

<b>MW94: People Analytics</b>				<b>Study program:</b>	<b>M</b>
<b>Module type:</b>	<b>ECTS credits:</b>	<b>Workload:</b>	<b>Study semester:</b>		<b>Duration of the module:</b>
Elective	8	240 h	2. or 4.		One semester
<b>Courses:</b>			<b>Contact hours:</b>	<b>Independ-ent study:</b>	<b>Planned group size</b>
Course 1: Fundamentals and Theory of People Analytics (2 SWS)			30h	90h	30
Course 2: Application-oriented seminar on people analytics (2 SWS)			30h	90h	30
<b>Intended Learning Outcomes (ILOs):</b>					
<p>After completion of the module, students are able to</p> <ul style="list-style-type: none"> <li>- present the challenges of data collection and cause-and-effect relationships in the context of people analytics in organizations;</li> <li>- explain and critically discuss various aspects of people analytics and causal relationships;</li> <li>- assess and expound the increasing importance of people analytics and empirical methods in business practice ("evidence-based practice" principle);</li> <li>- analyze and explain critical developments in management and human resources as well as forecast future events and developments in people management of organizations;</li> <li>- adapt and design management and personnel measures to company-specific characteristics by using people analytics.</li> </ul> <p>In addition, course 2 integrates the knowledge acquired in course 1 in a group project, which promotes social competencies (e.g., conflict resolution skills, taking responsibility, assertiveness) as well as individual methodological competence and contributes to the development or expansion of presentation techniques.</p>					
<b>Key Competencies:</b>					
<ul style="list-style-type: none"> <li>- Scientific work</li> <li>- Critical thinking</li> <li>- Analytical skills</li> <li>- Problem-solving skills</li> <li>- Reflectivity</li> <li>- Ability to transfer knowledge</li> <li>- Teamwork</li> <li>- Intercultural competence</li> <li>- Presentation techniques</li> <li>- Verbal and written expression skills</li> </ul>					

**Description/Contents:**

The module deals with the content, methods, and analysis procedures in context of people analytics and empirical management research in companies.

**Course 1: Fundamentals and theory of people analytics**

1. Basics of people analytics
2. Scientific-theoretical foundations: From theory to hypothesis
3. Concept specification and operationalization
4. Forms of scientific analysis and research designs
5. Data collection techniques (survey methods, "Big Data")
6. Data preparation and data analysis (factor analysis, regressions)
7. Trends and topics of people analytics

**Course 2: Application-oriented seminar on people analytics**

1. Introduction to the use of a statistical software (e.g., SPSS)
2. Application-oriented case studies from the field people analytics (e.g., diversity, turnover, recruitment/selection, impact of interventions)
3. Application of the content from course 1 and 2 to individual company data sets on specific people analytics issues
4. Conduct of own empirical project in form of a group work based on the acquired knowledge, current research literature and provided (or other) data sets

**Language:**

The course language is German and English

**Teaching Methods:**

Course 1: Teaching lectures, guest lectures, group work, self-study

Course 2: Teaching lectures, case studies, empirical project work, group work, presentations, self-study

**Applicability:**

M. Sc. Business Administration, M.Sc. Economics, M.Sc. Business Chemistry, M.A. Art Mediation and Cultural Management.

**Prerequisites/Requirements:**

Admission to the master's degree programs "Business Administration", "Economics" or "Art Mediation and Cultural Management". Economic knowledge is a prerequisite.

For course 2, it is also recommended for participants to have basic knowledge in descriptive statistics. Knowledge in a statistical software program (e.g., SPSS) is not necessary.

**Examination Type:**

The final module examination takes place in the semester in form of either a written paper or a final semester examination (60 minutes). The type of examination will be announced at the beginning of the semester.

**Requirements for the award of the credit points:**

Successfully passed module examination. A module examination is passed if the evaluation is at least "sufficient" (4.0).

**Availability:**

All courses are usually held in the summer semester of each academic year.

**Assessment:**

This course will be graded and is part of the calculation for the overall grade of your master's degree. For more detailed information on the calculation of the overall grade, please refer to the examination regulations of the respective university course.

**Module coordinators and main lecturer:**

Univ.-Prof. Marius Wehner and research assistants.

**Further information:**

For current information, please visit the website of the module representative.

Last review: 22.05.2023