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A young woman with short brown hair and glasses, wearing a red and black plaid shirt, is holding a tablet and smiling. She is standing in front of a blurred background of a building with large windows.

SYLLABUS FOR CERTIFIED TALENT ACQUISITION & RECRUITMENT SPECIALIST (CTARS)®

Offered by: Global Institute for Leadership, Human Resources and Project Excellence (AGILE-HRP)®

PROGRAM DESCRIPTION

The **Certified Talent Acquisition & Recruitment Specialist (CTARS)**® is a globally recognized certification designed for professionals responsible for attracting, sourcing, and selecting top talent in a competitive and fast-changing labor market. This program provides a comprehensive skill set focused on strategic recruitment, employer branding, data-driven sourcing, and compliance in hiring practices.

CTARS® bridges the gap between traditional recruiting and modern, tech-enabled talent acquisition strategies. It empowers professionals to align recruitment with organizational strategy, use talent analytics effectively, and create an engaging candidate experience that drives workforce excellence.

COURSE LEARNING OUTCOMES

Upon successful completion of this certification, learners will be able to:

1. Design and execute strategic talent acquisition plans aligned with business goals.
2. Utilize data and analytics to enhance sourcing, screening, and hiring decisions.
3. Leverage employer branding and recruitment marketing techniques to attract talent.
4. Apply compliant, inclusive, and ethical recruitment practices.
5. Use modern sourcing tools (e.g., LinkedIn, ATS, AI platforms) to identify qualified candidates.
6. Conduct structured, unbiased interviews and assessments.
7. Build talent pipelines and workforce planning strategies for future needs.



TARGET AUDIENCE

- Talent Acquisition Professionals
- Recruiters & Sourcing Specialists
- HR Managers & Coordinators
- Recruitment Consultants
- Workforce Planning Analysts
- Hiring Managers
- Employer Branding Specialists

EMPLOYMENT OUTLOOK (U.S. BUREAU OF LABOR STATISTICS):

The U.S. Bureau of Labor Statistics projects 8% job growth for human resources specialists (2022–2032), with recruitment-focused roles ranking among the most in-demand. Average salary ranges between \$65,000–\$98,000, with significantly higher compensation for specialists in technical, executive, or strategic recruitment.

CAREER PATHS FOR CTARS® HOLDERS:

- Talent Acquisition Specialist
- Recruitment Manager
- Employer Branding Leader
- Executive Search Consultant
- Sourcing Analyst
- Talent Strategy Coordinator
- Campus & Early Careers Recruiter



MODULES AND SUBMODULES

Module 1: Foundations of Talent Acquisition

- 1.1 Evolution and Scope of Talent Acquisition
- 1.2 Strategic Role of Recruitment in Organizational Success
- 1.3 Internal vs. External Hiring Models

Module 2: Employer Branding and Talent Attraction

- 2.1 Crafting a Compelling Employer Value Proposition (EVP)
- 2.2 Recruitment Marketing and Social Media Campaigns
- 2.3 Candidate Experience Optimization

Module 3: Job Design and Workforce Planning

- 3.1 Analyzing Workforce Needs
- 3.2 Writing Effective Job Descriptions and Postings
- 3.3 Building Future Talent Pipelines

Module 4: Sourcing Strategies and Tools

- 4.1 Boolean Search, AI Tools, and Talent Databases
- 4.2 Diversity Sourcing Best Practices
- 4.3 Passive Candidate Engagement Techniques

Module 5: Screening and Assessment

- 5.1 Resume & Application Screening
- 5.2 Pre-employment Assessments and Tests
- 5.3 Interview Types, Planning, and Scoring Models

Module 6: Selection and Onboarding

- 6.1 Structured Interviews and Panel Evaluation
- 6.2 Reference Checks and Offer Negotiations
- 6.3 Strategic Onboarding and Retention

Module 7: Data-Driven Recruiting and Analytics

- 7.1 Key Recruitment Metrics (Time-to-Hire, Quality of Hire, etc.)
- 7.2 Using ATS and Dashboards for Insight
- 7.3 Predictive Analytics in Talent Acquisition

Module 8: Legal and Ethical Hiring Practices

- 8.1 U.S. Labor Law, EEOC, ADA, and Global Compliance
- 8.2 GDPR, Background Checks, and Data Privacy
- 8.3 Ethical Recruitment and Bias Mitigation

CERTIFICATION EXAM DETAILS

- **Format:** 100 Multiple Choice Questions
- **Duration:** 90 Minutes
- **Passing Score:** 70%
- **Retake Policy:** One free retake allowed within 3 months
- **Delivery Mode:** Online, remote proctored

CERTIFICATION TESTING OUTCOMES (SKILLS & COMPETENCIES):

This certification assesses proficiency in:

- Talent strategy alignment
- Modern sourcing and AI tools
- Employer branding
- Structured assessments and interviews
- Compliance and ethics in hiring
- Use of analytics and ATS platforms



ACCREDITATION AND RECOGNITION

The **CTARS®** certification is awarded by **AGILE-HRP®**, a globally recognized standards body for HR and leadership excellence. Public institutions, corporate HR departments, staffing agencies, and government sectors recognize it. The certification aligns with ISO 30405:2016 standards on recruitment and selection.

CERTIFICATION DELIVERABLES

- Professional Certificate: **Certified Talent Acquisition & Recruitment Specialist (CTARS)®**
- Verified Digital Credential for LinkedIn and Resume
- Recruitment Tools & Checklist Templates
- Access to AGILE-HRP® Global Talent Network
- 30 CEUs applicable for ongoing professional development
- Quarterly Talent Acquisition Strategy Briefs

PROGRAM FORMAT

- **Duration:** 6–8 weeks (Self-paced or instructor-led cohort)
- **Delivery:** 100% Online
- **Assessment:** Case-based project + final certification exam

ELIGIBILITY REQUIREMENTS

- Minimum 2 years of experience in recruitment or HR
- OR Bachelor's degree (or equivalent work experience in talent acquisition)

NEED ASSISTANCE?

For queries or certification support:

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