

Teaching Case

A Data Analytics Module Introducing Principles of Social Enterprise and Humanistic Management

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Hook

Are you looking to equip your students with an understanding of both analytics and ethics in decision-making? Shift your students' focus from solely profit-oriented perspectives to a more humanistic, ethical approach with our module on Humanistic Management and Analytics that blends humanism and data-driven decision making. By employing a hands-on approach, your students will enhance their ability to analyze, generate, and apply metrics that matter for human dignity as well as the bottom line.

Abstract

Ongoing seismic events in global society have increased demands on organizations to change their focus on profit maximization alone to becoming a social enterprise that follows humanistic management (serving the common good) principles. Coincidentally, business schools are under pressure to teach humanistic management principles in their curriculum to enable the future work force to become agents of world benefit. Data analytics offers a unique opportunity to introduce these principles to undergraduate business students. The analytics module described in this paper introduces undergraduates in an introductory Information Systems course to humanistic management. It discusses the use of humanistic management analytics (HMA), and describes an assignment to design, develop and use a HMA dashboard. Through video, lecture, case study and assignments, students learn the value of incorporating humanistic management principles to analytics and human resource functions that embody concepts of data analytics for social good.

Keywords: Data Analytics, Humanistic Management, Human Dignity, Analytics for Social Good, Data Visualization, Experiential Learning

A full and updated version of this abstract may be found at <https://isedj.org>