

# PEOPLE ANALYTICS OPTION

This option is available within the Business Analytics (<https://catalog.oregonstate.edu/college-departments/business/school-marketing-analytics-design/business-analytics-bs-hbs/>) major at the following locations:

- Corvallis
- Ecampus

Although broadly defined, people analytics is a sector within the broader field of analytics that involves the practice of collecting and analyzing data related to the workforce to improve decision-making and optimize human resource management. The people analytics option trains students to use a data-driven approach to managing people-related issues, such as recruiting, performance evaluation, hiring and promotion, compensation, and employee retention.

## Option Code: A066

Options follow the learning outcomes of the major. For this option, refer to the learning outcomes of the Business Analytics (<https://catalog.oregonstate.edu/college-departments/business/school-marketing-analytics-design/business-analytics-bs-hbs/#learningoutcomestext>) major.

Code	Title	Credits
<b>Required Core <sup>1</sup></b>		
MGMT 364	INTRODUCTION TO PROJECT MANAGEMENT	4
MGMT 448	RECRUITING & SELECTING TALENT	4
MGMT 449	EFFECTIVE COMPENSATION SYSTEMS	4
MGMT 452	LEADERSHIP THEORY AND PRACTICE	4
or MGMT 455	INFLUENCE AND NEGOTIATION	
MGMT 453	HUMAN RESOURCES MANAGEMENT	4
MGMT 477	INTEGRATED HUMAN RESOURCE ANALYTICS PROJECT	4
or MRKT 477	INTEGRATED MARKETING ANALYTICS PROJECT	
<b>Total Credits</b>		<b>24</b>

<sup>1</sup> Students in this option must complete BA 252 in the major with a grade of C or higher

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