

COURSE / MODULE / BLOCK DETAILS

ACADEMIC YEAR / SEMESTER

Offered by: İşletme			
Course Title: HR ANALYTICS		Course Org. Title: HR ANALYTICS	
Course Level: Lisans		Course Code: MNO 4239	
Language of Instruction: İngilizce		Form Submitting/Renewal Date 22/09/2020	
Weekly Course Hours: 3		Course Coordinator: DR.ÖĞR.ÜYESİ ENGİN BAĞIŞ ÖZTÜRK	
Theory	Application	Laboratory	National Credit: 3
3	0	0	ECTS Credit: 5



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Offered to:	Course Status: Compulsory/Elective
Name of the Department:	
BUSINESS ADMINISTRATION	Elective Course



DOKUZ EYLUL UNIVERSITY



FACULTY OF BUSINESS ADMINISTRATION OFFICE OF THE DEAN

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Instructor/s:

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Course Objective:

HR Analytics is the systematic application of quantitative data analysis techniques on people-related data in order to increase decision-making quality in HR. HR Analytics can be considered another step to advance human resource management related performance indicators and contribute greater understanding of HR systems. The purpose of this course is to advance students' understanding of people/talent/workforce analytics. This course integrates different research designs with statistical models to explore and predict certain HR indicators. The course will equip students with necessary knowledge and skills to provide data-driven solutions to HR related issues.

Learning Outcomes:

- 1 Understand and evaluate key concepts of HR, research and statistics.
- 2 Integrate key concepts of HR, research, and statistics properly.
- 3 Develop analytical skills to find data-driven solutions to HR issues.
- 4 Increase strategic benefit of HR analytics and its relationship with other areas of business.
- 5 Improve oral and written communication skills through class discussions and presentations by integrating knowledge from a diversity of sources.

Learning and Teaching Strategies:

1. Lecture
2. Individual Assignments
3. Group Work & Presentations

Assessment Methods:

Name	Code	Calculation formula
Midterm	MT	
Quiz	QZ	
TermProject	TP	
BNS	BNS	MT * 035 + QZ * 025 + TP * 040



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Further Notes about Assessment Methods:**Midterm:**

Midterm will be composed of several assignments. These assignments will be explained during our lectures and also announced on the online education platform. Your assignments will be discussed during lectures and they will be graded.

Quiz:

There will be two quizzes. Each quiz can be taken a couple of times until a predetermined deadline and only the highest grade will be recorded. The purpose of these online quizzes is to accelerate students' learning curve related to statistical programming we will use during our lectures.

Term Project:

The term project will depend on students to analyze HR-related data. Students will prepare the data and conduct certain types of analyses and share their findings. The projects will be written in a reproducible format and students present their project. Each term project will be carefully examined and graded.

Assessment Criteria:

1. Students will prepare data.
2. Students will conduct exploratory data analysis.
3. Students will visualize important points in the data.
4. Students will create reproducible reports.
5. Students will identify issues in data analytics.

Textbook(s)/References/Materials:

Fitz-Enz, J., & John Mattox, I. I. (2014). Predictive analytics for human resources. John Wiley & Sons.

Course Policies and Rules:

Academic integrity is to demonstrate responsible and honest behaviors and follow ethical principles in academia. All students should respect the intellectual property rights of others. Specifically every student should avoid plagiarism. All types of plagiarism are serious and violate academic integrity policy.

To understand and prevent plagiarism, please see the following link:

<https://www.plagiarism.org/understanding-plagiarism>. During our lectures, a variety of information will be provided but if you have any problems you can ask me.



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Contact Details for the Instructor:

Assistant Professor Engin Bağış Öztürk, engin.ozturk@deu.edu.tr

Office Hours:

Due to Covid-19 precautions, please send an e-mail to get an online appointment.

Course Outline:

Week	Topics:	Notes:
1	HR Analytics: An Introduction	
2	Research Designs	
3	Data Analysis Strategies	
4	Data Analytical Tools	
5	Employee Attitude Surveys	
6	Recruitment and Selection Analytics	
7	Performance Analytics	
8	Turnover Analytics	
9	Diversity Analytics	
10	Current Issues in HR Analytics	
11	Term Project Presentations	
12	Term Project Presentations	

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ECTS Table

Course Activities	Number	Duration (hour)	Total Work Load (hour)
In Class Activities			
Tutorials	13	1	13
Lectures	13	2	26

Exams

Project Assignment	1	2	2
Midterm	1	2	2

Out Class activities

Preparations before/after weekly lectures	13	1	13
Preparation for midterm exam	1	15	15
Preparing assignments	13	3	39
Preparing presentations	1	18	18
Total Work Load (hour)			128
ECTS Credits of the Course= Total Work Load (hour) / 25			5