

SOCIOLOGY (SO)

SO 603 Employee Experience (3 credits)

Employee Experience is increasingly being seen as a requirement for organizations to be competitive in attracting and keeping talent. Historically, organizations have taken a transaction approach in their employee relationships where salary and benefits was enough. What we are seeing today is that employees often need more. In fact, focusing on financial benefits can have the opposite effect of reducing loyalty and engagement to the organization overall. The question becomes, "How might we create employee experiences that create not only less turn-over and more engagement, but employee ambassadors as well as better outcomes across experience channels?" This course will examine the concept of employee experience, and more generally experience design, as it relates to developing workplace practices and organizational cultures. We will explore the benefits of making employee experience a key part of organizational strategy, and linking it to other concepts like customer experience.