

SYLLABUS: PEOPLE ANALYTICS PROMOTING GENDER EQUALITY

ORGANIZATION

Date:	Wednesday 10:15 – 12:00; first class on September 22th, 2021
Format:	Seminar, planned in presence mode (switch to online due to COVID-19 restrictions is possible)
Lecturers:	Dr. Manuela Morf (manuela.morf@unilu.ch) Dr. Anna Sender (anna.sender@unilu.ch)
Language:	English
OLAT:	https://lms.uzh.ch/url/RepositoryEntry/17049190588

CONTENT

In this seminar, you will learn how to use people analytics to improve decision making in business. This year we focus on ways how organizations can attract, develop and retain female leaders.

Many organizations strive to increase women's participation in leadership roles and experiment with different initiatives and approaches. Evidence helps to better decide what is effective and worth pursuing. People analytics generates relevant evidence by combining technical knowledge of analytics with a sound understanding of the people side of business.

We will follow a problem-based-learning approach and combine lectures, in-class discussions and practical project work. Dr. Jürg Stadelmann, Head HR of the Luzerner Kantonalbank will be a guest and provide practical insights. Assignments in groups will prepare you for your individual assignment.

LEARNING GOALS

Upon successful completion of this colloquium, you will know how to set up a people analytics project. Specifically, you will:

- (1) have expertise in this year's focal area of promoting gender equality in business;
- (2) know how to create a business case for your project and address stakeholder interests;
- (3) be able to select useful methods from the methodological toolkit of people analytics (e.g., interviews, surveys, interventions and experiments);
- (4) be able to translate evidence into actionable and relevant recommendations.

LITERATURE AND MATERIAL

Literature and additional materials are available online.

ECT CREDITS AND PREREQUISITES

This is a masters' course, and no prerequisites are required. Upon successful completion of this course, students receive three credits. Students are responsible for checking whether credits from this course will be accepted.

ENROLLMENT

The number of participants is restricted to twelve. If you are interested in participating, please e-mail Dr. Manuela Morf (manuela.morf@unilu.ch). Please indicate: (1) your name, study major, number of semesters and matriculation number, (2) your knowledge in human resource management, business analytics and/or related fields, (3) why you are interested in participating (short motivation statement). Please make sure that you provided this information before enrolling in the OLAT course.

GRADING

Students need to complete group assignments to be prepared and eligible to do an individual assignment.

Group assignments will be evaluated on a pass/fail basis. Groups have one week to revise their work if they do not pass the group assignment.

The individual assignment (scope 4–8 pages) is graded from 1.0 to 6.0 and serves as the final grade.

SEMESTER SCHEDULE

Block 1 - Creating the business case	
<i>Sept 22th</i>	<i>In class:</i> Presenting the business case: <ul style="list-style-type: none">• What is people analytics, and how can it help business?• What should we care about gender equality in businesses?
<i>Sept 29th</i>	<i>No class:</i> Time for individual reading and getting familiar with the key topic
<i>Oct 6th</i>	<i>In class:</i> Selecting a focus: <ul style="list-style-type: none">• How are hypotheses developed?• How are key performance indicators selected?
<i>Oct 13th</i>	<i>No class:</i> Time for group assignment
<i>Group assignment: Due on Fr Oct 15th, 24:00</i>	

<ul style="list-style-type: none"> Developing hypotheses and defining key performance indicators 	
Block 2 - Planning people analytics projects	
<i>Oct 20th</i>	<i>In class: Wen Oct 20th & Wen Oct 27th</i> Generating evidence: <ul style="list-style-type: none"> What methods for data collection exist (e.g., surveys, experiments, system data)? How to select a useful method for data collection?
<i>Oct 27th</i>	<i>In class:</i> Planning your project: <ul style="list-style-type: none"> How are stakeholder interests identified and addressed? What are potential pitfalls and risks?
<i>Nov 3th</i>	<i>No class:</i> Time for group assignment
<i>Group assessment: Due on Fri Nov 5th, 24:00</i> <ul style="list-style-type: none"> Planning a people analytics project including data collection plan and assessment of stakeholders and risks 	
Block 3 - Developing actionable recommendations	
<i>Nov 10th</i>	<i>In class:</i> Interpreting evidence: <ul style="list-style-type: none"> How is evidence interpret and assessed for quality? How is evidence presented to inform decision making? How is evidence translated into recommendations?
<i>Nov 17th</i>	<i>In class:</i> Interpreting evidence (continued): <ul style="list-style-type: none"> How is evidence interpret and assessed for quality? How is evidence presented to inform decision making? How is evidence translated into recommendations?
Block 4 - Gaining insight into your project	
<i>Nov 24th</i>	<i>No class:</i> Time for individual assignment <i>Individual Assignment: Due on Wen Nov 24th, 24:00</i> <ul style="list-style-type: none"> 2-3 questions that you would like to discuss in class

<i>Dec 1st</i>	<i>In class with Dr. Jürg Stadelmann, Head HR, Luzerner Kantonalbank</i> Discussing your questions and benefitting from practitioners' insight: <ul style="list-style-type: none"> • What questions do you wish to discuss to complete your assignment? • How to do successful people analytics in practices (guest lecture – <i>lecturer to be confirmed</i>)
<i>Dec 8th</i>	<i>No class:</i> Assumption Day
<i>Individual Assignment: Due on Wen Dec 10th, 24:00</i> <ul style="list-style-type: none"> • Developing hypotheses and defining key performance indicator, planning a people analytics project including data collection plan and assessment of stakeholders and risks, formulating actionable recommendations 	
<i>Dec 15th</i>	<i>In class:</i> Reflecting on the course and learning from others: <ul style="list-style-type: none"> • What are your learnings, challenges and key take-aways?

LECTURERS

Dr. Manuela Morf earned her Ph.D. in management from the University of Zurich. After her doctoral defense in 2016, she spent 18 months at the Center of Excellence for Positive Organizational Psychology at the Erasmus University Rotterdam. Since March 2018, she has been a senior research associate at the University of Lucerne. Her current research is on non-standard work (e.g., freelancing) and employee well-being. She teaches courses on organization and change management, research methods and HR analytics.

Dr. Anna Sender holds a master's degree in economics from the Warsaw School of Economics. She worked for international companies in the financial sector for several years before completing a Ph.D. thesis in management at the University of Zurich in 2016. In 2016, she joined the Center for Human Resource Management as associate director. She is interested in research on employee turnover, job insecurity, and non-standard work and teaches courses on strategic human resource management, research methods, and HR analytics.

We wish you success in our HR analytics course!