

PROGRAM SYLLABUS

# Sourcing & Recruitment

## Online Certification Program

Last update: October 16, 2024

**AIHR** | ACADEMY TO  
INNOVATE HR





# An overview

of what you can expect from this program

## Become a proactive, data-driven recruiter

Build a thriving recruitment career with standout skills. The Sourcing & Recruitment Certificate Program is designed to provide you with a versatile talent toolkit that gives you an almost unfair advantage. You’ll learn how to build a more effective recruitment process to minimize friction. You’ll discover how to use key recruitment technology to close hard-to-fill vacancies. And you’ll learn how to tap into underutilized assets like data and your employer brand to deliver the results the business needs.

	Type	Online self-paced learning
	Language	English (including subtitles)
	Duration	40 hours
	Access	12 months
	Structure	6 courses + capstone project / 16 modules
	Testing	Quizzes, assignments, capstone project
	Digital certificate upon completion (including LI token)	
	Eligible for HRCI, HRPA & SHRM credits	
	Reading materials & bonus content	
	60-day money back guarantee	

# Learn in-demand skills

and take your career to the next level

## Learning objectives



### **Sourcing Techniques**

Master key sourcing methods and channels to identify and attract best-fit candidates.



### **Screening Methods**

Utilize effective screening methods to increase candidate quality.



### **Employer Branding Strategy**

Develop and maintain a strong employer brand to attract top talent.



### **Recruitment Analytics**

Learn essential data analytics skills to enhance your recruitment strategy.

## The perfect fit for

This online training is for Recruiters and Talent Acquisition professionals who want to take a more proactive and independent role in finding and acquiring best-fit talent. You will learn the practical techniques and knowledge to proactively identify and engage with potential candidates, attract top talent with an appealing employer brand, and influence rewards to secure new hires.

# Curriculum structure

Practical. Comprehensive. Game changing.

• 2 MODULES

**Mastering the Job Intake Process**

• 3 MODULES

**Talent Sourcing**

• 3 MODULES

**Candidate Screening Methods**

• 2 MODULES

**Employer Branding & Recruitment  
Marketing**

• 1 MODULE

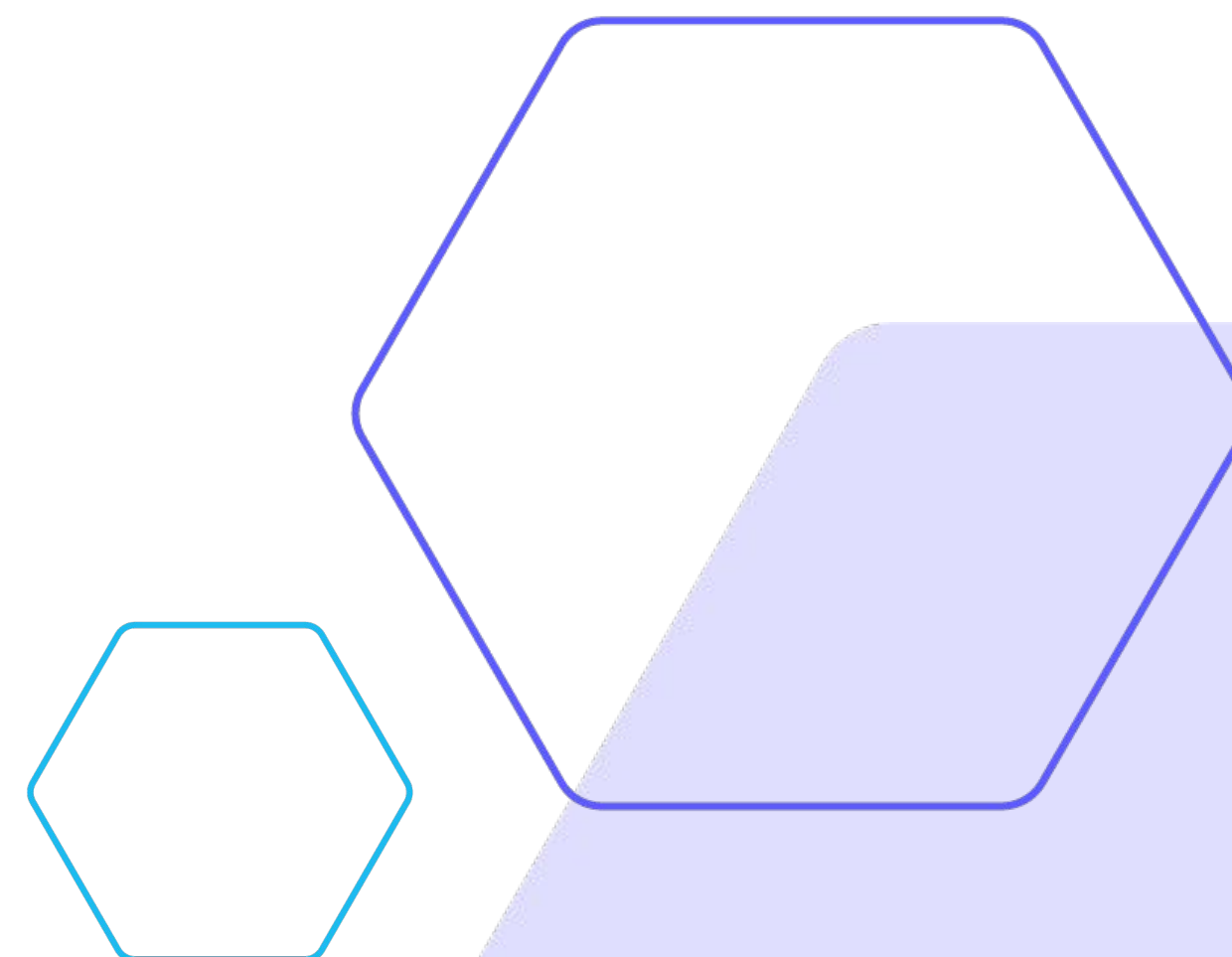
**Rewards Communication & Negotiation**

• 5 MODULES

**Recruitment Analytics**

• 1 MODULE

**Capstone Project**



# A detailed look

## at the curriculum and modules

2 MODULES

### Mastering the Job Intake Process

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Set yourself up for recruitment success. In this course you'll learn the practical steps to conduct a structured job intake session with hiring managers, create targeted candidate personas and job descriptions, and set clear recruitment objectives. In short, everything you need for a low-friction, high-impact hiring process that contributes to the overall success of your organization.

- **Preparing for the Job Intake**
- **Running the Job Intake Process**



3 MODULES

## Talent Sourcing

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Master talent sourcing methods and channels, and search techniques to source and engage talent for the most difficult-to-fill positions. In this Talent Sourcing course, you'll learn to leverage different sourcing channels — LinkedIn Recruiter, job boards, and social media — to identify the best candidates and build a robust talent pipeline. You'll also learn how to craft effective outreach messages and perfect them to engage with your potential candidates. By the end of the course, you'll be able to enhance your recruitment funnel by building an efficient and effective sourcing process.

3 MODULES

## Candidate Screening Methods

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Identify best-fit candidates with ease. This course is designed to help you master effective screening techniques and tools, including best practices for screening and reference calls. You also get access to ready-to-use templates and guides to speed up the screening process. After this course you will have a comprehensive toolkit to help avoid costly mistakes.

- **Talent Sourcing: From Strategy to Execution**
- **Mastering Boolean Search**
- **Effective Outreach Strategies**

- **Candidate Screening Fundamentals**
- **Assessments for Candidate Screening**
- **Candidate Evaluation**



2 MODULES

## Employer Branding & Recruitment Marketing

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Attract top talent with a compelling employer brand. In this Employer Branding and Recruitment Marketing course, you will learn how to create and implement an employer branding strategy that resonates with your ideal candidates. You will also learn different recruitment marketing tactics to build excitement, credibility, and trust in your organization.

- **Employer Branding Strategy**
- **Building Your Employer Brand**

1 MODULE

## Rewards Communication & Negotiation

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The right rewards package is key in closing candidates. In this Rewards Communication & Negotiation course, you'll discover how you can help create a compelling rewards strategy. You'll learn how to effectively communicate the rewards package to candidates, and use negotiation strategies to persuade candidates to accept your offer.

- **Rewards Communication & Negotiation**
  - Understanding Rewards
  - Rewards Strategy
  - Reward Promotion
  - Rewards Negotiation





5 MODULES

## Recruitment Analytics

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Reveal the insights hidden in your recruiting data and use them to increase the efficiency and quality of your recruitment funnel. This online Recruitment Analytics training course helps you make the most of your ATS data, assess the effectiveness of your employer brand, manage recruitment funnel efficiency, and measure the broader business impact of recruitment.

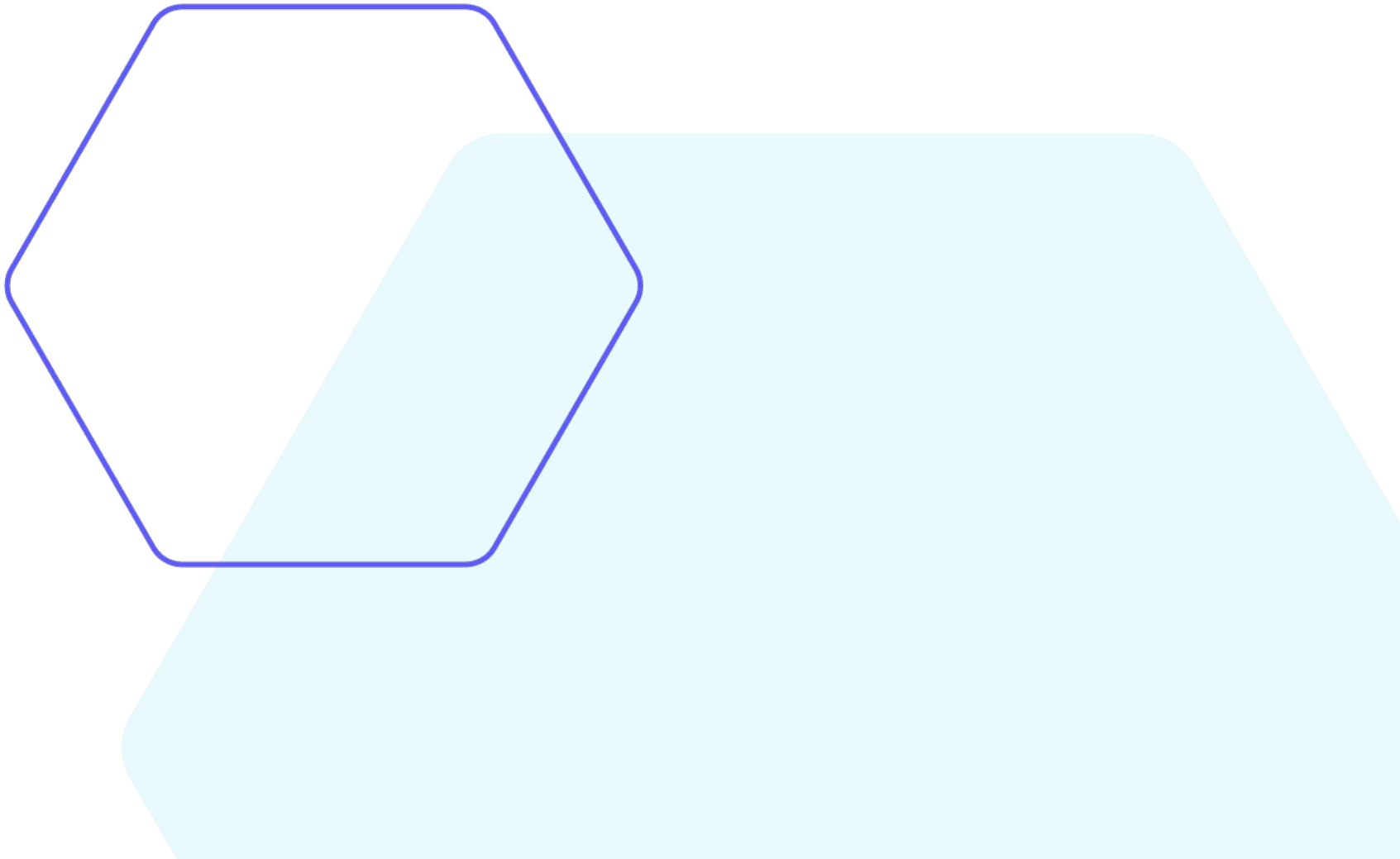
- **Recruitment Analytics**
- **Recruitment IT Systems**
- **Measuring Brands and Experiences**
- **Measuring the Recruitment Funnel**
- **Building a Recruitment Dashboard in PowerBI**

1 MODULE

## Capstone Project

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To close the program, you will put your new knowledge and skills to the test in a practical project. Upon successful completion of the capstone project, you will receive your certification.





# Proven online learning for Human Resources Professionals



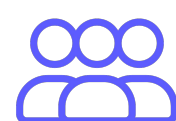
## Real-world projects

Develop practical skills through working on real-world projects and studying dozens of inspiring case studies



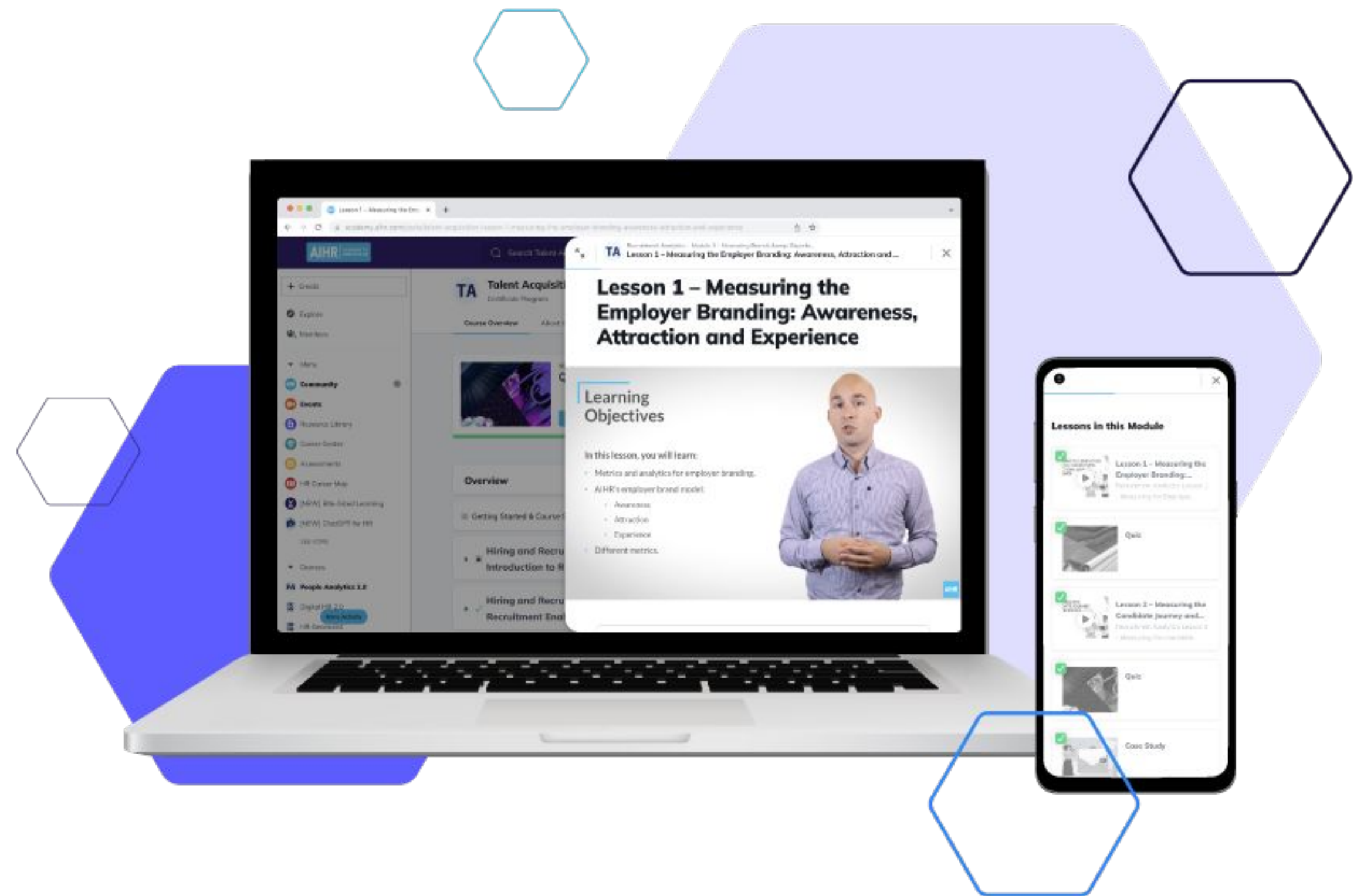
## Self-paced online learning

Learn anywhere, anytime, and at your own pace with our fully online training programs. Including a smartphone app.



## Practitioner community & coach

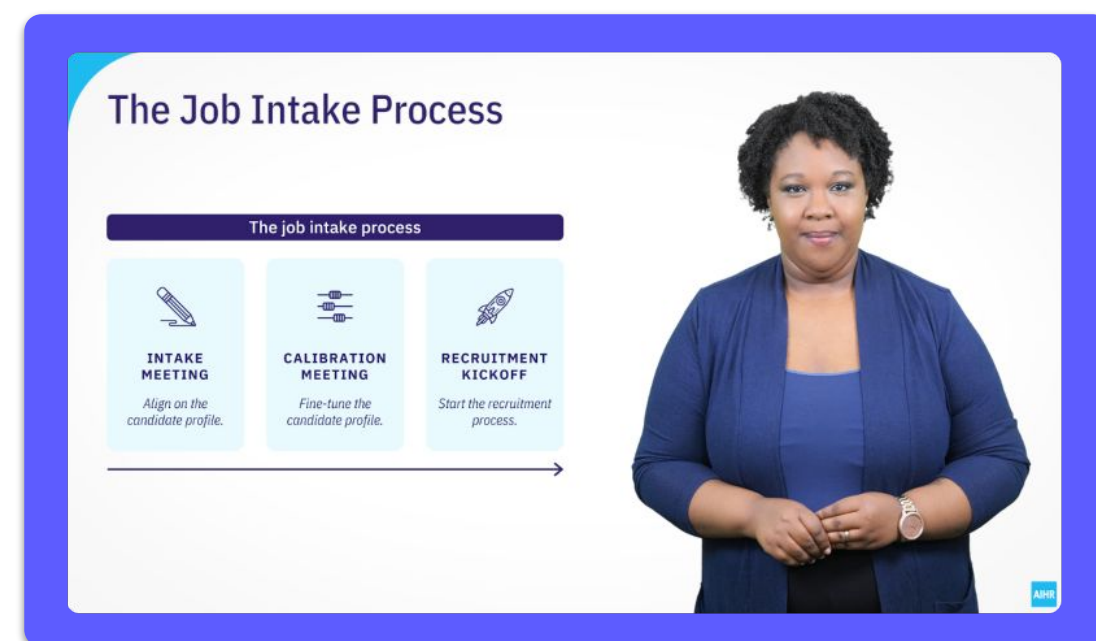
Collaborate with HR professionals from around the world or contact your personal coach if you need any assistance or input.



AIHR is an approved provider with the HR Certification Institute (HRCI®), a pre-approved provider with the Human Resources Professional Association (HRPA), and recognized by the Society for Human Resource Management (SHRM)

# Get a sneak peek

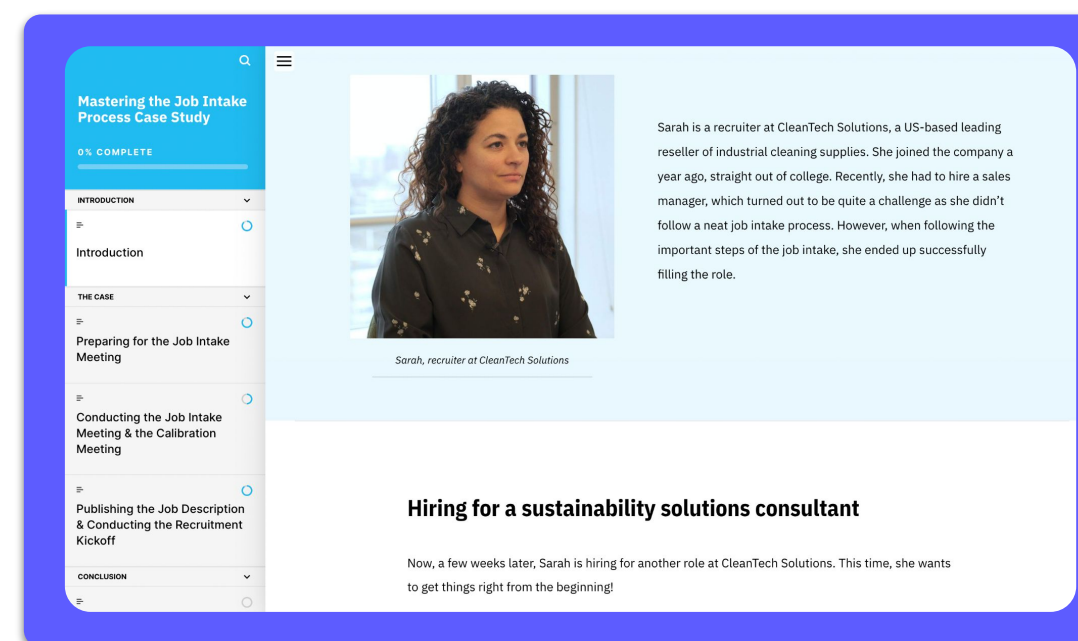
## of lessons and course materials



### Engaging video lessons

Learn at your own pace with bite-sized, pre-recorded lessons by leading HR experts.

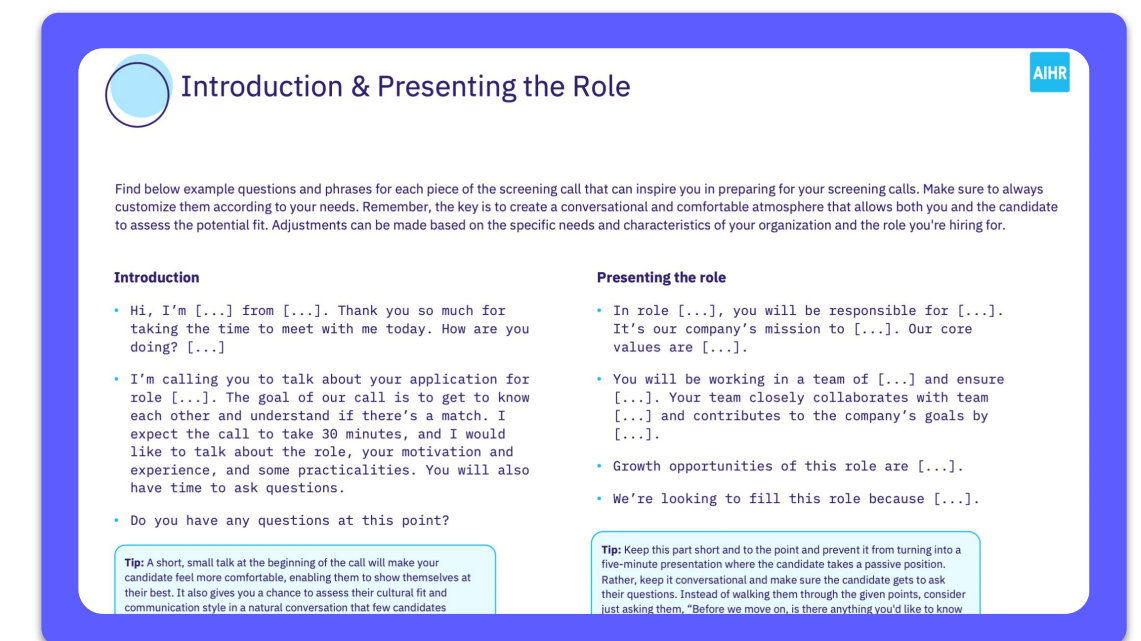
[Watch preview lessons](#)



### Interactive case studies

Turn your new knowledge into practical skills with a range of practical activities.

[Do the case study](#)



### Downloadable templates

Save time and effort with a library of grab-and-go templates, guides, checklists, and more.

[Tour the library](#)



# Grow your skill set

## Enroll today

- ✓ Go to **www.AIHR.com**
- ✓ Select your program and click the Enroll button
- ✓ Fill out your (company) billing address and payment details
- ✓ Create your student account
- ✓ Happy learning!



**Customers give us an average rating of 8.9 out of 10.**

AIHR is the place to learn the skills you need to advance your career and remain relevant in the ever-changing digital human resources landscape. We offer the most comprehensive curriculum of HR courses and certifications available worldwide and are a proud supplier of over 175 Fortune Global 500 companies.

