

Valid for 2024.HS

Module Name: People Analytics	
Module Code	w.MA.XX.PEA.23HS
Module Description	In this module, students will delve into the critical role of people analytics in driving strategic business development and enhancing human capital management practices such as HC marketing, performance management, and competence management. Through a process-oriented model, they will learn how to effectively analyze people and other relevant data to address various corporate challenges, applying a problem-solving and customer-centric approach. Exploring the art of storytelling with data will allow them to present complex information effectively to their intended audience. Additionally, ethical considerations surrounding the usage of workforce data will be explored, ensuring an understanding of the importance of responsible data handling. Furthermore, insights into navigating data protection regulations to handle sensitive workforce data within legal boundaries will be provided. The module emphasizes that data-based insights must translate into specific actions to maximize the effectiveness of people analytics in addressing organizational challenges and driving strategic initiatives.
Program and Specialization	Business Administration - Specialization in Enterprise Development
Legal Framework	Academic Regulations MSc in Business Administration dated 04.06.2009, Appendix to the Academic Regulations for the degree program in Business Administration (Enterprise Development), first adopted on 09.11.2021
Module Category	Module Type: Compulsory Elective
ECTS	3
Organizational Unit	W Institute for Organizational Viability
Module Coordinator	Nils Merz (mezn)
Deputy Module Coordinator	Marius Gerber (geru)
Prerequisite Knowledge	<ul style="list-style-type: none"> • Basic knowledge of research design, such as developing research objectives and questions, hypotheses, and data collection methods • Basic knowledge of descriptive statistics, such as measures of central tendency, variability, and frequency
Contribution to Program Learning Goals (Affected by Module)	§ Professional Competence § Methodological Competence § Social Competence § Self-Competence
Contribution to Program Learning Objectives	Professional Competence § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility
Module Learning Objectives	Students... § evaluate the critical role of people analytics in driving strategic business development and enhancing human capital management practices, while discerning its effectiveness in achieving organizational objectives. § apply a process-oriented model to effectively evaluate workforce data, addressing corporate challenges with a problem-solving and customer-centric approach. § understand the ethical considerations inherent in utilizing workforce data and recognize the importance of responsible data handling within a corporate context, while navigating legal boundaries and implications. § apply the principles of storytelling with data to effectively present complex information to different target groups.

	§ critically assess the significance of systematic stakeholder management and the efficacy of implementing derived measures as critical success factors		
Module Content	§ Introduction to people analytics and its relevance for business development and human capital management. § People analytics process-oriented model, encompassing problem identification, hypothesis development, data preparation, analysis, visualization, and communication, culminating in the application of data-based solutions. § Techniques for storytelling with data. § Ethical and legal considerations surrounding the utilization of workforce data for analytics. § Effective stakeholder management, transitioning seamlessly from insights to actions.		
Links to other modules	The content of this module is linked to the following modules: w.MA.XX.AHCM.23HS w.MA.XX.ASDA-BA.23HS w.MA.XX.RDE-BA.23HS		
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Exercises § Problem-Oriented Teaching § Project Work § Explorative Learning § Literature Review	Social Settings Used: § Individual Work § Pair Work § Group Work	
Digital Resources	§ Teaching Videos § Teaching Materials § Practice and Application Exercises (with Key) § Case Studies (with Key) § Multiple Choice Tests		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Lecture	28 h	20 h	
Excercise	-	-	
Project Work	-	20 h	
Seminar	-	-	
Total	28 h	40 h	22 h
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
-	-	-	-
Permitted Resources	-		
Others	Assessment	Length (min.)	Weighting
In-semester assessment one (written)	Grade	20	25,00 %
In-semester assessment two (written)	Grade	20	25,00 %
In-semester assessment three (oral)	Grade	20	25,00 %
In-semester assessment four (oral)	Grade	20	25,00 %
Students are not allowed to revise and resubmit performance assessment tasks.			
Classroom Attendance Requirement	Mandatory Attendance: Other Assessments - all students must be in attendance		
Language of Instruction/Examination	English		
Compulsory Reading	§ Nussbaumer Knaflic, C. (2015). Storytelling with Data : A Data Visualization Guide for Business Professionals. 1st edition. Hoboken, New Jersey: John Wiley & Sons, Incorporated. ISBN 978-1119002253. § Ferrar, J. & Green, D. (2021). Excellence in People Analytics: How to Use Workforce Data to Create Business Value. 1st edition. London: Kogan Page Ltd. ISBN 978-1789661187.		
Recommended Reading	-		
Comments	-		