

Teaching guide

IDENTIFICATION DETAILS

Degree:	Business Analytics		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Law, Business and Governance		
Course:	Human Resources Analytics		
Type:	Compulsory	ECTS credits:	3
Year:	4	Code:	5339
Teaching period:	Seventh semester		
Area:	Management Analytics		
Module:	Disciplinary Training		
Teaching type:	Classroom-based		
Language:	English		
Total number of student study hours:	75		

Teaching staff	E-mail
María Pilar Sánchez Martín Miguel Avellaneda Díaz	m.sanchez.prof@ufv.es

SUBJECT DESCRIPTION

Companies are really focused to improve the employee brands. You cannot expect costumers to love your company before employees do. Data & Analytics is another tool to understand how your employees work and what they demand. Anther goal is to be more efficient managing the HR processes as company, Data & Analytics is a powerful enabler to achieve it.

GOAL

The main objective of this course is to develop an understanding of People Analytics and how data-driven decision-making impacts People Areas strategy. In this course you will gain experience and insight into People Analytics tools to improve the Employee Experience and People Processes.

PRIOR KNOWLEDGE

Not needed

COURSE SYLLABUS

To gain a better understanding of the People Analytics processes by understanding the People process, metrics, analytics, and strategies, the following topics will be covered:

- 1.How People Areas work
- 2.People Analytics Basics (Why?, Data, Tech, Privacy & Ethics and Storytelling)
- 3.Use Cases (COVID-19, ONA, Engagement, GPG, Recommender, Turnover, Performance and ESG)
- 4.Final Course Project

EDUCATION ACTIVITIES

The students will apply their learning of People Analytics, both in class and online, by engaging in a variety of activities:

The following activities are planned to fulfil the learning goals/objectives:

- To gain further knowledge about specific industries, guest speakers will be invited from industry to share their experiences and insights with the students.
- To better understanding of the subject the students will participate in debates, problem solving, group deliverables and reading materials.
- To have a complete vision of how the companies are using People Analytics almost the 50% of the subject will be based on use cases explanation

NOTES:

- Plagiarism rules contained in paragraphs 7 and 9 of the UFV Coexistence Regulations (Normativa de Convivencia) may apply at the discretion of the University.
- Educational activities, as well as work time distribution might be modified and adapted according to the different scenarios adopted following public health authorities indications.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
30 hours	45 hours

SKILLS

Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

General Skills

Ethical commitment in the information society.

Skills for promoting intellectual curiosity and the search for truth in all areas of life, and in particular in the context of handling mass data.

Capacity for achieving objectives, problem-solving and decision-making in the environment of quantitative and qualitative mass data.

Capacity for analysing data on a large scale from different sources: audiovisual, textual and numerical.

Capacity for designing and implementing projects and reports, naturally using digital channels.

Capacity for communicating in a native or foreign language in the information society.

Capacity for autonomous learning in the information society.

Specific skills

Know and understand the basic principles of business analytics and its essential concepts and tools, geared towards identifying and assessing opportunities in all the functional areas of the business: general and strategic management, human resources, finance, marketing, production and operations.

Know how to identify and resolve real business problems through advanced data analysis and the selection of the correct techniques for decision-making.

Know how to manage quantitative and computer tools for decision-making.

Identify and resolve the ethical dilemmas that arise when making decisions based on business analysis, based on Christian values.

Know how to interrelate all the functional areas of a company.

LEARNING RESULTS

Understand the different elements of the People Analytics discipline

Explains how data is used to improve Employee Experience and People Areas processes.

Understands metrics and indicators for measuring People data

Explains different types of analytics techniques and their application in People Areas

Acquires good knowledge about how People Analytics are transforming companies through real use cases.

LEARNING APPRAISAL SYSTEM

EVALUATION SYSTEM:

Attendance of at least 80% is required for classes throughout the semester. The evaluation parameters as well as their description are as follows:

1.- Participation: 5%. Effective participation means (a) active, (b) substantive, and (c) continuous (d) contribution; occasional non substantive comments or questions do not meet this requirement. Performance is assessed by the instructor based on each participant's contribution, which may take the form, among others, of preparing and discussing class readings, raising or answering questions, offering comments, enriching the class with relevant items of interest from the media or personal experiences, taking part in brief in-class and/or take-home quizzes, cases, or other exercises, and overall effort throughout the term.

2.- Partial Knowledge Tests (PKTs) [Pruebas de conocimiento parcial – PCPs]: 15%. Two PCPs - Individual/Group The PCPs might take the form of in-class Tests/presentations/projects to assess the acquisition of knowledge and skills that the student has acquired during the development of the subject. You have to pass each PCP (average 50%) in order to pass the subject. Submission: The end of blocks.

3.- Final Project Course: 25%. Students will be presented with a business case and required to classify, interpret, and analyze the information developing evidence-based conclusions and recommendations.

4.- Final exam: 50%. Test (Individual). You have to pass the exam (5/10 or more) to pass the subject.

ALTERNATIVE EVALUATION

The students who do not take the continuous evaluation of the subject and those students who are exempt from the obligation to attend class, either by second registration in the subject or successive, or by having express authorization from the Direction of the Degree, will be evaluated:

1- Final Project Course: 50%. Students will be presented with a business case and required to classify, interpret, and analyze the information developing evidence-based conclusions and recommendations.

2.- Final exam: 50%. Test (Individual). You have to pass the exam (5/10 or more) to pass the subject.

Recovery in extraordinary call: Students who have not reached the minimum grade in the ordinary evaluation may apply to the extraordinary call, evaluating all the contents and skills as described in the previous section.

NOTES:

- ALL TESTS SUSCEPTIBLE TO EVALUATION WILL BE SUBJECT TO THE PROVISIONS OF THE EVALUATION REGULATIONS OF THE FRANCISCO DE VITORIA UNIVERSITY.
- THE BEHAVIORS THAT DEFRAUD THE SYSTEM OF VERIFICATION OF THE ACADEMIC PERFORMANCE, SUCH AS PLAGIARISM OF WORKS OR COPY IN EXAMINATIONS ARE CONSIDERED SERIOUS FAULTS ACCORDING TO ARTICLE 7 OF THE REGULATIONS OF COEXISTENCE OF THE UFV AND THE APPROPRIATE SANCTIONS WILL BE APPLIED AS STATED IN ARTICLE 9 OF THE SAME DOCUMENT.
- EXAMS WILL BE ON-SITE, IF HEALTH CARE REGULATIONS ALLOW IT, BUT MAY BE MODIFIED IF NEED BE TO COMPLY WITH THE REQUIREMENTS OF HEALTH CARE AUTHORITIES. CLASS ASSIGNMENTS AND THE WRITTEN EXAM MAY BE ARRANGED USING ONLINE TOOLS AVAILABLE IN VIRTUAL CLASSROOM. WEIGHTS DON'T CHANGE.

BIBLIOGRAPHY AND OTHER RESOURCES

Basic

Online Resource: -A selection of Mackinsey Our Insights on People Analytics (<https://www.mckinsey.com/business-functions/organization/our-insights/how-to-be-great-at-people-analytics>)

Online Resource: -A selection of current industry updates from business online magazines such as forbes.com, economist.com, Analytics Insight (e.g., <https://www.forbes.com/sites/forbesbusinesscouncil/2021/02/11/the-five-people-analytics-that-matter-to-a-ceo/?sh=7cd2d54463a1>)

Online Resources: - Youtube Videos (e.g., Driving Business Productivity & Employee Experience with People Analytics | David Green | TechHR19)

Online Resources: - LinkedIn (e.g., Follow PAS – People Analytics Spain)

Additional

Van Vulpen, E. (2016). The Basic Principles of People Analytics.

Bock, L. (2015). Work rules!: Insights from inside Google that will transform how you live and lead.

Edwards and Edwards (2016). Predictive HR Analytics: Mastering the HR Metric.

Ferrar and Green (2021). Excellence in People Analytics: How to Use Workforce Data to Create Business Value