



**NIPM MADRAS CHAPTER**  
&



**MADRAS MANAGEMENT ASSOCIATION**

jointly organise

**3-days Weekend Certificate Course**

# STRATEGIC HR MANAGEMENT



- 25 JAN 2025
- 01 FEB 2025
- 08 FEB 2025

(CONSECUTIVE SATURDAYS)



**MMA, CHENNAI**

(Pathari road, Off Anna salai, Chennai)



**9:30 AM - 5.30 PM**

**COURSE FEE**

**Rs. 9000**

**+ 18% GST  
per person**

**Discount for 5 or more  
nominations from the  
same organization**

## CONTACT

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# Course content

1

## Strategic Talent Acquisition & Talent Management

- Recruiting Strategies, Employer Branding, Diversity & Inclusion in Recruitment.
- Strategic Onboarding Design, Cultural Integration and Socialization.
- Talent Acquisition Metrics and techniques

2

## HR Analytics & People Intelligence

- HR analytics tools and dashboards for real-time data insights.
- Employee productivity, turnover and retention analytics.
- Benchmarking industry workforce standards.

3

## Competency Mapping & Performance processes

- Competency Mapping and framework.
- Employee behavioral competencies and assessment.
- PMS designing new tools and assessment processes.

4

## AI Enhancement in HR Processes

- AI in Talent Management and generative AI to enhance HR processes.
- Cybersecurity awareness for AI-Integrated management,
- AI Tools for Managerial Efficiency and implementing AI for data-driven decision making.

5

## Employee Engagement and Learning & Development

- EE aligning with organizational goals & methods.
- L&D process, execution & Evaluating ROI and impact.
- Fostering a continuous learning environment within the organization.

6

## Enriching Intrapreneurial Skill

- Mindset building confidence in taking HR initiatives,
- Guidance on leveraging internal resources and building coalitions.
- Leadership skills for driving change effectively.

7

## HR Compliance & Audit

- HR compliance, compensation, benefits, health, and safety.
- Execution of HR compliance audits,
- Best practices for addressing non-compliance issues and ensuring corrective actions.

This course is designed to equip HR professionals with the skills and knowledge to be strategic partners in their organizations.

By the end of this course, participants will be able to



Learn key HR processes



Think strategically



Make data-driven decisions



Develop talent



Engage employees



Stay compliant

**SCAN / CLICK QR CODE TO REGISTER & PAY**



**TOTAL AMOUNT: RS.10,620/- INCL OF GST**

Once payment is processed, please share the following details to [info@nipmmadras.com](mailto:info@nipmmadras.com) & [mma@mmachennai.org](mailto:mma@mmachennai.org)

- Name of the participant
- Designation
- Organisation
- Mobile number
- Email ID
- Payment reference number