


TRAINING SYLLABUS

HR Generalist Certification Course



Overview

The HR Generalist Certification is designed to strengthen your expertise in managing a broad range of HR functions that drive organizational success. Through this certification, you will build the skills needed to apply best practices across key HR areas such as employee relations, recruitment, learning & development, compensation planning, and more. Beyond technical knowledge, this course equips you to design frameworks and policies that respond to the dynamic challenges of today's workplace, enabling you to foster a positive culture and enhance overall performance.

	Format	Online
	Language	English & French & Arabic
	Duration	60 days
	Accredited By	Best Places to Work Academy
	Digital certificate upon completion	
	Reading materials	



Learn skills and take your career to the next level

Learning Objectives:

- ✓ Apply best practices across core HR functions including recruitment, employee relations, learning & development, and compensation.
- ✓ Develop and implement HR frameworks and policies that address evolving workplace challenges.
- ✓ Strengthen skills in employee engagement and culture-building to foster a positive and productive environment.
- ✓ Enhance organizational performance by aligning HR strategies with business goals.
- ✓ Build confidence as an HR generalist with both technical expertise and strategic problem-solving capabilities.

Who Should Attend

- **Aspiring HR professionals**
 - **Early-career HR executives**
 - **Mid-level HR managers**
 - **Team leaders & supervisors**
 - **Business owners & entrepreneurs**
 - **Non-HR professionals**
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Course Structure

- **Job Analysis & Workforce Planning** – understanding roles, skills, and workforce needs
 - **Talent Acquisition & Employer Branding** – modern recruitment strategies and branding
 - **HR Operations & Digital HR Tools** – core processes and automation
 - **HR Policies & Compliance** – building compliant and employee-friendly policies
 - **Employee Engagement & Experience** – boosting motivation and workplace culture
 - **Learning, Development & Career Growth** – reskilling and upskilling employees
 - **Performance & Feedback Management** – continuous appraisal and feedback systems
 - **Compensation, Benefits & Rewards** – designing competitive pay and rewards programs
 - **HR Analytics & Data-Driven Decisions** – dashboards, metrics, and workforce insights
 - **HRMS & Digital Platforms** – leveraging HR technology for efficiency
 - **Excel & Data Visualization for HR** – practical data handling and reporting
 - **Strategic Communication for HR Professionals** – impactful communication and influence
 - **Future-Ready HR (AI & Emerging Trends)** – using AI, automation, and future skills in HR
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Grow your skill set

- ✓ Go to www.bestplacestoworkfor.org/trainings
- ✓ Select your training and click the Enroll button
- ✓ Fill out your (company) billing address and payment details
- ✓ Happy learning!



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Unlock your potential with the Best Places to Work Academy, the official training and certification arm of the **Best Places to Work (BPTW) program**. Our academy is designed for professionals who want to enhance their expertise in workplace culture, HR practices, and employee engagement.

Through our comprehensive programs, participants gain practical knowledge and actionable skills that can be applied immediately in their organizations. Whether you're an HR professional, team leader, or aspiring manager, our training empowers you to drive positive change and contribute to building award-winning workplace environments.