

BXL632 Using Data to Support Organisational Change

Level: 6

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY SEMESTER

Synopsis:

The purposes of the collection and use of data in organisations, and the tools used to analyse the data, may be deployed for innovation, development and exploration, or as a means of control of employees. Metrics encompass numerical insights into what is happening as reflective of behaviour; analytics on the other hand, produce more sophisticated insights, such as explaining causes of events and projecting future event occurrence, thus aiding decision making. By applying what learners have learnt so far, they will learn to differentiate between rhetoric and reality in this often vendor-driven field. They will be exposed to HR literature and literature focusing on development and innovation in relation to the use of data and analytics. Using provided case studies and their own or a selected organization, they will evaluate the effectiveness of analytics in relation to learning, innovation and change and strategic purposes.

Topics:

- What is data analytics?
- A critical perspective on trends in data collection, analysis and use of analytics
- The possibilities and pitfalls of data analytics
- Case studies – the good, the bad and the ugly
- Techniques for data analysis
- Working with data (set 1) - deciding what analysis for what purpose
- Working with data (set 2) - deciding what analysis for what purpose
- Working with data (set 3) - deciding what analysis for what purpose
- Analysing an organisation's use of data
- Making decisions based on data analytics
- Developing an evaluation rubric to evaluate an organisation's use of data analytics
- Applying the rubric and making recommendations

Learning Outcome:

- Critique literature on data analytics from different perspectives
- Appraise analytical techniques and their fit for purpose
- Examine trends in data analytics
- Identify data and analytic techniques appropriate for strategic decision-making related to
- Critically evaluate their selected organisation's collection, analysis and use of data
- Recommend improved selection, use and analysis of data

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	TUTOR-MARKED ASSIGNMENT 1	30

Overall Continuous Assessment	PARTICIPATION 1	20
Overall Examinable Components	ECA	50
Total		100