

RUTGERS/ PROFESSOR DAVID J GOLDSTEIN / FALL 2018

Three Core Areas for Success in SMLR

The curriculum in the programs within SMLR focus on different areas (ie. HRM, LSER) and levels of study (ie. UG, Masters', PhD). Across these programs, we strive to advance the student's:

- 1) Cognitive Skills and Processes
- 2) Knowledge of Theory, Practice, and Application
- 3) Professional Development

SYLLABUS:

PEOPLE, DATA, ANALYTICS & IMPACT.

Course explores the exponential growth and ever changing large complex data and information created by business and society with a primary focus on people & workforce. Data has become so valuable that the World Economic Forum deemed it a new class of economic asset, like oil.

Students will study various applications and analytical tools used to derive insight from data, and how experts like HR are using Big Data to recruit and develop talent. Students learn how different industries leverage the data to impact the bottom line and create competitive advantage and provide an ROI to the organization,

GENERAL INFORMATION

Class meeting times	Thursdays 4:30 – 7:10 Room 219
Instructor's office hours	Thursdays 4:15 – 4:30PM in class
Instructor's phone no.	Typically, available 8-9PM Tues, Wed Cell number will be provided at first day of class
Instructor's e-mail	dj.goldstein@rutgers.edu
Instructor's profile	www.linkedin.com/in/goldsteindj/

COURSE MATERIAL

REQUIRED TEXT BOOK

Bill Schmarzo, 2013. *Big Data: Understanding How Data Powers Big Business*, Wiley.

SUPPLEMENTAL TEXT BOOK (NOT REQUIRED)

Niguel Guenole 2017. *The Power of People*, Pearson Education,

CASE STUDIES / READINGS

Royal Bank of Canada -Using People Strategy and Analytics to Drive Employee Performance (Case: A&B HR44)

HBR Case Study: Should an Algorithm Tell You Who to Promote? May-June 2018 issue

Competing on Analytics by Thomas Davenport

ANALYTICS SOFTWARE

Tableau – a complimentary license will be provided for the course.

LEARNING GOALS

At the end of this course, students will be able:

- ✓ Analyze strategic business implications of Big Data and how it impacts various industries and their workforce
- ✓ Build a story of HR data through visualization and analytics using Tableau.
- ✓ Examine implications of data security and privacy and assess possible solutions.
- ✓ Describe on a high level, a technical overview of big data, system framework and solutions.
- ✓ Assess the importance of big data and analytics in any organization and HR profession.

METHOD OF EVALUATING STUDENTS

The instructor will calculate students' grade on a 1000 point scale. Everything counts as follows:

Type of Evaluation	Events	Points	Total
Team HR Case Study	1	100	100
Team Reverse Engineering HR Case	1	100	100
Assessments	1	200	200
Individual Project (up to 50 points bonus)	1	250+50	200+50
Team Project	1	250	200
Proactive Course Participation	On-going	100	100
		Total Points	1000 + 50

Points	Grade
930-1000	A
900-929	A-
870-899	B+
830-869	B
800-829	B-
770-799	C+
730-769	C
700-729	C-

TEAM CASE STUDY

Conduct as a team situational analysis and provide a solution to a big data business challenge and or opportunity.

TEAM REVERSE ENGINEERING HR CASE DEVELOPMENT

Using Tableau's visualization & statistical functions, as a team analyze workforce data set (provided) and then create a high level HBR business case with a problem or challenge and include recommendations based on your data analysis and tableau story.

ASSESSMENTS

A live written exam - open-ended questions focused on the technology foundation to support big data and analytics.

INDIVIDUAL PROJECT

Select a company from an assigned industry and do a deep dive identifying on how they leverage big data in their business lifecycle and the challenges and obstacles encountered. Extra points if it is an HR function.

TEAM PROJECT

Develop a big data industry vision and application which will have a direct positive impact on the market and society.

PROACTIVE COURSE PARTICIPATION

All students need to actively participate; provide their thoughts, comments and suggestions in the classroom and complete homework assignments. Homework assignments include strategic examinations on selected articles, industry applications and outcomes using Tableau software. Homework¹ will be graded either: 0-not completed, .5-partially completed or 1-completed. Classroom participation and homework are equally weighted to calculate the Proactive Course Participation points.

Note: 1 – Homework includes a Tableau data analysis assignment which has a maximum 20 point grade.

LATE COMPLETIONS

It is extremely important for you to keep up with the course and not fall behind. Try to complete chapters early in order to avoid conflicts with work projects, business travel, or computer problems.

All assignments must be completed by due date and time shown in the course schedule provided on the first day of class. Late submissions will be penalized 10% for each late business day. This penalty will be waived only in the event of personal illness.

ACADEMIC HONESTY

Academic dishonesty will not be tolerated in this course. Such unacceptable actions include, but are not limited to: copying, sharing or obtaining information from any unauthorized source during examinations; copying from or unauthorized sharing of homework assignments with another student; attempting to take credit for the intellectual creation of another person as one's own work; falsifying information; giving or receiving information about a test, quiz or assignment solutions to students in other sections of the course.

Any student involved in academic dishonesty will be penalized in accordance with published University rules. In this class, penalties for copying, sharing or obtaining information from any unauthorized source during examinations or quizzes may range from failing the examination to failing the course. The penalty for attempting to take credit for the intellectual creation of another person as one's own work, or falsifying information will range from failing the assignment to failing the course. All such penalties will be reported to the Dean and do not preclude additional penalties to be administered by the Program Director, such as suspension or expulsion.
Statement on Students with Disabilities