

Managing data as an asset

Short program



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ABOUT

Most companies consider data as a strategic asset, but they hardly manage it as such. This short program introduces **principles and methods of data management** covering data assets, data quality, data governance and data life cycle. This will empower organizations to create the data culture strategically needed nowadays.

LEARNING OBJECTIVES

Identify the data assets of a company and critically assess methodologies to measure its quality and value.

Define the roles and responsibilities, interconnections and processes for data in the organization.

Discuss and reflect on approaches for **achieving the mindset shift around data** in Data-Driven Enterprises.

TARGET AUDIENCE

(Future) **Chief Data Officers** (CDOs), senior managers and **executives who are launching data initiatives**.

Business intelligence (BI) and data managers, **data engineers and data architects** who want to manage successful data-driven transformation.

Data champions and executives in business lines (HR, Marketing, Operations, ...) who want to become more **data and analytics-savvy**.