

# Expedition into HR Analytics and AI: Uncovering People Insights

## How to Apply Data Analysis and AI to Manage Human Resources in a Qualitative Way?

CONNECTION TECHNOLOGY 裝備未來  
**FUTURE SKILLS**

This programme aims to equip human resources practitioners and business managers with the knowledge and practical skills in data analytics to formulate data-driven human resources strategies and decisions. Certificate of Attendance will be issued to participants who have attended 70% or more of the classes.

Programme code	TBC
Date & Time	21/10, 23/10, 28/10, 30/10 & 4/11 07:00 pm to 10:00pm
Venue	HKPC Building, 78 Tat Chee Avenue, Kowloon Tong
Medium	Cantonese
Course fee	HK\$3,900* <i>(Group discount will be offered to enrolment of 2 people or above, please contact us for details)</i>
Duration	15 hours (3 hours per session)

### Programme Highlights

- Identify and acquire HR-related data reliable for organisational strategic development
- Establish useful and customised metrics for various functional areas, including but not limited to HR functions
- Implement various analytical tools and apply statistical techniques and models to diagnose operational issues and uncover the root causes accordingly
- Conduct HR analytical reports for strategic planning and visualise the benefits of different priorities through ROI Analysis

Date	Course Outline
<b>Session 1</b> 21/10/2024 (19:00 – 22:00)	<b>Value Addition and Strategic Alignment through HR Analytics</b> <ul style="list-style-type: none"> <li>Analyzing the mechanisms through which HR Data and Analytics substantively contributes to business value.</li> <li>Methods to synchronize HR strategies and HR Analytics with overarching business objectives.</li> </ul>
<b>Session 2</b> 23/10/2024 (19:00 – 22:00)	<b>Acquisition, Validation, and Analysis of HR Data: Statistical and Artificial Intelligence “AI” Approaches</b> <ul style="list-style-type: none"> <li>Procedures for obtaining pertinent HR data and confirming its dependability.</li> <li>Techniques to extract HR analytics insights using statistical methodologies and AI.</li> </ul>
<b>Session 3</b> 28/10/2024 (19:00 – 22:00)	<b>Impact of HR Analytics and AI: A Comparative Analysis</b> <ul style="list-style-type: none"> <li>Case studies demonstrating the use of HR Analytics to enhance HR Management, thereby contributing to organizational value.</li> <li>Examination of diverse AI tools for data analysis and visualization, e.g. “Rows.ai” and “Diagr.am</li> </ul>
<b>Session 4</b> 30/10/2024 (19:00 – 22:00)	<b>Guidelines for the Implementation of HR Analytics and AI Applications</b> <ul style="list-style-type: none"> <li>Best practices and pitfalls in the application of AI tools.</li> <li>Practical, efficient, and cost-effective methods for implementing HR Analytics.</li> </ul>
<b>Session 5</b> 4/11/2024 (19:00 – 22:00)	<b>Exploring Best Practices and Future Trends in HR Analytics</b> <ul style="list-style-type: none"> <li>Examination of prevalent tools for HR Analytics, including KPIs, scorecards, and strategic workforce planning, along with an analysis of future trends in HR Analytics.</li> </ul>

## Learning Outcomes

- Utilize sophisticated statistical methodologies and predictive models to empower HR Analytics, facilitating the formulation of organizational strategies on the basis of evidence-based decision-making processes.
- Harness a diverse array of AI tools and platforms to accomplish intricate data analysis and visualization, thereby enhancing the comprehensibility and accessibility of complex data sets.
- Construct compelling narratives and data visualizations to secure endorsement from both HR and business stakeholders, thereby fostering a shared understanding and collaborative approach to strategic decision-making.
- Implement industry-leading practices in the deployment of HR Analytics tools, encompassing Key Performance Indicators (KPIs), Scorecards, and Strategic Workforce Planning, to ensure optimal effectiveness and alignment with organizational objectives.

### Mr Ross HUI

*VP and Head of Compensation and Benefits (Asia Pacific),  
Moody's Asia Pacific Limited*

Ross is currently the Regional Head of Compensation and Benefits, Moody's Asia Pacific Limited, and has a wealth of practical and hands-on experience in HRM and HR Analytics acquired from various organizations including GE, AIG, Securities and Futures Commission, Shell, TE Connectivity and South China Morning Post Group. Ross, moreover, is skilled in process reengineering and he has been certified as a Six Sigma Green Belt. Ross is also experienced in delivering training programmes and has been certified as a qualified trainer for various corporate and external training programmes.

Ross holds the BBA Degree concentrated in Human Resources management, Master Degree in Data Science and Business Statistics and Postgraduate Diploma in Professional Accountancy, all awarded by Chinese University of Hong Kong.



## Enrolment method

- Scan QR Code for completing the form to reserve your seat; or
- Please contact Ms. CHAN at 2788 5634/ Ms. SO at 2789 5110 or [training\\_2213@hkpc.org](mailto:training_2213@hkpc.org).

### NITTP Training Grant Application

Companies should submit their NITTP training grant application for their employee(s) via <https://nittp.vtc.edu.hk/rttp/login> at least five weeks before course commencement. Alternatively, application form could be submitted to the Secretariat in person, by post, by fax or by email to [nittp@vtc.edu.hk](mailto:nittp@vtc.edu.hk) together with supporting documents.



## Supporting Organisations

(in alphabetical order)



*\*Supporting organization members can enjoy a **10% off discount**. Please contact us for details.*