

Our other  
Management Development Programmes

| Sl. No. | Programme Title   | Dates                 |
|---------|---|-----------------------|
| 1.      | Building Business Intelligence from Social Media  | April 24, 2017        |
| 2.      | Strategic Sourcing  | May 1-2, 2017         |
| 3.      | Online Payment Systems and Data Security  | May 5, 2017           |
| 4.      | Google: Search Engine Optimization and Search Engine Marketing (SEO and SEM)            | May 18-19, 2017       |
| 5.      | How to Summarize and Present your Business Data   | May 29, 2017          |
| 6.      | Effective Purchasing Skills   | June 5-6, 2017        |
| 7.      | A Consultants' Tool-Kit for Solving Strategic Problems & Enhancing Business Performance | June 29-30, 2017      |
| 8.      | Enhancing Managerial Effectiveness  | July 3-5, 2017        |
| 9.      | Finance for Non-Finance Executives  | July 10-12, 2017      |
| 10.     | Quality Analytics   | July 17-18, 2017      |
| 11.     | Applied Marketing Research Techniques   | July 20-21, 2017      |
| 12.     | Developing an Intrapreneurial Mindset for Effective Leadership                          | July 24-25, 2017      |
| 13.     | Advanced Excel Training   | July 27-28, 2017      |
| 14.     | Problem Solving and Decision Making   | August 3-4, 2017      |
| 15.     | Effective Communication for Women in the Workplace                                      | August 9-10, 2017     |
| 16.     | Advanced Microsoft Excel for HR Managers  | August 22-23, 2017    |
| 17.     | Product Management  | August 28-29, 2017    |
| 18.     | Decision Making Techniques for Managers   | August 30-31, 2017    |
| 19.     | Effective Communication and Presentation Skills   | September 4-5, 2017   |
| 20.     | Project Management  | September 5-6, 2017   |
| 21.     | Spreadsheet Modeling for Financial Analysis   | September 7-8, 2017   |
| 22.     | HR Analytics and Social Media   | September 11-12, 2017 |
| 23.     | Effective Negotiation Skills  | September 13-15, 2017 |
| 24.     | Digital Marketing: Winning Concepts and Practices                                       | September 18-19, 2017 |
| 25.     | Coaching & Mentoring for Personal and Professional Success                              | October 9-10, 2017    |
| 26.     | Written Business Communication  | October 26-27, 2017   |
| 27.     | Assessing Geopolitical Risks for Doing Business in Asia-Pacific Region                  | November 9-10, 2017   |
| 28.     | Advanced Microsoft Excel for Managers   | November 15-16, 2017  |
| 29.     | Restructuring and Business Valuations   | November 20-21, 2017  |
| 30.     | Making the Supply Chain Responsive  | November 23-24, 2017  |
| 31.     | Nurturing the 5th Dimension of Leadership   | November 27-28, 2017  |
| 32.     | Superannuation Planning   | December 4-5, 2017    |
| 33.     | Customer Management in a Digital Marketing Space  | December 7-8, 2017    |
| 34.     | Enhancing Assertiveness & Positive Attitude   | December 11-12, 2017  |
| 35.     | Strategic CSR: From Agenda Building to Impact Measurement                               | December 14-15, 2017  |
| 36.     | Creating Winning Sales Teams  | December 18-19, 2017  |
| 37.     | Foreign Exchange Risk Management  | December 21-22, 2017  |
| 38.     | Managerial Leadership and Team Building   | January 11-12, 2018   |
| 39.     | Social Media Marketing and Social Listening   | January 15-16, 2018   |
| 40.     | Crisis Communication  | January 18-19, 2018   |
| 41.     | Data Analytics: Introduction to R Software  | January 24, 2018      |
| 42.     | Enterprise Risk Management for Creating Risk Intelligent Organisation                   | February 5-6, 2018    |
| 43.     | Marketing Strategies for Winning in India and Emerging Markets                          | February 8-9, 2018    |
| 44.     | Enhancing Personal Branding - Building Your Pathway to Professional Success             | February 15-16, 2018  |
| 45.     | Financial Reporting as per Converged Indian Accounting Standard                         | March 8, 2018         |

**ABOUT THE INSTITUTE**

Foundation for Organisational Research and Education (FORE), a non-profit autonomous organisation, was established in 1981 as a Center for Excellence for research, consultancy, training and management education by renowned professionals of global acclaim from Government and corporate sectors. With a view to meeting the needs of professional education of excellence in Management, FORE School of Management, New Delhi under the aegis of FORE was established in 1992. FORE has been working closely with industry and academia for developing contemporary new domains of managerial thought and education and contributing to the process of building leaders in today's global business environment. FORE has been setting benchmarks in management education for the last over 25 years. This is aptly reflected in the Top rankings by leading B-Schools surveys of the country and in a recent survey conducted by **CRISIL - a leading Ratings, Research, Risk and Policy Advisory Company in India - has rated FORE with A\*\*\* (the highest rating level) for the Delhi-NCR and A\*\* for the National level for both the two-year PGDM and PGDM (IBM) Programs.** Located in the heart of South Delhi, FORE provides contextual learning and helps in the development of students as thinking professionals, who have the ability to meet the upcoming challenges for tomorrow's corporate leaders. The Programs offered at FORE aim at developing multiple skills including managerial decision-making, problem-solving, analytical reasoning, communications, creativity and innovation. The Institute has a Board of Directors with representatives from Government, academic institutions and industry. The Institute has also an Academic Council consisting of eminent professionals from industry, government and other academic institutions. FORE takes pride in its professional and high-quality faculty in the fields of Communications, Economics, Finance, Human Resource Management, Information Technology, International Business, Marketing, Operations and Strategy. The faculty are drawn from leading national and international institutions and industries who are engaged in extensive research and consultancy, and possess a myriad of management skills. Eminent personalities and senior corporate professionals are invited from time to time to share their experiences and discuss real world managerial practices and market opportunities and challenges.

With a sharp focus on Management Education, Management Development Programs, Consulting and Research, and with 38 full time well qualified faculty FORE stands amongst the Top Business Schools in the country.

FORE conducts MDPs to equip managers with knowledge, skills and attitudes required for effectively responding to global developments and competitive requirements. Our MDPs are designed with an appropriate blend of conceptual and experiential learning. Apart from open programs, FORE conducts customized In-Company Programmes tailored to suit organisation's needs on topics/areas specifically required by an organisation. These Management Development Programs (MDPs) are either custom-designed to suit client requirements or are offered by faculty on a specific theme to meet various client needs.

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For any other information, please contact:

**Executive Education Office**

**FORE School of Management**

Adhitam Kendra

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Management Development Programme

on

**HR Analytics and Social Media**

**September 11-12, 2017**

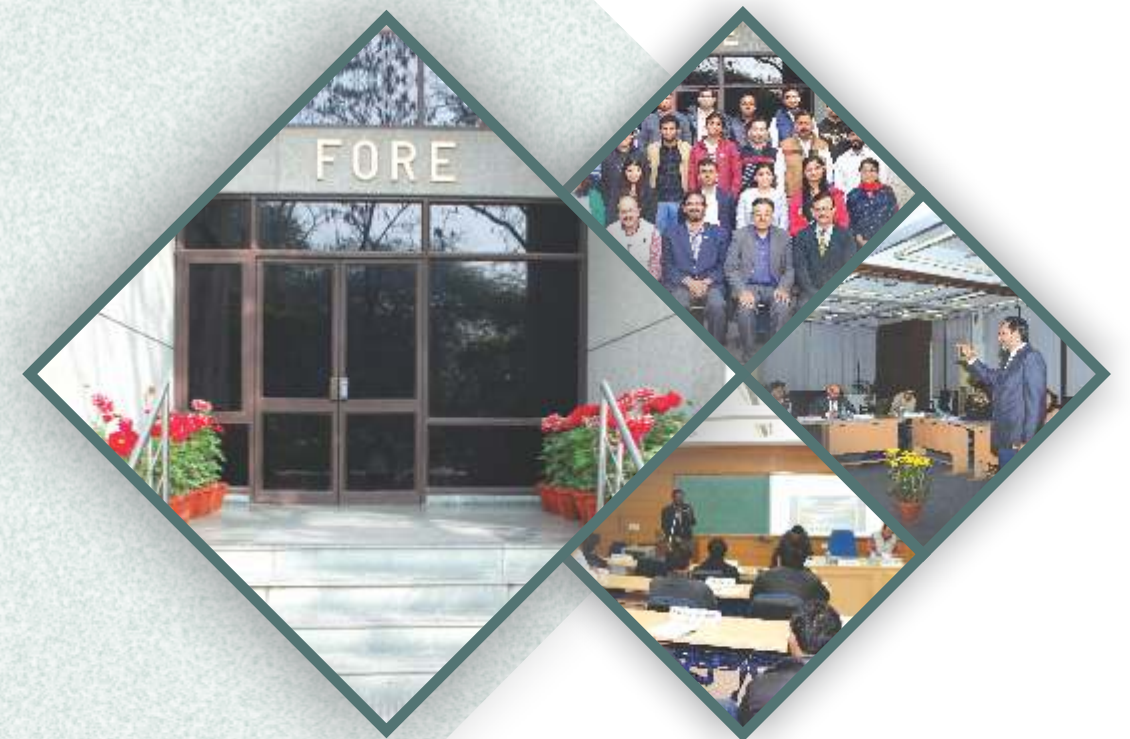
**FORE Campus, New Delhi**

Programme Directors:

**Prof. Subir Verma,**

**Prof. Bishakha Majumdar &**

**Prof. Prachi Bhatt**



Imparting Knowledge for Exploring New Horizons



**FORE School of Management  
New Delhi**

## INTRODUCTION

Recently, organisations of all sizes and geographical representation have been trying hard to manage the challenges of the human capital issues. Hence the need to be adept at planning and interpreting your organization's "people metrics" has grown in order to steer business performance. But the challenge then is to understand the HR analytics in order to uncover meaningful insights and improve decision making about people. At the same time linking these insights with the overall strategies of an organisation is equally important. Here HRA also tries to sync the talent activities and the organization as a whole.

Research has shown that high performing organisations are more likely to understand and use HR analytics. This workshop would help understand the basic underpinnings of HR analytics, the process, and application of an effective HR analytics program. Also, given their promising potential, the interest in using data from social media in HR analytics has gained importance recently. Hence it would be relevant to explore some key applications and discuss challenges involved therein.

This program will help the participants to understand the underlying meaning and importance of HR analytics and to equip themselves with the knowledge of the techniques and tools of HR analytics, and their application.

## OBJECTIVES

- Understanding the relevance of the emerging field of HR analytics
- HR Analytics and using their insights impactfully
- Understand the crucial role of HR analytics for leveraging HR activities
- Aligning HR Analytics and Business Strategies
- Linking social media and HR analytics for business performance.

## CONTENTS

- Evolution and Conceptual understanding of HR Analytics
- Developing insights from HR analytics
- Data sources, Statistical tools and techniques
- Leveraging and Aligning HR activities with HR Analytics
- Social media as a data source for HR analytics
- Linking HR Analytics with the HR strategies to business outcomes

## METHODOLOGY

A blend of interactive discussions, case studies, individual and group exercises, and experience sharing.

## WHO SHOULD ATTEND

Senior and middle level executives of public and private sector organizations largely in HR domain, HR Heads, HR Managers, Strategic Planners, Consultants, or independent practitioners. However, the programme will also be useful to other managers who are facing people related challenges and interventions.

## DURATION & VENUE

**Dates:** September 11-12, 2017

**Venue:** FORE School of Management, B-18, Qutub Institutional Area, New Delhi 110016

## FEE

**Non-residential:** Rs. 16,000 per participant (plus GST @18%) covering professional fee, programme kit and tea/lunch.

**Residential:** Rs. 26,500 per participant (plus GST @18%) covering professional fee, programme kit and boarding and lodging (air conditioned single room) at Hotel Residency Resorts (P) Ltd./Qutab Residency, New Delhi or equivalent from **noon of September 10, 2017 till noon of September 13, 2017.**

## Discounts

- Early bird discount of Rs. 2,400 per participant for nominations received on or before September 1, 2017.
- One complimentary nomination on non-residential basis for every group of three nominations from the same organization, i.e., 3+1 participants for the fee of 3 participants.

**Fee is payable in advance by way of Local Cheque/DD in favor of "FORE School of Management" payable at New Delhi. You can also make online payment of fees by logging on to FORE website [www.fsm.ac.in/mdpcalendar\\_201718.html](http://www.fsm.ac.in/mdpcalendar_201718.html)**

## REGISTRATION

The registration form duly filled in along with the Programme fee should reach us at least 7 days before the commencement date of the Programme. You can also register & pay online by logging on to FORE website [www.fsm.ac.in/mdpcalendar\\_201718.html](http://www.fsm.ac.in/mdpcalendar_201718.html).

In case of subsequent withdrawal or cancellation of registration no refund of fee will be allowed. However, substitute(s) may be permitted with prior intimation.

## CERTIFICATE OF PARTICIPATION

The Institute issues a certificate of participation on conclusion of the programme.

## FACULTY

The faculty members of the Institute will take the programme sessions, except for a few sessions that may be taken by guest speakers.

## PROGRAMME DIRECTORS

**Prof. Subir Verma** is Professor & Chairman, Organizational Behaviour & Human Resource Management Area at FORE School of Management. He has more than 25 years of research, teaching, training and consulting experience at reputed institutions such as IMI, Delhi, IIM Ranchi (where he was its first Dean), MDI Gurgaon and Delhi University. He was also a visiting faculty at ESCP-Europe, Paris. He is a Fellow (PhD) from IIM, Ahmedabad, M.Phil and M.A (Gold Medallist) from Delhi University. **Prof. Verma** has carved a niche in the design and delivery of programs on mentorship development, change management and Outbound based experiential learning on Leadership and Team Building. He has facilitated such programmes for the Senior and Middle level managers of reputed banks such as Allahabad Bank, BOB, Corporation Bank, Dena Bank, PNB, SBI, UCO and RBI; CPSEs like ONGC, Indian Oil, Coal India, MRPL, GAIL, LNG-Petronet, National Insurance, NTPC, SAIL, POWERGRID etc. and private sector enterprises such as Microsoft, HP, Siemens, Maruti Suzuki, Nestle, Jaibharat Maruti, GETIT, Kampsax, Lanco Infratech, Siemens Power Engineering, SMEC India, SMS Demag etc and also the Indian Postal Service Officers at the level of CPMG, PMG and Directors. Recently, he twice designed and directed the prestigious 45 day Leadership Development Programme for the 25 General Managers of ONGC in India and Europe and another 20 day Senior Management Programme for the DGMs and Chief Managers of ONGC in India and abroad. He has also designed and conducted customized workshops on Negotiations Skills for corporates such as Aviva, Baxter, BEL, Chambal Fertilizers, Coca Cola, HP, Indian Oil, Intel, Jindal Steel, Laxmi Bank (Nepal), NDDDB, PepsiCo, POWERGRID, SBI etc. Prof. Verma is also a well known consultant on Organizational Transformation and Competency Based Leadership Development and has worked for Jharkhand Government, World Bank, National Geographic Channel, National Insurance, Nestle, Siemens Power, GETIT, Kampsax, SMS DEMAG and SMEC India. He can be reached at : <subir.verma@fsm.ac.in>.

**Prof. Bishakha Majumdar:** Assistant Professor (OB & HR), FORE School of Management, New Delhi; Fellow, Indian Institute of Management Indore.

Bishakha Majumdar is involved in teaching, research, and consultancy in the areas of Organizational Behaviour, Psychology, and Human Resource Management. She has conducted management development programmes with organizations such as Coal India, Oriental Insurance Pvt. Ltd, and Somic ZF Components Ltd., in the areas of performance feedback, communication, leadership, and employee motivation. She has also undertaken consultancy projects with Bharat Heavy Electricals Limited, Piramal Healthcare, and Cummins Turbo technologies. She has 12 national and international publications and her works have been recognized with, among others, an Honourable Mention (ISB-Ivey Global Case Competition 2015), the Best Management Research Award 2013 (National Academy of Psychology), Best Publication Award 2012 (Journal of Indian Academy of Applied Psychology), and the Young Scientist Award, 2011 (Indian Academy of Applied Psychology). Bishakha has also taught Psychology at the undergraduate and post-graduate levels in the University of Calcutta, and has been a Master Trainer for HIV/AIDS counselors under the World Bank GFATM Programme. She can be reached at : <bishakha@fsm.ac.in>.

**Prof. Prachi Bhatt, Associate Professor in Organization Behavior & Human Resources Management at FORE School of Management.** She is Ph.D. and Masters in Human Resource Management (Gold Medalist). She has over 9 years of research and teaching experience. Her Ph.D. research deals with HRD paradigm shift in High Performing Organizations. She is Certified in Negotiation Research and Teaching from one of the world's best B-Schools - Kellogg School of Management, Northwestern University, USA. She is an active participant in conferences & seminars and has papers to her credit published in National and International refereed journals. Effectiveness in Negotiation (also International context), Competency Mapping, Psychometric Research, HRM, HRD Paradigm Shift are her areas of interests. Her research experience and corporate association cover projects with ZyduS Cadila Healthcare Ltd, Ahmedabad, Gujarat Co-operative Milk Marketing Federation Ltd, Anand, and Indraprastha Apollo Hospitals, New Delhi. She has designed and conducted customized workshops, MDPs for corporate executives in both public and private sector organizations. To name a few- IFCCO, EIL, Power Grid Corporation of India Limited, ONGC Videsh Ltd., THDCIL, Idea Cellular Ltd, Apollo Tyres Ltd, De La Rue Cash Processing Solutions India Pvt Ltd, Uttarakhand Power Corp. Ltd and many others. She also heads of Center for Psychometric Research & Testing at FORE. She can be reached at: <prachi@fsm.ac.in>

**FORE School of Management**  
Management Development Programme

## HR Analytics and Social Media

**September 11-12, 2017**

**Registration Form**

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Organisation: \_\_\_\_\_

Office Address: \_\_\_\_\_

Phone: Office \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Fax: \_\_\_\_\_

Your expectations from the Programme: \_\_\_\_\_

Residential / Non Residential \_\_\_\_\_

### Payment Options

#### Online Payment

Programme fees can be paid through credit / debit card / net banking. Please logon to FORE website [www.fsm.ac.in/mdpcalendar\\_201718.html](http://www.fsm.ac.in/mdpcalendar_201718.html) for online registration and payment.

#### Offline Payment

Programme fees can be paid through Local Cheque / DD  
If attached please give details

Local cheque / DD No. \_\_\_\_\_ Date \_\_\_\_\_ Amount \_\_\_\_\_

Signature \_\_\_\_\_

(Please return the completed form by post, or fax (011 2652 0509)  
or email: [exed@fsm.ac.in](mailto:exed@fsm.ac.in), to:

**Executive Education Office**  
**FORE School of Management**  
B-18, Qutub Institutional Area  
New Delhi 110 016

*Note: Please feel free to make copies of this form for additional registrations.*