



DEPARTMENT OF BUSINESS ADMINISTRATION

ST. JOSEPH'S COLLEGE (Autonomous)

Re-accredited with A++ Grade by NACC & College with Potential for Excellence

TIRUCHIRAPPALLI – 620 002, TAMIL NADU, INDIA.

REPORT ON VALUE ADDED COURSE “HR ANALYTICS”

18th February to 16th March 2021

Department of BBA has conducted a value-added course on “HR Analytics” for the final year UG students. In view of this, the inauguration of the course was held on 18th February 2021, through Google Meet platform. All the faculty members along with the final year students attended the programme.

The value-added course coordinators Prof. C. F. Octovia Antony Sessammal and Dr. P. Bastin Arockia Raj Department of BBA, St. Joseph's College (Autonomous), Tiruchirappalli design the course for time duration of forty hours in total. They designed the syllabus by covering the basic concepts of HR Analytics which is easy for the students to learn. They fixed the course fees as Rs. 300/- which is an affordable amount for the students.

Final year students from various disciplines like BBA, B. Com, B. Com (CA) and English Literature were the participants of the course. Students were separated into two batches for easy learning and the smooth conduct of the course. The course was conducted through online mode using the Google Classroom platform.

Dr. S. Jerome, Assistant Professor, Department of Commerce (Shift II) and Prof. P. Bastin Thiyakarajan, Department of Information Technology, St. Joseph's College (Autonomous), Tiruchirappalli were the external faculty members for the course.

Dr. B. Augustine Arockiaraj, Dr. P. Bastin Arockia Raj, Prof. C. F. Octovia Antony Sessammal, Prof. S. Arputharaj, Prof. S. Clemence Jenifer, Prof. P. Premakumari, Prof. D. Rinaldo De David and Prof. Inigo Papu Vinodhan Department of Business Administration, St. Joseph's College (Autonomous), Tiruchirappalli were the internal faculty members for the course.

Introduction to HR Information Systems, Data Visualisation, Workforce analytics, Use of analytical concepts in Recruitment & Training and Business Driven HR analytics were the major topics covered in the entire course.

On 16th March, 2021 valediction of the course was held online. Dr. B. Augustine Arockiaraj, Assistant Professor, Department of Business Administration, St. Joseph's College (Autonomous), Tiruchwphirappalli gave the valedictory address.



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ST. JOSEPH'S COLLEGE (AUTONOMOUS)
Special Heritage Status Awarded by UGC
Nationally Re-Accredited with A++ (4th Cycle) Grade
College with potential for Excellence
DBT-STAR & DST-FIST sponsored college
Tiruchirappalli - 620002



**Welcomes you all
for the inauguration of the
Value Added Course**

HR Analytics



Presidential Address
Rev. Dr. S. Peter, SJ, Secretary



Felicitation
Dr. V. Alex Ramani
Deputy Principal

Keynote Address
Dr. G. John
Dean, School of Management Studies

Course Coordinators
Ms. C.F. Octovia Antony
Sessammal - Head
Dr. P. Bastin Arockiaraj

Mode: Virtual **Date: 18.02.2021** **Time: 10:00 AM**



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HR ANALYTICS

COURSE OUTCOMES:

DURATION: 40Hrs

- ❖ To provide a broad physical, social and psychological understanding of human stress.
- ❖ The main focus is on presenting a broad background of stress research.
- ❖ To learn fundamental data analytic techniques, data interpretation using variables used in HR function
- ❖ Learn using case studies on the application of analytics concepts in HR domain in Workforce analytics, Recruitment & Training

UNIT I – Introduction to HR –Information Systems

1. Evolution of HR analytics
2. Models on HR analytics
3. Fundamental on Statistics functions

UNIT II - Data Visualization

1. Variables in HR systems
2. Data Exploration
3. How to visualize the data
4. Basic data analytics using Excel

UNIT III - Work force analytics

1. Importance of HR work force analytics function
2. Case discussion 1: Case Study on a Retail company how analytics prioritization was done in the organization
3. Demonstration on how workforce analytics is done using Analytical Tools.

UNIT IV - Use of Analytical concepts in Recruitment & Training

1. Variables used in Recruitment, Training
2. Case discussion 2: How a Telecom Company used analytics for effective recruitment and training?
3. Case discussion 3: How an IT company used analytics for quick and effective recruitment
4. Demonstration on how analytics is used for HR recruitment problems using analytical tools

UNIT V - Business Driven HR analytics

1. Case discussion 4: Business driven HR analytics from a Pharmaceutical company
2. Demo on how correlation, Prediction, clustering are used in HR problems

Text Book:

1. The New HR analytics by Jag Fitz-enz , published by Mcgraw-hill Education