

HR MASTERCLASS: ARTIFICIAL INTELLIGENCE (AI) FOR HR PROFESSIONALS



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TRAINING CENTER



Introduction

The HR Masterclass: Artificial Intelligence (AI) for HR Professionals Training Course prepares HR leaders to apply intelligent technology across the employee lifecycle. Artificial intelligence is reshaping how organizations recruit, develop, and retain talent. This course helps HR professionals understand practical AI applications, from resume screening to predictive attrition models. Furthermore, participants explore ethical considerations, data privacy, and bias mitigation when deploying AI tools. As a result, learners gain the confidence to select and implement AI solutions that genuinely improve HR outcomes. The program combines conceptual grounding with hands-on exposure to real AI platforms used in modern human resources departments.

HR Masterclass: Artificial Intelligence (AI) for HR Professionals Course Objectives

- Explain core AI concepts including machine learning, natural language processing, and predictive analytics
- Apply AI-powered applicant tracking systems (ATS) to streamline recruitment
- Use chatbots and virtual assistants to improve employee experience
- Build predictive models for attrition and workforce planning
- Evaluate AI tools for skills assessment and candidate matching
- Apply generative AI tools to draft job descriptions and HR communications
- Identify and mitigate algorithmic bias in HR decision-making
- Apply data privacy principles such as GDPR when using AI systems
- Design an AI adoption roadmap for HR functions
- Measure the return on investment of AI-driven HR initiatives

Course Methodology



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- Interactive sessions combining AI theory with HR case studies
- Live demonstrations of AI-powered recruitment and analytics platforms
- Hands-on exercises using chatbots, generative AI tools, and dashboards
- Group discussions on ethical AI use and bias mitigation
- Practical simulations for building an AI adoption roadmap
- Peer review of AI-generated HR communications and reports

Who Should Take This Course

- HR managers and directors
- Talent acquisition and recruitment specialists
- HR business partners
- Learning and development professionals
- HR technology and systems administrators
- Workforce planning analysts
- Organizational development specialists
- Professionals preparing to lead AI adoption in HR

HR Masterclass: Artificial Intelligence (AI) for HR Professionals Course Outlines

Day 1: Foundations of AI in Human Resources

- Introduction to artificial intelligence and machine learning
- Evolution of AI applications in HR functions
- Key terminology: NLP, predictive analytics, generative AI
- Overview of AI-powered HR technology landscape



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- Data readiness for AI adoption
- Aligning AI strategy with HR objectives
- Case study: AI transformation in HR

Day 2: AI in Recruitment and Talent Acquisition

- AI-powered applicant tracking systems (ATS)
- Resume screening and candidate matching algorithms
- Chatbots for candidate engagement
- Video interview analysis tools
- Reducing bias in AI-driven hiring
- Building a skills-based candidate assessment
- Practical exercise: evaluating an AI recruitment tool

Day 3: AI for Employee Experience and Engagement

- Virtual assistants and HR chatbots
- Personalizing employee learning with AI
- Sentiment analysis for engagement surveys
- Generative AI for HR communications
- AI-driven onboarding programs
- Measuring employee experience with AI analytics
- Group activity: designing an AI chatbot workflow

Day 4: Predictive Analytics and Workforce Planning

- Predictive models for employee attrition
- Workforce forecasting using AI tools



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- Succession planning with AI insights
- Performance prediction and talent risk analysis
- Compensation analytics powered by AI
- Data visualization for AI-driven HR reports
- Case study: predictive retention strategy

Day 5: Ethics, Governance, and AI Adoption Strategy

- Ethical considerations in AI-driven HR decisions
- Data privacy and GDPR compliance in AI systems
- Governance frameworks for responsible AI use
- Change management for AI adoption
- Measuring ROI of AI-driven HR initiatives
- Final project: building an AI adoption roadmap
- Course review and closing discussion

Conclusion

By successfully completing the HR Masterclass: Artificial Intelligence (AI) for HR Professionals Training Course, participants will have acquired practical knowledge in applying AI across recruitment, engagement, and workforce planning. They will understand how to evaluate AI tools, mitigate bias, and build a responsible adoption roadmap. In addition, participants will strengthen their ability to align emerging technology with HR strategy. Gentex Training Center prepares learners to lead confident, ethical, and effective AI integration within their HR departments.





FAQs

Q1 What is the "HR Masterclass: Artificial Intelligence (AI) for HR Professionals" course about?

This course teaches HR professionals how to apply artificial intelligence across recruitment, employee engagement, and workforce planning. Participants learn to use AI tools responsibly while understanding machine learning, natural language processing, and predictive analytics fundamentals relevant to HR practice.

Q2 What are the key benefits of the "HR Masterclass: Artificial Intelligence (AI) for HR Professionals" course?

Participants gain the ability to streamline recruitment, personalize employee experience, and forecast workforce trends using AI. Furthermore, they reduce manual workload and improve decision accuracy, giving their HR function a stronger strategic and technological advantage.

Q3 What skills will I gain from the "HR Masterclass: Artificial Intelligence (AI) for HR Professionals" course?

Learners develop skills in AI-powered recruitment, predictive workforce analytics, generative AI for HR communications, and ethical AI governance. These skills enable participants to implement AI responsibly while improving HR efficiency and outcomes.



Q4 What tools, methods, or standards are covered in the "HR Masterclass: Artificial Intelligence (AI) for HR Professionals" course?

The course covers applicant tracking systems (ATS), chatbots, generative AI platforms, predictive analytics models, and GDPR-aligned data privacy principles. These tools help participants build compliant and effective AI-driven HR systems.

Q5 How is the "HR Masterclass: Artificial Intelligence (AI) for HR Professionals" course applied in real-world practice?

Participants apply AI tools to screen candidates, predict attrition, and personalize onboarding using real platforms and datasets. As a result, they can immediately introduce AI-driven improvements to recruitment and workforce planning within their organizations.