knowledge you start with.



Neha Sharma

Protouch is one of the quality learning institute, where you will not just clear your basics but also learn how those basics will play a big role in job profile. Instructors explain things more in actual scenario rather then just bookish knowledge. Frequent seminars on different topics like- POSH, Emotional Intelligence, Personal Branding make you more confident with professional culture.

PLACEMENT PROCESS



INDUSTRY INSIGHTS





PROFESSIONAL GROOMING

MENTORING



OTHER ACTIVITIES







ATTENDING HR NETWORKING EVENTS





CELEBRATIONS



PROTOUCH TEAM

Our Graduates

















Dr. APARNA SETHI



Founder – Protouch | Author | Certified POSH Trainer | NLP Practitioner | Soft-skill Trainer | Theatre Artist



Doctorate in Management, Dr. Sethi has contributed immensely to competency-based performance management system as her area of research. MPhil in Management, MBA in Marketing and Human Resource Management. She has 20 years of experience with diverse industries and organisations like Kinetic Engineering, Bharat Forge, Datapro Infoworld Ltd and worked with various renowned academic institutes. She brings with her unique blend of academic research and its applications in the corporate world across various domains

Dr. Sethi is a **certified NLP- Neuro Linguistic Program Practitioner** working towards helping people in increasing their Emotional Intelligence. She is a Certified **POSH External Member, Transactional Analyst Practitioner, Anxiety Disorders & Obsessive Compulsive Disorder, Global Leadership Assessment (GLA360) and Personal Branding expert**.

- Emotional Intelligence/Quotient
- · Gender Sensitization
- Prevention of Sexual Harassment of Women at Workplace (POSH) (Certified External Member)
- Train the Trainer (Perusing Certification from XLRI)
- Women Leadership
- Soft Skills- Presentation skills, Personal Branding, Conflict Management, Stress Management, Time Management, Difficult/Crucial Conversations
- Theatre Workshop

Dr. Sethi has successfully delivered multiple workshops and training programmes across levels and industries. She has unique capability in **designing and conducted workshops in Hindi**, specifically for operations and manufacturing. Participants find her sessions extremely energetic and activity driven. An avid writer, she is the author of "Where to Draw the Line- Complicated Relationships at Workplace", collection of case-lets on gender sensitisation, collected as part of her extensive research. Her articles on Emotional Intelligence, Women Leadership, Work- Life balance have been published in leading publications like TOI, Hindu, Business Magazines and Company Websites. She has credited more than 25 research papers in International and National journals. She is the founder of HR Gurus- An HR networking & knowledge sharing community.

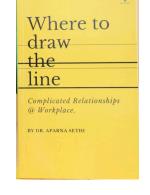
Her passion lies in networking, theatre & running.

Dr. Sethi is based out of Gurgaon and available for PAN India projects









RAHUL SETHI



Founder | Marshall Goldsmith Executive and TEAM Coach | ICF Coach | Corporate Trainer | NLP Practitioner | Business Leader



Rahul is a Corporate Trainer, Leadership Coach and Founder of Pro Touch, an organization that facilitates executive and leadership development with a combination of skill enhancement training, coaching and mentoring practices. Certified Executive and Team Coach from Marshall Goldsmith and ICF approved Grow More Coach. He has successfully coached many corporate executives in senior positions.

Rahul has over 20 years of corporate experience **heading businesses**, **P&L**, **sales**, **marketing**, **product development**, **and organizational change projects**. He has worked with prestigious organizations like Rivigo, Airtel and Vodafone. He held various leadership positions and managed teams and leaders from a spectrum of specialization, background, and geographies.

Rahul has a proven track record of building as well as transforming teams across regions. It enables him to have **in-depth insight into the needs and challenges** that corporate executives/leaders face in today's fast-paced result-oriented business environments. His experience helps in seamlessly switch between **Inside-out and outside-in approach**. He believes measuring the result of every intervention inspires change and accelerates executive to leadership journey. His training and coaching are characterized by **well-defined methods and processes that provide a unique and holistic experience for leaders and ensures permanent positive change in beliefs and behaviours**.

Rahul is a Mechanical Engineer and Masters in Marketing and Financial Management. Marshall Goldsmith Certified Executive and Team Coach. ICF Approved Grow More Coach. Global Leadership 360 Assessment certified. Other certifications and Programmes include Business Managers from IIM Ahmedabad, Strategy in Action by Harvard Business, Regional Leadership from Singtel, Leadership Development from Centre for creative leadership and New product development from the Indian Institute of Planning and Management.

Rahul is a state-level table tennis player, loves playing squash and travel to different countries.











ANAND PANDEY

GRAMIN HEALTHCARE HR MANAGER



SONI CHAUHAN

TECHLITA PVT. LTD. ASSISTANT MANGER-HR



PARKASH THAPPA

RITES LIMITED HR EXECUTIVE



UDITA PANDEY

NT PARTNERS HR EXECUTIVE



NIKITA SINGH

RITES LIMITED HR EXECUTIVE



SANCHITAA V.

BELLA MENETE EDUSOLUTIONS PVT.LTD.

> HR EXECUTIVE HR Generalist Course 8800003366



BHAWNA JAIN

WELL OFF IT CONSULTANCY LLP

> HR EXECUTIVE HR Generalist Course



ANKIT NEGI

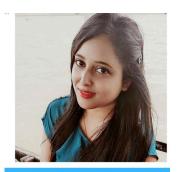
CREMICA FOOD INDUSTRY. HR EXECUTIVE



ADIBA AHMED

LE PASSAGE TO INDIA JOURNEYS

ASSISTANT MANAGER - HR



KRISHNA PATTNAYAK

PLACED IN **F**RITES



RETENTION EXECUTIVE