

Course number and name	END 365/ People Analytics
Credits, contact hours, categorization of credits	3 credits / 42 hours / Engineering topic
Instructor or course coordinator	Gaye KARAÇAY AYDIN
Text book and other supplemental materials	<ul style="list-style-type: none"> • Jean Paul Isson, Jesse S. Harriott (2016), <i>People Analytics in the Era of Big Data: Changing the Way You Attract, Acquire, Develop, and Retain Talent</i>, Wiley, 1st Edition. • Wayne F. Cascio, Herman Aguinis (2018), <i>Applied Psychology in Talent Management</i>, SAGE Publications • Jac Fitz-enz, John Mattox II (2014), <i>Predictive Analytics for Human Resources</i>, Wiley, 1st Ed. • David Lahey (2014), <i>Predicting Success: Evidence-Based Strategies to Hire the Right People and Build the Best Team</i>, Wiley. • Smith, T. (2013), <i>HR analytics; The What, Why and How....</i>, CreateSpace Independent Publishing Platform. • Jac Fitz-enz, (2010), <i>New HR Analytics: Predicting the Economic Value of Your Company's Human Capital Investments</i>, AMACOM.

Course information	
Content	People analytics is a data-driven approach for improving human resource related decisions. The goal is to optimize both individual and organizational success. Rather than making key decisions based on intuition or experience, in the era of big data human resource related decisions should be made with an evidence-based approach that uses systematic analysis of data. This course will provide a variety of strategy recommendations that explain when and how to use big data for decisions for personnel selection, recruitment, performance appraisal, promotion and training etc.
Prerequisites	None
Type	Selected elective

Course learning outcomes
<p>Students who pass the course will:</p> <ol style="list-style-type: none"> I. Know evidence-based human resource management perspectives. II. Learn a set of theoretical models and frameworks to use in making key employee decisions. III. Be familiar with some analytical techniques that can be used to analyze the data about employees IV. Have an understanding of how to apply "big data" analytics to identify, evaluate, and use for employee related Decisions.

Student outcomes	Level of contribution
SO1. An ability to identify, formulate, and solve complex engineering problems by applying principles of engineering, science, and mathematics.	Not applicable
SO2. An ability to apply engineering design to produce solutions that meet specified needs with consideration of public health, safety, and welfare, as well as global, cultural, social, environmental, and economic factors.	Not applicable
SO3. An ability to communicate effectively with a range of audiences.	Little
SO4. An ability to recognize ethical and professional responsibilities in engineering situations and make informed judgments, which must consider the impact of engineering solutions in global, economic, environmental, and societal contexts.	Little
SO5. An ability to function effectively on a team whose members together provide leadership, create a collaborative and inclusive environment, establish goals, plan tasks, and meet objectives.	Partial
SO6. An ability to develop and conduct appropriate experimentation, analyze and interpret data, and use engineering judgment to draw conclusions.	High
SO7. An ability to acquire and apply new knowledge as needed, using appropriate learning strategies.	High

Week	Topics	Learning outcome(s)
1	Introduction to People Analytics	I, II
2	Business Analytics to People Analytics	I, II
3	Evidence-based Human Resource Management	I, II, IV
4	Talent Sourcing Analytics	II, II, IVI
5	Talent Identification Analytics	II, III, IV
6	Analytical Perspective for Talent Acquisition/Recruitment Processes	III, III, IV
7	Analytical Perspective for Talent Engagement	II, III, IV
8	Training and Development Analytics	II, III, IV
9	Retention Based Cost Analysis	II, III, IV
10	Analytical Performance Management	II, III, IV
11	People Analytics Plan	III, IV
12	Big Data and People Analytics	I, IV
13	Term- Project Presentations	I, II, III, IV
14	Term- Project Presentations	I, II, III, IV