

## HUMAN CAPITAL CERTIFICATION PROGRAM (HCCP)

# AI & Digital HR Transformation Certified Professional

Fully online, hands-on, insight-led, and industry-driven HR learning experience

Connect and learn with professionals from across regions and sectors

- Make the next step in your HR career with a focused, practice-first module.
- Upgrade to HR Digital/HRIS/People Analytics roles
- Become the in-house champion for safe, useful AI in HR
- Reduce team workload with automation while improving service quality



### Core Focus

- Architect the HR tech stack; automate workflows; define GenAI use cases; establish governance.
- Apply AI in HR to deliver strategic and profit-based business results.
- Comprehend how digital HR platforms strengthen employer branding and employee experience.



### Learning Outcome

1

**Digital HR for Branding:** Enhancing employer branding and employee experience with AI-driven HR

2

**AI-in-HR Playbook:** Use cases, risk controls, SOPs, and a ROI model.

### What You'll Learn (Key Competencies)

- ✓ Digital HR Transformation: Why and how?
- ✓ HR Technology Landscape: Systems Overview (HCM, ATS, LMS, etc.)
- ✓ AI in HR: Use Cases in Recruitment, Engagement, L&D
- ✓ HR Analytics: Metrics, Dashboards, Predictive Models
- ✓ Data-Driven HR Decision-Making
- ✓ Automation in HR Processes and Workflow Tools
- ✓ Change Management in Digital HR Transformation
- ✓ HR Data Privacy, Ethics, and Governance
- ✓ Building a Digital HR Roadmap: From Legacy to Cloud
- ✓ Capstone Project: Digital Transformation Plan for a Hypothetical HR Department.



## Who Should Attend

- HR generalists and specialists aiming to step into strategic roles
- Line managers and unit heads seeking HR fluency for better team outcomes
- Founders/SME owners professionalizing people operations
- Public sector and NGO HR teams
- Career switchers entering HR (bridging support available)



## Assessment & Certification

- Case studies, quizzes & presentations – **20%**
- Final project – **60%**
- Participation & attendance – **20%**
- Credits exemption is available if opts asynchronously



## Schedule & Hours

- Course Commencement: March 24 to May 25, 2026
- Last Date for Registration: 20 March, 2026
- Synchronous: 32 hours | Duration: 8 weeks
- Schedule: Evening: Wed & Thu, 6:30–8:30 pm PKT (4 hours/week)
- Delivery: Live online; recordings available for review

## Fees & Discounts

- Tuition: PKR 25000
- Registration: PKR 5000
- Early-bird (book 30+ days before): **10% off**
- Corporate nominations: 3–5 seats → **12% off**; 6+ seats → **15% off**
- Public Sector/NGO/Education: **15% off** (verification required)

## Admission Requirement

# 01

Bachelor's degree preferred (flexible for experienced professionals)

# 02

Basic computer literacy and stable internet connection

# 03

Commitment to live participation and project work

## Contact Us

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