1. KentVision Code and title of the module

BUSN6007: People Analytics

## Division which will be responsible for management of the module

Kent Business School

## The level of the module (Level 4, Level 5, Level 6 or Level 7)

Level 6

## The number of credits and the ECTS value which the module represents

15 credits (7.5 ECTs)

## Which term(s) the module is to be taught in (or other teaching pattern)

Autumn

## Prerequisite and co-requisite modules and/or any module restrictions

BUSN3130 Introduction to Statistics for Business

BUSN5011 Human Resource Management

## The course(s) of study to which the module contributes

BSc Management (People Management pathway)

## The intended subject specific learning outcomes. On successfully completing the module students will be able to:

8.1. Demonstrate a systematic knowledge and understanding of core concepts and analytical frameworks in HR analytics with the aim to influence and shape people and business strategy by aiding strategic decision making.

8.2. Develop an accurate understanding of methods of statistical inference required to analyse people data.

8.3. Critically identify links between HR analytics and drivers of sustainable organisational performance.

8.4. Critically apply relevant knowledge, skills and creativity in analysing HR data to improve the efficiency and effectiveness of HR processes.

8.5. Demonstrate a practical understanding of model building and problem-solving techniques to support ethical and responsible HR policies using specialised software.

## The intended generic learning outcomes. On successfully completing the module students will be able to:

9.1. Demonstrate enhanced analytical skills by linking quantitative techniques to people management processes/data

9.2. Analyse as well as synthesize complex data to facilitate decision-making

9.3. Critically evaluate current practices using big data and artificial intelligence in the context of company management

9.4. Demonstrate an ability to communicate effectively to a variety of audiences and/or using a variety of methods

## A synopsis of the curriculum

The module will focus on practical applications of analytical methods in the context of HR processes. Participants will acquire an understanding of quantitative methods important for prediction and evaluation. Statistical techniques will be applied to analyse a range of employee characteristics and HR processes in view of their optimisation and contribution to employee well-being and firm performance.

Indicative topics of study are:

* Introduction to People Analytics
* HR Systems, Data Databases and their usage
* Statistical methods for prediction and evaluation
* Analytics for diversity management
* Analytics for employee attitudes and perceptions
* Analytics for managing employee turnover and performance
* Analytics for managing recruitment and selection
* Analytics for training, learning and development
* Critical People Analytics – data privacy, transparency, security and ethics

## Reading list

## The University is committed to ensuring that core reading materials are in accessible electronic format in line with the Kent Inclusive Practices.

## The most up to date reading list for each module can be found on the university's [reading list pages](https://kent.rl.talis.com/index.html).

## Contact Hours

Private Study: 128

Contact Hours: 22

Total: 150

## Assessment methods

* 1. Main assessment methods

Individual presentation – 5-10 minutes (20%)

VLE Test – (20%)

3000 word individual report (60%)

13.2 Reassessment methods

100% coursework

## Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section 12) and methods of assessment (section 13)

**Module learning outcomes against learning and teaching methods:**

| **Module learning outcome** | 8.1 | 8.2 | 8.3 | 8.4 | 8.5 | 9.1 | 9.2 | 9.3 | 9.4 |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| *Lectures* | **X** | **X** | **X** | **X** | **X** | **X** | **x** | **X** |  |
| *Lab sessions* | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| *Private Study* | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |

**Module learning outcomes against assessment methods:**

| **Module learning outcome** | 8.1 | 8.2 | 8.3 | 8.4 | 8.5 | 9.1 | 9.2 | 9.3 | 9.4 |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| *Individual presentation* | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| *VLE Test* | **X** | **X** | **X** | **X** | **X** | **X** |  | **X** |  |
| *Individual report* | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |

## Inclusive module design

The Division recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

## Campus(es) or centre(s) where module will be delivered

Canterbury

## Internationalisation

People Analytics transcends international boundaries. Students are trained in using software to analyse a variety of organisational datasets that can be applied to various contexts and cultures.

**DIVISIONAL USE ONLY**

**Module record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

| Date approved | New/Major/minor revision | Start date of delivery of (revised) version | Section revised  (if applicable) | Impacts PLOs (Q6&7 cover sheet) |
| --- | --- | --- | --- | --- |
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