



# Certified Talent Acquisition Professional

**Vskills Certifications**

Vskills Brochure



## Certified Talent Acquisition Professional

Talent acquisition (TA) – is the process of searching the right person for the job. It is usually under the Human resources department and involves attracting, acquiring, assessing, hiring and retaining employees.

Talent acquisition has acquired importance in organizational success due to ever increasing competition and global reach for companies to access talent from any part of the globe.

Companies are seeking talent acquisition professionals for effectively and efficiently fulfilling their talent needs.

### Why should one take this certification?

The course is a showcase of candidate's skills in talent acquisition and management as per the requirements of the organization. The course not only boosts the learning of the candidate but also acts as a platform to review them as well.

The course covers

- Talent Acquisition Strategy
- Talent Acquisition Planning
- Employee Churn
- Employee Retention
- Employee Engagement
- Employee Experience (EX)
- Employer Branding
- Recruitment Analytics

### Who will benefit from taking this certification?

Human resource professionals, manager, senior executive, HR analysts, project managers will benefit immensely with this certification as they will be able to showcase their skills and knowledge in talent acquisition.

### Test Details

- **Duration:** 60 minutes
- **No. of questions:** 50
- **Maximum marks:** 50, Passing marks: 25 (50%)

There is no negative marking in this module.

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### Fee Structure

Rs. 3,499/- (Excludes taxes) \*

\*Fees may change without prior notice, please refer <http://www.vskills.in> for updated fees

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## **1. Talent Acquisition Strategy**

- 1.1 Business Strategies of a Firm
- 1.2 Talent Management
- 1.3 Strategic Hiring Decision
- 1.4 Recruitment and Talent Acquisition

## **2. Talent Acquisition Planning**

- 2.1 Introduction
- 2.2 The Process of Talent Planning
- 2.3 Forecasting and Planning Talent Demand and Supply
- 2.4 Managing Talent Demand and Supply Gap of a Firm

## **3. Recruitment of the Right Resources**

- 3.1 Job Analysis
- 3.2 Job Design
- 3.3 Job Description
- 3.4 Job Specifications
- 3.5 Job Evaluation
- 3.6 Quality of Work Life and Quality Circle

## **4. Recruitment**

- 4.1 Recruitment Process
- 4.2 Recruitment Approaches
- 4.3 Social Media and Recruitment
- 4.4 Harnessing LinkedIn
- 4.5 Employee Value Proposition
- 4.6 Employee Induction

## **5. Compensation Management**

- 5.1 System of Wage Determination
- 5.2 Incentives
- 5.3 Fringe Benefits
- 5.4 Employee Stock Options

## **6. Employee Churn**

- 6.1 Employee Churn Analysis
- 6.2 Combating Employee Churn

## **7. Employee Retention**

- 7.1 The Cost of Turnover
- 7.2 Herzberg's Theory
- 7.3 Equity Theory
- 7.4 Retention Programs
- 7.5 Retention Tools and Resources

## **8. Employee Engagement**

- 8.1 Employee Engagement Theories
- 8.2 Drivers of engagement
- 8.3 Measure Employee Engagement

## **9. Employee Experience (EX)**

- 9.1 What is Employee Experience (EX)?
- 9.2 Employee Experience Relevance
- 9.3 Employee Experience vs Employee Engagement
- 9.4 Employee Experiences Domains
- 9.5 Employee Journey
- 9.6 Employee Experience Milestones
- 9.7 Designing EX
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## **10. Employer Branding**

- 10.1 Employer Branding Basics
- 10.2 Why to Brand as an Employer?
- 10.3 Employer Value Proposition (EVP)
- 10.4 Employer Branding Process
- 10.5 Managing Employer Brand
- 10.6 Using LinkedIn for Employer Branding

## **11. Recruitment Analytics**

- 11.1 Workforce Capability
- 11.2 HR Analytics Basics
- 11.3 Talent Life Cycle
- 11.4 HR Data Collection
- 11.5 HR Data Analysis
- 11.6 Recruitment and Talent Acquisition Metrics

**12. Talent Acquisition Trends and Future**

12.1 Emerging Trends

12.2 Video Interviews

12.3 Social Recruiting

12.4 Recruitment Automation

12.5 Data-driven recruiting and HR Analytics

12.6 Virtual Reality

12.7 Gig Economy

12.8 Artificial Intelligence

## Certifications

- ▶ **Accounting, Banking & Finance**
  - Certified GST Professional
  - Certified AML-KYC Compliance Officer
  - Certified Business Accountant
  - Certified BASEL III Professional
  - Certified GAAP Accounting Standards Professional
  - Certified Treasury Markets Professional
- ▶ **Big Data**
  - Certified Hadoop and Mapreduce Professional
- ▶ **Cloud Computing**
  - Certified Cloud Computing Professional
- ▶ **Design**
  - Certified Interior Designer
- ▶ **Digital Media**
  - Certified Social Media Marketing Professional
  - Certified Inbound Marketing Professional
  - Certified Digital Marketing Professional
- ▶ **Foreign Trade**
  - Certified Export Import (Foreign Trade) Professional
- ▶ **Health, Nutrition and Well Being**
  - Certified Fitness Instructor
- ▶ **Hospitality**
  - Certified Restaurant Team Member (Hospitality)
- ▶ **Human Resources**
  - Certified HR Compensation Manager
  - Certified HR Staffing Manager
  - Certified Human Resources Manager
  - Certified Performance Appraisal Manager
- ▶ **Office Skills**
  - Certified Data Entry Operator
  - Certified Office Administrator
- ▶ **Project Management**
  - Certified Master in Project Management
  - Certified Scrum Specialist
- ▶ **Real Estate**
  - Certified Real Estate Consultant
- ▶ **Marketing**
  - Certified Marketing Manager
- ▶ **Quality**
  - Certified Six Sigma Green Belt Professional
  - Certified Six Sigma Black Belt Professional
  - Certified TQM Professional
- ▶ **Logistics & Supply Chain Management**
  - Certified International Logistics Professional
  - Certified Logistics & SCM Professional
  - Certified Supply Chain Management Professional
- ▶ **Legal**
  - Certified IPR & Legal Manager
  - Certified Labour Law Analyst
  - Certified Business Law Analyst
  - Certified Corporate Law Analyst
- ▶ **Information Technology**
  - Certified Angular JS Professional
  - Certified Basic Network Support Professional
  - Certified Business Intelligence Professional
  - Certified Core Java Developer
  - Certified E-commerce Professional
  - Certified IT Support Professional
  - Certified PHP Professional
  - Certified Selenium Professional
- ▶ **Mobile Application Development**
  - Certified Android Apps Developer
  - Certified iPhone Apps Developer
- ▶ **Security**
  - Certified Ethical Hacking and Security Professional
  - Certified Network Security Professional
- ▶ **Management**
  - Certified Corporate Governance Professional
  - Certified Corporate Social Responsibility Professional
  - Certified Leadership Skills Professional
- ▶ **Life Skills**
  - Certified Business Communication Specialist
  - Certified Public Relations Officer
- ▶ **Media**
  - Certified Advertising Manager
  - Certified Advertising Sales Professional
- ▶ **Sales, BPO**
  - Certified Sales Manager
  - Certified Telesales Executive

& many more job related certifications

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