Unlocking Data Governance: A Beginner's Roadmap to Responsible Data Management (5 Days) 40Hours

Duration: 5 Days | **Format**: Instructor-led (Virtual or Onsite)

Course Overview

Mastering Data Governance: A Comprehensive Beginner's Guide is a 5-day (40-hour), theory-based training program designed to provide a foundational yet in-depth understanding of Data Governance, aligned with the **DAMA-DMBOK** framework. This course is ideal for professionals new to data governance, as well as those looking to establish a structured, ethics-driven data culture in their organizations.

Participants will explore the core principles of **data management**, **data governance**, and **data ethics**, along with organizational roles, frameworks, and maturity models. The course includes real-world **case studies**, **scenarios**, and practical **activities**, equipping learners with actionable knowledge to support governance initiatives across various industries—even in tool-restricted environments.

Learning Objectives

By the end of this course, participants will be able to:

1. **Understand** the core components of Data Management based on the DAMA-DMBOK2 framework.
2. **Explain** the importance of data governance and ethics in achieving organizational objectives.
3. **Identify and categorize** various data types including master, reference, metadata, structured, and unstructured data.
4. **Analyze** common data-related challenges and propose governance-based solutions.
5. **Assess** organizational data maturity using theoretical models.
6. **Design** a basic Data Governance structure, including roles (owners, stewards, custodians), policies, and responsibilities.
7. **Draft** foundational documents such as data retention policies, governance charters, and RACI matrices.
8. **Evaluate** governance success using KPIs and conceptual dashboards.
9. **Discuss** ethical dilemmas, regulatory frameworks (e.g., GDPR, HIPAA), and risk mitigation approaches.
10. **Apply** governance knowledge to real-world case scenarios in sectors such as telecom, healthcare, and banking.

Target Audience

1. **Data Professionals**:
    - Data Stewards, Data Analysts, Data Architects, Data Engineers, Data Quality Specialists, Metadata Managers.
2. **Managers Introducing Governance**:
    - Team Leaders, Project Managers, Department Heads, Chief Data Officers (CDOs), Business Unit Managers.
3. **Professionals Leading Governance Discussions**:
    - Business Analysts, Consultants, Strategy Planners, Compliance Officers, Enterprise Architects, Product Managers.

Course Prerequisites

- A basic understanding of data terminology is helpful but not mandatory.

Day-Wise Schedule

Day 1: Foundations of Data Management (8 Hours)

Session 1: Introduction to Data Management

- What is Data Management?
- Importance in today's data-driven world
- Key challenges in managing enterprise data
- **Overview of DAMA-DMBOK Framework**
    - 11 Knowledge Areas
    - Core principles and definitions
- *Case Study:* "Telco Trouble" – Poor data practices and revenue loss in a telecom firm

Session 2: Core Data Concepts

- Data vs Information vs Knowledge
- Types of Data: Master, Reference, Metadata
- Data Lifecycle and Classification
- Structured vs Unstructured Data
- *Activity:* Identify types of data in your organization or industry

Session 3: Data Management Maturity Models

- What is a maturity model?
- Overview of DAMA and CMMI maturity models

- Assessing an organization’s data maturity (theoretically)
- □ *Group Discussion:* Where does your organization stand?

Day 2: Understanding Data Governance (8 Hours)

Session 4: Introduction to Data Governance

- Definition and Key Objectives
- Benefits for business and IT
- Governance vs Management
- Governance components: Policy, Stewardship, Quality

Session 5: Data Governance Frameworks

- DAMA-DMBOK Governance view
- Comparison with DCAM, ISO 38500
- Centralized, Federated, and Hybrid models
- □ *Case Study:* “Global Bank Governance Overhaul”

Session 6: Roles and Responsibilities

- Data Owners, Stewards, Custodians
- Governance councils and committees
- Creating a RACI Matrix (explained step-by-step)
- □ *Activity:* Build a sample RACI for a CRM or ERP system scenario

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Day 3: Implementing Data Governance (8 Hours)

Session 7: Developing a Governance Program

- Steps in launching a data governance initiative
- Defining vision, scope, and stakeholders
- Change management and communication strategy
- □ *Template Walkthrough:* Sample Governance Charter

Session 8: Data Policies, Standards & Guidelines

- Difference between policies, standards, and procedures
- Principles of writing effective data policies
- Policy approval and enforcement lifecycle
- □ *Scenario Exercise:* Drafting a Data Retention Policy

Session 9: Data Stewardship

- What is Data Stewardship?
- Business vs Technical Stewards

- Stewardship operating models
- □ *Case Study:* "Retail Giant's Master Data Fix through Stewardship"

Day 4: Data Ethics, Quality, and Risk (8 Hours)

Session 10: Data Ethics & Responsible Use

- What is data ethics?
- Principles: Fairness, Consent, Transparency, Accountability
- Bias in data and algorithms
- Overview of GDPR, HIPAA, and PDPA (theoretically explained)
- □ *Case Study:* "Bias in Automated Hiring – Learning from Failure"
- □ *Ethics Debate:* Should customer surveillance be allowed?

Session 11: Data Quality Management

- Data quality dimensions: Accuracy, Completeness, Timeliness, etc.
- Data profiling, cleansing, and validation – explained via scenarios
- Building quality metrics and reporting structure
- □ *Exercise:* Define quality rules for a customer database

Session 12: Risk and Compliance

- Data-related risks: Regulatory, Security, Operational
- Basics of risk assessment and mitigation
- Aligning governance with compliance

□ Day 5: Tools, KPIs, and Real-World Application (8 Hours)

Session 13: Overview of Data Governance Tools (Theoretical)

- Introduction to leading tools: Collibra, Informatica Axon, Alation (conceptual overview)
- Typical features of governance tools
- Tool evaluation checklist (theory-based)
- □ *Screenshots and Walkthroughs:* What a data catalog looks like

Session 14: Governance KPIs and Reporting

- How to measure governance effectiveness
- Key KPIs: Policy adoption, data quality improvement, issue resolution
- Scorecards and reporting frameworks (conceptual only)
- □ *Activity:* Create a basic KPI framework for a sample project

Session 15: Governance in Practice – Industry Use Cases

- Governance in telecom
- Governance in healthcare and insurance
- □ *Capstone Exercise:* Build a high-level governance strategy for a hypothetical business

Session 16: Wrap-Up, Q&A, and Assessment

- Summary of key concepts
- Final quiz (20-30 MCQs)
- Certification of Completion