



PROGRAM SYLLABUS

# Talent Acquisition

## Online Certification Program

Last update: April 19, 2022

**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.

	<b>Type</b>	Online self-paced learning
	<b>Language</b>	English (including subtitles)
	<b>Duration</b>	33 hours
	<b>Access</b>	12 months
	<b>Structure</b>	6 courses + capstone project
	<b>Testing</b>	Quizzes, assignments, capstone project
	Digital certificate upon completion (including LI token)	
	Eligible for HRCI, HRPA & 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.



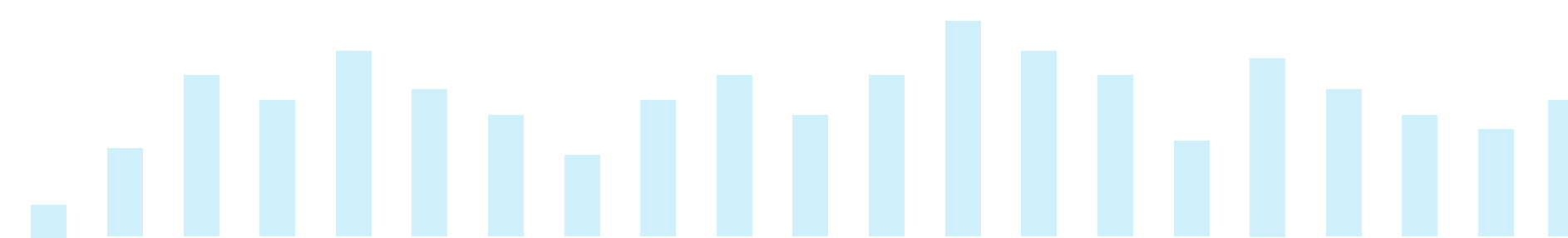
### Data-driven recruitment funnels

Leverage data and analytics to make smarter recruitment decisions and continuously optimize your funnel.

## The perfect fit for

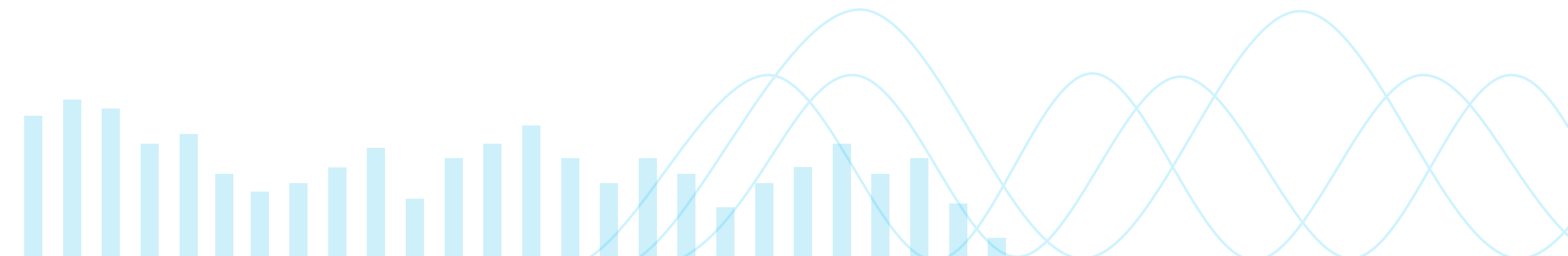
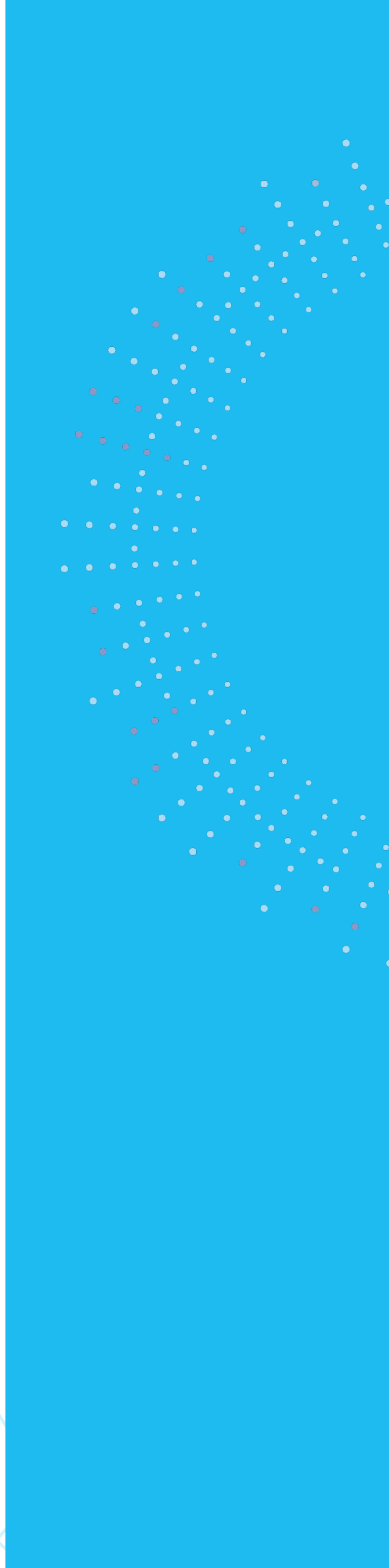
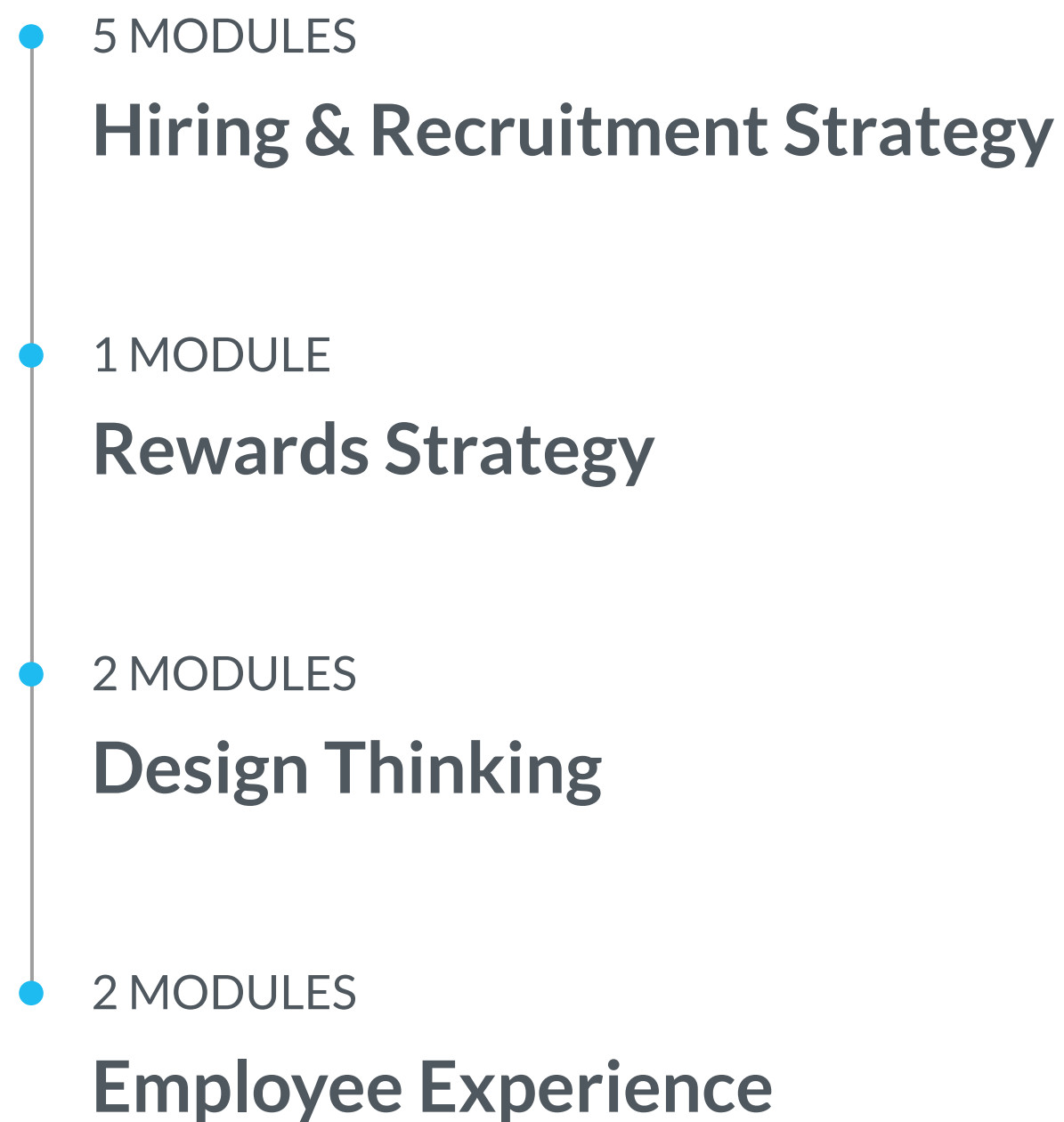
This online training is the perfect fit for corporate recruiters or aspiring recruiters who are looking to use technology and data to their advantage and ultimately help their company develop a unique competitive edge by winning the war for talent.

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



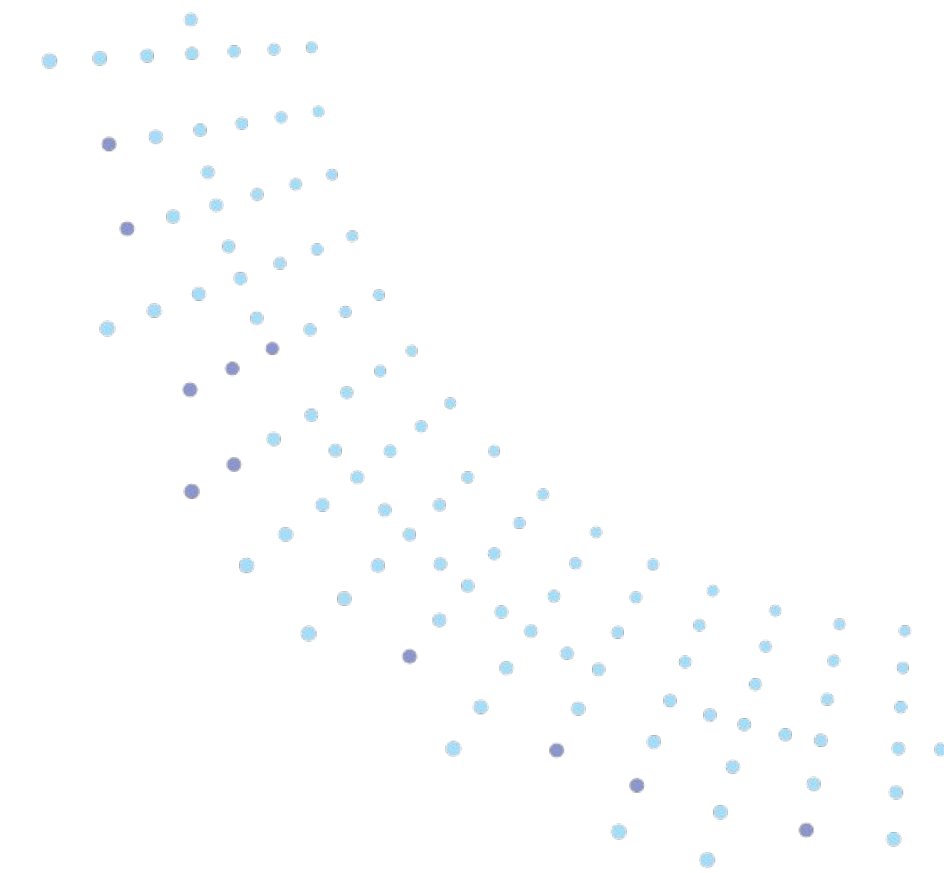
# Curriculum structure

Practical. Comprehensive. Game changing.



# A detailed look

## at the curriculum and modules



5 MODULES

### Hiring & Recruitment Strategy

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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**



1 MODULE

## Rewards Strategy

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The right rewards strategy is key in getting your candidates to "yes." You will learn about, designing, implementing, and monitoring a rewards strategy, the role rewards play in each phase of the recruitment cycle, and how to determine the right reward for a candidate. This course also features a case study about designing a rewards strategy.

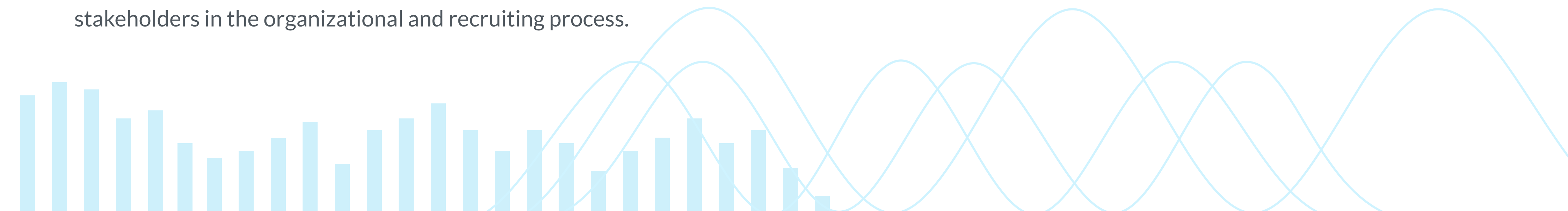
- **Understanding rewards**
- **Reward promotion**
- **Rewards negotiation**

2 MODULES

## Design Thinking

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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**
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2 MODULES

## Employee Experience (EX)

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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.

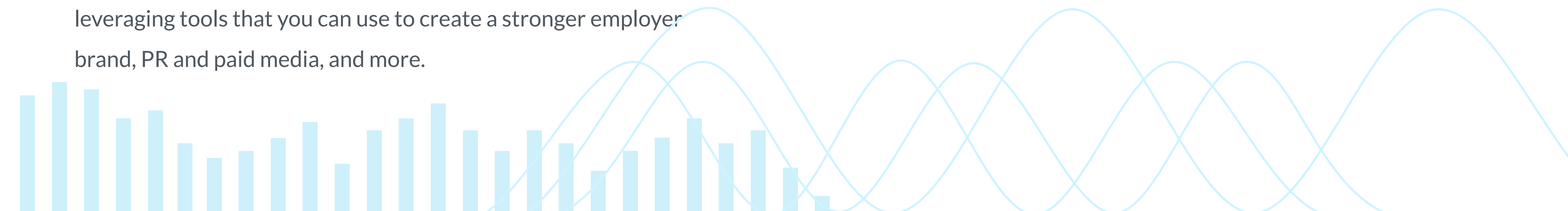
- **Why employee experience?**
- **Focusing on EX in your organization**

2 MODULES

## Employer Branding

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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**
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5 MODULES

## Recruitment Analytics

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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.

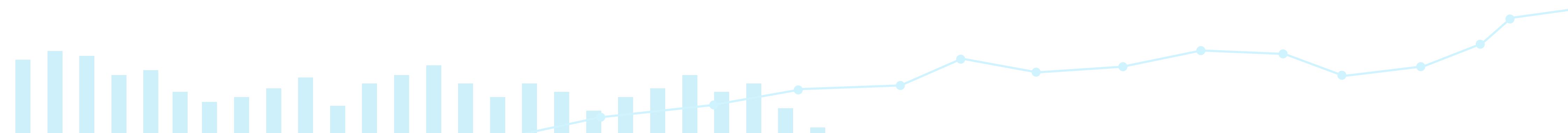
- **Business context on recruiting & analytics**
- **Preparing & structuring data**
- **Recruiting metrics**
- **Bringing IT together: dashboarding & visualization**
- **Advanced recruiting analytics**

1 MODULE

## Capstone project

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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..





# Proven online learning for Human Resources Professionals



## Real-world projects

Develop practical skills through working on real-world projects and studying dozens of inspiring case studies



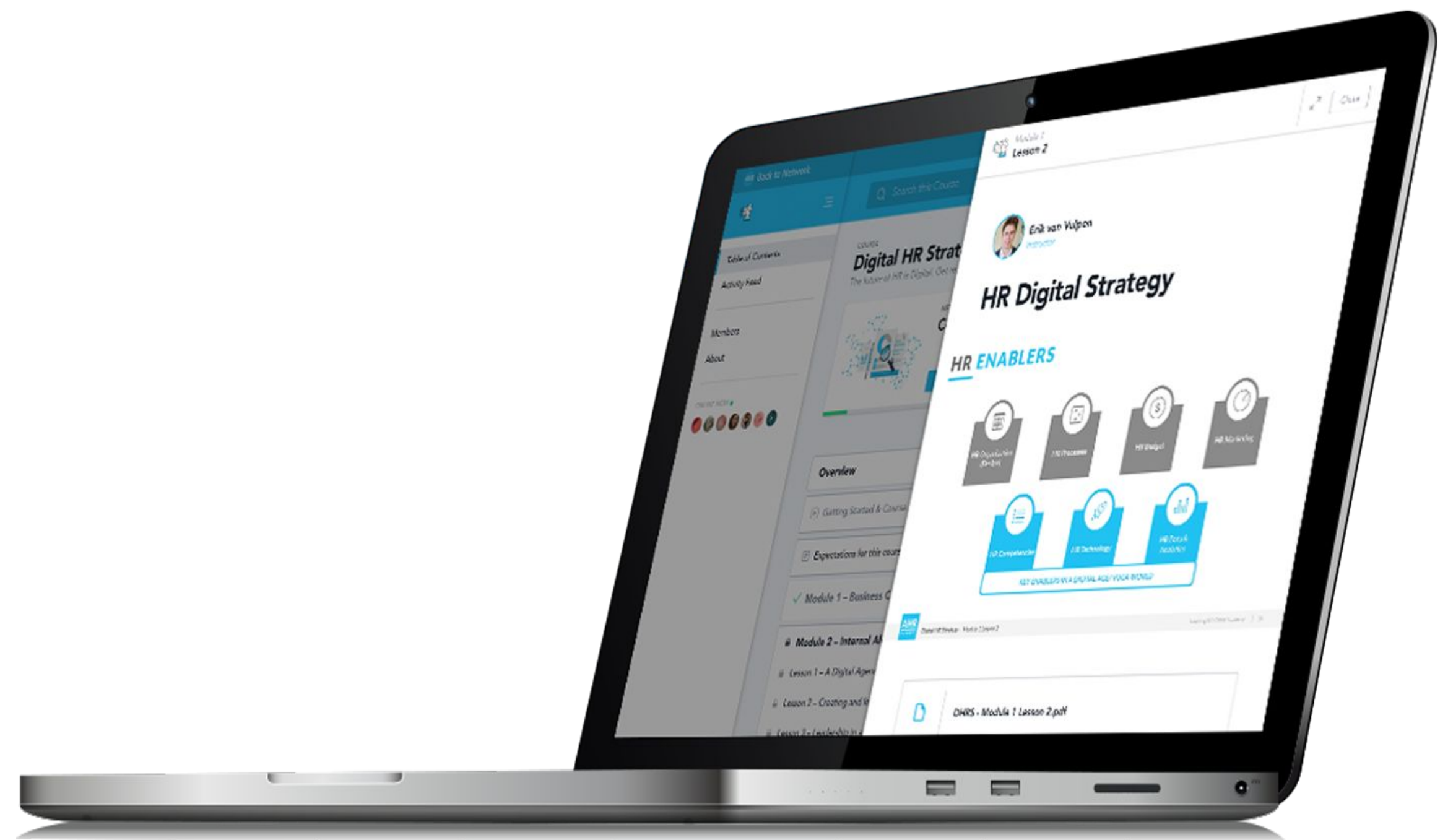
## Self-paced online learning

Learn anywhere, anytime, and at your own pace with our fully online training programs. Including a smartphone app.



## Practitioner community & coach

Collaborate with HR professionals from around the world or contact your personal coach if you need any assistance or input.



AIHR is an approved provider with the HR Certification Institute (HRCI®), a pre-approved provider with the Human Resources Professional Association (HRPA), and recognized by the Society for Human Resource Management (SHRM)

# Grow your skill set

## Enroll today

- ✓ Go to [www.AIHR.com](http://www.AIHR.com)
- ✓ Select your program and click the Enroll button
- ✓ Fill out your (company) billing address and payment details
- ✓ Create your student account
- ✓ Happy learning!



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