Managing data as an asset

Short program

execed.unil.ch/managing-data
hec.execed@unil.ch
+41 (0)21 692 60 60
exced.unil.ch/managing-data
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.