



蘇州大學
Soochow University

MAG 323 Human Resource Analytics

Summer 2023

Course Credits: 4

Contact Hours: 55 hours

Instructor: TBA

Email: TBA

COURSE OBJECTIVES

Human resources have been the backbone of organizations for ages, and its management using data analytics transforms conventional ways of managing human resources into a contemporary data-driven competency in a business environment. This helps an organization to bridge the gap between employee recruitment and their performance to meet the desired strategic objectives of an organization. There is an imperative need on the HR managers to be skilled in analytics. This course provides a hands-on approach to application of analytics in different areas of HRM. The case studies enable students to become well-versed with the concepts used in HR analytics. In addition, real-world examples from corporations also serve as an aid for students to understand how to apply analytics in HRM to make better decisions.

Upon Completion of this Course, students will be able to:

1. Understand the meaning, scope, and context of human resource management, and the meaning, need, the role of HR analytics in business management;
2. Gain proficiency in using analytical tools, methods, and techniques for HR data analysis;
3. Apply the tools, methods and techniques of HR analytics to real-world corporate scenario such as recruitment, performance management, and employee engagement, and make better decisions;
4. Improve their critical thinking and problem-solving skills to address complex HR challenges using analytics, and stay updated with emerging trends in HR analytics.



PREREQUISITES

BUS 110 Human Resource Management

GRADING

Grades will be determined by accumulating points, with 100 points being the maximum, as follows:

ITEM	POINTS
2 Quizzes	10 Points
4 Assignments	40 Points
Midterm Exam	20 Points
Final Exam	30 Points
Total	100 Points

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F$.

We reserve the right to make adjustments to the overall grading policy.

COURSE MATERIALS

Required Texts:

Shivinder Nijjer, Sahil Raj, *Predictive Analytics in Human Resource Management: A Hands-On Approach*, Routledge, 2021.

Recommended (Optional) Texts or Other Materials:

None

COURSE TOPICS

MODULE	TASKS
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Module 1	Topics: Topic 1: Introduction to Analytics in HRM Topic 2: Corporate Examples of Types of Analytics Topic 3: Steps in the Application of Analytics Topic 4: Choice of Analytical Tools Assignment#1
Module 2	Topics: Topic 5: Looking for Data: Data Collection – Sources Topic 6: Data Collection – Techniques Topic 7: Corporate Examples of Use of Metrics Topic 8: Ethical and Legal Concerns Assignment#2 Assessments: Quiz#1
Module 3	Topics: Topic 9: Modelling the Business Problem Topic 10: Different Variables used in Modelling Topic 11: Predictive Analytics Tools and Techniques Topic 12: Different HR Analytics Software Available Assignment#3 Assessments: Midterm Exam
Module 4	Topics: Topic 13: Evaluation of Analytical Outcomes Topic 14: Techniques of Validating Analytical Outcomes Topic 15: HR Analytics in Recruitment and Selection Topic 16: HR Analytics in Turnover and Separation Assignment#4 Assessments: Quiz#2
Module 5	Topics: Topic 17: HR Analytics in other Areas of HRM Topic 18: Emerging Trends in Predictive HR Analytics Topic 19: Analytics to Support Strategic Transformation Topic 20: Internet of Things in HR Analytics Assessments: Final Exam

ATTENDANCE

1) Class attendance is required. Missing classes without permission will lead to



decrease in overall grade.

Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.

If the instructor reports a student's frequent missing of class to the Soochow University Academic Administration Office, the student might get a written warning and might be prohibited from attending final exam.

2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.

LEARNING REQUIREMENTS

- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the University.
- 5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

TECHNOLOGY POLICY

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (e.g., note taking, reading course documents).

ACADEMIC INTEGRITY POLICY

Soochow University highly values the academic integrity and aims to promote the



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academic fairness, honesty and responsibility. Any academic dishonesty behaviors and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.

DISABILITY ACCOMMODATION

Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:

Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.