



UNIVERSITY
OF HULL

| Online

MSc in People Analytics

2020/21 Course Guide

Duration: 2 years (part-time)
Format: 100% online
Start dates: January, May and
September

Introduction to MSc in People Analytics...

People Analytics isn't just about using data to manage people at work. It's about making theory- and data-driven decisions to improve your organisation's effectiveness.

With this course, you will learn how to assess workplace behaviours and connect it to your organisation's wider goals.

Organisations in all sectors are looking to develop their analytics capabilities. Whether your background is in HR, marketing or another function, this MSc will give you the data literacy and analytics skills that organisations need to become more effective.

Course overview

The MSc in People Analytics combines different specialisms that will help you see how variables from different areas of an organisation are interrelated. You will get an advanced understanding of Organisational Behaviour (OB), Human Resource Management (HRM), Data Analytics and Psychometrics.

You will learn to develop and apply a variety of psychological and statistical tools, including specialist software and psychometric instruments, within the workplace.

You will become skilled in how to interpret and visualise data, so that you can explain your insights to your organisation's key decision-makers and make suggestions for improving performance.

You will also learn about data governance, including implementing privacy and anonymity policies, and how to implement practices to protect employee data from theft and abuse.

Throughout the course, you will gain the knowledge and confidence to:

- Use quantitative and qualitative research methods, including identifying and formulating a research problem in people analytics, research design and procedures for data collection and data analysis.

- Develop, adapt and validate psychometric instruments.
- Use analytic techniques in statistics and data science such as descriptive and inferential statistics, unsupervised and supervised machine learning algorithms and text mining.
- Use software for data science, such as Microsoft Excel, R and/or Python.
- Process and wrangle data.
- Report results and create data visualisation strategies in a clear, concise and credible way.

By the end of the course, you will have the confidence to implement a People Analytics project that will maximise individual and organisational performance.

How you study

This course is offered 100% online, so you don't need to interrupt your work or personal commitments to study. Course content includes an engaging and interactive mix of video, podcasts and online presentations, with links to further resources and downloadable materials.

Online discussion forums will encourage interaction with your global network of peers, enabling you to share perspectives and debate current topics and issues in your field. You'll also be able to interact with members of the academic team through regular webinars and feedback.

All course content is available online through our easy-to-use, intuitive online learning platform that you can access via desktop or your mobile device anytime from anywhere.

Assessment

Throughout this MSc in People Analytics, you will be assessed on

- Your knowledge of and capability to apply analytic tools in different business contexts
- Your ability to design analytic strategies to solve business problems
- Your ability to critically evaluate analytic tools and strategies

All assessments for this course are based on coursework and submitted online.

Your performance on the course will be assessed through a range of methods including

- Ongoing tutor and peer feedback
- Practical work, including group projects and discussion forums
- Written work, including case studies, reports and essays

Career prospects

Individuals with data analytics skills are in high demand in the labour market.

Companies increasingly understand that to become more effective, they need data literate and analytically savvy staff within their businesses.

On completion of this MSc, you will have the confidence to make strategic and data-driven decisions for organisations in many different sectors, making you highly employable.

Roles open to you as an MSc People Analytics graduate could include

- People Analyst
- HR Analyst
- HR Consultant
- Data Analyst
- HR Analytics Manager
- Psychometrician
- Behavioural scientist
- Computational Social Scientist

Entry requirements

- Minimum of a 2.2 Honours degree (or international equivalent) in a related subject (such as business and management, psychology, marketing, and similar).
- A current detailed CV highlighting appropriate academic and/or professional experience in the fields of organisational behaviour and human resource management. You should have 3+ years of relevant academic and/or work experience.
- An IELTS 6.0 score (with minimum 5.5 in each skill) if your first language isn't English (or other English language proficiency qualifications accepted by the University of Hull).

Applicants without the required formal qualifications but with significant relevant experience are also encouraged to apply.

If you're unsure whether you're eligible to apply, please contact our Course Advisers on +44 (0)1482 235569 or email enquiries-online@hull.ac.uk.

Fees and funding

Course fee: £10,300 (including a £250 acceptance fee)

Payment can be made in full prior to commencing the course, or in 6 instalments over the duration of the course.

Payment methods

Payments can be made online, via bank transfer, or over the phone.

Financing your studies

As a University of Hull Online student, you might be eligible for a range of funding and bursaries towards your course fees. UK postgraduate students can apply for a government-backed, non-means-tested loan of up to £10,609.

You may also be able to take advantage of the following

- **Bursary.** Cash help of up to £400 when you apply (must include a statement explaining how a bursary would help you financially).
- **Graduate Studentship.** University of Hull alumni are eligible for a £1,000 reduction in fees.
- **Refer-a-Friend.** Any student who refers another student to the University of Hull Online is eligible to receive a £400 reduction in fees. The referred student will also enjoy the same fee reduction.

For more information about fees and funding, please call us on +44 (0)1482 235569 or email enquiries@online.hull.ac.uk.



How to apply

Apply online by visiting online.hull.ac.uk and submitting the following supporting documents

- Relevant degree transcripts
- Evidence of English language ability (IELTS, TOEFL, or other acceptable proof)
- Curriculum Vitae (CV) / Resume
- References
- Personal statement

We welcome applications from candidates who wish to be considered, at least in part, based on their relevant work experience. Please contact us on +44 (0)1482 235569 for more details.

About the University of Hull

At the University of Hull, we're committed to giving you the expert teaching and support you need to help build a better world. That's why our motto is 'Lampadas Ferens', translated as 'Carrying the Light of Learning.'

The University of Hull Online combines the teaching excellence and career-enhancing opportunities synonymous with the University of Hull with the freedom and flexibility to study from wherever in the world you may be.

online.hull.ac.uk/courses/msc-people-analytics

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