



UNIVERSITY of HOUSTON

C. T. BAUER COLLEGE of BUSINESS

MANA 7397: People Analytics: HR Transformation through Data

Instructor: Dr. JeAnna Abbott
Phone: 713-859-9128
E-Mail: jabbott@uh.edu

"The goal is to turn data into information, and information into insight."

(Carly Fiorina, Former CEO of HP)

COURSE DESCRIPTION

People analytics is a data-driven approach to managing people at work. For the first time in history, business leaders can make decisions about their people based on deep analysis of data rather than the traditional methods of personal relationships, decision making based on experience, and risk avoidance.

This course is an introduction to the theory of people analytics and will include some hands-on basic talent management data analysis. By the end of this course, you'll understand how and when hard data is used to make soft-skill decisions about hiring and talent development, so that you can position yourself as a strategic partner in your company's talent management decisions. This course is intended to introduce you to how Organizations flourish when the people who work in them flourish. Analytics can help make both happen.

We will use case studies to explore how data and sophisticated analysis is brought to bear on people-related issues, such as recruiting, performance evaluation, leadership, hiring and promotion, job design, compensation, and collaboration.