



Module Specification

Critical People Analytics

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Part 1: Information

Module title: Critical People Analytics

Module code: UMPT9R-15-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

College: College of Business and Law

School: CBL Bristol Business School

Partner institutions: None

Field: Human Resource Management

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Understanding individuals is essential for effective organisational management. Strategy implementation relies on the commitment of all members, not just managers. Organisations must assess the talents, skills, and needs of their people. This practice dates back to the Industrial Revolution, emphasising managers' ability to lead and leverage intellectual skills. Later, the workforce's strategic importance emerged in creating business value. In recent decades, the focus shifted to optimising individual potential and aligning with organisational goals. The rise of

data management and predictive analysis led to increased investment in people analytics for evidence-based management practices.

This module aims to introduce you to the fundamentals of developing your skills in the critical evaluation on people analytics, including producing insights from data generated by people under organisational practices.

Features: Not applicable

Educational aims: Understanding scholarly and academic production on Critical People Analytics

Searching and evaluating analogical and digital organisational data

Evaluating the technical knowledge needed to produce robust Critical People Analytics

Addressing ethical issues when gathering and using data

Deciding how the organisational context, including the digital, define people analytics design

Outline syllabus: Introduction to the module; Critical People Analytics (CPA): definitions and approaches

Getting started with People Analytics

Justifying the implementation of People Analytics. Ethical concerns

People Analytics: a critical approach

Techniques of data gathering (I): the employee journey map

Techniques of data gathering (II): shadowing and participant observation

Techniques of data gathering (III): critical incidents, discussion groups and storytelling

Techniques of data analysis (I): narrative analysis

Preparing for the assessment

Techniques of data analysis: visualities

Digital media and People Analytics

Part 3: Teaching and learning methods

Teaching and learning methods: Our approach ensures a seamless and enriching student experience, combining a variety of learning materials including clear text, diagrams, animations, videos, interactive elements, quizzes, and collaborative activities.

Students are encouraged to actively engage with the content through tasks, activities, and quizzes, fostering a deeper understanding of the subject matter. These tasks are authentic, connecting learning to real-world scenarios and directly relevant to programme outcomes.

Moreover, peer learning is actively promoted, leveraging the online environment to facilitate collaborative discussions. Structured online forums will provide a platform to share, discuss, and challenge ideas, fostering a vibrant learning community where diverse perspectives thrive.

Harnessing the power of technology, the module will make full use of online tools to engage students and foster critical thinking. Asynchronous discussion forums and collaborative tools build vibrant learning communities, enriching the educational experience beyond the digital realm.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 To assess the quality and relevance of data available, by identifying sources of bias and using evidence-based questioning models.

MO2 To design measures, develop insights and assess the impact of work, particularly on people.

MO3 To analyse how people social, ethnic and cultural practices create value for different stakeholders, and the associated risks.

MO4 To critically analyse digital environments and how to apply technology in a people context.

MO5 To learn how to use social analysis to support the delivery of people practices, and improve the worker experience.

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 150 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://rl.talis.com/3/uwe/lists/7520E7A8-EFC4-49C1-3DB8-D53BF65A4AE8.html?lang=en-GB&login=1) via the following link <https://rl.talis.com/3/uwe/lists/7520E7A8-EFC4-49C1-3DB8-D53BF65A4AE8.html?lang=en-GB&login=1>

Part 4: Assessment

Assessment strategy: A scholarly justified essay (3000 words) In the essay students will identify a distinct issue/challenge in a place of work which would benefit from a critical analytic evaluation; and select, justify and critically write using scholarly sources that could be used to address the challenge faced, including ethical aspects.

Assessment tasks:**Written Assignment (First Sit)**

Description: A scholarly justified essay (3000 words)

In the essay students will identify a distinct issue/challenge in a place of work which would benefit from a critical analytic evaluation; and select, justify and critically write using scholarly sources that could be used to address the challenge faced, including ethical aspects.

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Written Assignment (Resit)

Description: A scholarly justified essay (3000 words) - In the essay students will: identify a distinct issue/challenge in a place of work which would benefit from a critical analytic evaluation; and select, justify and critically write using scholarly

sources that could be used to address the challenge faced, including ethical aspects.

The scholarly justified topic essay needs to include:

a scholarly written description of a challenge or issue faced in a place of work (~500 words).

a written justification of why addressing the challenge is relevant for the organisation (~500/1000 words).

a written justification of the data (including digital) decided to gather to address the challenge (~500/1000 words).

a written justification of the method decided to use to analyze the data (~500 words).

a written report with recommendations to the organization based on the analysis (~500 words).

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Human Resource Management [UWE Online] MSc 2023-24