

# SEMINAR SYLLABUS

## PEOPLE ANALYTICS: HOW TO MAKE REMOTE WORK ACTUALLY WORK?

### ORGANIZATIONAL ISSUES

<b>Date:</b>	Wednesday 12:15 – 14:00; first class on September 16, 2020
<b>Room:</b>	To be announced
<b>Lecturers:</b>	Dr. Alexandra Arnold ( <a href="mailto:alexandra.arnold@unilu.ch">alexandra.arnold@unilu.ch</a> ) Dr. Manuela Morf ( <a href="mailto:manuela.morf@unilu.ch">manuela.morf@unilu.ch</a> )
<b>Language:</b>	English
<b>Olac-Course:</b>	Link: <a href="https://lms.uzh.ch/auth/RepositoryEntry/16800973083">https://lms.uzh.ch/auth/RepositoryEntry/16800973083</a>

**\*\*\* In the first two weeks of the fall term this course takes place virtual only. The link to attend our lecture will be published on OLAT. For further details on the course modus please consult the “Course modus and COVID-19 Regulation” section at the end of this document \*\*\***

### CONTENT

Businesses make people-related decisions every day, all of which can be improved through the use of evidence. People analytics is an approach that generates relevant evidence by combining technical knowledge of analytics with a sound understanding of the people side of business.

This year’s focal topic is **remote work and its consequences for employees and organizations**. COVID-19 has driven a rapid shift of businesses to working from home and has raised many questions: How is performance affected? Which communication tools should be used? What can be done to mitigate work-life conflicts?

In this seminar, students will find answers to these or similar questions by working on their unique people analytics projects. The course combines class instruction (including input lectures and in-class discussions) with practical project work in groups of 2 to 3 students.

### LEARNING GOALS

Upon successful completion of this seminar, students will:

- (1) have expertise in this year’s focal area and know how to manage a remote workforce;
- (2) be familiar with the various steps of people analytics, from project planning to presenting results;
- (3) know how to design and conduct surveys to generate meaningful evidence;

- (4) be able to critically evaluate available evidence to make high-quality decisions in people management;
- (5) be prepared to successfully complete their master's thesis in people management and other related topics.

### TARGET GROUP AND PREREQUISITES

This seminar is aimed at students in the last semester of their master's program who are writing or plan to write a master's thesis in human resource management, organizational behavior, or leadership and/or those planning a career in management, business analytics, or academia.

There are no required prerequisites. However, in order to effectively follow the course, students must have a sound knowledge of human resource management, organizational behavior, and/or leadership and be familiar with basic statistics. In particular, the successful completion of "Strategic Human Resource Management" is recommended.

### ECTS CREDITS

This seminar, "People Analytics," is an elective course. It is part of the master's curricula "Economics and Management, core elective (without specialization)" and "Market-Oriented Management." Students from all other academic programs are recommended to check with their delegate/examination board to see whether credits from this course are accepted.

Upon successful completion of this course, students receive three credits.

### ENROLLMENT

The number of participants in this seminar is **restricted to twelve**. If you are interested in participating, **please e-mail** Dr. Alexandra Arnold ([alexandra.arnold@unilu.ch](mailto:alexandra.arnold@unilu.ch)) and Dr. Manuela Morf ([manuela.morf@unilu.ch](mailto:manuela.morf@unilu.ch)). In addition, **registration via OLAT, the e-learning platform**, is required. Registration is possible between August 31 and September 25, 2020: <https://lms.uzh.ch/auth/RepositoryEntry/16800973083>

We ask students to make a definitive choice regarding participation after the introductory lecture on September 16, 2020. If there are too many interested students, we will give priority to those enrolled in a master's program at the Center for Human Resource Management; otherwise, the first-come-first-served principle applies.

Please also note that, for credits to be accepted, the **UniPortal registration** at the beginning of the semester is **mandatory** for this seminar. **It is no longer possible to cancel your registration after September 25, 2020.**

To register on UniPortal, please follow the mandatory steps published on the website of the Faculty of Economics and Management: <https://www.unilu.ch/en/study/courses-exams-regulations/faculty-of-economics-and-management/exams/>

## SEMESTER SCHEDULE

Date	Content
<b>Module 1: Introduction and research question</b>	
16.9.2020	<i>In class:</i> Introduction of “people analytics” and the focal research topic: “remote work and its consequences for employees and organizations”
23.9.2020	<i>Project work with online coaching:</i> Define your research question
<b>Module 2: Planning people analytics</b>	
30.9.2020	<i>In class:</i> How to plan people analytics projects and develop a research design
7.10.2020	<i>Project work with online coaching:</i> Write your formal research design (home assignment)
<b>Module 3: Survey design and field time</b>	
14.10.2020	<i>In class:</i> How to design surveys, use survey tools, and meet data-security and ethics standards
21.10.2020	<i>Project work with online coaching:</i> Program your online survey (home assignment)
28.10.2020	<i>Project work with online coaching:</i> Start conducting survey (field time)
<b>Module 4: Data analysis and visualization / Module 5: Presenting findings</b>	
4.11.2020	<i>In class:</i> How to prepare and analyze collected data; how to visualize and present main findings to decision-makers <i>Project work with online coaching:</i> Continue conducting survey (field time)
11.11.2020	<i>In class:</i> How to write and present for different audiences <i>Project work with online coaching:</i> Conclude survey (field time)
18.11.2020	<i>Project work with online coaching:</i> Prepare, analyze, and interpret collected data (home assignment)
25.11.2020	<i>Project work with online coaching:</i> Prepare presentation (home assignment)
2.12.2020	<i>In class:</i> Presentation of main findings
9.12.2020	<i>Project work with online coaching:</i> Write a short article for a practitioner journal (home assignment)
<b>Module 6: Reflection</b>	
16.12.2020	<i>In class:</i> Reflection on learnings and challenges

## GRADING

In this seminar, we use group grading. A total of 100 points can be acquired and will be distributed as follows:

Research design	20 points
Survey	20 points
Data analysis and interpretation of results	20 points
Presentation	15 points
Article	15 points
In-class participation	10 points

Grading is subject to the examination regulations of the Faculty of Economics and Management at the University of Lucerne: <http://srl.lu.ch/frontend/versions/3289>

## LITERATURE AND MATERIAL

Literature and further materials are available on OLAT: <https://lms.uzh.ch/auth/RepositoryEntry/16800973083>

## COURSE MODUS AND COVID-19 REGULATION

In the first two weeks of the fall term, all courses will take place virtual. The link to attend the course will be published on OLAT. We will live-stream our course and not provide any podcast. After this two week period and without any further notification, physical attendance of participants in the course is expected.

However, in order to avoid disadvantaging those who are affected by COVID-19, we will enable a live-stream for students who belong to a risk group, have symptoms, are infected, need to isolate, and/or wish to protect vulnerable persons in their household.

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