UNIVERSITÄT LUZERN

People Analytics, HS 22
Dr. Manuela Morf, Dr. Anna Sender

Version 31.08.2022

SYLLABUS: PEOPLE ANALYTICS
PROMOTING DIVERSITY AND INCLUSION

ORGANIZATION

Date:	Thursday 14:15 – 16:00; first class on September 22nd, 2022
Format:	Seminar, planned in presence mode
Lecturers:	Dr. Manuela Morf (manuela.morf@unilu.ch)
	Dr. Anna Sender (anna.sender@unilu.ch)
Language:	English
OLAT:	https://lms.uzh.ch/url/RepositoryEntry/17250386155

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 foster diversity and inclusion.

Many organizations strive to benefit from diversity and inclusion 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. Heidi Bodenmann, Expert in D&I and Dr. Alexandra Arnold, Head People Analytics at Migros, will be our guests and will provide practical insights. Group assignment is intended to prepare you for your individual assignment.

LEARNING GOALS

Upon successful completion of this seminar, 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 diversity and inclusion;
(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. If you are interested in participating, please e-mail Dr. Anna Sender (anna.sender@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 a group assignment to be eligible to complete individual assignments.

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

There are three individual assignments. First and second individual assignment will be evaluated on a pass/fail basis. Third individual assignment is graded from 1.0 to 6.0 and, if group and other individual assignments are passed, serves as the final grade.

Bock 1 - Creating the business case	
Sept 22nd	*In class:* • How do we work together in the course? • What is people analytics and how can it help business?
Sept 29th	*In class with **Dr. Heidi Bodenmann, D&I Expert:*** • What is D&I and how it can be fostered in organizations?
Oct 6th	*In class:* Selecting a focus: • How are hypotheses developed? • How are key performance indicators selected?
*Group assignment: **Due on Fri Oct 21st^h, 24:00*** Group assignment booklet: Creating business case, defining key performance indicators and developing hypothesis (pass/fail)	
Oct 27th	*In class:* • *Presentation and discussion of group work*
Block 2 – Generating evidence	
Until Nov 10th	*Video (self-study):* Generating evidence: • What methods for data collection exist (e.g., surveys, experiments, system data)? • How to select a useful method for data collection? • How is evidence interpreted and assessed for quality?
Block 3 – Managing your project and communicating findings	
Nov 10th	*In class:* Generating evidence (follow-up): • What are your key learnings and open questions? Planning your project • How are stakeholder interests identified and addressed? • What are potential pitfalls and risks?
Nov 17th	*In class with **Marina Pletscher, MA:*** Communicating findings: • How is evidence presented to inform decision making? • How is evidence translated into actionable recommendations?

Block 4 - Gaining insight into your project	
1st Individual assignment: ***Due on Fri Nov 18th, 24:00*** Draft of Individual Assignment Booklet covering Slides 1 – 11 for discussion in class: Creating business case, key performance indicators, hypotheses, methods and stakeholder management (pass/fail)	
Nov 24th	*In class:* • Presentation and discussion of individual work
2nd Individual assignment: ***Due on Thu Nov 24th, 24:00*** Two questions that you would like to discuss in class with practitioner (pass/fail)	
Dec 1st	*In class with **Dr. Alexandra Arnold, Head People Analytics, Migros:*** Discussing your questions and benefitting from practitioners' insight: • What questions do you wish to discuss to complete your assignment? • Challenges in people analytics projects • People Analytics dashboards
3rd Individual assignment: ***Due on Fri Dec 9th, 24:00*** • Assignment booklet: Developing hypotheses and defining key performance indicators, planning a people analytics project including data collection plan and assessment of stakeholders and risks, formulating actionable recommendations, dashboard and key learnings from the course	
Dec 15th	*In class:* Reflecting on the course and learning from others: • What are your learnings, challenges and key learnings? • Q&A regarding master thesis project

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 PhD in economics from University of Zurich. Her areas of expertise include strategic Human Resource Management imperatives such as talent management, compensation, international HRM as well as organizational and individual opportunities and challenges related to non-standard work. Having worked ten years for international organizations in the financial sector, her focus in research is on applied projects in close collaboration with organizations and with direct impact in the community of practice. She represents Switzerland in the international network CRANET and is a board member of ZGP, Zurich HR professional association.

We wish you success in our people analytics course!