MERCURY

The Use of Artificial Intelligence (AI) in Human Resource Management

6 – 10 September 2027
Casablanca (Morocco)



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Ref: 16135_1007755 **Date:** 6 – 10 September 2027 **Location:** Casablanca (Morocco) **Fees:** 4900 Euro

Introduction:

The use of Artificial Intelligence AI in Human Resource Management HRM has rapidly transformed traditional HR practices. This course explores how AI is redefining recruitment, performance evaluation, employee engagement, and workforce planning. Designed for HR professionals and organizational leaders, it provides practical and strategic insights into AI tools that enhance human capital management.

Through real-world applications and case studies, participants will learn to align AI solutions with organizational objectives. The Use of Artificial Intelligence AI in Human Resource Management program focuses on ethical implications, data privacy, and bias mitigation in AI-driven HR decisions.

As automation continues to shape the future of work, this training on The Use of Artificial Intelligence AI in Human Resource Management equips attendees with the knowledge to navigate AI-powered HR transformations. Learners will understand how to harness AI to streamline HR operations and create a data-driven workplace culture.

Targeted Groups:

This Use of Artificial Intelligence AI in Human Resource Management training targets professionals seeking specialized knowledge and skills:

- HR professionals are aiming to enhance digital transformation.
- Recruitment managers focused on AI-driven talent acquisition.
- Workforce planners are interested in predictive analytics.
- Talent development specialists are seeking automation tools.
- Organizational leaders oversee HR technology adoption.
- Learning and development managers are building adaptive systems.
- HR data analysts focus on integrating people analytics.
- Change management consultants play a key role in digital HR transformation.
- Tech-savvy professionals are exploring AI applications in the business sector.
- Senior executives are guiding workforce innovation strategies.

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Course Objectives:

Participants will achieve the following objectives by completing the Use of Artificial Intelligence AI in Human Resource Management course:

- Understand the core concepts of AI in HR operations.
- Identify areas in HRM where AI adds measurable value.
- Analyze the ethical and legal implications of utilizing AI in human resources HR.
- Utilize AI tools to streamline recruitment and onboarding processes.
- Evaluate employee performance through AI-based systems.
- Design AI-enabled strategies for employee engagement.
- Assess workforce trends using predictive analytics.
- Integrate people analytics to improve talent retention.
- Recommend AI solutions tailored to an organization's specific needs.
- Compare traditional HR methods with AI-enhanced models.
- Manage digital transformation challenges in HR settings.
- Develop practical skills in selecting and deploying human resources technology tools.
- Measure the impact of AI applications on key HR performance indicators KPIs.
- Enhance decision-making using AI-generated insights.
- Build agile HR frameworks responsive to AI innovations.

Targeted Competencies:

Participants will gain the following competencies during the Use of Artificial Intelligence AI in Human Resource Management program:

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- Ability to assess AI solutions for HR applications.
- Skill in using analytics for talent management.
- Knowledge of AI-based performance evaluation tools.
- Capacity to implement digital HR transformation strategies.
- Proficiency in the automation of recruitment workflows.
- Understanding of bias detection and algorithm ethics.
- Competence in AI-driven employee engagement techniques.
- Align strategic thinking with AI workforce planning.
- Communication of AI insights to stakeholders.
- Decision-making using HR data and intelligent systems.

Course Content:

Unit 1: Foundations of AI in Human Resource Management:

- Overview of Artificial Intelligence and machine learning in HRM.
- The History and Evolution of AI Technologies in Business Environments.
- Core AI concepts: NLP, algorithms, automation, and robotics in HR.
- Benefits and Limitations of AI in Managing Human Capital.
- Organizational Drivers for Adopting AI in HR Functions.
- Common AI tools used in HR departments across industries.
- Case studies of successful AI integration in global HRM.
- Introduction to legal and ethical frameworks for AI in HR.
- Future trends of AI in transforming the HR landscape.

Unit 2: AI in Talent Acquisition and Onboarding:

- Automating job postings and resume screening using AI.
- Predictive hiring: Using algorithms to assess candidate potential.
- Use Chatbots and virtual assistants in initial interactions with applicants.
- AI tools for scheduling and conducting virtual interviews.
- Evaluating cultural fit and soft skills using AI simulations.
- Reducing hiring bias with machine learning interventions.
- AI-supported onboarding systems and knowledge management.
- Improving candidate experience through AI personalization.
- Metrics to evaluate recruitment performance using AI dashboards.

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Unit 3: Performance Management and Employee Development:

- AI-based systems for continuous performance monitoring.
- Using analytics to identify high-potential employees.
- Personalizing learning paths and upskilling with AI platforms.
- Linking performance outcomes to employee development goals.
- Sentiment analysis and employee feedback mechanisms.
- Designing rewards and recognition systems with AI insights.
- Automating performance appraisal and feedback cycles.
- Coaching and mentoring using virtual AI assistants.
- Creating adaptable L&D frameworks through AI recommendations.

Unit 4: Predictive Analytics, Workforce Planning, and Engagement:

- Workforce analytics and modeling future staffing needs.
- AI-driven attrition risk analysis and retention strategies.
- Optimizing workforce scheduling and allocation through AI.
- Scenario-based simulations for strategic HR planning.
- Enhancing employee engagement using AI-driven platforms.
- Real-time pulse surveys and engagement trend analysis.
- Behavioral analytics to predict disengagement and burnout.
- Aligning AI tools with employee well-being initiatives.
- Building inclusive engagement frameworks using data insights.

Unit 5: Implementation, Ethics, and Future Challenges:

- Steps for Implementing AI Technologies in HR Ecosystems.
- Integrating AI with existing Human Resource Information Systems HRIS.
- Data Governance, Privacy Concerns, and Compliance in AI Systems.
- Identifying and mitigating algorithmic bias in decision-making.
- Ethical AI: transparency, accountability, and explainability.
- Training HR teams to manage and supervise AI processes.
- Managing resistance and organizational change during AI transitions.
- Evaluating ROI and business impact of AI in HRM.
- Preparing for the evolving role of HR professionals in an AI-led future.

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Final Insights & Key Takeaways:

This course, "The Use of Artificial Intelligence AI in Human Resource Management," offers essential knowledge for effectively incorporating AI into modern human resource management. By understanding tools, ethics, and best practices, participants will be able to lead digital transformation in their HR functions. AI is not a replacement for human judgment—it is a powerful enhancer of HR capabilities. Graduates of this course will utilize AI responsibly and strategically to achieve workforce success.