



UNIVERSITI TEKNOLOGI MARA

DSC765: PEOPLE ANALYTICS

Course Name (English)	PEOPLE ANALYTICS APPROVED
Course Code	DSC765
MQF Credit	3
Course Description	People analytics is a data-driven approach to managing people at work. In this course, students will learn the state-of-the-art techniques used for performance evaluation, leadership, hiring and promotion, and collaboration. By the end of this course, student will understand how and when hard data is used to make soft-skill decisions about hiring, talent development and workforce management
Transferable Skills	Predictive Analytics skill, Talent Analytics skill
Teaching Methodologies	Lectures, Discussion
CLO	CLO1 Construct various people analytics techniques CLO2 Display people analytics techniques for hiring, performance and talent management CLO3 Propose solutions in improving workforce management
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to People Analytics, and Performance Evaluation 1.1) Overview of People Analytics 1.2) Overview of Performance Evaluation 1.3) Mechanisms for Performance Evaluation 1.4) Summary of Performance Evaluation	
2. Data and Database Model 2.1) Overview of Staffing Analytics 2.2) Understanding of Staff Mobility 2.3) Mechanisms for Predicting Staff Performance 2.4) Summary of Staffing Analytics	
3. Collaboration 3.1) Theory and Principle of Collaboration 3.2) Mechanisms for Evaluating Collaboration Networks 3.3) Intervening in Collaboration Networks	
4. Talent Management 4.1) Understanding the Importance of Talent Management in Organization 4.2) Issues and Challenges in Talent Analytics 4.3) Mechanisms for Talent Analytics 4.4) Summary of Talent Management	

Assessment Breakdown		%
Continuous Assessment		100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Assignment 1	15%	CLO1
	Assignment	Assignment 2	15%	CLO2
	Final Project	Final Project	30%	CLO3
	Presentation	Presentation Final Project	20%	CLO3
	Test	Test 1	10%	CLO1
	Test	Test 2	10%	CLO2

Reading List	Reference Book Resources
	<ul style="list-style-type: none"> • Bernard Marr 2018, <i>Data-Driven HR: How to Use Analytics and Metrics to Drive Performance</i>, Kogan Page Publishers [ISBN: 9780749482473] • Jean Paul Isson and Jesse S. Harriott 2016, <i>People Analytics in the Era of Big Data: Changing the Way You Attract, Acquire, Develop, and Retain Talent</i>, First Edition Ed., Wiley [ISBN: 978-111905078] • Laszlo Bock 2015, <i>Work Rules!: Insights from Inside Google That Will Transform How You Live and Lead</i>, First Ed., Twelve [ISBN: 978-145555479] • Gene Pease 2015, <i>Optimize Your Greatest Asset -- Your People: How to Apply Analytics to Big Data to Improve Your Human Capital</i>, First Edition Ed., Wiley [ISBN: 978-111900438] • Boyce Byerly Et Al 2015, <i>Human Capital Analytics: How to Harness the Potential of Your Organization's Greatest Asset</i>, First Ed., Wiley India [ISBN: 978-812655683] • Judah Phillips 2013, <i>Building a Digital Analytics Organization: Create Value by Integrating Analytical Processes, Technology, and People into Business Operations</i>, First Ed., Pearson FT Press [ISBN: B00E5F2QSK]
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources