



SHRM AI in HR

Professional Certificate Program

Earn an internationally recognized professional certificate in just 6-8 weeks — designed for HR leaders ready to master AI-powered practices.

Harness AI and Human Ingenuity to Redefine the Future of HR

SHRM Mena is proud to introduce the AI in HR Professional Certificate Program accredited by SHRM — a comprehensive, hands-on learning experience designed to help HR professionals harness the power of Artificial Intelligence to transform their practice.

In today's fast-evolving business environment, HR leaders must be at the forefront of digital transformation. The SHRM AI in HR Professional Certificate Program equips HR professionals to integrate Generative Artificial Intelligence (GenAI) with human-centred design — enabling smarter decisions, streamlined processes, and exceptional talent experiences that deliver measurable business results.

Goals

- Understand the need for digital transformation in HR and advocate for AI-first thinking.
- Explore high-impact AI applications in recruitment, learning, performance, and engagement.
- Apply prompt engineering techniques to real HR tasks using GenAI tools.
- Redesign HR workflows using AI-first and human-centred design principles.
- Assess organisational readiness for GenAI adoption and plan practical implementation.
- Identify future HR skills and roles required for AI-enabled workplaces.
- Demonstrate applied AI in HR through a capstone project.

What You Get

- SHRM Certificate of Achievement (Globally Recognised)
- Proven AI adoption frameworks and tools
- Case studies from leading organisations
- Completed capstone project for professional portfolio

Learning Modules

Module 1: Definitions & Context Setting

- HR trends driving Digital HR adoption
- Digital Transformation (DX) roadmap & stages
- AI readiness assessment
- The New ABCD of HR: AI, Blockchain, Cloud, Data
- GenAI tools for individual productivity

Module 3: AI-First Thinking

- What is AI-First Thinking & mindset shifts for HR
- Four modes of AI interaction
- Upgrading workflows from Mode 1 to Mode 4

Module 5: Ethical & Responsible AI Adoption

- Risks: bias, security, productivity paradox
- Microsoft Responsible AI standard
- Building trust through transparency

Module 7: AI-Led Innovation Roadmap

- Design thinking for AI in HR
- Scaling projects & change management

Module 9: AI-Powered People Analytics

- Analytics maturity models
- Predictive modelling & sentiment analysis
- AI-driven decision-making tools

Capstone Project

- AI-first HR solution design
- Ethical, practical implementation planning

Module 2: AI + HI Integration

- AI + HI = ROI framework
- Collaboration zones where AI augments HR
- Redesigning processes to be HI-led, AI-supported

Module 4: Deploying GenAI in HR

- Key AI concepts & prompt engineering
- GenAI use cases across the HR lifecycle
- Agentic AI & bot development
- Case studies of AI in HR

Module 6: From Awareness to Adoption

- AI strategy mapping & needs assessment
- Human oversight & digital empathy tools

Module 8: HR Technology Implementation

- Adoption frameworks & ROI metrics
- HR tech implementation roadmap
- Vendor selection challenge

Module 10: Future-Proof Workplace & Workforce

- Case study: Unilever's AI journey
- Emerging HR skills & roles

Learning Objectives

By the end of this program, participants will be able to:

- Understand the need for digital transformation in HR and build a strong case for AI-first thinking.
- Explore high-impact AI use cases across recruitment, learning, performance, and engagement.
- Learn how to work with GenAI tools and apply prompt engineering to real HR tasks.
- Apply AI-first and human-centred design to reimagine HR workflows and processes.
- Understand data maturity in HR and the role of structured and unstructured data in enabling GenAI.
- Evaluate organisational readiness for GenAI adoption and design a practical implementation roadmap.
- Identify the future skills, roles, and capabilities required to lead HR in an AI-enabled workplace.
- Synthesise program learnings in a capstone project that demonstrates real-world application of GenAI in HR.

Target Audience

- Junior to Mid-Level HR Professionals
- HR Leaders and Managers
- Learning & Development Specialists
- Organisational Development Teams
- HR Technology & Transformation Specialists

Certification & Duration



Award: Certificate of Achievement



Duration: 6 - 8 Weeks



Language: English / Arabic / Both



Register today to secure your seat in the next SHRM AI in HR Professional Certification limited spaces available.

Empower your HR function with AI-driven impact.