UC San Diego Extension

Talent Acquisition
Specialized Certificate

extension.ucsd.edu/talentacquisition
Certificate Program Overview

Talent acquisition is a significant function of the HR discipline that involves a variety of strategies to help an organization meet its current and future staffing needs. As technology and social media platforms revolutionize the practice, it is increasingly important for HR and talent acquisition professionals to update their training and skills in order to deploy effective strategies that attract and acquire the best-performing candidates for employers.

The Specialized Certificate in Talent Acquisition offers students opportunities to delve deeper into the strategic talent acquisition process. Coursework provides practical and up-to-date information on identifying, sourcing, selecting, and onboarding new employees into organizations. Students also learn to develop talent acquisition strategies that are compliant with equal employment as well as other employment laws and regulations. The program benefits new and experienced individuals, including those who are involved in hiring activities and desire to gain specialized knowledge in talent acquisition.

CERTIFICATE BENEFITS

• Gain competitive career advantages that will help you enter or progress in the field.
• Stay up-to-date on employment strategies and trends to position your organization for success.
• Discover cost-effective ways to cut recruitment expenses and deploy hiring initiatives without missing out on top talent.
• Evening courses allow participants to maintain their current jobs as they enhance their skills.
• Certificate can be completed in as soon as one year.

CONDITIONS FOR ADMISSION

UC San Diego Extension programs are designed to best serve college-prepared working professionals. Although programs are open to all adult learners, where program capacity is limited, applicants with this profile will receive preference for admission.

ARE YOU AN INTERNATIONAL STUDENT?

Extension offers certificate programs designed exclusively for international professionals, including a Professional Certificate in Business Management. Participants build their skills in business and expand their professional networks with other professionals from around the globe. For more information, please visit: ip.extension.ucsd.edu.

ESTIMATED COST:

Total estimated cost: $2,390*
This does not include books, supplies, or parking.

*Dependent on which course formats are chosen. (Price is subject to change.)

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Course Descriptions

**STRATEGIC TALENT ACQUISITION**
Effective talent acquisition strategies take a multi-year view of the workforce necessary to execute an organization’s business strategy today and well into the future. This includes recruiting with agility for skills that may not be necessary today, but may become critical to future organizational success. Through this course, students will learn how to: effectively source positions that drive business outcomes; analyze retention and attrition data to understand critical position drivers; and, ultimately, engage with stakeholders to optimally execute the recruiting plan. Students will also explore how enlightened HR professionals create a talent pipelines that leverage their employment brands and enhance business outcomes as organizations adapt to ever-changing market conditions. Topics include aligning the HR function with business strategy, developing a talent profile, deploying talent acquisition techniques and tools, and identifying and measuring sourcing success.

**TALENT AND SOURCING STRATEGIES**
An organization must be able to attract top talent and the right cultural fit in order to achieve its strategic goals and optimal profitability. When an organization leverages the combined power of its culture, branding, marketing, technology, and people, it finds that profits and overall performance skyrocket. Discover how to look at sourcing strategically and learn how to utilize social media and other technical platforms to attract the best people. Explore hiring for cultural fit as the most important deciding factor in acquiring the right talent.

**EMPLOYEE SELECTION TACTICS**
Once a pool of job applicants has been identified, the next step is selection. Selection is the process of screening job applicants to determine and ensure that the most qualified candidates are hired based on skills and organizational fit. Understand how to navigate the selection process and accurately evaluate job candidates using various selection tools, such as interviewing, tests, assessments, and background checks. Learn how to: engage with other stakeholders involved in the selection process to develop selection criteria; recognize the legal and regulatory impact on employment testing and assessment; screen applications; prepare and conduct interviews; assess candidates against the selection criteria; and provide input about the final selection. This class will help you to understand why assessment tools work, how to use them, and how to successfully contribute to the selection process.

**EFFECTIVE ONBOARDING PRACTICES**
New employee onboarding and orientation programs are critical initiatives to immediately engage new employees in company culture, avoid turnover during the first few months of employment, and lay foundation for employee success. When done right, onboarding and orientation programs can improve the long-term success of new employees as well as their employers. Onboarding and orientations do not only involve new-hire paperwork and explaining organizational policies; these practices are also designed to effectively assimilate new employees and provide them with the tools to navigate their new surroundings. In this capstone course, learn how to build effective onboarding programs that will help new employees feel comfortable, connected, and productive in their work environment. Evaluate onboarding and orientation practices to continuously increase the effectiveness of the programs.

**CERTIFICATE COURSE REQUIREMENTS**
The Specialized Certificate in Talent Acquisition consists of five courses total (13 units).

**PRE-REQUISITE COURSES**
(Complete both in order)
- Managing HR: An Overview*
- Strategic Talent Acquisition*

**REQUIRED COURSES**
(Complete all three)
- Talent and Sourcing Strategies
- Employee Selection Tactics
- Effective Onboarding Practices

**OTHER COURSES OF INTEREST**
(Not required for this certificate)
- HR LearnAbout Tour
- Workplace Ethics*

*Also available online.
PROFESSIONAL CERTIFICATE IN HUMAN RESOURCE MANAGEMENT

The Professional Certificate in Human Resource Management has helped hundreds of individuals expand their knowledge of HR management to enter or progress in the field. Courses are continually updated and tailored to provide participants the background and techniques to become responsible and effective professionals. Taught by qualified practitioners, courses feature practical applications, underlying rationale, and current issues, which can be utilized immediately in the work environment. For more information, visit www.extension.ucsd.edu/hr.

LEARN MORE:
Please visit extension.ucsd.edu/talentacquisition for certificate details and course information.

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