



HR Analytics and Talent Management Certificate

HR professionals are under increasing pressure to make faster, more strategic workforce decisions in an increasingly data-driven environment.

The HR Analytics and Talent Management Certificate bridges that gap. Through applied learning and real-world scenarios, participants develop the ability to analyze workforce data, uncover actionable insights, and translate findings into clear, strategic recommendations that improve hiring, performance, and retention outcomes. With a focus on practical application and responsible use of AI, the program prepares professionals to elevate their impact and serve as data-driven partners to the business.



Program Overview

The HR Analytics and Talent Management Certificate prepares HR professionals to turn workforce data into smarter talent decisions and measurable business impact. Delivered in two focused four-week courses, the program moves participants from foundational analytics skills to applying advanced, data-driven approaches that improve hiring, performance, retention, and succession outcomes.

Who Will Benefit?

The HR Analytics and Talent Management Certificate is designed for HR and talent management professionals who want to strengthen their ability to use data to inform workforce decisions. Throughout the program, participants build skills in evaluating HR data, applying analytics to talent challenges, and interpreting insights that support organizational performance.

The curriculum is particularly valuable for professionals seeking to integrate data-driven approaches into hiring, performance, retention, and succession strategies. It also benefits those looking to responsibly leverage AI in HR analytics while addressing considerations such as bias, privacy, and transparency.

Participants who complete the program will be better equipped to translate workforce insights into actionable recommendations and contribute to building a data-driven HR function that supports effective decision-making across the organization.



Online, instructor-led program featuring weekly live virtual sessions with instructor.



40 Professional Development Units (PDUs)
Certificate (2 courses)



4.0 Continuing Education Units (CEUs)
Certificate (2 courses)



Quarterly Starts Available



\$2,500



Talk to a representative for more details about corporate, group or individual tuition reductions available to those who qualify.

Instructor Spotlight



Jennifer Currence, MBA, SHRM-SCP, PCC

Jennifer Currence is a Senior Partner of HR Soul Consulting, where she delivers HR services, coaching, and customized training programs for leaders. Jennifer earned her MBA with an emphasis in management at the University of Tampa, where she served as a professor for 11 years. She holds advanced certifications in coaching (PCC) and human resources (SHRM-SCP). Jennifer has been published in several industry magazines and is the author of three books on behavioral business competencies in HR. She was named Tampa Bay's Consultant of the Year in 2017 and was listed as one of the nation's top 100 Influential HR professionals in Leadership and Development in September 2023.

Program Content Summary

Course 1 - Workforce Analytic Essentials

Workforce Analytics Essentials builds the core skills HR professionals need to turn workforce data into better talent decisions. Participants learn how HR analytics supports talent management and business performance, how to evaluate and manage HR data effectively, and how AI-enabled tools are shaping the future of people analytics. With over 70% of organizations using HR analytics and nearly 60% expected to leverage AI in HR decision-making within the next two years, this course focuses on practical application, ethical use, and strategic impact (Deloitte, Gartner). The program equips participants to confidently connect workforce insights to recruiting, development, performance, and succession strategies.

By the end of this course, participants will be able to:

1. Understand the role of HR analytics in driving talent and business outcomes
2. Evaluate HR data sources, metrics, and data quality for decision-making
3. Assess the opportunities and risks of AI in HR analytics
4. Analyze workforce data to identify trends and implications
5. Translate analytics insights into actionable talent strategies

Week 1

Introduction to HR Analytics & Talent Management - In this module, participants will explore the fundamentals of HR analytics and its strategic role in talent management. Participants will gain an understanding of how workforce data connects to organizational performance and how analytics supports more informed, data-driven decision-making across HR functions.

Week 2

Data Collection & Management in HR - In this module, participants will learn how to identify, evaluate, and manage key HR data sources such as HRIS, ATS, LMS, engagement surveys, and performance systems. Participants will also explore common HR metrics and apply data quality principles—including accuracy, consistency, and completeness—to ensure reliable and decision-ready insights.

Week 3

HR Systems & AI Tools for HR Analytics - In this module, participants will examine how AI technologies, including machine learning and natural language processing, are used in HR analytics. Participants will evaluate both the opportunities and risks of AI, with a focus on ethical considerations such as bias, transparency, and compliance.

Week 4

People Analytics and Talent Management Strategies - In this module, participants will learn how to apply analytics to core talent management areas such as recruiting, development, performance, and succession planning. Participants will analyze workforce data to identify trends and translate findings into actionable strategies that support organizational goals.

Course 2 - Applied Workforce Analytics & Organizational Impact

Applied Workforce Analytics & Organizational Impact advances HR professionals from understanding workforce data to using it to drive measurable business results. Participants learn to interpret descriptive and diagnostic analytics, apply predictive and prescriptive models to talent decisions, and translate insights into clear recommendations leaders can act on. As organizations using advanced people analytics are 2.5 times more likely to improve workforce outcomes and data-driven decision-making can improve productivity by 5–6%, this course focuses on practical application, ethical decision-making, and ROI-driven interventions (McKinsey, PwC). The program culminates in building an analytics-driven HR culture that embeds evidence-based decision-making into everyday talent practices.

By the end of this course, participants will be able to:

1. Distinguish and apply descriptive, diagnostic, predictive, and prescriptive analytics to real workforce challenges
2. Interpret HR dashboards and data to identify patterns, root causes, and talent risks
3. Use predictive and prescriptive analytics to inform hiring, retention, and performance decisions
4. Evaluate ethical considerations related to advanced analytics, including bias, privacy, and transparency
5. Develop an action plan to build data literacy and embed analytics into HR and leadership decision-making



Week 1

Descriptive & Diagnostic Workforce Analytics - In this module, participants will learn how to interpret workforce data to understand what happened and why. Through dashboards, reports, and data storytelling techniques, participants will identify patterns, correlations, and root causes to better inform HR decisions.

Week 2

Predictive Analytics in Human Capital Management - In this module, participants will explore how predictive analytics models are used to forecast workforce outcomes such as attrition, performance, and readiness. Participants will also examine key variables that influence these models and evaluate ethical considerations related to fairness, privacy, and transparency.

Week 3

Prescriptive Analytics & Decision-Making - In this module, participants will apply prescriptive analytics techniques to recommend targeted actions that improve hiring, retention, and performance outcomes. Participants will also assess the potential impact and value of these decisions through scenario-based analysis.

Week 4

Building an Analytics-Driven HR Culture - In this module, participants will focus on embedding data-driven decision-making into everyday HR practices. Participants will identify the capabilities and behaviors needed to build a data-driven culture and develop strategies to strengthen data literacy and organizational adoption.



What to Expect

Throughout the program, participants will engage in an online learning experience designed to support practical application of workforce analytics concepts. Each course includes weekly 60-minute live lecture sessions, where participants learn directly from industry practitioners and explore key topics in HR analytics. Outside of live sessions, participants complete course activities with guidance and feedback from the instructor, reinforcing concepts and supporting skill development.

The program is structured as two consecutive four-week courses, allowing participants to build from foundational knowledge to advanced application. With an expected commitment of approximately 5–6 hours per week, participants will progressively develop the ability to evaluate HR data, interpret dashboards, and apply analytics to real workforce challenges.

Participants must attend 3 out of the 4 live session and must have a cumulative grade of 70% for each course.

Upon successful completion of the program, participants can expect to:

- Use workforce analytics to support talent decisions and organizational performance
- Evaluate HR data sources, metrics, and data quality for reliable insights
- Apply descriptive, predictive, and prescriptive analytics to workforce challenges
- Interpret dashboards and workforce trends to identify risks and opportunities
- Leverage AI in HR analytics responsibly, addressing bias, privacy, and transparency
- Translate data insights into clear, actionable recommendations for leaders
- Build data literacy and support a data-driven approach to HR decision-making

Participants who successfully complete the program will earn a Certificate in HR Analytics and Talent Management. In addition, upon completion of each course, participants will receive a shareable digital badge through Credly—empowering them to showcase their expertise, validate their skills, and elevate their professional presence across networks.



About SMU Continuing and Professional Education

Continuing and Professional Education (CAPE) is a division of Southern Methodist University, a nationally ranked, globally recognized comprehensive research university that has offered noncredit learning experiences to the DFW community and beyond for more than 70 years.



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