

PEOPLE ANALYTICS AND ARTIFICIAL INTELLIGENCE GRADUATE CREDIT CERTIFICATE PROGRAM

Person-in-Charge	Paul Clark
Program Code	PPLAAI
Campus(es)	University Park

In the era of digital transformation and data-driven decision-making, Human Resource professionals play a critical role in shaping organizational success. This 9-credit Graduate Certificate in People Analytics and Artificial Intelligence empowers HR practitioners with cutting-edge skills to harness the power of data and artificial intelligence for more effective talent management and strategic HR decision-making.

Courses taken in the certificate program may be applied toward a master's degree in HRER, subject to restrictions outlined in [GCAC-309 Transfer Credit](#). Certificate students who wish to have certificate courses applied towards a graduate degree in HRER must apply and be admitted to that degree program. Admission to the HRER graduate degree program is a separate step and is not guaranteed.

Effective Semester: Spring 2024
Expiration Semester: Spring 2029

Admission Requirements

Applicants apply for admission to the program via the Graduate School application for admission (<https://gradschool.psu.edu/graduate-admissions/how-to-apply/>). Requirements listed here are in addition to Graduate Council policies listed under GCAC-300 Admissions Policies (<https://gradschool.psu.edu/graduate-education-policies/>). International applicants may be required to satisfy an English proficiency requirement; see GCAC-305 Admission Requirements for International Students (<https://gradschool.psu.edu/graduate-education-policies/gcac/gcac-300/gcac-305-admission-requirements-international-students/>) for more information.

- Applicants with a 3.00 junior/senior grade-point average (on a 4.00 scale) will be considered for admission. Exceptions to the minimum grade-point average may be made at the discretion of the program for students with special backgrounds, abilities, and interests;
- All applicants submit a Graduate School application (<http://gradschool.psu.edu/prospective-students/how-to-apply/>) (including payment of the nonrefundable application fee), resume, and personal statement addressing their reasons for pursuing a certificate in people analytics and artificial intelligence.
- The resume and personal statement are waived if a student is currently enrolled in the MHRER or MS HRER degree programs.

Certificate Requirements

Requirements listed here are in addition to requirements listed in Graduate Council policy GCAC-212 Postbaccalaureate Credit Certificate Programs (<https://gradschool.psu.edu/graduate-education-policies/gcac/gcac-200/gcac-212-postbaccalaureate-credit-certificate-programs/>).

All courses must be completed with a grade of C or better and a grade-point average of 3.0 to be awarded the certificate.

Code	Title	Credits
Required Courses		
HRER 512	Research Methods and Analytics in Human Resources and Employment Relations	3
HRER 825	Strategic Business Tools for HRER Professionals	3
HRER 870	Human Resource & Employee Relations in the Age of Artificial Intelligence	3
Total Credits		9

Courses

Graduate courses carry numbers from 500 to 699 and 800 to 899. Advanced undergraduate courses numbered between 400 and 499 may be used to meet some graduate degree requirements when taken by graduate students. Courses below the 400 level may not. A graduate student may register for or audit these courses in order to make up deficiencies or to fill in gaps in previous education but not to meet requirements for an advanced degree.

Learning Outcomes

1. **Know:** Graduates will have and be able to demonstrate the necessary advanced knowledge and competence in people analytics and artificial intelligence to excel in their careers.
2. **Think:** Graduates will be able to recognize and analyze practical, legal, and ethical challenges related to people analytics and artificial intelligence issues in workplaces.
3. **Apply/Create:** Graduates will be able to conduct independent inquiries to identify current scholarship and best practices and effectively apply relevant theories and practices when solving problems in people analytics and artificial intelligence.
4. **Communicate:** Graduates will be able to effectively communicate knowledge of current topics to excel as people analytics and artificial intelligence professionals.
5. **Professional Practice:** Graduates should display behavior consistent with the highest ethical standards related to people analytics and artificial intelligence.

Contact

Campus	University Park
Graduate Program Head	Paul Clark
Director of Graduate Studies (DGS) or Professor-in-Charge (PIC)	Paul Clark
Program Contact	Erin Hetzel 506 Keller Building University Park PA 16802 eab27@psu.edu (814) 867-4167