# MSC DATA ANALYTICS AND HUMAN RESOURCE MANAGEMENT

This online MSc in Data Analytics and HRM will provide you with valuable knowledge of how applied data can inform HR decisions that will benefit your business. Our flexible course offers the ability to work alongside your studies and will equip you with a solid understanding of the role of HRM, including how productivity in staff can be analysed in reward management.
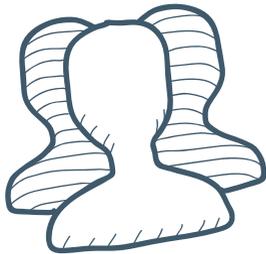
Modules are:

Data Design

How can data be useful for a business? How do you collect data? Do you know how to approach it?

Through this module you will gain a solid understanding of how to approach data analytics by starting with these key questions about intended outcomes for your business. From this, selecting the most appropriate data collection method will help you to develop skills in designing deployment approaches, implementing data collection approaches and revising instruments and systems to achieve valuable outcomes.

Data Handling and Decision Making

Modern businesses have access to more data than ever. People armed with the skills to handle that data - and who can use it to make informed business decisions - add real value to their workplace.

This module focuses on teaching you how to do an analysis of the data environment in an organisation, and crucially once you have that data, how you handle it and what you can do with it – whether that is to make the business more efficient, or lead it in a fresh direction. The key is not just to interpret and understand the data, but

to make knowledge driven decisions. We test this through a case study driven task that allows students to apply what they have learnt to a real business scenario.

Data Visualisation and Interpretation

The volume of data held by organisations has grown massively in recent years and is generated at an ever-increasing rate. Data has the power to give businesses significant competitive advantage - if used effectively. This means there is a need for the data that is generated and analysed to be presented in a manner that is universally

engaging and understood – for example across departmental boundaries or by non-specialists.

HRM in Context

In this module, you will gain an overall appreciation of the organisations in which you operate in. You will understand the different challenges that organisations may face, both ethically and socially. You will also look into possible market implications, giving you the ability to analyse and evaluate how this may impact your organisation from a people perspective. You will also consider how HR strategy should fit within overall business strategies and be able to apply an ethical and professional approach to people management.

Managing the Human Resource

How does Human Resource Management contribute to an organisation? How does it impact performance? What are the different approaches to the management of people?

In this module, you will develop an awareness of how the human resource function can contribute to the effectiveness of a workplace and organisational performance. You will be able to understand the difference between human resource and personnel management, learning how the evaluation of main processes such as employee development, relations, motivation and reward can be implemented into strategy.

Reward Management

Reward is central to the motivation of individuals. Whether the reward is financial, or the personal satisfaction of a job well done, there is a need to ensure that individuals perceive that they are being treated fairly.

You will begin this module by looking at the different contexts within which decisions about reward are made, including the external environment, government policies, pursuit of equality and the strategic direction of the business. As you progress, you will start to consider economic theories of reward, including efficiency theory and wage theory, learning how to approach financial decisions like bonus schemes and commission-based pay. You will be able to identify effective reward strategies and begin to understand the relationship between reward and motivation.

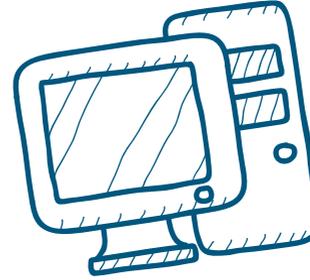# MSC DATA ANALYTICS AND HUMAN RESOURCE MANAGEMENT

Research Project

The research project is a vital part of achieving Masters level - and it is your chance to undertake research into an area of your choosing, related to the programme theme.

We'll support you through the first stage with six weeks of sessions to help you create your research proposal - and you can choose from a conventional dissertation or an academic article and presentation. You will develop your critical abilities and produce a piece of work that's relevant in practice and meets the academic standards needed at Masters level, and just as importantly, add value to your organisation and career.

Course duration and hours of study

This varies depending on the course you're studying but you can access modules at a pace that is convenient for you. Once you have accessed a module, there is a minimum and maximum time that you will need to finish the module within.

You can find out more information on the course page, visit www.arden.ac.uk. Alternatively, please call our admissions team on +44 (0) 2476 515700 or 0800 268 7737 for more details.

ONLINE POSTGRADUATE COURSE

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Entry requirements

To be eligible for this course you must normally have:

A UK honours degree at a minimum of second class (2.2) or equivalent.

For students whose prior learning was not taught in English:

IELTS 6.5 or equivalent.

Please be aware that this course will require you to handle numbers. We recommend that you hold a minimum of GCSE standard maths to succeed. Please speak to a member of our admissions team for more information.

If you don't have academic qualifications

We're more than happy to consider, and positively encourage, an application from you if you have substantial management experience (typically 5 years) and can show us that you have the motivation to study the programme.

ONLINE POSTGRADUATE COURSE

How to apply

Email: enquiries@arden.ac.uk