

人力資源數據分析專才課程

HUMAN RESOURCES

CONNECTION
TECHNOLOGY
FUTURE SKILLS
裝備未來

課程費用: HK\$3,900 (最高可獲得資助: HK\$2,600)

*此為最高資助金額，資助款項以最終批核為準。



本課程旨在為人力資源從業人員和業務經理提供人力資源數據分析方面的知識和實踐技巧，以達至數據為本的人力資源戰略和決策。

出席率75%或以上的學員，將獲頒發證書。

課程編號	10013066-02
日期及時間	2023年9月14 · 15 · 18 · 21 · 22 日 19:00 – 22:00
地點	九龍塘達之路78號生產力大樓
語言	廣東話
課程費用	港幣3,900元* (最高可獲得資助\$2,600; 2位或以上報名，可享團體優惠。請聯絡我們查詢詳情。)
備註	共15小時

課程重點

- 認識和獲取對組織戰略發展的人力資源相關數據
- 為人力資源及各種職能領域建立確切可行的效能指標
- 應用各種分析工具以及統計技術和模型來診斷運營問題，揭示根本原因及制定改善策略
- 利用人力資源分析為組織編制戰略規劃，並通過投資報酬率 (ROI) 分析把不同項目的回報作出比較並釐定輕重緩急之次序

支持機構 (以英文字母排序)



此課程已獲「再工業化及科技培訓計劃」認可，合資格學員最高可獲得2/3學費資助。

詳情請瀏覽：<https://rttp.vtc.edu.hk>。

課程大綱

日期	內容
課堂一	人力資源管理如何為企業增值？ <ul style="list-style-type: none">為什麼人力資源管理可以為企業增價並為業務做出貢獻？人力資源戰略如何與其他業務首要事項看齊？
課堂二	人力資源數據之來源 <ul style="list-style-type: none">探索如何獲取合適的人力資源數據並如何驗證其可靠性
課堂三	人力資源分析如何發揮作用？ <ul style="list-style-type: none">利用實例去演繹如何善用人力資源分析去完善人力資源管理以為企業創造額外價值
課堂四	揭示中小企業人力資源分析實施實用指南 <ul style="list-style-type: none">探索中小企如何有效實施人力資源分析
課堂五	人力資源分析的最佳案例 <ul style="list-style-type: none">探索常用的人力資源分析的工具，包括關鍵績效指標、計分卡、策略性人力規劃，以及人力資源分析的未來發展趨勢

學習成果

- 應用統計學和統計模型來作出預測人力資源分析以支援企業制定戰略和決策
- 活用故事構建並將數據視覺化以吸引不同持份者的支持
- 套用人力資源分析的最佳實踐以包括關鍵績效指標（KPIs）、記分卡（Scorecards）與策略性人力規劃

許渭鴻先生

Moody's Asia Pacific Limited 亞太區薪酬福利部主管

許渭鴻先生現為Moody's Asia Pacific Limited亞太區薪酬福利部主管，在人力資源及人力資源數據分析擁有豐富的經驗。許先生曾任職於各大行業/大型商業機構/跨國企業及上市集團的人力資源部，包括通用電氣、美國國際集團、香港證監會、殼牌、泰科電子及南華早報集團。此外，許先生擅長流程再造，並獲得了6 Sigma 綠帶認證。許先生在教學方面亦富有相當豐富的經驗，並為不同企業和外展培訓課程擔任導師。

許先生擁有香港中文大學工商管理學位、香港中文大學數據科學及商業統計碩士學位、專業會計學學士後文憑學位。

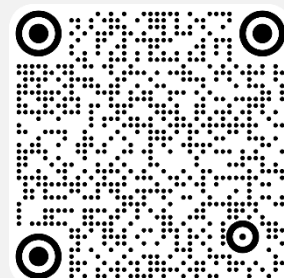


報名方法

- 請掃描QR code並完成網上報名及付款；或
- 請填妥報名表、連同劃線支票郵寄至香港生產力促進局: 九龍達之路78號生產力大樓三樓（收件人：Ms. KU, DTD）。請於信封上註明課程名稱及編號。報名表請於 <https://www.hkpcacademy.org> 下載。

申請RTTP培訓資助

公司如需為僱員申請RTTP培訓資助，須於開課至少兩星期前於<https://rttp.vtc.edu.hk/rttp/login> 提交申請。另外，申請表連同證明文件亦可電郵至 rttp@vtc.edu.hk 提交予秘書處。



Journey to HR Analytics

How to Apply Data to Manage Human Resources in a Qualitative Way?

CONNECTION TECHNOLOGY 裝備未來
FUTURE SKILLS

Course Fee: HK\$3,900 (May apply up to HK\$2,600 subsidy)

*Maximum saving, with the final grant subjects to approval.



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	10013066-02
Date & Time	14, 15, 18, 21, 22 September 2023 19:00 – 22:00
Venue	HKPC Building, 78 Tat Chee Avenue, Kowloon Tong
Medium	Cantonese
Course fee	HK\$3,900* <i>(May apply up to HK\$2,600 subsidy; Group discount will be offered to enrolment of 2 people or above, please contact us for details)</i>
Duration	15 hours

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

Supporting Organisations (in alphabetical order)



Date	Course Outline
Session 1	How HR Management add values to businesses? <ul style="list-style-type: none"> Why can HR Management add value and contribute to business? How can HR strategies be aligned with business priorities?
Session 2	Sources of HR Data <ul style="list-style-type: none"> Explore how to acquire useful HR data and validate its reliability.
Session 3	How HR Analytics can Make a Difference? <ul style="list-style-type: none"> Practical examples of leveraging HR Analytics to optimise HR Management for the sake of creating values to the organisations.
Session 4	Practical Guide for HR Analytics Implementation for SMEs <ul style="list-style-type: none"> Explore implementation of HR Analytics for small to medium-sized SMEs.
Session 5	Best Practices of HR Analytics <ul style="list-style-type: none"> Explore the commonly adopted tools for HR Analytics, including KPI, scorecard and strategic workforce planning, as well as the future trend of HR Analytics.

Learning Outcomes

- Apply statistics techniques and models to enable predictive HR Analytics to drive organisational strategy and decision making
- Build story lines and visualise data to solicit buy-in from HR and business stakeholders
- Apply best practice for using the right HR Analytics knowledge and tools, including KPIs, Scorecards and Strategic Workforce Planning

Mr Ross HUI

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

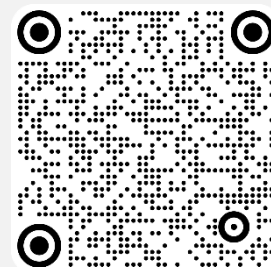
Ross is currently the Regional Head of Compensation and Benefits, Moody's Asia Pacific Limited, and has a wealth of practical and hands-on experience in HRM and HR Analytics acquired from various organizations including GE, AIG, Securities and Futures Commission, Shell, TE Connectivity and South China 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 the QR code to complete the enrolment and payment online; or
- Mail the crossed cheque with payee name "Hong Kong Productivity Council" in HK dollar) and the application form should be mailed to Hong Kong Productivity Council, 3/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (Attn: Ms. KU, DTD). Please indicate the course name and course code on the envelope. Enrolment form can be downloaded at <https://www.hkpcacademy.org>.



RTTP Training Grant Application

Companies should submit their RTTP training grant application for their employee(s) via <https://rttp.vtc.edu.hk/rttp/login> at least two weeks before course commencement. Alternatively, [application form](#) could be submitted by email to rttp@vtc.edu.hk along with supporting documents.