



SRM INSTITUTE OF SCIENCE AND TECHNOLOGY

RAMAPURAM, CHENNAI – 89

COLLEGE OF MANAGEMENT

MASTERS IN BUSINESS ADMINISTRATION

Vision

To be a Globally Renowned B-School that imparts enterprising knowledge & skills that best serves the stakeholders and mankind.

Mission

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| Mission statement - 1 | Promote Excellence in Business Education and Skill Development |
| Mission statement - 2 | Nurture Entrepreneurship, Human Values, Social Responsibilities and Global Citizenship |
| Mission statement - 3 | Enrich the Creativity, Research and Innovation in all Activities |
| Mission statement - 4 | Collaborate to foster Personal and Institutional Leadership Effectiveness |

Programme Educational Objectives (PEO)

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| PEO - 1 | Graduates will be business leaders and managers with leadership and problem-solving skills for global business. |
| PEO - 2 | Graduates will drive entrepreneurship initiatives either on their own or within other organizations where they are employed. |
| PEO - 3 | Graduates will have innovation skills and drive the businesses through multifaceted skills. |
| PEO - 4 | Graduates will provide advancement of conceptual and practical knowledge in the field of business management to contribute to nation building while upholding ethical practices. |

Mapping Mission of the department to the Programme Educational Objectives

| | Mission Statement - 1 | Mission Statement - 2 | Mission Statement - 3 | Mission Statement - 4 |
|---------|-----------------------|-----------------------|-----------------------|-----------------------|
| PEO - 1 | H | M | H | H |
| PEO - 2 | M | H | H | L |
| PEO - 3 | H | M | M | M |
| PEO - 4 | H | L | M | M |

H – High Correlation, M – Medium Correlation, L – Low Correlation

Programme Learning Outcomes (PLO)

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| PLO - 1 | Apply knowledge of management theories and practices to solve business problems. |
| PLO - 2 | Foster Analytical and critical thinking abilities for data-based decision making. |
| PLO - 3 | Ability to develop Value based Leadership ability. |
| PLO - 4 | Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business. |
| PLO - 5 | Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment. |

Mapping of Programme Educational Objectives to Programme Learning outcomes & PSO

| | PLO -1 | PLO - 2 | PLO - 3 | PLO- 4 | PLO - 5 |
|---------|---------------------|---------|---------|--------|---------|
| | Graduate Attributes | | | | |
| PEO - 1 | H | H | H | M | H |
| PEO - 2 | L | L | L | L | M |
| PEO - 3 | H | H | H | M | L |
| PEO - 4 | H | M | L | H | H |

H – High Correlation, M – Medium Correlation, L – Low Correlation

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|-------------|----------|-------------|--------------------------------------|-----------------|---|---|---|---|
| Course code | MB18HR03 | Course Name | HUMAN RESOURCE METRICS AND ANALYTICS | Course category | L | T | P | C |
| | | | | | 3 | 0 | 2 | 4 |

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|----------------------------|-----|-----------------------|-------------------------------|---------------------|----|
| Pre-requisites courses | NA | Co-requisites courses | NA | Progressive courses | NA |
| Course offering department | MBA | | Data book / Codes / Standards | NA | |

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| Course learning Rationals (CLR): | The purpose of learning this course to |
| CLR -1: | Understand the importance of HR metrics and analytics in measuring HR's impact and drive business results. |
| CLR -2: | Identify the right HR metrics- aligning HR and business goals. |
| CLR -3: | Turn metrics into analytics for effective management decisions. |
| CLR -4: | Formulate decisions about human resource initiatives using data-based reasoning and analysis. |
| CLR -5: | Identify the quantitative analyses suitable for the analysis of employee data. |

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| Course outcomes (CO): | | The purpose of learning this course to | | |
| CLO -1: | Study the importance of using data-based reasoning to support HR decisions. | 3 | 75 | 80 |
| CLO -2: | Identify the various methods to calculate absenteeism costs, turnover costs, and return-on-investment. | 3 | 70 | 80 |
| CLO -3: | Develop recommendations for workforce planning (e.g, staffing needs) based on the results of analysis. | 4 | 75 | 80 |
| CLO -4: | Evaluate and develop effective surveys for use in an organizational setting. | 5 | 75 | 80 |
| CLO -5: | Relate the research findings into practical conclusions and recommendation. | 5 | 70 | 80 |

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| Learning | | |
| 1 | 2 | 3 |
| Bloom's level (1-6) | Expected Proficiency (%) | Expected attainment (%) |

Program learning outcome PLO

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|--|---|---|--|---|--------|--------|
| PLO - 1 | PLO - 2 | PLO - 3 | PLO - 4 | PLO - 5 | PSO -1 | PSO -2 |
| Apply knowledge of management theories and practices to solve business problems. | Foster Analytical and critical thinking abilities for data-based decision making. | Ability to develop Value based Leadership ability | Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business. | Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment. | | |
| H | H | H | H | H | | |
| M | L | M | L | M | | |
| H | H | M | M | H | | |
| L | M | L | M | M | | |
| M | H | H | H | H | | |

| Duration (Hour) | | Learning Module / Unit 1 | Learning Module / Unit 2 | Learning Module / Unit 3 | Learning Module / Unit 4 | Learning Module / Unit 5 |
|-----------------|---------|---|---|--------------------------------------|-----------------------------------|---|
| | | 8 | 8 | 8 | 8 | 8 |
| S -1 | SLO - 1 | Introduction of Analytics | An Overview of HR | Analytics Tools for HR Professionals | Analytics process | Effectively Presenting HR Data |
| | SLO- 2 | Resource Metrics and Analytics | Regulations and Reporting Requirements | Techniques for HRProfessionals | Analytics process model | Effectively Presenting HRData |
| S -2 | SLO - 1 | Understanding HR indicators | HR Policies | Techniques for HR Professionals | Analytics process model | Effectively Presenting HR Data |
| | SLO- 2 | Metrics and data | HR Procedures | Key Systems of Record for HR Data | Tables (using Excel) | Effectively Presenting HR Data |
| S -3 | SLO - 1 | Data collection | HR Guidelines | Software Tools | Spreadsheets (using Excel) | Effectively Presenting HR Data - Staffing |
| | SLO- 2 | Case Study discussion | Policies and procedure preparation exercise | Excel quantitative techniques | Applying analytics process model | Effectively Presenting HR Data - Staffing |
| S -4 | SLO - 1 | Case Study discussion | Guideline preparation exercise | Software tools exercise | Tables (using Excel) | Effectively Presenting HR Data-Supply |
| | SLO- 2 | Tracking, entry | Hr key regulations | Excel quantitative techniques | Spreadsheets (using excel) | Effectively presenting hr data-demand forecasting |
| S -5 | SLO - 1 | Assess IT requirements to meet HR needs | HR Reporting Requirements | Excel Visualization | Data manipulation (using Excel) | Case study |
| | SLO- 2 | Relational databases and HR systems | HR Metrics | Excel Analytic techniques | Benchmarking | Total compensation analyses |
| S -6 | SLO - 1 | The Role of Analytics in HR | Benchmarks | Planning and implementing a new HRIS | Best practices | Total compensation analyses |
| | SLO- 2 | A Brief History of the Evolution of Analytics | HR Other Indicators | Excel Analytic techniques | Best practices | Cost justification |
| S -7 | SLO - 1 | Importance of analytics in the HR Field | Case Study | Planning and implementing a new HRIS | Using the Analytics Process Model | Return on investment |
| | SLO- 2 | Cases study | HR Other Indicators | Graphs (using Excel) | Case study | Communicating recommendations |
| S -8 | SLO - 1 | Analytical exercise | Connecting Vission | Security and privacy consideration | Using the Analytics Process Model | Communicating recommendations |
| | SLO- 2 | Analytical exercise | Connecting Missions | Case study | Case study | Case study |

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| Learning Resources | 1. HR Analytics: Understanding Theories and Applications by Dipak Kumar Bhattacharyya 2. Applying Advanced Analytics to HR Management Decisions by James C.Sesil Pearson 2018 |
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| Learning Assessment | | | | | | | | | | | | | |
|---------------------|------------|---|----------|-----------------|----------|-----------------|----------|-----------------|----------|----------------|----------|--|----------|
| Blooms level | | Continuous learning Assessment (50% weightage) | | | | | | | | | | Final Examination (Marks 100 which will be weight 50%) | |
| | | CLA - 1 (5 %) | | CLA - 2 (10 %) | | CLA - 3 (15 %) | | CLA - 4 (15 %) | | CLA - 5 (5 %) | | | |
| 1 | Remember | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice | Theory | Practice |
| 2 | Understand | 15% | 15% | | | | | | | | | | |
| 3 | Apply | 20% | 20% | 10% | | 10% | 10% | 10% | 10% | 25% | 25% | 10% | 10% |
| 4 | Analyse | 15% | 15% | | 10% | 10% | 10% | 10% | 10% | 25% | 25% | 10% | 10% |
| 5 | Evaluate | | | 20% | 20% | 10% | 10% | 10% | 10% | | | 10% | 10% |
| 6 | Create | | | 20% | 20% | 15% | 15% | 20% | 20% | | | 20% | 20% |
| Total | | 100% | | 100% | | 100% | | 100% | | 100% | | 100% | |

#CLA – 3 : Mini project / Seminar (5), Assignments (5) , MCQ assessment (5) / MOOC certification or NPTEL

CLA – 4: Active participation in class / seminar presentation

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| Course Coordinator Ms Jenifer | HOD – MBA Dr.R.Arulmoli |
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