

Course Descriptions None 2024-2025

Course Title	People Analytics																
Course Code	EBC2183																
ECTS Credits	6,5																
Assessment	Whole/Half Grades																
Period	<table><thead><tr><th>Period</th><th>Start</th><th>End</th><th>Mon</th><th>Tue</th><th>Wed</th><th>Thu</th><th>Fri</th></tr></thead><tbody><tr><td>4</td><td>3-2-2025</td><td>30-3-2025</td><td></td><td>X</td><td></td><td></td><td>X</td></tr></tbody></table>	Period	Start	End	Mon	Tue	Wed	Thu	Fri	4	3-2-2025	30-3-2025		X			X
Period	Start	End	Mon	Tue	Wed	Thu	Fri										
4	3-2-2025	30-3-2025		X			X										
Level	no level																
Coordinator	Simon de Jong For more information:s.dejong@maastrichtuniversity.nl																
Language of instruction	English																
Goals	Students will learn: <ul style="list-style-type: none">* What the core principles of people analytics are* How to address people analytics research questions* How to apply people analytical theory/methods to address practical challenges* How to effectively communicate about people analytics																
Description	Organizations are increasingly analysing "people data" in order to recruit, retain, develop, and promote the best employees and leaders in order to survive, and hopefully thrive, in today's business world. Such data is also important, as it can reveal new ways for improving individual, team, and/or organizational functioning and performance. Overall, people analytics can thus benefit a range of organizational stakeholders. In light of the above, knowing how to unlock such people-data can be a competitive advantage for the individual who possesses these skills, as well as for the company that employs such professionals or that hires consultants with this expertise. In this course, a range of topics will be discussed, such as "what is people analytics?", "how to identify/assess key data sources" and "how to turn this into helpful insights". We will use a variety of sources to learn more about people analytics, including a textbook, contemporary scientific insights, as well as practical knowledge.																
Literature																	
Prerequisites																	
Keywords																	
Teaching methods																	
Assessment methods																	
Evaluation in previous academic year	For the complete evaluation of this course please click http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM																
This course belongs to the following programme / specialisation	Bachelor Business Analytics Year 3 Elective Course(s)																