

## About Jaipuria Lucknow

Jaipuria Institutes of Management with campuses at Lucknow, Noida, Jaipur and Indore are among the premier B-Schools of the country. The Jaipuria ethos is focused on creating and nurturing the next generation of thought leaders through intuitive education. This ongoing quest for ensuring academic excellence led us to set up the first Jaipuria Institute of Management in Lucknow in 1995. Today Jaipuria is one of the largest groups in northern and central India to offer AICTE approved PGDM. It is but a testament of Jaipuria's commitment to provide transformational education and the quality that it assures year after year, that the National Assessment and Accreditation Council (NAAC) has accredited Jaipuria Lucknow and Noida with the prestigious A-GRADE rating. Also, its institutes have been consistently ranked amongst the best B- Schools in the country.

'A' Grade Accreditation by 'NAAC' (UGC)

NBA Accredited PGDM Programs

Recognized by AIU, PGDM as Equivalent to MBA

68th Amongst all Management Institutes in India (NIRF, 2019), Ministry of HRD, Govt. of India

34th Amongst All B-Schools in India (NHRDN 2019)

11th Amongst Private B-Schools in North India (Business Today, 2018)

13th Amongst Private B-Schools in North India (OUTLOOK, 2018)

31st Amongst Private B-Schools in North India (CSR-GHRDC, 2018)

31st Amongst Private B-Schools in India (Careers360,2018)



### PATRONS

Shri Sharad Jaipuria,  
Chairman, Jaipuria Institutes  
of Management

Shri Shreevats Jaipuria,  
Vice-Chairman, Jaipuria  
Institutes of Management

**JAIPURIA INSTITUTE OF MANAGEMENT, LUCKNOW**

Vineet Khand, Gomti Nagar, Lucknow - 226 010

P: +91 522 2394296/97

E: iic2018@jaipuria.ac.in | www.jaipuria.ac.in

Jaipuria Institute of Management, Lucknow

HR & OB AREA

Presents

## HANDS-ON WORKSHOP ON HR ANALYTICS

Dec. 27-30, 2021 | 07:00 PM - 10:00 PM IST

Online Mode



## INTRODUCTION

We are living in a fast paced world where every company in practice will be a Tech company in near future. Recruiters prefer to hire professionals who can analyse and interpret the data and provide insights about what is going on in their workforce and how to optimally utilize their human capital. This is where the knowledge and application of HR Analytics plays a crucial role and that is why employees with HR Analytics knowledge are high in demand.

HR analytics is the systematic identification and quantification of the people drivers of business

outcomes. It is data driven decision making skill, but the good news is that one doesn't have to be a data scientist to be an expert in HR Analytics. Having first-hand information about HR analytics not only enhances employability of HR aspirants but also makes them stand out of the crowd during recruitment process. After successful completion of the workshop, participants will have an access to everything that they need to future-proof their career in HR and expand their skill sets with the latest HR skills.



## WORKSHOP FACILITATOR

### Dr. Vinod Kumar Murti

Country Head – India, Institute of Analytics (IoA)

Dr. Vinod Kumar Murti is an Industry turn academician who has a vast experience of 17 years in Engineering Industry and 20 years in academics. Dr Vinod holds an Engineering Degree (B.E.) in Mechanical discipline, an MBA in Finance and Marketing and PhD in Finance.

During his Engineering career he had served organizations like Wesman Halverscheidt Forgings Ltd., LML Ltd., Roto Pumps Ltd., and Madhusudan Nippon Ltd. He had been to Germany and Bahrain for professional assignments.

Dr. Vinod is at present associated with IoA (Institute of Analytics), Head Quarter at London in the capacity of Country Head - India based at Bangalore.

Dr. Vinod was awarded Saraswati Sewa Puruskar by Lions International Club, Kanpur in year 2008 for his significant contribution in academics. He has won Second Prize in Best Doctoral Paper Competition in AIM'S 10th International Conference held at IIM-Bangalore during 6-9th January 2013.

Dr. Vinod is passionate about Data Analytics and is currently engaged in writing a book on Multivariate Data Analysis. IBM has authorized him as a Certified Trainer for IBM-CEBT (Career Education for Business Transformation) in the area of Predictive Analysis.

Dr. Vinod loves to share his knowledge about SPSS (Statistical Package for Social Sciences), Minitab, SAS, R, Python, Tableau & Excel and has conducted several workshops/FDPs on Data Analysis. He has been doing Corporate Training on Data Analysis with companies like Accenture, Capgemini, Prudential Global, Hewlett-Packard, Goldman Sachs, ANZ Bank & State Street.

Dr Vinod had taken 1st session on Analytics for Finance Professionals on 8th November, 2018 at 20th World Congress of Accountants at Sydney-Australia attended by 6000+ Senior Management Financial Professional across 148 countries and on 8th December 2018 at SAFA International CFO Conference 8-9-10 December 2018 at Dhaka-Bangladesh attended by approximately 400+ delegates from Bangladesh, Nepal, Pakistan, Sri Lanka & India.

His research interest lies in developing 'Corporate Bankruptcy Prediction' models using advance Data Mining tools like Neural Networks, Adaptive Boosting, Random Forests, Fuzzy Logics, Support Vector Machines and Genetic Algorithms.

## PATRON



### Prof. Kavita Pathak

Director, Jaipuria Institute of Management, Lucknow

## WORKSHOP COORDINATOR



### Dr. Manisha Seth

Associate Professor & Area Chair, HR & OB Area, Jaipuria Institute of Management

## PROGRAM SCHEDULE

Session Schedule Session Number	Topic	Duration (Hours)
1	R Basics for HR Managers	3
2	Analysis of Binary Classification from HR Perspective	3
3	Clustering: A wonderful tool for HR Managers	3
4	Finding Key words in a document/resume: An initial set up for knowing the sentiments of a text document	3

### PRE REQUISITES:

- Students will come with their laptops.
- R Studio must be installed prior to commencement of the workshop.
- 100% attendance is mandatory.
- Students need to be participative during the sessions and ask questions.

### CRITERIA FOR EARNING CERTIFICATE:

- 100% attendance and participation during the sessions.
- An assignment/quiz will be given to students post workshop which needs to be submitted / attempted. Minimum 70% marks are to be scored for earning the Certificate of Participation.