



## Advanced Certificate in Strategic HR Management

Today's most effective human resources managers are strategic business partners. This advanced certificate equips you to work inside and throughout the business to drive change and growth and provides a broad, organizational perspective, laying the foundation for you to identify, develop, and measure HR initiatives critical to your firm's bottom-line success.

Completing this certificate makes you eligible for **36 HRCI recertification credits** that you can apply to your PHR, SPHR or GPHR certification.

 *To register today, visit:*  
[eCornell.com/advancedHR](http://eCornell.com/advancedHR)

### Who Should Enroll

This certificate program is designed for HR managers, directors, or supervisors who want to make a more meaningful organizational impact by strengthening and expanding the strategic reach of the HR department. It is also appropriate for HR professionals seeking the strategic skills required for advancement to management and leadership positions.

### Total Investment

Regular Certificate Pricing:  
\$3,600 (Prepay and save)

We also offer payment plans starting at \$300 per month. Please contact us for details.



LIVE  
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## Inside the Program:

- Courses begin every 2 weeks, so you can start whenever you're ready. You can take the courses back to back or take time off between your courses.
- Students typically spend 5-7 hours per week on coursework.
- Lectures, text transcripts, readings, discussions, and projects are accessible 24 hours a day for three weeks each.
- You will be evaluated by multiple choice quizzes and instructor-moderated discussion board posts on topics.
- Expect plenty of opportunities for collaboration and networking with other human resources professionals.

*Each course is two weeks long, so you can earn your certificate in as little as three months.*

## Courses Include:

### Human Resources Leadership

Examine the SELF Model of Human Resources Leadership that defines the leadership and influencing competencies needed to balance the tradeoffs present in the formation of organizational strategy. This course also introduces the Human Frailties framework, a tool for managing the interpersonal dynamics at the most senior levels of the organization in order to produce the most positive results.

### Aligning HR Strategy with Organizational Strategy

Align the HR system with organizational objectives and learn how to create a vertical-alignment strategy and use it to improve HR decision-making, people outcomes, processes, customer outcomes, and financial results. Learn the skills required to plan and assess horizontal alignment of HR systems and practices, workforce partitioning, performance variability, value identification, and employee impact.

### Diversity and Inclusion in Practice

This course differentiates diversity from inclusion and how organizations often miss the real opportunity. Students assess three levels of inclusion and identify evidence that can be used for each level to assess presence and effectiveness. HR executives and leaders share their perspective on diversity and inclusion and how they made the shift to inclusion at organizational, managerial and work group levels.

### Building a Talent Management Culture

Develop a strategic approach to managing core talent by identifying and implementing an integrated marketing and communication strategy to build brand awareness. The course identifies practices and solutions for increasing the likelihood of top talent remaining with the organization and becoming its future leaders along with understanding the root causes of talent-retention problems.

### HR Analytics for Business Decisions

Determine the HR metrics that align with your company's strategic goals. It explains the characteristics of high quality data and equips you to find and collect that data, inside or outside your organization. It provides a high-level introduction to common analysis techniques and some mistakes to avoid when interpreting data, or when assessing reports and interpretations offered by others.

### Employee Engagement

This course focuses not only on why employee engagement is important and valuable, but also on how to foster and measure employee engagement and link it to key organizational metrics and outcomes. It also develops the competencies necessary to build employee engagement in your organization, the risks involved, and the implications for the HR professional in adopting this approach.

