

SYLLABUS: PEOPLE ANALYTICS ACHIEVING SUSTAINABILITY GOALS

ORGANIZATION

Date:	Thursday 12:15 – 16:00 on an irregular basis; first class on September 21 st , 2023
Format:	Seminar, in presence mode ¹
Room:	Check the course catalogue: https://portal.unilu.ch/details?code=HS231269
Lecturers:	Dr. Manuela Morf (manuela.morf@unilu.ch) Dr. Anna Sender (anna.sender@unilu.ch)
Language:	English
OLAT:	https://lms.uzh.ch/url/RepositoryEntry/17413472692

CONTENT

In this seminar, we will explore how to use people analytics to improve decision making in business. This year we focus on how people analytics can help fostering sustainability.

Many organizations strive to foster sustainability with the aim to respond to diverse stakeholder interests in alleviating inequalities and reducing organizations' contribution to resource depletion. HRM scholarship and companies identified that HRM can contribute to achieving these goals and experiment with different approaches. People analytics generates relevant evidence by combining technical knowledge of analytics with a sound understanding of the people side of business and can help organizations to identify effective solutions fostering sustainability.

We will follow a problem-based-learning approach and combine lectures, guest speakers' contributions, in-class discussions, and practical project work. Guest speakers include:

- 1) 21.09.2023, Marisa Hürlimann, Consultant at Brugger and Partners Ltd. (BHP), advisory firm focusing on sustainability.
- 2) 05.10.2023, Michael Egermann, Head Human Resources Europe, Latin America, Middle East Africa, Canada at AMGEN.
- 3) 09.11.2023, Marina Pletscher, Entrepreneur, Communication Expert and PhD Candidate at University of Lucerne
- 4) 30.11.2023, Dr. Alexandra Arnold, Head People Analytics at Migros Genossenschaft Bund (MGB).

¹ Due to organizational reasons, you need to inform the lecturers one day in advance if you cannot join the lecture.

LEARNING GOALS

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

- (1) gain expertise in this year's focal area of fostering sustainability;
- (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 in OLAT.

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. 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. People registered via E-Mail will have OLAT priority to people registered via OLAT. Registration on Uniportal should be done after you are formally registered for the course via OLAT.

GRADING

Students need to complete mid-term-assignments to be eligible to complete the final individual assignment. The mid-term assignments build on each other, are discussed in peer-groups and can be used as basis for the final assignment.

Mid-term assignments will be evaluated on a pass/fail basis. Participants have one week to revise their work if they do not pass the mid-term assignment. The final individual assignment is graded from 1.0 to 6.0 and, if mid-term assignments are passed, serves as the final grade.

SEMESTER SCHEDULE

Block 1 – Intro PA & Sustainability	
Sept 21 nd in class	Introduction: <ul style="list-style-type: none"> • How do we work together in the course? • What is people analytics and how can it help the business? <p>Guest speaker Marisa Hürlimann: Introduction in Sustainability</p>
Mid-term-assignment: Due on Sept 28th	Two questions regarding people analytics that you would like to discuss in class with Michael Egermann (pass/fail; send to both lecturers)
Block 2 – Creating the business case	
Oct 5 th in class	Guest speaker Michael Egermann: Use of people analytics in practice Selecting a focus: <ul style="list-style-type: none"> • How are key performance indicators selected? • How are hypotheses developed? • How to go about literature review efficiently and effectively?
Mid-term-assignment: Due on Oct 19th, 24:00	Assignment booklet: Creating business case and developing hypothesis (pass/fail; send to both lecturers)
Oct 26 th in class	Selecting a focus: <ul style="list-style-type: none"> • Feedback and discussion of individual assignment • Q&A regarding master thesis project
Block 3 – Generating evidence	
Until Nov 9 th self-study	Video (self-study): Generating evidence: <ul style="list-style-type: none"> • What methods for data collection do 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 4 – Stakeholder management, ethics and communication	
Nov 9 th in class	Generating evidence (follow-up): <ul style="list-style-type: none"> • What are your key learnings and open questions? Managing your stakeholders and addressing ethics <ul style="list-style-type: none"> • How are stakeholder interests identified and addressed? • What are potential ethical pitfalls and risks? <p>Guest speaker Marina Pletscher: Communicating findings</p>

Block 5 – Gaining insight into your project	
<i>Mid-term-assignment: Due on 23th, 24:00</i>	Assignment booklet: Selected methods and their justification, data analysis and presentation, stakeholder management, risk management & ethical considerations (pass/fail; send to both lecturers)
<i>Mid-term-assignment: Due on Nov 23th, 24:00</i>	Two questions regarding people analytics that you would like to discuss in class with Alexandra Arnold (pass/fail; send to both lecturers)
<i>Nov 30th in class</i>	Gaining insight into your project: <ul style="list-style-type: none"> • Feedback and discussion of individual assignment • Guest speaker Dr. Alexandra Arnold: Use of People Analytics in practice
Block 6 – Presenting your work and Reflections	
<i>Dec 14th in class</i>	Reflecting on the course and learning from others: <ul style="list-style-type: none"> • What are your learnings, challenges and key learnings? • Q&A regarding master thesis project • Possibility for individual feedback session
<i>Final individual assignment: Due on Dec 21st, 24:00</i>	<i>Assignment booklet</i> (full document; graded; send to both lecturers)

LECTURERS

Dr. Manuela Morf is a Senior Research Associate at the University of Lucerne. She holds a Ph.D. in Human Resource Management from the University of Zurich and was a Fellow at the Center of Excellence for Positive Organizational Psychology at the Erasmus University Rotterdam, supported by the Swiss National Foundation. Her research focuses on work design and well-being, careers and new ways of working (e.g. digital nomads), and positive leadership. 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 nine 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!