

Mastering Recruitment and Talent Acquisition Certification Course



Introduction

In the era of talent-centric growth, the ability to strategically attract and secure top performers is what separates industry leaders from the competition. This program addresses the critical evolution of the HR function from operational support to a core strategic driver. We will equip your team with the mindset and methodologies to build a competitive advantage through superior talent acquisition, directly fuelling organizational growth and shaping a high-performance culture.

Program Objectives

This course is designed to equip HR professionals and talent acquisition specialists with the advanced strategic knowledge and practical skills needed to excel in the modern recruitment landscape. The program moves beyond foundational practices to focus on building a sustainable, data-driven, and legally compliant talent acquisition function. Participants will learn to master the entire talent lifecycle—from employer branding and proactive sourcing to advanced interviewing, innovative assessment, and leveraging technology—with the ultimate goal of securing top-tier talent, enhancing the candidate experience, and directly contributing to the organization's strategic objectives.

Intended Learning Outcomes (ILO)

Upon successful completion of this program, participants will be able to:

- 1 Formulate a talent acquisition strategy aligned with business goals, powered by a differentiated Employer Value Proposition (EVP).
- 2 Design and implement a robust, fair and legally compliant selection process, incorporating competency frameworks, behavioural interviewing and valid pre-employment assessments.
- 3 Source and engage high-potential active and passive candidates by leveraging advanced digital sourcing techniques and building diverse talent communities.

- 4 Apply innovative assessment tools, including gamification and virtual simulations to evaluate candidate potential, skills and cultural fit effectively.
- 5 Analyze recruitment data and metrics to create dashboards, calculate ROI and provide strategic insights for continuous improvement.
- 6 Master the end-to-end candidate experience, from effective offer negotiation and closing to providing constructive feedback, ensuring a positive employer brand impression.
- 7 Navigate the legal and ethical complexities of recruitment in Hong Kong, ensuring full compliance with anti-discrimination and data privacy ordinances.



DR. KEITH CHAU

Dr. Keith Chau Senior Consultant, School of Professional Education and Executive Development, The Hong Kong Polytechnic University, brings 20 years of expertise in talent management, corporate strategy, and performance. He advises CEOs across industries, conducts in-house training, and consults on staff engagement, design thinking, emotional marketing, and succession planning for private and public sectors in Hong Kong, Macau, and China.



MS. ELIZA NG

Eliza is a seasoned HR professional with over 30 years of experience in senior executive roles, including in semi-government organization, Fortune 500 company, investment banking, and Hong Kong-listed firm. She holds a Master's degree in Human Resources Development and Training. As an ATD Certified Trainer, Eliza has over 20 years of training experience such as HKU Business School, Hong Kong Baptist University, Lingnan University, the HKMA, Guangzhou College of Technology and Business, The HK Academy for Gifted Education, and others. She is also a member of the HKIHRM's ESG Committee and holds the Certified ESG Planner (CEP®) designation. Her leadership has earned her accolades, "Best of the Best HR Star" & "The Most Popular Business Leader" in 2020. She actively contributes to industry standards by serving as an examination moderator at HKBU and as an awards judge.

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EMPLOYER BRANDING AND STRATEGIC TALENT SOURCING

Module 1: The Foundation of Modern Talent Acquisition

- The Shift from Recruitment to Strategic Talent Acquisition
- The Talent Acquisition Lifecycle
- Aligning TA Strategy with Business Objectives

Module 2: Employer Branding as a Strategic Asset

- The Employee Value Proposition (EVP)
- Amplifying Your Brand by leveraging different recruitment channels
- Measuring Employer Brand Success

Module 3: Proactive Talent Sourcing & Pipeline Development

- Techniques for mining hidden talent on LinkedIn and beyond
- Strategies for engaging with passive candidates long-term
- Practical techniques to build a more diverse and inclusive candidate pipeline

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THE SCIENCE AND ART OF EFFECTIVE INTERVIEWING & ASSESSMENT

Module 4: Designing a Robust & Fair Selection Process

- Job Analysis & Competency Framework for a role
- Structuring the Interview Process, ensuring consistency and candidate fairness
- Introduction to Psychometric Testing: How and when to use personality, cognitive ability, and situational judgment tests effectively
- Introduction to Pre-employment Assessments

Module 5: Advanced Interviewing Techniques

- In-depth Behavioral Event Interviewing (BEI)
- Competency-Based & Scenario-Based Questioning
- Assessing for Potential vs. Experience: Techniques for identifying future leaders and high-growth candidates
- Practices for writing interview notes & legal documentation
- Practical Lab: Conducting and receiving feedback on mock behavioural interviews.

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INNOVATION, FAIRNESS, AND LEGAL COMPLIANCE

Module 6: Gamification & Innovative Assessment Methods

- The Psychology of Gamification: Why it works for engagement and assessment
- Hands-on with Tools: Practical session using card sorts, business simulations, and in-tray exercises
- Designing Your Own Gamified Challenge
- Measuring Outcomes: How to objectively score and interpret results from innovative assessments

Module 7: Ensuring Legal & Ethical Compliance in Hong Kong

- Deep Dive into Hong Kong's Anti-Discrimination Ordinances
- The Interview Minefield: Illegal and inappropriate questions to avoid
- Personal Data (Privacy) Ordinance in Practice
- Inclusive Recruitment: Mitigating unconscious bias at every stage of the process

Module 8: The Candidate Experience & Offer Management

- Mapping the Candidate Journey: Identifying and eliminating friction points from application to onboarding
- The Art of the Debrief & Calibration
- Mastering Offer Negotiation: Strategies for presenting offers, handling counter-offers, and closing top talent without breaching internal equity
- Rejection with Grace: The importance and method of providing constructive feedback to unsuccessful candidates to protect your employer brand

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LEVERAGING TECHNOLOGY & THE FUTURE OF RECRUITMENT

Module 9: Technology in Recruitment - AI and Beyond

- The Recruitment Technology Stack and Assessment platforms
- AI in Recruitment: Promise and Peril
- Advanced Applications: Predictive analytics for attrition risk, skills inference, and bias detection in job descriptions
- Ethical Considerations: Understanding algorithmic bias and ensuring fairness in AI-driven tools.

Module 10: Data-Driven Recruitment & Talent Analytics

- Moving Beyond Time-to-Fill and Cost-per-Hire
- Creating a Recruitment Dashboard
- Calculating ROI on Recruitment Initiatives

Module 11: Mastering the Virtual Hiring Experience

- Best Practices for Virtual Interviews: Setting up a professional environment, managing technology, and conducting effective remote assessments.
- Engaging Candidates Remotely
- Onboarding 2.0: Leveraging technology to create a seamless pre- and post-join experience for remote and hybrid hires.

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APPLICATION, INTEGRATION, AND CERTIFICATION

Module 12: Interpreting Pre-employment Assessments results from Personality Tests

Module 13: Capstone Project Workshop & Presentation

- Guided Work Session
- Capstone Project Presentations

DATE 23/5 | 30/5 | 6/6 | 13/6 | 27/6/2026 (All Saturdays)

TIME 10:00-17:00

VENUE PolyU Hung Hom Bay Campus | PolyU Main Campus

MEDIUM OF INSTRUCTION

Cantonese supplemented with English

COURSE FEE \$7,900 ▶ **\$6,900** **Early Bird**

(Enroll on or before 23/4/2026 to enjoy the early bird discounts at HK\$ 6,900)

TARGET AUDIENCE

HR professionals, Hiring managers, Talent Acquisition specialists, and managers from various industries interested in recruitment and talent acquisition.

CERTIFICATION

Students who have attended at least 80% of the course will be presented with a Certificate awarded by PolyU SPEED. Additionally, students can apply for membership with the Institute of Administrative Management through the Association for Talent and Management Development.

ENQUIRY

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