

THE JAIPURIA COMMUNIQUE

*The official campus newsletter of
Jaipuria Institute of Management, Noida*

- Workshop on HR Analytics.
- Guest Session in Managing Human Resources Course
- Guest Session in Professional Speaking and Communication Course.

MAJOR HIGHLIGHTS

WORKSHOP ON HR ANALYTICS

To leverage data by analyzing its relationship with people and their related HR processes, a two-day workshop on HR Analytics was conducted for the students of the HR Analytics course on **16th & 19th Dec. 2020**. The resource person of this workshop was **Mr. Madhav Bissa**, Program Director, Data Science & AI - NASSCOM. Course faculty and the workshop convener, **Dr. Abdul Qadir** welcomed the guest Mr. Madhav Bissa with Jaipuria's unique tradition of presenting a green tree certificate wherein a tree was planted in the name of the guest as "Trees for Villagers" at Mahisagar, Gujarat, India. Mr. Madhav while opening the workshop highlighted the role of HR Analytics in managing HR in contemporary organizations. He emphasized the growing need of understanding HR related data for partnering with businesses and consequently adding value to the bottom-line. He delved upon the use of data, metrics, and analytics helping organizations proactively uncover sources of top-caliber talent, understand the value of an engaged employee, and predict the future productivity of the organization. He triggered the thought process of participants by asking some quick questions on where, why, and how HR data can be used to analyze HR and business related issues in organizations, which set the strong tone for the rest of the sessions. Touching the backdrop of descriptive HR analytics, he unfolded the key topics of predictive and prescriptive HR analytics as to the focus area of the workshop. Using a key framework of "What, Why, Who, Where, Where & How" coupled with Statistics, Data & Future; he shared the importance of using relevant approaches for analyzing HR related issues and processes for decision making. For Predictive HR Analytics, using regression as a popular technique, educated the participants about the key difference between prediction and forecast. He used HR problems to give hands-on exposure to students, using linear and multilinear regressions, and then helped in explaining the results in business and technical language for presentations to senior management. He smartly used break-out rooms on Zoom to administer group problem solving and then presentations on the findings. Day one of the workshop ended on a very enthusiastic note wherein students felt challenged and learned for their knowledge on predictive HR analytics so far, with thumps-up from all the corners. To take the journey further, Saturday saw the participants joining back the workshop for Prescriptive HR Analytics sessions with full zeal. Prescriptive HR Analytics sessions comprised of Introduction to Prescriptive HR Analytics, Understanding Prescriptive HR Analytics using Linear Programming (LP), Analytic Hierarchy Process (AHP), and hands-on exercises on Prescriptive HR Analytics. He not just helped students learn the purpose of prescriptive analytics but also gave them a lot of valuable suggestions for their career ahead. Using real-life examples, he prescribed a framework for Prescriptive HR Analytics



MAJOR HIGHLIGHTS

Using real-life examples, he prescribed a framework for Prescriptive HR Analytics as:

OBSERVE→ASSESS → LEARN→IMPLEMENT

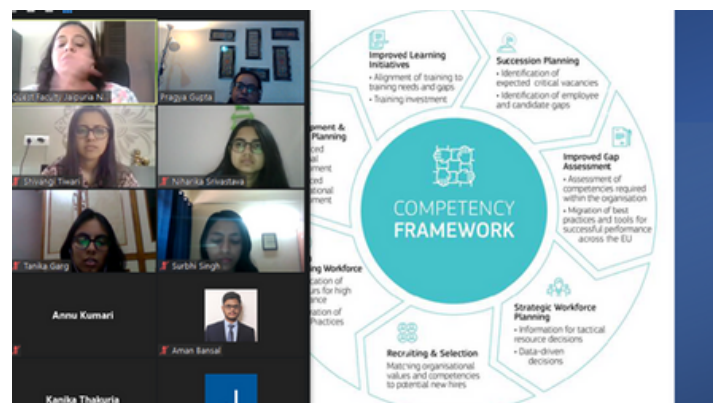
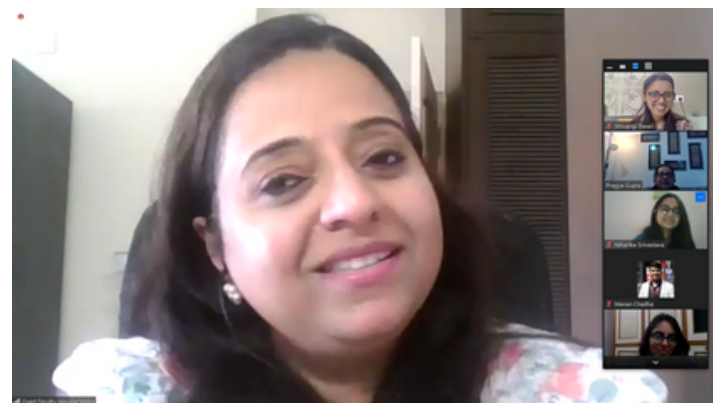
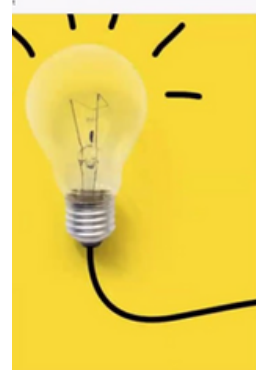
These hands-on exercises and the approach to solving issues enthralled the students for having learned the data-driven HR decisions for optimizing solutions for the given HR problems. Learning hands-on skills for such an important and relevant topic was well appreciated by all the participants. A creative and novel approach like using the backdrop of popular Hollywood movies like; Money Ball, Ocean's 11, Italian Job 2, created a lot of synchronization between solving predictive and prescriptive analytics problems which kept the students highly engaged and enriched during the sessions. Students endorsed the workshop's importance and felt that this is going to be a major milestone in their HR career during the placement season. The paucity of time left the participants thirsty for knowing more, doing more, and learning more. In the end, Mr. Madhav Bissa appreciated the interest and enthusiasm showed by students in the workshop despite the limitations and challenges of virtual classrooms. The workshop was concluded with the vote of thanks by Dr. Abdul Qadir, joining the students wishing to host the guest again on some relevant occasion in future.

GUEST SESSION IN MANAGING HUMAN RESOURCES COURSE

"HR is no more restricted to its conventional boundaries, it's an amalgamation of both Tactical and Strategic approach towards workforce management" ~ Shyamala Krishnan

Jaipuria Institute of Management, Noida on **16th December 2020**, organised a Guest Talk with **Ms. Shyamala Krishnan** on Employment tests and Interviews hosted by **Dr. Pragya Gupta**, Professor of Human Resource Management. Ms. Shyamala is an XLRI Jamshedpur graduate and is currently a Partner at Search Value which is a human capital company specialising in critical and top management hiring.

The session started by felicitating Ms. Shyamala with a Green Certificate. Our guest had some interesting insights regarding the role of HR in meeting the vision and mission of the organization. She believes that talent acquisition is a proactive process in which the HR formulates talent strategies in conjunction with organizational strategies. She also enlightened the students with the best practices in Human Resource Planning and Management in which she spoke about employer branding, employee profiles, a resume assessment grid, and 9 box assessment grids. Ms. Shyamala believes that an organization needs to think beyond the product they are selling and they need to focus on the overall growth of a company. Throughout the session, the emphasis was placed on the holistic approach towards HR and its competencies. She also mentioned that the key challenge for an HR manager is to ensure that communication is in place, all the limbs must be in synchronisation with each other, and retention of a productive workforce is of utmost importance. She suggested our students to read a book "Why can't an Elephant Dance" while she was explaining the constraints of an organisation after it reaches a maturity stage which is followed by a no-growth state. She concluded the session with a fun activity where students were sent to breakout rooms to prepare a list of competencies pertinent to a manager and come with questions to test those competencies in a candidate.

effectiveness

- Realistic job previews (RJP)** : Informing applicants about all aspects including both its desirable and undesirable facets. Yield better realistic job expectation of employees, better job satisfaction and lower turnover.
- Surveys** : New hires to see how satisfied they are of the process, folks who turned down the offer, hiring manager survey to see if they are satisfied with the process.

SELECTION METRICS

- Quality of Hire**:
 - (Average job performance rating of new hire + % of new hire reaching acceptable productivity with acceptable time frame + % new hire retention rate) / no of indicators
- Time to fill**
- Yield Ratio** - % of applications that go to the next stage. If out of 100 resumes submitted 17 are called for face-to-face interview then 17% is the yield ratio.
- Cost of recruitment**

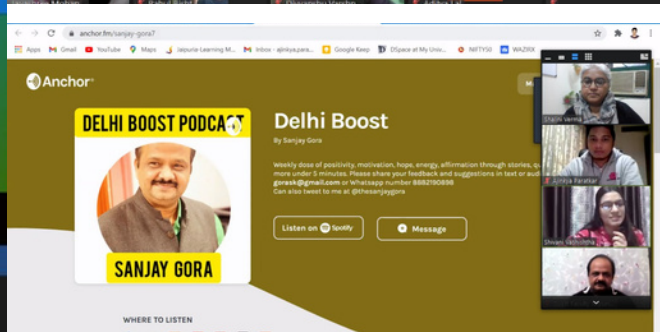
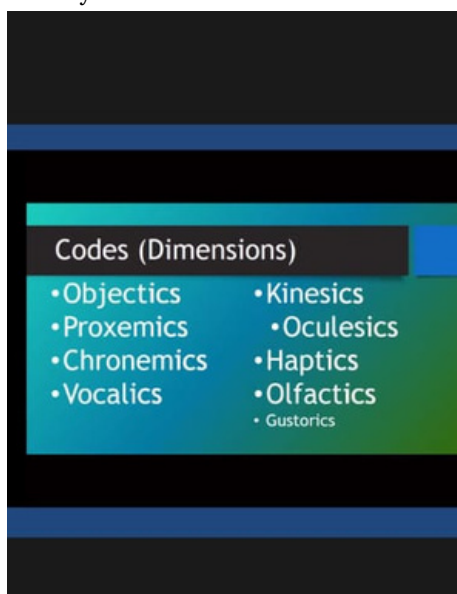
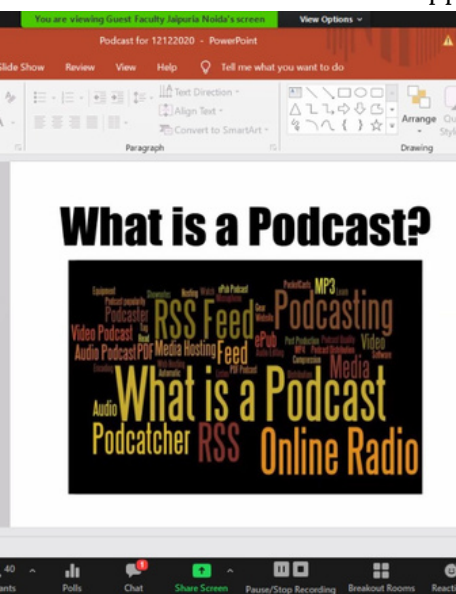
MAJOR HIGHLIGHTS

GUEST SESSION IN PROFESSIONAL SPEAKING AND COMMUNICATION COURSE

On **12th December 2020**, Jaipuria Institute of Management, Noida organized an insightful guest session in the Professional Spoken Communication course for the first year PGDM students, under the guidance of **Prof. Dr. Shalini Verma**. The honorable guest for the session **Mr. Sanjay Gora**, General Manager at Steel Authority of India Limited was introduced and felicitated by the customary green certificate. Mr. Gora also runs two very successful podcasts – “Delhi Boost” and “Kitabi Keeda” in English and Hindi respectively, which are heard in 53+ countries outside India.

Mr. Gora spoke on the topic, “Importance of Vocalists (Voice modulation, pace, Pronunciation & clarity) in Podcasting – An Audio Avenue that Brands Are Leveraging On”. He discussed Podcasts, which makes them attractive, and why it is important to listen to podcasts. He also explained the Para language with the help of some videos. He explained each of the topics in detail. Overall it was an engaging session.

Before, concluding the session Mr. Gora answered the questions of the students. After which the session ended with a vote of thanks as the screen illuminated with virtual applause by the students.



Prof. Abdul Qadir
MRC Chairperson



Ms. Shefali Sharma
MRC Coordinator



Dayal Chaudhary
President



Abhishek Jindal
Vice President



Shivika Saxena
Sr. SPOC-Content



Akash Dey
Sr. SPOC-Media



Aditya Ujjwal
Sr. SPOC-Videography

This weekly newsletter is an initiative by MRC Noida to present all the events during the preceding week. We welcome your thoughts and suggestions.