Course Descriptions None 2025-2026

Course Title	People Analytics
Course Code	EBC2183
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
4	2-2-2026	27-3-2026		X			X

Level	no level
Coordinator	Simon de Jong For more information:s.dejong@maastrichtuniversity.nl
Language of instruction	English
Goals	Students will learn: * 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	
Transitional Regulations	
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 Courses