

Data Governance

Online Certificate Program

WU

**EXECUTIVE
ACADEMY**

LEARN HOW TO CREATE VALUE THROUGH DATA GOVERNANCE

Data governance is about the convergence of data quality, data management, data policies, business process management, and risk management around the handling of data within an organization. Data governance can create great value for the entire organization as it generates more transparency, availability, and security in the decision-making process. To achieve this it is crucial to understand how the vast amounts of data available can be stored, managed, and protected properly.

BEFORE THE PROGRAM, YOU ARE ...

- › Interested in **the potential of data governance**
- › Forward-thinking **manager or IT professional dealing with data and/or analytics**
- › A **manager of data-driven projects, or business analyst**
- › An **IT architect or data manager** who wants to set up a big data architecture

DURING THE PROGRAM, YOU WILL ...

- › Understand the **importance and role of data governance**
- › **Acquire a profound knowledge and understanding of data management**
- › Learn about the significance of **data security and protection of confidential information**
- › **Apply a data governance framework to your individual context** and implement various technical solutions
- › Work on **real-life cases**

AFTER THE PROGRAM, YOU WILL ...

- › Return to your organization with a **portfolio of proven solutions and best practices**
- › Understand the **strategic potential of data governance**
- › Act confidently and add more **transparency and security to the decision-making process**
- › **Manage proprietary data assets** in your company **more efficiently, safely, and sustainably**

Learn more about our innovative program
executiveacademy.at/en/data-governance



Data Governance Program Overview

In the program, you will focus on data governance and its importance in an organization, both from a theoretical and a practical perspective. You will gain insight into the role of data security, understand the threats and opportunities, and learn to protect data in the most effective way.

Through real-life cases you will learn about effective strategies to organize data and implement suitable solutions. You will explore current trends and developments such as metadata and semantic data management from an enterprise perspective.

After having successfully completed the program, you will be able to assess the quality of data and be aware of any benefits and challenges. Understanding the strategic potential of data governance, you will be ready to apply

a data governance framework and use data governance processes as a way to drive sustainable value for your company. Moreover, this program is also a solid base for any further education in digital transformation topics.

KEY FACTS

- Lecturers:** Experienced academics from WU Vienna and distinguished experts from the industry
- Language:** English
- Format:** Online – check our website for dates
- Fee:**
 - › €3,800
 - › A reduction of 10% is offered for companies with at least 3 registered participants
- Certificate:** Issued by the WU Executive Academy

MODULES & CONTENT

MODULE 1	MODULE 2
Foundations of Data Governance <ul style="list-style-type: none"> › Drivers of Data Governance › Data as an Asset › Data Governance and Data Management › Data Quality and Risk › Data Governance Organization and Structures › Data Governance Frameworks › Data Governance Implementation 	Foundations of Data Security <ul style="list-style-type: none"> › Introduction: Creating Awareness through Examples of Real-Life Security Incidents › Types of (Cyber) Attacks › Protection of Confidential Information › Basic Concepts of Cryptographic Methods and Applications › Basic Concepts of Access Control
MODULE 3	MODULE 4
Data Governance from the Viewpoint of Public Administration <ul style="list-style-type: none"> › Data Strategy – including Showcase: Data Excellence Strategy of the City of Vienna › Organizational and Technical Implementation › Data Governance Organization › Data Governance Framework › Data Governance Maturity Model › Benefits and Challenges 	Trends in Data Governance: Enterprise Perspective <ul style="list-style-type: none"> › Data Governance in Enterprises › Challenges in Enterprise Data Management › Importance of Data Quality Management › Introduction to Metadata Management › What is Semantic Data Management? › What is a Knowledge Graph? › Applications and Use Cases based on Semantic AI

CONTACT AND INFORMATION

WU Executive Academy
 Vienna University of Economics and Business (WU)
 ea-exed@wu.ac.at

Further information:
executiveacademy.at/en/data-governance