HUMAN CAPITAL
PROFESSIONAL CERTIFICATE

EXPLORE THE ORGANIZATION’S DNA AND EMBRACE THE ROLE OF HR

APPLY NOW
The constant shifts and unforeseen changes in the business world are bringing a series of novel challenges to the workplace. In the face of these challenges, organizations rely on their most valuable asset; people.

While the right talent provides organizations with a significant competitive edge, HR professionals need to acquire the tools, strategies, and practices to build a winning team, drive business results, and achieve strategic objectives.

The Human Capital Professional Certificate takes a deep dive into the DNA of organizations and the role of HR in attracting, selecting, training, assessing, and rewarding employees. The program provides participants with a solid foundation of the key principles of HR and its impact on the organization’s overall business strategy.

Through a highly interactive learning experience, this program will pinpoint the key challenges across various HR functions. It will allow participants to adopt new perspectives in tackling those challenges through case studies and best practices.

**Key Benefits**

- **Realize** the new mindset of HR being an integral part of the business and not merely an administrative addition
- **Identify** leadership challenges and opportunities in applying OB Concepts
- **Understand** the impact of current trends on talent acquisition practices
- **Explain** the context of learning and development, as well as its relation to organization’s type
- **Develop** a competitive and effective plan to attract, retain and motivate employees in synchronization with the organizational needs and objectives
Program Outline

Core Courses

Organizational Behavior

- Organizational Behavior is the study of people’s behavior within an organization and the way it affects the organization’s performance. Participants will be able to analyze the impact of employee’s behavior, decisions, perceptions, and emotional responses on the overall organization’s effectiveness.
- They will be able to examine how individuals and teams in organizations relate to each other and to their counterparts in other organizations, as well as encompass how organizations interact with their external environments, particularly in the context of employee behavior and decisions.

Talent Acquisition

- Talent acquisition has significantly evolved, especially over the last 5 years. It has become a critical part of attracting, recruiting, onboarding talent, in addition to managing large talent pools in very competitive talent markets.
- In this program, participants will learn about the different parts of the talent acquisition process, with the aim of hiring the best talent for the organization. Additionally, they will gain an understanding as to how the impact to the business can be maximized while leveraging different modern talent acquisition tools and practices.

Learning and Development

- This interactive module will provide participants with foundational, yet updated, knowledge of learning and development concepts and practices that every L&D professional should be on top of.
- This module aims to build an understanding of the learning and development role and value within today’s dynamic organizational and business context, as well as how the L&D function is strategically connected to other people and organizational tasks and activities.

Total Rewards

- The word compensation commonly refers to an employee’s payment in return for his/her services. In fact, staff compensation can include many other direct and indirect financial, as well as non-financial, rewards.
- Employee compensation is not only considered a vital deciding factor for whether or not an applicant will accept to join the organization, but it also has a major impact on staff performance, satisfaction, and willingness to continue their employment.
- This course will provide participants with the basic knowledge and skills required to distinguish between the various compensation and benefits programs, as well as enable them to design and implement a competitive program that is not only aligned with their organizational needs and priorities, but also attracts, retains and motivates talents.
**Program Highlights**

- Real-world case studies and applications and simulations
- Dynamic group and peer-to-peer discussions
- In-class exercises
- Business-oriented assignments and projects

_A full schedule will be shared upon registration_

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**Who Should Attend?**

- Career shifters
- Junior HR professionals

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**Business Acumen**

*Self-Paced Online (1 Course)*

Effectively operating within a business setting and making a positive impact requires a certain set of skills and competencies. Explore critical 21st-century skills needed for today’s business world, enabling passion and speed in dealing with different business situations.

For the most updated list of Business Acumen courses [CLICK HERE](#)
Admission Criteria

- Bachelor’s degree
- Proficiency in written and spoken English
- A minimum of 2 years of work experience

Program Fees

- Core program courses fees: EGP 7,200 per 24hrs course
- Business Acumen online course fees: EGP 2,000 per course
- Total program investment: EGP 30,800

Certificate

A certificate of attendance from the School of Business will be granted to participants who complete at least 75% of the program’s total hours

CLICK HERE for payment options
Our Commitment

No matter where you are in your professional journey, at the AUC School of Business Executive Education, we design programs that support you every step of the way. There’s always something to learn at every stage of your career lifecycle. From the moment you start your journey, and throughout your career trajectory, we design our programs to enrich your knowledge and extend the horizons of your vision. At the AUC School of Business Executive Education, our mission is to help you reach your growth goals of self-fulfillment and actualization.

Our programs provide a world-class experiential learning experience in a collaborative environment of like-minded individuals. You will learn from acclaimed faculty members who deliver uniquely designed programs that offer practical solutions to business challenges. Ultimately, you will emerge with a new perspective that disrupts the status quo and generates creative solutions.

AUC School of Business

Acting as a knowledge bridge between Egypt and the rest of the world, the AUC School of Business boasts an unrivaled reputation as the top private business school in Egypt and one of the best in Africa and the Arab world. Belonging to the 1% of business schools worldwide endowed with a “triple-crown” accreditation (AACSB, AMBA, and EQUIS), the School is dedicated to shaping the business leaders, entrepreneurs, and change agents of tomorrow by harnessing leadership, integrity, ambition, and excellence.

AUC School of Business Executive Education

The AUC School of Business Executive Education was established in 1977 as a center of excellence to provide Egypt and the wider region with specialized executive education programs.

We offer a range of open enrollment programs and business solutions to individuals and corporates. The hallmark of our mission is constant evolution and reinvention, as we drive ourselves to maximize our impact, maintain our relevance, and stay ahead of the ever-changing business environment.

Since 2013, the School of Business has been ranked by the Financial Times (FT) as one of the best 75 business schools worldwide offering open enrollment executive education programs. In 2020, the AUC School of Business Executive Education ranked 67th, maintaining its position regionally as a platform for world-class education and globally as the only ranked school in the Arab region and one of only three in Africa.