

Business Acumen: Aligning Business Operations and HR

Intended Audience	Early-Career	Delivery Options	<ul style="list-style-type: none"> • 2-Day In-Person (Onsite or Seminar) • 5-Week Virtual
HR Competencies	<ul style="list-style-type: none"> • Business Acumen • Analytical Aptitude • HR Expertise (HR Knowledge) 	Recertification*	SHRM: 15 PDCs

Program Overview

Are you ready to take your HR career to the next level? In today's dynamic business environment, HR professionals play a critical role in driving organizational success. However, with so many competing priorities and demands, it can be difficult to stay aligned with the overarching business objectives. That's where this course comes in. After completing this engaging and informative program, you will be able to demonstrate:

- Mastery of business terms and concepts, which will enable you to communicate HR initiatives in a way that resonates with senior leaders and decision-makers.
- Expertise in analyzing and interpreting business documents so that you can extract valuable insights from contracts, standard operating procedures and other business reports.
- Proficiency in business intelligence techniques and tools, which will allow you to leverage data and analytics to inform your HR decisions and demonstrate how HR positively affects the bottom line.

Through interactive lectures, facilitated group discussions and thoughtfully planned activities, you will develop the essential knowledge and skills needed to be a strategic partner to the business and make a significant impact on your organization.

Imagine what it would be like to:

- Confidently speak the language of business and communicate your HR initiatives in a way that resonates with senior leaders and decision-makers.
- Easily analyze and interpret complex business documents to identify trends and opportunities.
- Leverage data and analytics to make informed decisions that support the organization's strategic and people goals.
- Become a trusted advisor to the business and develop HR solutions that align with the organization's overall vision and strategy.

When you complete this program, all of this can become a reality. Enroll today and see how elevating your business acumen can translate to success for both you and your organization!

*Visit <https://www.shrm.org/credentials/certification/recertification> for the most up-to-date recertification credit details.

Program Objectives

This program is designed to provide you with the knowledge and skills necessary to:

- Explore the scope, challenges and integration of key business functions, including operations, product development, marketing and sales, finance, and IT, especially in a global business environment.
- Review and interpret typical operating reports for key business functions.
- Describe the value and use of business intelligence.
- Develop strategies to drive organizational results and clarify the role of HR.

Program Modules

This program includes the following modules:

- Module 1: Introduction
 - The strategic planning process
 - HR's strategic role in the organization
- Module 2: How a Business Works
 - Integration of business functions and processes
 - The goal of the organization
 - How a business makes money
- Module 3: Sales and Marketing
 - The difference between sales and marketing
 - Responsibilities of sales and marketing
 - Reports and metrics
 - How HR leaders can support sales and marketing
- Module 4: Research and Development (R&D)
 - Why R&D is critical to the future of the organization
 - Goals for R&D
 - Reports and metrics
 - How HR leaders can support R&D
- Module 5: Operations
 - What is operations?
 - Responsibilities and challenges
 - Reports and metrics
 - How HR leaders can support operations
- Module 6: Finance and Accounting
 - The difference between finance and accounting
 - Goals of finance and accounting
 - Reports and metrics
 - How HR leaders can support finance and accounting
- Module 7: Information Systems
 - The changing role of information systems
 - Reports and metrics
 - How information systems support the organization
 - How HR leaders can support information systems
- Module 8: The Global Environment
 - Collaboration around the globe
 - Different countries, different laws, regulations, and worker expectations

- HR's role in aligning and supporting the global enterprise
- Module 9: Aligning Functions for Business Results
 - Global achievement
 - Needs and HR functions
- Module 10: Mergers and Acquisitions (M&As)
 - Phases in the M&A process
 - Why mergers don't achieve the results expected
- Module 11: Project Management
 - Key steps in the project management process
 - Project planning and implementation
 - Taking a project management approach
- Module 12: Conclusion