

# Postgraduate Certificate Human Resources Analytics





## Postgraduate Certificate Human Resources Analytics

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University graduates and professionals with demonstrable experience in people management or executives with experience in other management areas who are going to work in Human Resources

Website: [www.techtute.com/in/school-of-business/postgraduate-certificate/human-resources-analytics](http://www.techtute.com/in/school-of-business/postgraduate-certificate/human-resources-analytics)

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# 01

# Welcome

Human Resources departments, faced with the avalanche of applications and resumes, must have first-rate analytical procedures with which to promptly and efficiently tackle all these tasks that multiply day by day. This is a great opportunity for growth for professionals who want to excel in their department and achieve better jobs. For this reason, TECH Technological University has developed this complete program with which professionals in the Human Resources area can obtain useful analytical knowledge that will help them to improve their professional efforts and, eventually, reach more prestigious management positions within their department or organization.



Postgraduate Certificate in Human Resources Analytics.  
TECH Technological University



“

*The figure of the upright, inflexible and authoritarian manager has become obsolete. A new profile has emerged, one that is much more in line with new trends and stands out for being technologically savvy, practicing active listening and being self-critical of their work"*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Technological University



### Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"*Microsoft Europe Success Story*", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**+100000**

executives prepared each year

**+200**

different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**+500**

collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.





TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

---

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the *Relearning* methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



### Economy of Scale

---

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

---

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level”*

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

**01**

### A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of students achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

*20% of our students develop their own business idea.*

07

### Improve *soft skills* and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Technological University community.

*We give you the opportunity to study with a team of world-renowned teachers.*

# 04 Objectives

This program is designed to strengthen management and leadership skills, as well as to develop new skills and abilities that will be essential in your professional development. After the program, students will be able to make global decisions with an innovative perspective and an international vision.



“

*International experience, ethical commitment, and business acumen are some of the most sought-after characteristics in executives in the digital age"*

**TECH makes the goals of their students their own goals too.  
Working together to achieve them.**

The **Postgraduate Certificate in Human Resources Analytics** will enable students to:

01

Establish a valuable social network with other participants, teachers, business leaders and coaches to explore the challenges of today's changing environment.

02

Enhance management development at a personal and team level in order to grow as leaders in their area of competence.







03

Develop cutting-edge methodologies and techniques in people management and talent development.

04

Organize, through a strategic and innovative vision that favors challenges such as digital transformation and its impact on culture, business and talent management.

05

# Structure and Content

The Postgraduate Certificate in Human Resources Analytics at TECH Technological University is a customized program that is taught in a 100% online format so that you can choose the time and place that best suits your availability, schedule and interests.

A 6-week program that is intended to be a unique and stimulating experience that will lay the foundation for your success in corporate reputation management.



“

*What you study is very important. The abilities and skills you acquire are fundamental. You won't find a more complete syllabus than this one, believe us..."*

## Syllabus

The content of the Postgraduate Certificate in Human Resources Analytics is designed to develop managerial skills that enable more thorough decision-making in uncertain environments.

Throughout 75 hours of education, the student will analyze a multitude of practical cases through individual practice and teamwork. It is, therefore, an authentic immersion in real business situations.

This Postgraduate Certificate deals in depth with aspects of Human Resources management that must be taken into account in the company and is designed to specialize managers who understand people management from a strategic, international and innovative perspective.

A plan designed for students, focused on their professional improvement and that will prepare them to achieve excellence in the field of Human Resources Analytics. A program that understands the student's needs and those of your company through innovative content based on the latest trends and supported by the best educational methodology and an exceptional faculty, which will provide competencies to solve critical situations in a creative and efficient way.

This Postgraduate Certificate takes place over 6 weeks and consists of 2 modules:

### Module 1

Strategic Human Resources Management

### Module 2

Financial Management and *Management*



### Where, When and How is it Taught?

TECH offers you the opportunity to study this Postgraduate Certificate in Human Resources Analytics completely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*

## Module 1. Strategic Human Resources Management

### 1.1. Strategic Thinking and Systems

- 1.1.1. The Company as a System
- 1.1.2. Strategic Thinking Derived from Corporate Culture
- 1.1.3. The Strategic Approach from a People Management Perspective

### 1.2. HR Analytics

- 1.2.1. Big Data and *Business Intelligence* (BI)
- 1.2.2. HR Data Analysis and Modeling
- 1.2.3. HR Metrics Design and Development

### 1.3. Strategic Leadership

- 1.3.1. Leadership Models
- 1.3.2. Coaching
- 1.3.3. *Mentoring*
- 1.3.4. Transformational Leadership

## Module 2. Economic Management and Administration

### 2.1. Competitive Strategy

- 2.1.1. Market Analysis
- 2.1.2. Sustainable Competitive Advantage
- 2.1.3. Return on Investment

### 2.2. Planning and Strategy

- 2.2.1. The Relevance of Strategic Direction in the Management Control Process
- 2.2.2. Analysis of the Environment and the Organization

### 2.2.3. *Lean Management*



*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap”*



06

# Metodología

Este programa de capacitación ofrece una forma diferente de aprender. Nuestra metodología se desarrolla a través de un modo de aprendizaje de forma cíclica: **el Relearning.**

Este sistema de enseñanza es utilizado, por ejemplo, en las facultades de medicina más prestigiosas del mundo y se ha considerado uno de los más eficaces por publicaciones de gran relevancia como el **New England Journal of Medicine.**







“

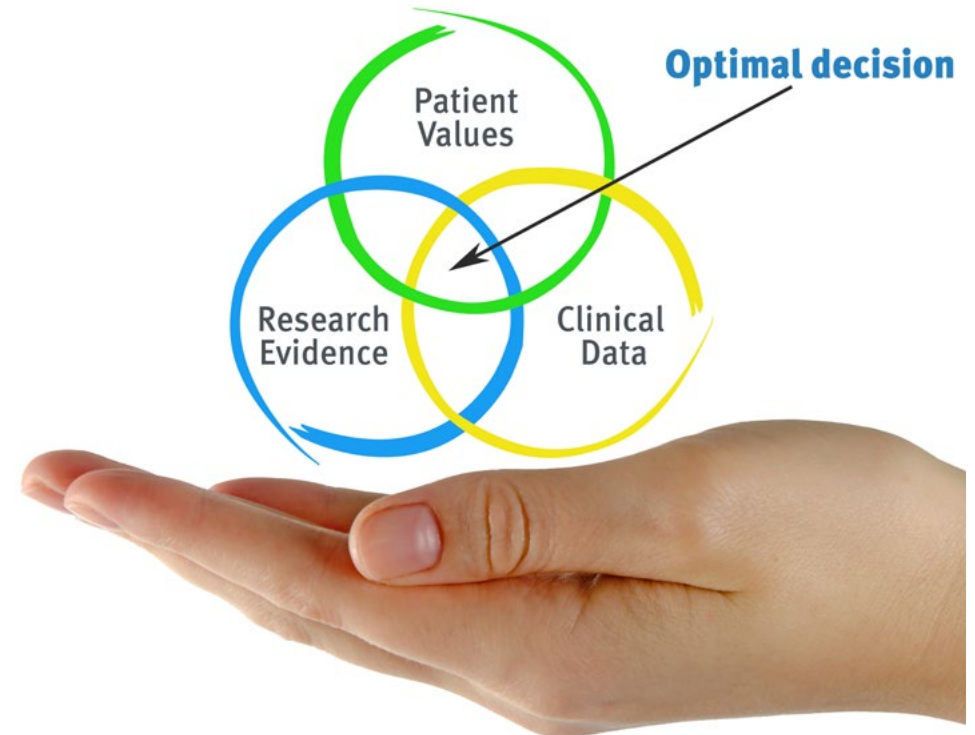
*Descubre el Relearning, un sistema que abandona el aprendizaje lineal convencional para llevarte a través de sistemas cíclicos de enseñanza: una forma de aprender que ha demostrado su enorme eficacia, especialmente en las materias que requieren memorización”*

## TECH Business School emplea el Estudio de Caso para contextualizar todo el contenido

Nuestro programa ofrece un método revolucionario de desarrollo de habilidades y conocimientos. Nuestro objetivo es afianzar competencias en un contexto cambiante, competitivo y de alta exigencia.

“

*Con TECH podrás experimentar una forma de aprender que está moviendo los cimientos de las universidades tradicionales de todo el mundo”*



*Este programa te prepara para afrontar retos empresariales en entornos inciertos y lograr el éxito de tu negocio.*



*Nuestro programa te prepara para afrontar nuevos retos en entornos inciertos y lograr el éxito en tu carrera.*

## Un método de aprendizaje innovador y diferente

El presente programa de TECH es una enseñanza intensiva, creada desde 0 para proponerle al directivo retos y decisiones empresariales de máximo nivel, ya sea en el ámbito nacional o internacional. Gracias a esta metodología se impulsa el crecimiento personal y profesional, dando un paso decisivo para conseguir el éxito. El método del caso, técnica que sienta las bases de este contenido, garantiza que se sigue la realidad económica, social y empresarial más vigente.

“ *Aprenderás, mediante actividades colaborativas y casos reales, la resolución de situaciones complejas en entornos empresariales reales* ”

El método del caso ha sido el sistema de aprendizaje más utilizado por las mejores escuelas de negocios del mundo desde que éstas existen. Desarrollado en 1912 para que los estudiantes de Derecho no solo aprendiesen las leyes a base de contenidos teóricos, el método del caso consistió en presentarles situaciones complejas reales para que tomaran decisiones y emitieran juicios de valor fundamentados sobre cómo resolverlas.

En 1924 se estableció como método estándar de enseñanza en Harvard.

Ante una determinada situación, ¿qué debería hacer un profesional? Esta es la pregunta a la que nos enfrentamos en el método del caso, un método de aprendizaje orientado a la acción. A lo largo del programa, los estudiantes se enfrentarán a múltiples casos reales.

Deberán integrar todos sus conocimientos, investigar, argumentar y defender sus ideas y decisiones.

## Relearning Methodology

TECH aúna de forma eficaz la metodología del Estudio de Caso con un sistema de aprendizaje 100% online basado en la reiteración, que combina elementos didácticos diferentes en cada lección.

Potenciamos el Estudio de Caso con el mejor método de enseñanza 100% online: el Relearning.

*Nuestro sistema online te permitirá organizar tu tiempo y tu ritmo de aprendizaje, adaptándolo a tus horarios. Podrás acceder a los contenidos desde cualquier dispositivo fijo o móvil con conexión a internet.*

En TECH aprenderás con una metodología vanguardista concebida para capacitar a los directivos del futuro. Este método, a la vanguardia pedagógica mundial, se denomina Relearning.

Nuestra escuela de negocios es la única en habla hispana licenciada para emplear este exitoso método. En 2019, conseguimos mejorar los niveles de satisfacción global de nuestros alumnos (calidad docente, calidad de los materiales, estructura del curso, objetivos...) con respecto a los indicadores de la mejor universidad online en español.





En nuestro programa, el aprendizaje no es un proceso lineal, sino que sucede en espiral (aprender, desaprender, olvidar y reaprender). Por eso, combinamos cada uno de estos elementos de forma concéntrica. Con esta metodología se han capacitado más de 650.000 graduados universitarios con un éxito sin precedentes en ámbitos tan distintos como la bioquímica, la genética, la cirugía, el derecho internacional, las habilidades directivas, las ciencias del deporte, la filosofía, el derecho, la ingeniería, el periodismo, la historia o los mercados e instrumentos financieros. Todo ello en un entorno de alta exigencia, con un alumnado universitario de un perfil socioeconómico alto y una media de edad de 43,5 años.

*El Relearning te permitirá aprender con menos esfuerzo y más rendimiento, implicándote más en tu especialización, desarrollando el espíritu crítico, la defensa de argumentos y el contraste de opiniones: una ecuación directa al éxito.*

A partir de la última evidencia científica en el ámbito de la neurociencia, no solo sabemos organizar la información, las ideas, las imágenes y los recuerdos, sino que sabemos que el lugar y el contexto donde hemos aprendido algo es fundamental para que seamos capaces de recordarlo y almacenarlo en el hipocampo, para retenerlo en nuestra memoria a largo plazo.

De esta manera, y en lo que se denomina Neurocognitive context-dependent e-learning, los diferentes elementos de nuestro programa están conectados con el contexto donde el participante desarrolla su práctica profesional.

Este programa ofrece los mejores materiales educativos, preparados a conciencia para los profesionales:



#### Material de estudio

Todos los contenidos didácticos son creados por los especialistas que van a impartir el curso, específicamente para él, de manera que el desarrollo didáctico sea realmente específico y concreto.

Estos contenidos son aplicados después al formato audiovisual, para crear el método de trabajo online de TECH. Todo ello, con las técnicas más novedosas que ofrecen piezas de gran calidad en todos y cada uno los materiales que se ponen a disposición del alumno.



#### Clases magistrales

Existe evidencia científica sobre la utilidad de la observación de terceros expertos.

El denominado Learning from an Expert afianza el conocimiento y el recuerdo, y genera seguridad en las futuras decisiones difíciles.



#### Prácticas de habilidades directivas

Realizarán actividades de desarrollo de competencias directivas específicas en cada área temática. Prácticas y dinámicas para adquirir y desarrollar las destrezas y habilidades que un alto directivo precisa desarrollar en el marco de la globalización que vivimos.



#### Lecturas complementarias

Artículos recientes, documentos de consenso y guías internacionales, entre otros. En la biblioteca virtual de TECH el estudiante tendrá acceso a todo lo que necesita para completar su capacitación.





#### Case studies

Completarán una selección de los mejores casos de estudio elegidos expresamente para esta titulación. Casos presentados, analizados y tutorizados por los mejores especialistas en alta dirección del panorama internacional.



#### Resúmenes interactivos

El equipo de TECH presenta los contenidos de manera atractiva y dinámica en píldoras multimedia que incluyen audios, vídeos, imágenes, esquemas y mapas conceptuales con el fin de afianzar el conocimiento. Este exclusivo sistema educativo para la presentación de contenidos multimedia fue premiado por Microsoft como "Caso de éxito en Europa".



#### Testing & Retesting

Se evalúan y reevalúan periódicamente los conocimientos del alumno a lo largo del programa, mediante actividades y ejercicios evaluativos y autoevaluativos para que, de esta manera, el estudiante compruebe cómo va consiguiendo sus metas.



07

# Our Students' Profiles

The Postgraduate Certificate in Human Resources Analytics is a program aimed at Human Resources professionals who want to update their knowledge, discover new ways of managing people and advance in their professional career.







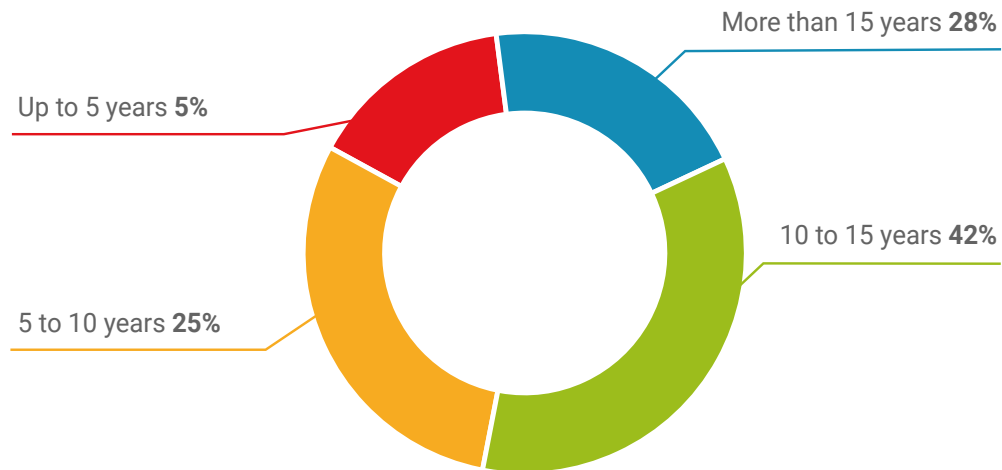
“

*If you have experience in people management and are looking for an interesting career enhancement while continuing to work, this is the program for you"*

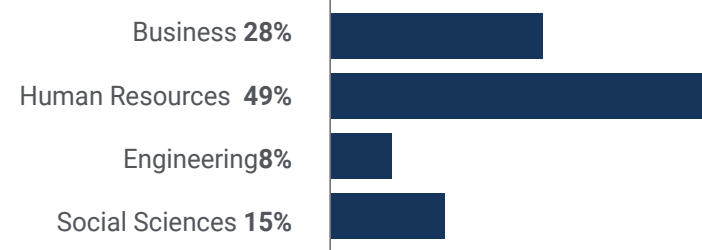
### Average Age

Between **35** and **45** years old

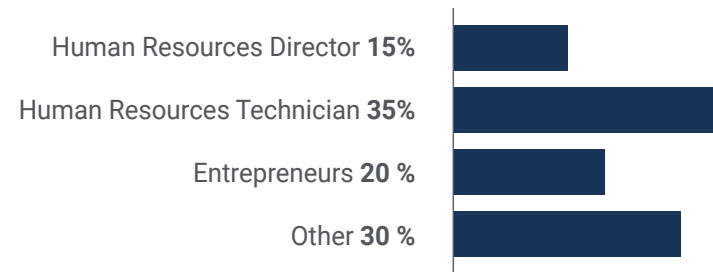
### Years of Experience



### Training

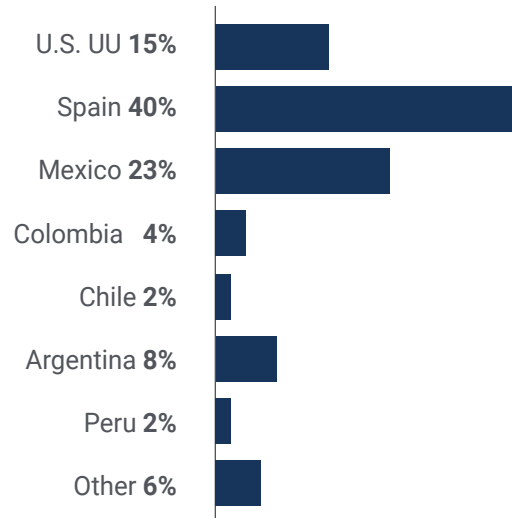


### Academic Profile



## Geographical Distribution

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## Juan José Martínez

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HR Director

*"The Postgraduate Certificate in Human Resources Analytics has been essential to reinforce my knowledge in the field. This program is paramount if you want to advance in your work field"*

08

# Impact on Your Career

Taking a program of these characteristics is a great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. Therefore, here you will find great possibilities to achieve it through a completely online program that ensures that all the content taught is of high quality and up to date with the current market demands.





“

*A program designed for you, so that you can update your knowledge according to the current needs of the sector”*

## Are you ready to take the leap? Excellent professional development awaits you.

TECH's Postgraduate Certificate in Human Resources Analytics is an intensive program that provides tools to face the challenges and business decisions in the selection, remuneration, motivation and strategic management of people, globally. Its main objective is to promote your personal and professional growth Helping you achieve success.

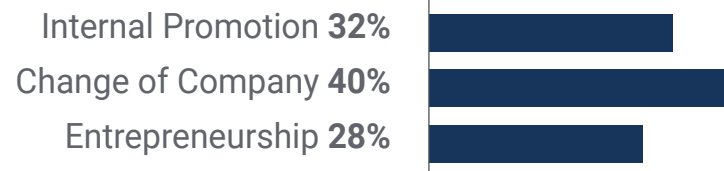
*Don't miss the opportunity to specialize with the best in the professional field you are passionate about.*

*This program is the positive change that will enhance your reputation and pay in the communications field.*

### When the change occurs



### Type of change



### Salary increase

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This program represents a salary increase of more than **25.22%** for our students



09

# Benefits for Your Company

The Postgraduate Certificate in Human Resources Analytics contributes to elevating an organization's talent to its maximum potential by educating high-performing leaders. Therefore, completing it is not only an essential opportunity for those in charge of managing human capital in a company, not only at a professional level, but it is also an opportunity to access a powerful network of contacts to find future professional partners, customers or suppliers.







“

*Your role as a manager will be essential to lead your business to meet its objectives”*

Developing and retaining talent in companies is the best long-term investment.

01

### **Intellectual Capital and Talent Growth**

The executive will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

---

02

### **Retaining high-potential executives to avoid talent drain**

This program strengthens the link between the company and the executive and opens new avenues for professional growth within the company.

03

### **Building agents of change**

The manager will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

---

04

### **Increased international expansion possibilities**

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### **Project Development**

The executive can work on a real project or develop new projects.

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06

### **Increased competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization.

# 10 Certificate

The Postgraduate Certificate in Human Resources Analytics guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



“

*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This **Postgraduate Certificate in Human Resources Analytics** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University by tracked delivery\***.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by job exchanges, competitive examinations and professional career evaluation committees.

Program: **Postgraduate Certificate in Human Resources Analytics**

Official No. of Hours: **75 h.**



\*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present quality  
online training  
development languages  
virtual classroom



## Postgraduate Certificate Human Resources Analytics

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

# Postgraduate Certificate

## Human Resources Analytics