



HUMAN CAPITAL PROFESSIONAL CERTIFICATE

LIVE
ONLINE

 15592

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Program Overview

The constant shifts and unforeseen changes facing the business world today brings waves of challenges to the workplace. In the face of such challenges, businesses rely on the most valuable asset they have: People. When the right employee talent can give any business a competitive edge in today's globally connected economy, HR professionals need the tools, strategies and practices to build a winning team, drive business results and achieve objectives.

In this highly interactive certificate, participants will explore organizations' "DNA" and understand the role of HR in attracting, selecting, training, assessing, and rewarding employees.

The Human Capital certificate provides participants with a robust foundation of the key principles of HR, its positive impact on an organization's business strategy, and how it should act as the virtuous compass to any organization.

The program offers an active learning experience that identifies key challenges in different HR functions and helps guide participants in applying new trends to resolve them through case studies and best practices.

Learning Outcomes

- 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
- Realize 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 relative to the organizational needs and objectives



Program Highlights



- 4 core courses
- 1 business acumen course
- Real-world case studies and applications
- Dynamic group and peer-to-peer discussions
- In-class exercises
- Business-oriented assignments and projects

Participant Profile



- Career Shifters
- HR junior practitioners

Program Highlights

Participant Profile



real-world case studies

Program Outline



A. Core Courses (Live Online)

- 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 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.

* **B. Business Acumen (Self-Paced Online)**

Effectively operating within a business setting and having a positive contribution require a certain set of skills and competencies.

The business acumen courses explore critical 21st-century skills needed for today's business world, enabling passion and speed in dealing with different business situations.

In addition to the core program of four courses, participants need to choose one course out of a dynamic list of business acumen topics.

- Design Thinking
- Crisis Management
- Personal Branding
- Organizational Change

*The list of topics is dynamic; participants will need to check available courses at the time of admission.

Admissions Criteria



- A Bachelor's degree.
- A minimum of 2 years of relevant work experience.
- Proficiency in written and spoken English. As proof of English proficiency, applicants must attain satisfactory results in one of the following English tests:
 - English Placement Online Test, offered by the AUC, with a minimum level of B2A. If you would like to register for this test, please [click here](#).
 - Academic IELTS with a minimum total score of 5.5
 - TOEFL iBT® with a minimum total score of 72

Exemptions from these English examinations are allowed, if any of the following conditions are met:

1. The applicant is an AUC graduate.
2. The applicant has earned degrees from an accredited university that is classified in the World Higher Education Database (WHED) as an institution where English is the “sole” language of instruction.

Program Fees and Registration

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

*For payment options, please refer to the payment section FAQs on our website or contact us on 15592

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Program Logistics

- All core courses are split into 3hrs sessions, conducted twice per week.
- The 4 core courses are conducted sequentially one after the other.
- The Business Acumen online course needs to be completed within the program's 2 semesters.
- Optimum program length: a total of 16 weeks spread over 2 semesters.

Participants are advised to complete their certificate within the same cohort to maximize the value of group dynamics and program coherence.

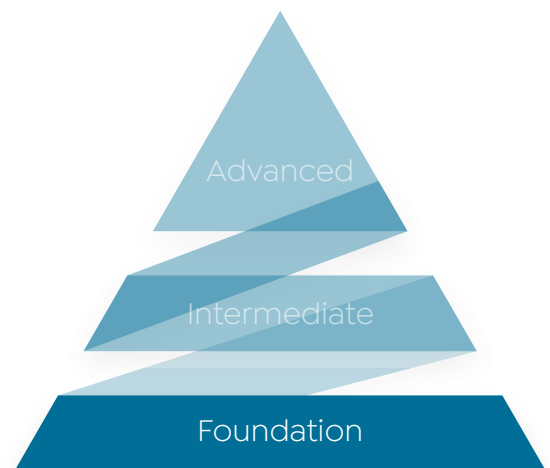
Our Commitment



The AUC School of Business is committed to empowering all those in search of knowledge, growth and excellence. No matter where you might be in your journey, we will strive to support you through each and every step.

At every stage of your professional career, there's something to learn. From the start of your journey as a young professional to the apex of your career as an expert, we've tailored programs that will enrich your knowledge and extend the horizons of your vision.

Consecutively 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. Ranking at 67 in 2020 and maintaining a leading position as a regional platform for world-class education, the School further imprints its international positioning on the world map as the only ranked school in the Arab region and one of only three in Africa.



About AUC School of Business

Acting as a knowledge bridge between Egypt and the rest of the world, the AUC School of Business boasts an unrivalled 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.

Executive Education

Established in 1966, the School of Business Executive Education has cemented its position as a pioneer in the area of management development, supporting the development needs of professionals and executives in private and public sector organizations. The programs are fuelled by a commitment to excellence and a sense of responsibility towards developing the community’s business leaders, entrepreneurs, policy makers, and society at large.

The AUC School of Business Executive Education is also equipped with a full-fledged business solutions unit. With off-the-shelf and customized training programs, as well as coaching and assessment services, the unit works to facilitate, enable and partner with businesses striving to achieve organizational excellence.

knowledge, growth
and excellence





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