

HROB 170: PEOPLE ANALYTICS & AI IN HR

In Workflow

1. CBA College Committee Chair (panggabean@csus.edu,joseph.taylor@csus.edu)
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Approval Path

1. 2026-06-02T20:20:53Z
Tota Panggabean (panggabean): Approved for CBA College Committee Chair
2. 2026-06-23T20:30:46Z
Pingsheng Tong (ptong): Approved for CBA Dean

New Course Proposal

Date Submitted: 2026-06-02T16:36:51Z

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Changes proposed by: Phoebe Pahng (223024373)

Contact(s):

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Catalog Title:

People Analytics & AI in HR

Class Schedule Title:

People Analytics & AI in HR

Academic Group: (College)

CBA

Academic Organization: (Department)

Management and Organization

Will this course be offered through the College of Continuing Education (CCE)?

No

Catalog Year Effective:

Fall 2027 (2027/2028 Catalog)

Subject Area: (prefix)

HROB - Human Resources/Organizational Behavior

Catalog Number: (course number)

170

Course ID: (For administrative use only.)

TBD

Units:

3

Is the ONLY purpose of this change to update the term typically offered or the enforcement of existing requisites at registration?

No

In what term(s) will this course typically be offered?

Fall, Spring

Does this course require a room for its final exam?

Yes, final exam requires a room

Does this course replace an existing experimental course?

No

This course complies with the credit hour policy:

Yes

Justification for course proposal:

The purpose of this course is to introduce students to people analytics, an increasingly important area in human resource management and organizational decision-making. Organizations are relying more heavily on data to understand employee attitudes, evaluate performance, and inform workforce strategies.

This course provides students with foundational skills in collecting, preparing, and analyzing organizational data related to topics such as recruitment, engagement, performance, and retention. Emphasis is placed on interpreting results and applying insights to support managerial decision-making.

The course incorporates AI-assisted tools to lower technical barriers and enhance learning, allowing students to focus on analysis and interpretation rather than programming.

This course complements existing Organizational Behavior offerings by providing a structured, skills-based approach to analyzing employee data and supports the College of Business's emphasis on data-informed decision-making.

Course Description: (Not to exceed 90 words and language should conform to catalog copy.)

This course introduces the use of data and analytics to understand and improve employee attitudes and behaviors in organizations. Students learn how to collect, prepare, and analyze organizational data related to topics such as performance, engagement, and retention. Emphasis is placed on interpreting results and supporting managerial decision-making. The course incorporates AI-assisted tools to enhance analysis and help students keep pace with developments in data-informed management. No prior coding experience is required.

Are one or more field trips required with this course?

No

Fee Course?

No

Is this course designated as Service Learning?

No

Is this course designated as Curricular Community Engaged Learning?

No

Does this course require safety training?

No

Does this course require personal protective equipment (PPE)?

No

Course Note: (Note must be a single sentence; do not include field trip or fee course notations.)

Emphasizes data-informed decision-making in organizational contexts using applied analytical and AI-assisted tools.

Does this course have prerequisites?

Yes

Prerequisite:

Business major (any concentration) or minors, or Instructor approval

Prerequisites Enforced at Registration?

Yes

Does this course have corequisites?

No

Graded:

Letter

Approval required for enrollment?

No Approval Required

Course Component(s) and Classification(s):

Lecture

Lecture Classification

CS#02 - Lecture/Discussion (K-factor=1WTU per unit)

Lecture Units

3

Is this a paired course?

No

Is this course crosslisted?

No

Can this course be repeated for credit?

No

Can the course be taken for credit more than once during the same term?

No

Description of the Expected Learning Outcomes and Assessment Strategies:

List the Expected Learning Outcomes and their accompanying Assessment Strategies (e.g., portfolios, examinations, performances, pre-and post-tests, conferences with students, student papers). Click the plus sign to add a new row.

	Expected Learning Outcome	Assessment Strategies
1	Explain the role of people analytics in understanding employee attitudes, behaviors, and organizational outcomes.	Exams, quizzes, and class discussions.
2	Prepare and manage organizational data for analysis, including identifying data quality issues.	Hands-on assignments and data preparation exercises.
3	Apply basic analytical techniques to examine relationships and patterns in employee data.	Applied assignments and analytical exercises.
4	Interpret analytical results to support evidence-based managerial decision-making.	Case analyses, written assignments, and exams.
5	Communicate data-driven insights effectively to organizational stakeholders.	Group project and final presentation.

Attach a list of the required/recommended course readings and activities:

People Analytics Syllabus (For FORM A).docx

For whom is this course being developed?

Majors in the Dept

Majors of other Depts

Minors in the Dept

Is this course required in a degree program (major, minor, graduate degree, certificate?)

No

Does the proposed change or addition cause a significant increase in the use of College or University resources (lab room, computer)?

No

Will there be any departments affected by this proposed course?

No

I/we as the author(s) of this course proposal agree to provide a new or updated accessibility checklist to the Dean's office prior to the semester when this course is taught utilizing the changes proposed here.

I/we agree

University Learning Goals

Undergraduate Learning Goals:

Competence in the disciplines
Knowledge of human cultures and the physical and natural world
Intellectual and practical skills
Personal and social responsibility
Integrative learning

Is this course required as part of a teaching credential program, a single subject, or multiple subject waiver program (e.g., Liberal Studies, Biology) or other school personnel preparation program (e.g., School of Nursing)?

No

GE Course and GE Goal(s)

Is this a General Education (GE) course or is it being considered for GE?

No

Key: 15561