

LEVEL 7 ASSESSMENT SPECIFICATION

Student name:	SIN Yik Ngan	Student ID number:	1812212
Programme:	MBA		
Module:	Human Resources Management		
Module code:	SBMA7101	Contribution to Overall Module Assessment (%):	50%
Lecturer:	Dr Leo Ho	Internal Verifier:	
Assignment Title:	Assignment 1	Word count (or equivalent):	1,500 words and 5-6 PPT
Submission deadline:	14 April 2019 (presentation)22 April 2019 (Submission deadline)	Return date of provisional marks & written feedback:	6 May 2019
Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.)Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark. Penalties for late submission: Up to one week late, maximum mark of 50%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.		
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

UWTSD MBA

Human Resources Management

Assignment 1 (oral presentation)

Digital Transformation

- Big data in performance management

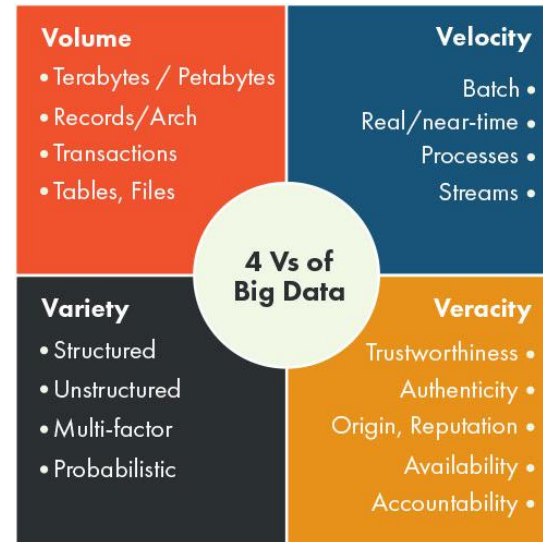
By: Winnie SIN Yik Ngan
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What is big data?

Big data is a term that describes the large volume of data – both structured and unstructured

4Vs



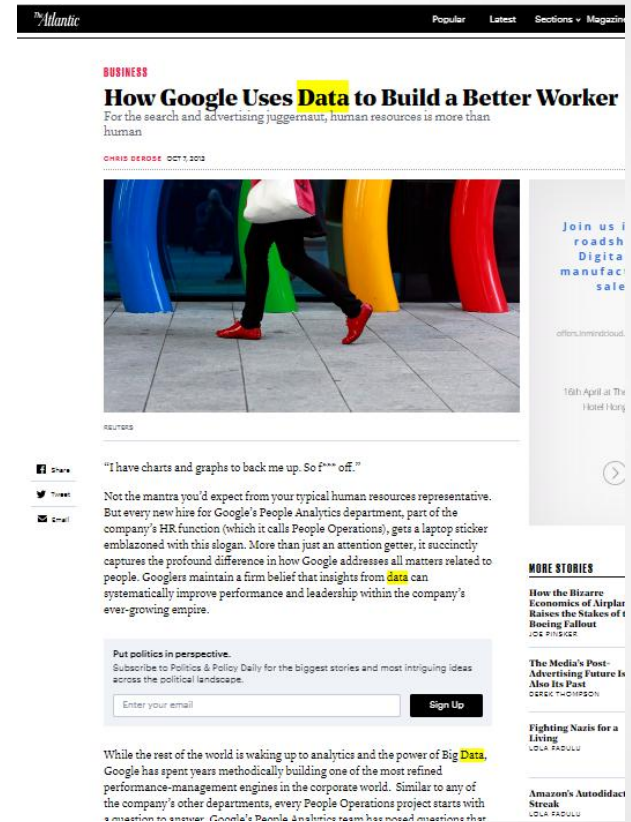
Why big data is important?

- ✓ Cost and time saving
- ✓ Comprehend market condition
- ✓ Control online reputation
- ✓ Availability of data

How Google Uses Data to Build a Better Worker?

From: The Atlantic, Oct 7, 2013

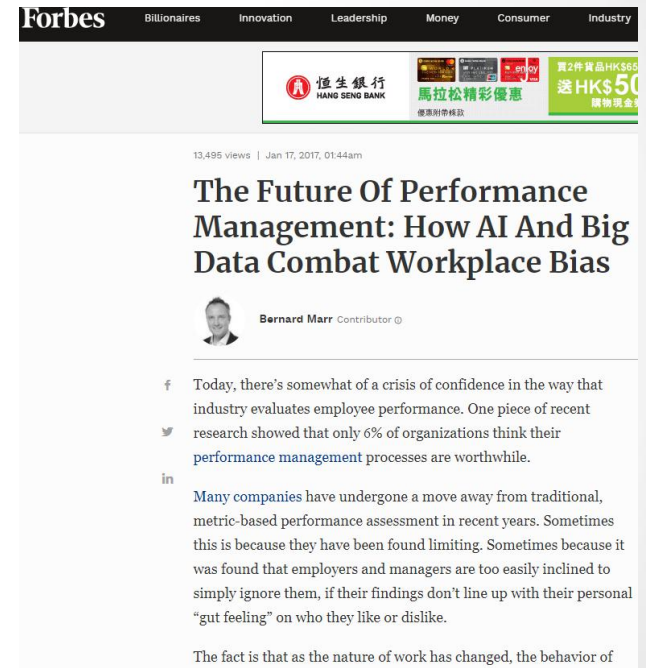
- **People Analytics department** was set up in 2006 as a part of company HR's function
- **Aim**
 - To capture the profound difference in how Google addresses all matters related to people
 - To improve performance and leadership systematically by insights of various of data
- **Action**
 - Built performance-management engines with designed questions for every project staffs
 - To find out potential specialty of employee by analyzing sophisticated data
 - Created "Project Oxygen" – 8 point plan to help managers improve and identify people with these 8 leadership behaviors for "Great Manager Award" via annual survey
- **Result**
 - Win a weeklong trip with their significant other and Google senior leaders rather than award cash or prizes, which is the employee want most



The Future Of Performance Management: How AI And Big Data Combat Workplace Bias

From: Forbes, Jan 17, 2017 by Bernard Marr

- Difficult to assess the efficiency or inefficiency of worker by using traditional, metric-based assessments.
- **Bias**
 - Race and gender
 - Contrast bias
 - Recency bias
- **How can big data help?**
 - Enhance efficiency and effectiveness
 - Improve accuracy by doing an ongoing feedback process frequently and agilely
 - Happen in real time



The Role of Analytics in Predicting Employee Performance

From: SHRM, Jan 10, 2018 by Archana Jerath

➤ Traditional performance appraisal

- Employee performance has a significant impact on the bottom line
- Traditional practice of performance review is subjective and consumes time
- More than half of respondents surveyed have made or planning to make changes to existing performance management system

➤ Advantages of Analytics

- Predict and prevent
- Two-fold advantages
- Collect real time information



Advantages

- To make better HR decisions
- Identify best performing talent
- Predict needs of an organization

Disadvantages

- Data quality management
- Cost (Investment of system)
- Privacy



References

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Available at: https://www.sas.com/en_us/insights/big-data/what-is-big-data.html (Accessed 12th April 2019)

Beyond Volume, Variety and Velocity is the Issue of Big Data Veracity (September 12, 2013)

Available at: https://www.sas.com/en_us/insights/big-data/what-is-big-data.htmlhttps://insidebigdata.com/2013/09/12/beyond-volume-variety-velocity-issue-big-data-veracity/what-is-big-data.html (Accessed 12th April 2019)

5 ways to understand the importance of big data

Available at: <https://imarticus.org/5-ways-to-understand-the-importance-of-big-data/> (Accessed 12th April 2019)

How Google uses data to build a better worker?

Available at: <https://www.theatlantic.com/business/archive/2013/10/how-google-uses-data-to-build-a-better-worker/280347/> (Accessed 12th April 2019)

The future of performance management: How AI and big data combat workplace bias?

Available at: <https://www.forbes.com/sites/bernardmarr/2017/01/17/the-future-of-performance-management-how-ai-and-big-data-combat-workplace-bias/#43fcbce14a0d> (Accessed 12th April 2019)

The role of analytics in predicting employee performance

Available at: <https://www.shrm.org/shrm-india/pages/the-role-of-analytics-in-predicting-employee-performance.aspx> (Accessed 12th April 2019)

The importance of HR analytics in an organization

Available at: <https://www.naukrirms.com/blog/the-importance-of-hr-analytics/> (Accessed 12th April 2019)

Big data pros and cons (August 9, 2018)

Available at: <https://www.datamation.com/big-data/big-data-pros-and-cons.html> (Accessed 12th April 2019)

10 challenges to big data security and privacy (July 28, 2017)

Available at: <https://dataconomy.com/2017/07/10-challenges-big-data-security-privacy/> (Accessed 12th April 2019)