SYLLABUS: HR ANALYTICS
PROMOTING GENDER EQUALITY

ORGANIZATION

Date:	Block: Fridays Oct 1, Oct 15, Nov 5, Dec 3, 14:15–18:00
Format:	Colloquium, Online Presence
Language:	English
Link:	*To be announced*

CONTENT

In this colloquium, you will learn how to use HR 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. HR 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. Silvan Winkler, Head of Diagnostics and Projects at Jörg Lienert AG, 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 an HR analytics project. Specifically, you will:

(1) have expertise in the 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 24. If you are interested in participating, please e-mail Dr. Manuela Morf (manuela.morf@unilu.ch) **before September 22, 2021**. Please indicate (1) your name, study major, number of semesters and matriculation number, (2) your knowledge in human resource management, business analytics and related fields, (3) why you are interested in participating (short motivation statement). This information helps us to assign you in groups.

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
In class: Fri Oct 1, 14.15–18.00 Presenting the business case: - What is HR analytics, and how can it help business?   - Why should we care about gender equality in business?   Selecting a focus: - How are hypotheses developed?   - How are key performance indicators selected?
Group assignment: Fri Oct 1–Wed Oct 13th, 24:00   Developing hypotheses and selecting key performance indicators
Block 2: **Planning HR analytics project**
In class: Fri Oct 15, 14.15–18.00 Generating evidence: - What methods for data collection exist (e.g., surveys, experiments, system data)?   - How is a useful data collection method selected?   Planning your project: - How are stakeholder interests identified and addressed?   - What are potential pitfalls and risks?

Group assessment: Fri Oct 15–Wed Nov 3, 24:00
• Planning an HR analytics project including data collection plan and assessment of stakeholders and risks
Block 3: Developing actionable recommendations
In class: Fri Nov 5, 14.15–18.00 Interpreting evidence: • 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
Individual Assignment: Fri Oct 15–Fri Nov 26, 24:00 / Fri Dec 10, 24:00 • 2–3 questions that you would like to discuss in the Block 4 class (due before Fri Nov 26, 24:00) • 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 (till Fri Dec 10, 24:00)
In class: Fri Dec 3, 14:15–18:00 with **Dr. Silvan Winkler, Head of Diagnostics and Projects at Jörg Lienert AG** Discussing your questions and benefitting from practitioners' insight: • How to do successful HR analytics in practice (guest lecture – *lecturer to be confirmed*) • Q & A regarding assignments with practitioner and the group Reflecting on the course and learning from others: • What are your learnings, challenges and key takeaways?

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!