

# Human Resources Analytics

**Prepared by Dr. Samah Abdelfatah**

HRM 623

**Lecture 0**



The background features five vertical panels of varying heights and widths. The first panel on the left is dark blue. The second panel shows hands typing on a laptop. The third panel shows a laptop screen with a play button icon. The fourth panel shows a target icon and a magnifying glass icon. The fifth panel is a solid light blue. Overlaid on these panels are several white line-art icons: a graduation cap, a laptop, a play button, a target, a magnifying glass, an open book, and a group of people.

# Human Resources Analytics

## Orientation Lecture

HRM 623

Prepared by  
**Dr. Samah Abdelfatah**



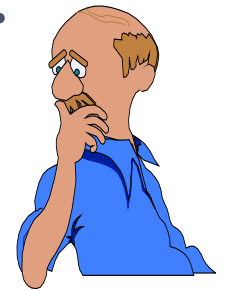
## **Dr. Samah Abdelfatah**

- Doctor of Business Administration /University of Khartoum
- Teaching Member In Midocean University.
- Teaching Member in number of universities.
- Reviewer For International Scientific Journals.
- Certified International Trainer .
- Member Of The Arab Training League(ATL)

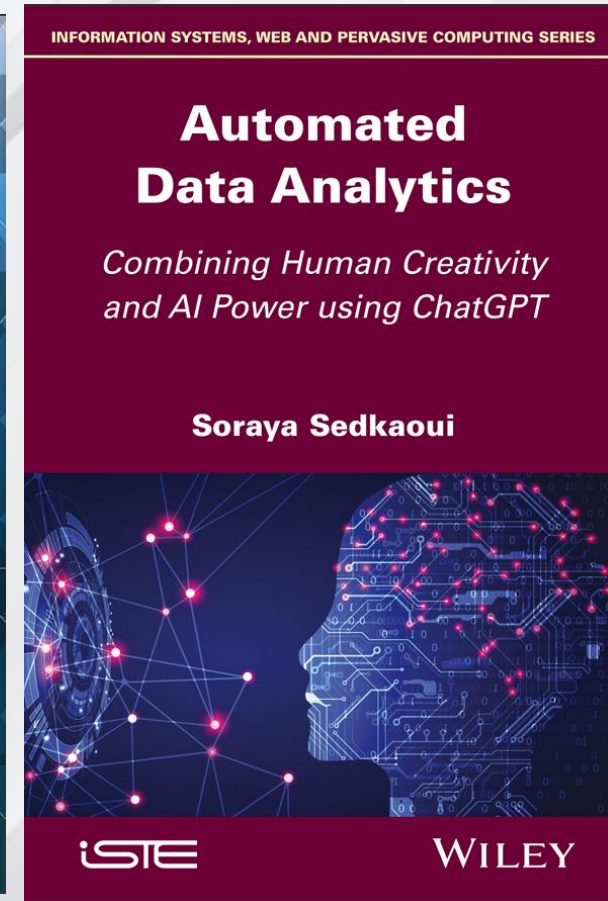
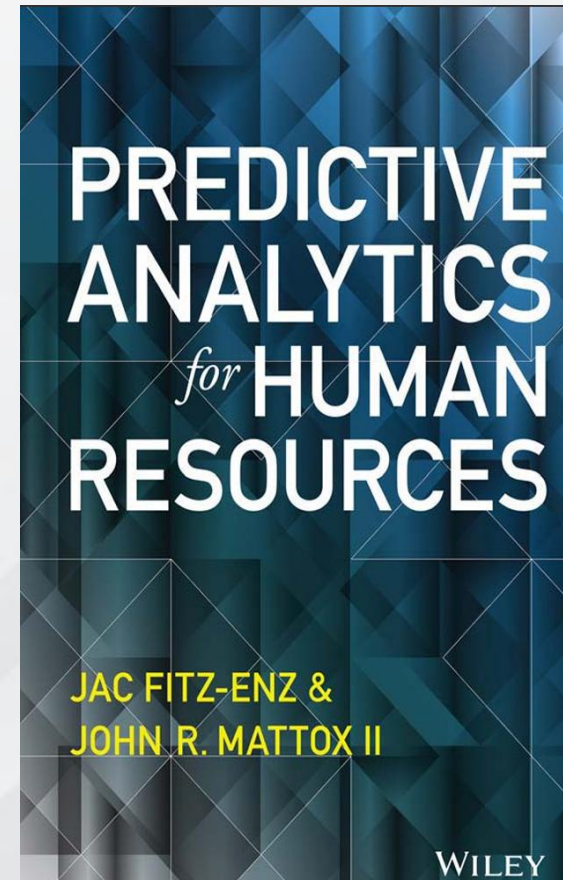
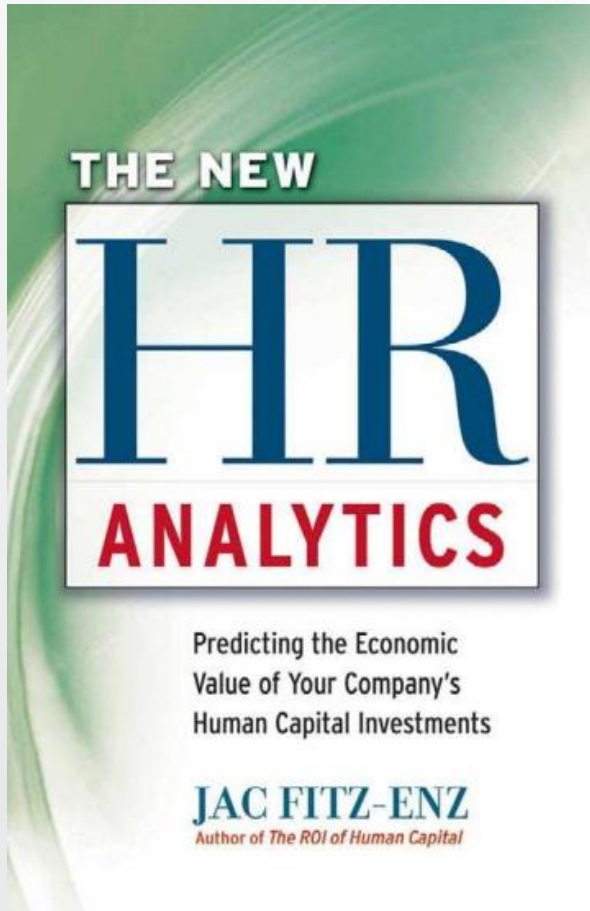
## BEFORE WE START

**WHAT DO YOU KNOW ABOUT HRA?**

- When you say analytics, people immediately think of statistics. That is incorrect. Analytics is a mental framework, a logical progression first and a set of statistical tools second.
- HRA concerns with collecting data and analyze it to come up with results that help in decision making and improve the organizational performance.



## References / Textbooks



## Course Description

- This course examines and emphasizes strategies and techniques to enable improved organizational and human capital decisions by directing the organizational analytics for more actionable insights.

- **Credit Hours:** 3 credit hours

The main material and reference for the course will be the textbooks mentioned in the syllabus and other related materials. Lecture notes and slides are additional resources that are prepared by the professor.

## Learning outcomes

- Recommend effective ways to measure and improve employee engagement to support the organization.
- Change the paradigm from perfecting HR processes to improving results.
- Distinguish the right way to measure HR from the usual turnover and safety metrics.
- Avoid the dangers of HR data mining.
- Improve organizational effectiveness by asking the right questions, selecting the appropriate data and analyses needed to answer these questions, and using the results to drive change.

# INTRODUCTION TO PREDICTIVE ANALYTICS

- **Chapter 1:** Disruptive Technology:  
The Power to Predict
- **Chapter 2 :** Toward Analytics and Prediction

Part  
01



## THE HCM:21<sup>st</sup> Century

- **Chapter 3:** Scan the Market, Manage the Risk
- **Chapter 4:** More Than Compensation
- **Chapter 5:** Scenario Planning: Preparing For Uncertainty
- **Chapter 6:** Paying for performance
- **Chapter 7:** Collapsing the Silos

### Part 02



## HRA IN PRACTICE

- **Chapter 8:** Turning Data into Business Intelligence
- **Chapter 9:** Why Emerging Trends Matter in HR Analytics
- **Chapter 10:** AI Integration In HRA

### Part 03





| الموضوع                               | الأسبوع       |
|---------------------------------------|---------------|
| محاضرة توجيهية                        | الأسبوع 1     |
| محاضرة – حلقة نقاش – اختبار قصير      | الأسبوع 2     |
| محاضرة – حلقة نقاش – اختبار قصير      | الأسبوع 3     |
| محاضرة – حلقة نقاش – اختبار قصير      | الأسبوع 4     |
| محاضرة – حلقة نقاش – اختبار قصير      | الأسبوع 5     |
| آخر موعد للاعتذار عن الفصل أو عن مقرر |               |
| محاضرة – حلقة نقاش – اختبار قصير      | الأسبوع 6     |
| محاضرة – حلقة نقاش – اختبار قصير      | الأسبوع 7     |
| محاضرة – حلقة نقاش – اختبار قصير      | الأسبوع 8     |
| محاضرة – حلقة نقاش – اختبار قصير      | الأسبوع 9     |
| محاضرة – حلقة نقاش – اختبار قصير      | الأسبوع 10    |
| محاضرة – حلقة نقاش – اختبار قصير      | الأسبوع 11    |
| حلقة نقاش                             | الأسبوع 12    |
| الإختبارات النهائية                   | الأسبوع 13    |
| نهاية الإختبارات النهائية             | نهاية الدراسة |



# Timing Of The Lectures

أوقات المحاضرات



## Lecture Schedule and Recorded Lectures

- The timing of all **lectures and discussion sessions** is scheduled according to **Makkah (Saudi Arabia) time** across all programs.
- Each recorded lecture will have a duration of approximately **80–90 minutes**.
- The recorded lectures will be uploaded to the **Moodle platform** for students to access and review.

## Weekly Lectures and Discussion Sessions

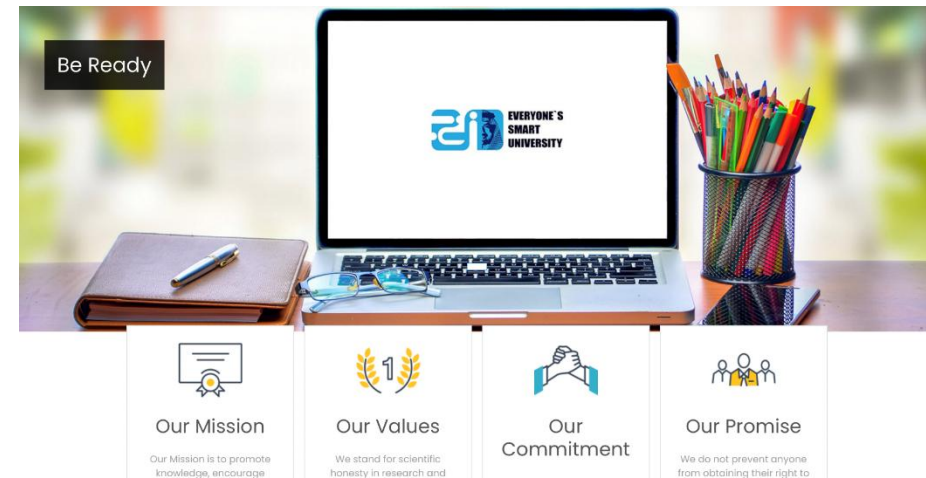
The weekly recorded lecture will be uploaded to the **Moodle educational platform every Saturday at 12:00 noon (Riyadh time).**

**Discussion sessions** are optional weekly seminars designed to provide students with an opportunity to discuss and clarify the concepts and topics presented in the recorded lecture for that week.

Students are encouraged to attend the discussion sessions and actively participate in academic discussions.

**Please refer to the course schedule to confirm the specific date and duration of each course session.**

- This week is the first Orientation Lecture
- All the educational material will be uploaded to the Moodle App.



# Quizzes and Exams

## آلية التقييم والاختبارات



# The Evaluation (Quizzes)

## Weekly Quiz

- The quiz will be uploaded weekly on Moodle at the same time as the scheduled lecture, every Saturday at 10:00 p.m.
- The quiz will remain open for one week and will close on the following Saturday at 9:00 p.m.
- Question Format: Multiple-Choice Questions (MCQs) and True/False questions.
- The questions will be presented in audio format.

## Quiz Structure and Duration

- Each weekly quiz will consist of 8 questions, with a total of 8 marks.
- Each question is worth 1 mark.
- Across the 10 weekly quizzes, the total available marks will be 80 marks.
- Students will have 24 minutes to complete each quiz.
- Students are expected to complete and submit the quiz within the specified time limit.

## The Evaluation(Final )

- The final examination will be conducted online also through Moodle.
- The examination will consist of True/False and Multiple-Choice Questions (MCQs) also.
- The questions will be presented in audio format.
- The final examination will be worth 20 marks.
- The time is one hour (Specific date)

# The Evaluation



Short Quizzes

Types of exams

Final Exam

# The Language

- The main language used in Slides is **(English)**
- The Explanation will be in **Arabic** but if there are scientific terms will be mentioned in **English**



# Thank You