



PROGRAM SYLLABUS

Talent Acquisition

Online Certification Program

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AIHR | ACADEMY TO
INNOVATE HR

An overview

of what you can expect from this program

Get the skills to win the war for talent

Attracting the right talent to the right positions is one of today's top challenges for companies. With rapid advancements in technology and the ongoing war-for-talent, today's recruiters require a totally new skill set.

Advance your career through this certification program by developing a comprehensive skill set that you need to become a successful recruiter and create end-to-end candidate-centric recruitment funnels that are perfectly aligned with the company's culture and strategy.

	Type	Online self-paced learning
	Language	English (including subtitles)
	Duration	40 hours
	Access	12 months
	Structure	5 courses + capstone project
	Testing	Quizzes, assignments, capstone project
	Digital certificate upon completion (including LI token)	
	Eligible for HRCI & SHRM credits	
	Reading materials & bonus content	
	60-day money back guarantee	

Learn in-demand skills

and take your career to the next level

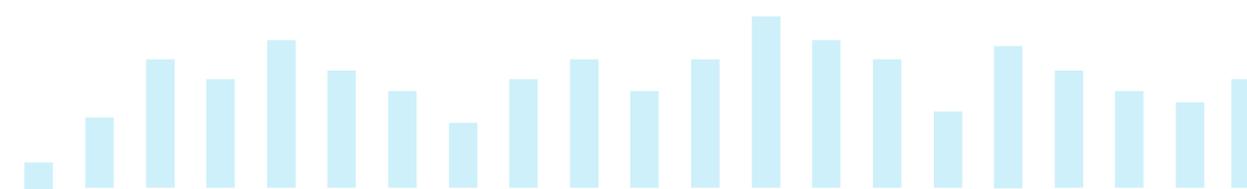
Learning objectives

-  **Create a winning recruitment strategy**
Define and optimize a corporate recruitment strategy that will help you win the war for talent and is perfectly aligned with your company's goals.
-  **Build an influential employer brand**
Use marketing techniques to establish a unique employer value proposition and establish an influential employer brand.
-  **Shape candidate-centric experiences**
Put your candidates at the heart of the recruitment process by creating a seamless candidate experience.
-  **Data-driven recruitment funnels**
Leverage data and analytics to make smarter recruitment decisions and continuously optimize your funnel.

The perfect fit for

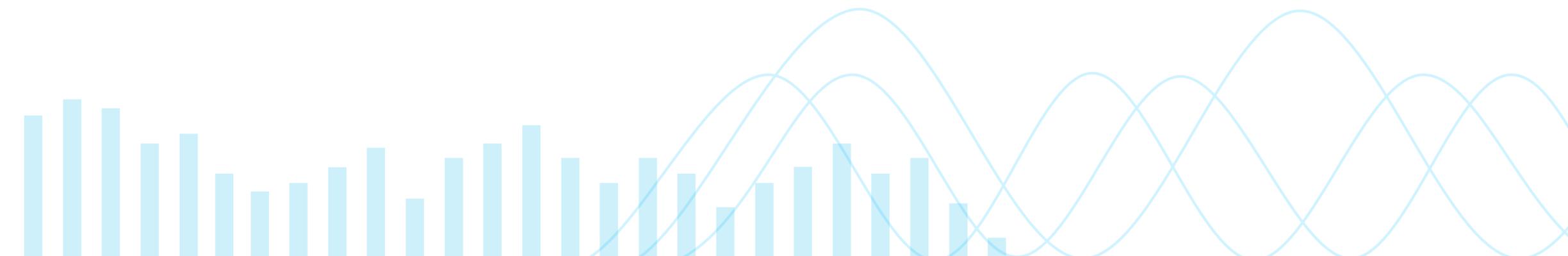
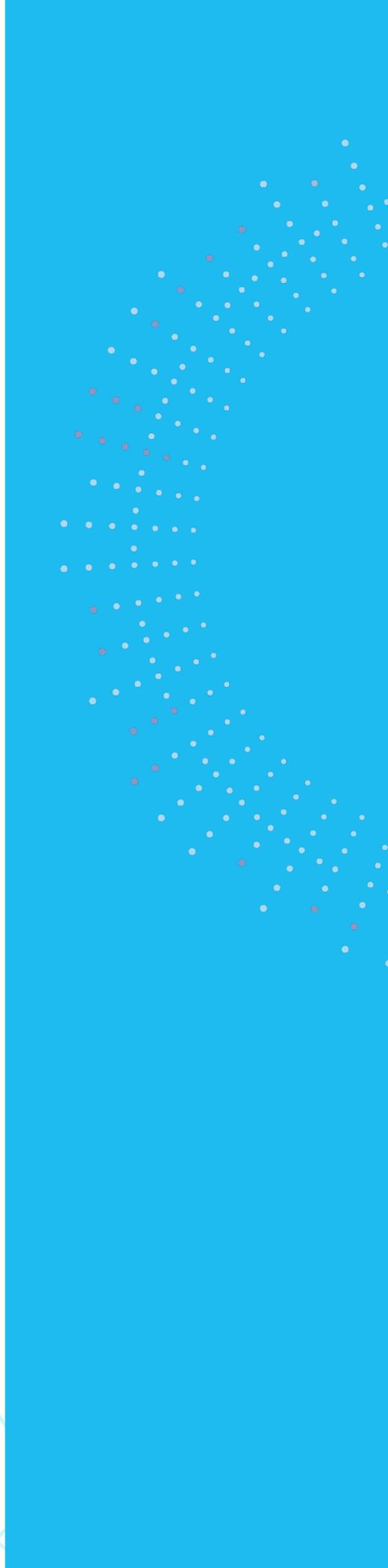
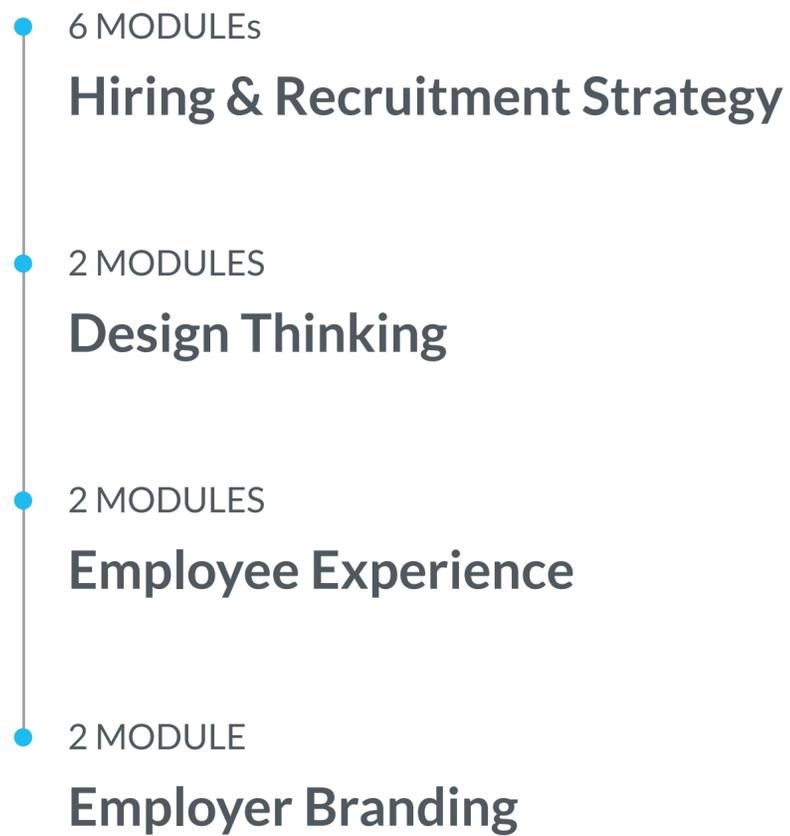
This online training is the perfect fit for corporate recruiters or aspiring recruiters who are looking to use technology and data to their advantage and ultimately help their company develop a unique competitive edge by winning the war for talent.

No specific prior knowledge is required but human resources or recruiting-related experience will be helpful to draw upon.



Curriculum structure

Practical. Comprehensive. Game changing.



A detailed look

at the curriculum and modules



6 MODULES

Hiring & Recruitment Strategy

The ability to consistently recruit A-players is key to the company's long-term success in the marketplace. In these modules, you will learn to create a comprehensive recruitment strategy based on business needs, the organizational strategy, input from key stakeholders, labor market development, and strategic workforce planning. By combining such strategy with smarter recruitment policies and employer marketing, your organization will be able to consistently recruit the most talented A-players.

- **Strategic recruitment**
- **Input from the organization**
- **Recruitment enablers**
- **Selecting A-players**
- **Recruitment Marketing**
- **Recruitment plan**

2 MODULES

Design Thinking

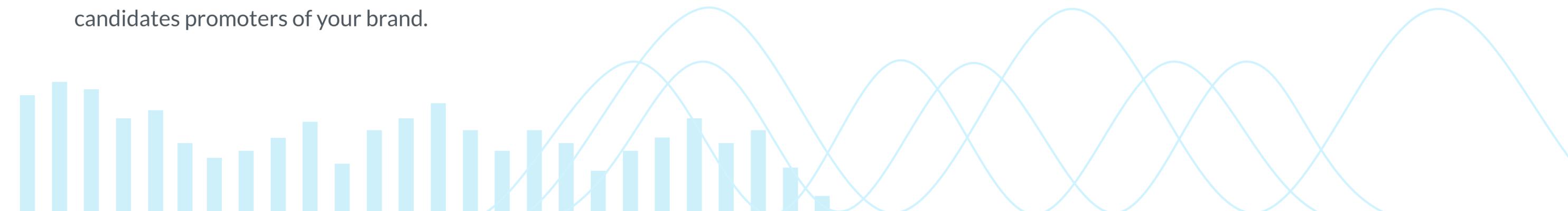
Gain a much-needed advantage by turning knowledge about your candidates into actionable insights on how to better attract talent and optimize your recruitment funnel. Design thinking helps to implement a strategy and policies that tailor to all your stakeholders in the organizational and recruiting process.

- **Understanding customers**
- **Testing your value proposition**

2 MODULES

Employee Experience (EX)

Recruitment has always been about people and, in the digital era, this is more important than ever. Employee experience puts the (future) employee at the front and center. A candidate-centric approach helps in creating a strong employer brand and in making candidates promoters of your brand.

- **Why employee experience?**
 - **Focusing on EX in your organization**
- 

2 MODULES

Employer Branding

A strong and influential employer brand can have a huge positive effect on how potential candidates naturally gravitate towards your vacancies. You will learn about creating an employer branding strategy, defining your employer value proposition, leveraging tools that you can use to create a stronger employer brand, PR and paid media, and more.

- **Employer branding from a strategic perspective**
- **Execution on the employer brand**

5 MODULES

Recruitment Analytics

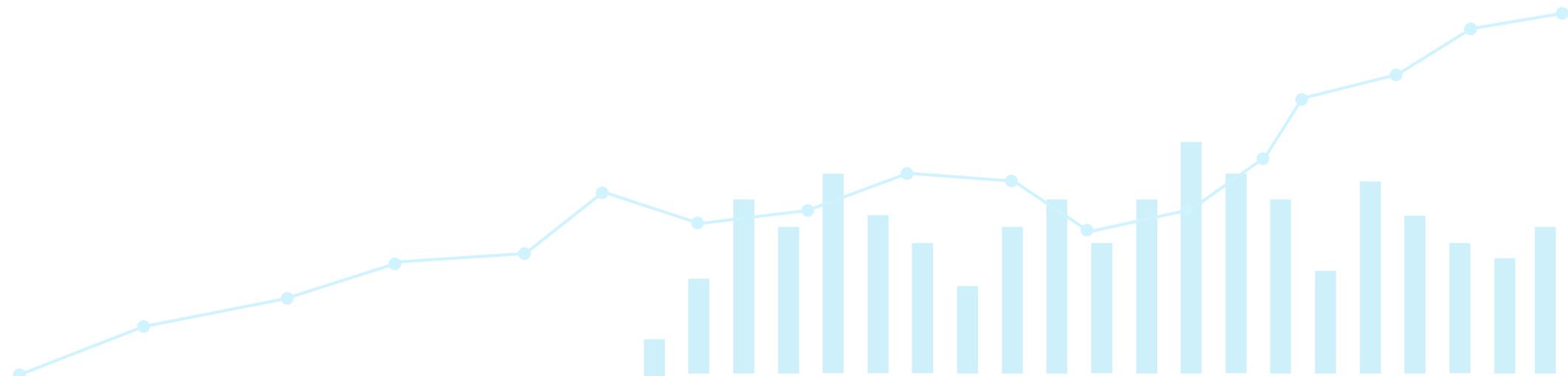
Learn the foundations of business analytics, and how data can be leveraged to significantly improve the recruiting process. You will learn key recruitment metrics, how to translate recruitment data into dashboards and develop data-literacy so that you can make decisions based on all this information.

- **Business context on recruiting & analytics**
 - **Preparing & structuring data**
 - **Recruiting metrics**
 - **Bringing IT together: dashboarding & visualization**
 - **Advanced recruiting analytics**
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1 MODULE

Capstone project

With the capstone project, you will apply your learnings to complete a series of assignments and create practical deliverables that you can apply in your job. The project involves the creation of a recruitment strategy, creating an employer branding strategy, and solving a recruitment case..



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