Data Strategy (Online) – Program Topics

The Data Strategy program curriculum covers the following topics:

Module 1 | Introduction to Data Strategy
Apply a value creation framework with four perspectives to generate insights from data and learn to build data-driven products at scale to execute your data strategy.

Module 2 | Developing a Data Strategy
Learn a practical three-step methodology of contextualization, ideation, and prescription to develop a successful data strategy.

Module 3 | Data Management
Identify frameworks for data architecture, data storage, and data operations; assess the data life cycle; and explore the practical uses of three important categories of data: metadata, reference data, and master data.

Module 4 | Data Governance, Quality, and Security
Assess how data governance ensures that data stays reliable and secure; develop an effective approach to data security; and understand the best practices to comply with privacy regulations, such as GDPR, HIPAA and CCPA.

Module 5 | Data Processes and Technology
Organize data technologies into four categories: data generation and acquisition; data integration and management; data analysis; and data operationalization. Identify the technologies and applications for each step of your data process.

Module 6 | Data Organization and Culture
Gain a high-level view of how to build a culture to enable data-driven decision making in your organization; formally structure your organization to create value from your data; and evaluate the importance of roles such as chief data officer.

Module 7 | Data at the Leading Edge
Look to the future of data, discovering what’s possible in data science, AI, and different analytic approaches that can inform your business decisions and automate processes in ways never before possible, including descriptive and prescriptive modeling.

Capstone Project
Create a plan for developing and implementing a comprehensive data strategy in your organization, applying the frameworks, methodologies, and tools you will learn in this program.