Empowering HR with Analytics and AI: Uncovering People Insights

FUTURESKILLS
CONNECTION TECHNOLOGY 裝備未來

Course Fee: HK$3,900 (May apply up to HK$1,950 subsidy)
*Maximum saving, with the final grant subjects to approval.

NITTP Approved

NI-HKPC/17/2025(NI)

Programme code	P0000163
Date & Time	9/3, 11/3, 16/3, 18/3 & 19/3/2026 7:00 pm to 10:00pm
Venue	HKPC Building, 78 Tat Chee Avenue, Kowloon Tong
Mode	Face-to-face format
Medium	Cantonese
Course fee	HK$3,900/HK$3,510* (*10% Group discount will be offered to enrolment of 2 people or above or supporting organization members , please contact us for details)
Duration	15 hours (3 hours per session)

This program offers a strategic overview of HR Analytics and AI in modern organizations, guiding participants through data-driven practices that enhance business value. Through theory and case studies, it equips professionals to align HR strategies with corporate goals, apply AI tools effectively, and stay ahead of emerging workforce trends. Certificate of Attendance will be issued to participants who have attended 75% or more of the classes.

Programme Highlights

- Learn how to connect analytics initiatives with organizational objectives to maximize impact and deliver measurable value.

- Master techniques for acquiring, validating, and analyzing HR data using advanced statistical and AI-driven approaches.

- Explore practical applications of tools like **Canva, Copilot, ChatGPT, and Claude** to create stunning dashboards and optimize workforce planning.

- Understand best practices, avoid common pitfalls, and deploy solutions that are efficient, sustainable, and future-ready.

- Gain foresight into the latest developments shaping HR analytics and its evolving role in strategic decision-making.

This course is an approved New Industrialisation and Technology Training Programme (NITTP) , which offers course fee reimbursement upon successful applications. For details: https://nittp.vtc.edu.hk.

![HKPC Academy 生產力學院]
Expedition into HR Analytics and AI: Uncovering People Insights
How to Apply Data Analysis and AI to Manage Human Resources in a Qualitative Way?

Date	Course Outline
Session 1 9/3/2026 (19:00 – 22:00)	**Transform Data into Impact: Strategic HR Analytics for Business Growth** ▪ Explore the Strategic Role of HR Analytics in Creating Value. ▪ Unlock powerful strategies to connect HR analytics with business goals—driving measurable impact and smarter decisions.
Session 2 11/3/2026 (19:00 – 22:00)	**Unlock Confidence in Your Analytics: Statistical and Artificial Intelligence "AI" Approaches** ▪ Systematic approaches for sourcing and verifying the integrity of HR data to ensure analytical reliability. ▪ Application of sophisticated statistical models and artificial intelligence to derive actionable insights from HR datasets.
Session 3 16/3/2026 (19:00 – 22:00)	**Evaluating How HR Analytics and AI Drive Organizational Excellence** ▪ Comparative case studies illustrating the tangible benefits of HR analytics in optimizing human capital management and enhancing enterprise performance. ▪ Master AI Tools for Smarter Data Analysis & Stunning Visuals—Explore Canva, Copilot, ChatGPT, and Claude.
Session 4 18/3/2026 (19:00 – 22:00)	**Strategic Implementation of HR Analytics and AI Solutions** ▪ Comprehensive guidelines on best practices and common pitfalls and limitations in deploying AI technologies within HR functions. ▪ Pragmatic approaches to implementing HR analytics solutions that are scalable, cost-effective, and operationally efficient.
Session 5 19/3/2026 (19:00 – 22:00)	**Stay Ahead with HR Analytics: Proven Strategies and What's Next** • Insightful analysis of emerging trends shaping the future landscape of HR analytics and its evolving role in strategic decision-making. • State-of-the art practice in data analytics and AI in HR field.

Learning Outcomes

1. Master Data Integrity and Advanced Analytics to build analytical reliability. Apply advanced statistical models and AI techniques to transform raw data into actionable insights that drive measurable business outcomes.
2. Design KPI Frameworks and Dynamic Dashboards; define strategic HR KPIs aligned with organizational objectives and translate them into visually compelling, interactive dashboards and KPIs.
3. Evaluate and Implement Scalable HR Analytics Solutions to assess best practices, common pitfalls, and limitations in deploying AI technologies within HR functions critically.
4. Anticipate Future Trends and Drive Strategic Impact to facilitate data-driven decision and organizational efficiency.

Mr Ross HUI WAI HUNG
West Kowloon Cultural District Authority - Head, Remuneration and Planning

Former Vice President and Head of Compensation and Benefits, Moody's Asia Pacific Limited

Ross was 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, Postgraduate Diploma in Professional Accountancy and Artificial Intelligence Program all awarded by Chinese University of Hong Kong. Ross is a certified member of the Association of Chartered Certified Accountants (ACCA) as well.

Enrolment method

• Scan QR Code for completing the form to reserve your seat; or

• Please contact Ms. CHAN at 2788 5634/ Ms. WAI at 2788 5794 or 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 together with supporting documents.