

# SHRM Alin HR

# Professional Certificate Program

Earn an internationally recognized professional certificate in just 6-8 weeks — designed for HR leaders ready to master Al-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 Al-first thinking.
- Explore high-impact Al applications in recruitment, learning, performance, and engagement.
- Apply prompt engineering techniques to real HR tasks using GenAl tools.
- Redesign HR workflows using Al-first and human-centred design principles.
- Assess organisational readiness for GenAl adoption and plan practical implementation.
- Identify future HR skills and roles required for Al-enabled workplaces.
- Demonstrate applied AI in HR through a capstone project.

#### What You Get

- SHRM Certificate of Achievement (Globally Recognised)
- Proven Al 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
- Al readiness assessment
- The New ABCD of HR: AI, Blockchain, Cloud, Data
- GenAl tools for individual productivity

#### Module 3: Al-First Thinking

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

#### Module 5: Ethical & Responsible Al Adoption

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

#### Module 7: Al-Led Innovation Roadmap

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

#### Module 9: Al-Powered People Analytics

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

#### Capstone Project

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

#### Module 2: Al + HI Integration

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

#### Module 4: Deploying GenAl in HR

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

#### Module 6: From Awareness to Adoption

- Al 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

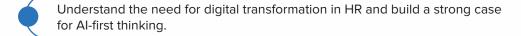
Case study: Unilever's Al journey

Emerging HR skills & roles



# **Learning Objectives**

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



- Explore high-impact Al use cases across recruitment, learning, performance, and engagement.
- Learn how to work with GenAl tools and apply prompt engineering to real HR tasks.
- Apply Al-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 GenAl.
- Evaluate organisational readiness for GenAl adoption and design a practical implementation roadmap.
- Identify the future skills, roles, and capabilities required to lead HR in an Al-enabled workplace.
- Synthesise program learnings in a capstone project that demonstrates real-world application of GenAl 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

C 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 Al-driven impact.

