

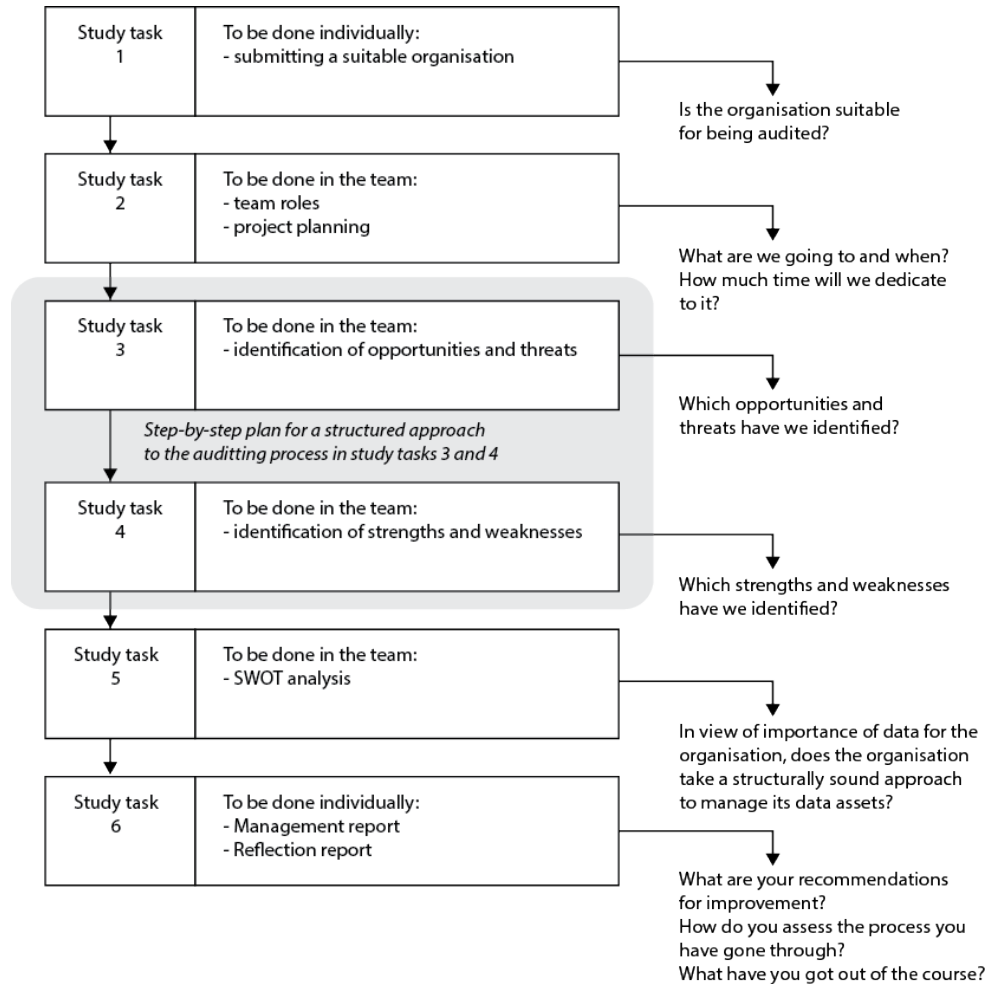


4. Course structure and content

4.1 Overview of the course

The course is composed of study tasks. Figure 2 shows the general structure of the course. Figure 2 shows a connection of the technique common in business studies, 'situation analysis (study tasks 3 and 4) → SWOT analysis (study task 5)'.

FIGURE 2. Schematic overview of the Data Governance course



4.2 Description of the study tasks

Study task 1 - Introduction, submitting the audit organisation

The objective of study task 1 is to get acquainted with the study material and to submit a suitable organisation for the audit. Study task 1 consists of:

- Studying this introduction and consulting the course website;
- Individually completing a number of assignments in order to submit a suitable organisation for the audit;
- Formulating your own learning objectives for this course.

Study task 2 - Assembling an audit team and planning activities

Study task 2 aims to promote a fast start for the group and record agreements. Study task 2 consists of:

- Attending a mandatory introductory meeting organised by the audit team itself. In this meeting you will get to know each other, become a group and set up a schedule for the remaining study tasks of the course;
- Agreements about the way in which you will cooperate and the way in which the results of collective study tasks will be exchanged and stored.

Study task 3 - External analysis

The goal of this study task is to identify opportunities and threats related to the impact of data on the business model. Identifying these opportunities and threats will provide an answer to the following question:

What is the importance of data for the organisation?

Study task 3 consists of:

- Developing reference models yourself on the basis of the reader;
- A situation analysis aimed at identifying opportunities and threats;
- Writing a final research report and methodological reflection.

Study task 4 - Internal analysis

The objective of this study task is to identify strengths and weaknesses relating to the design and implementation of the data management function and its governance. Identifying these strengths and weaknesses will provide an answer to the following question:

Are the main decisions about the data management subjects being made in a correct way, i.e.: does the organisation take a structurally sound approach to manage its data assets?

This study task consists of:

- Developing reference models yourself on the basis of the reader;
- A situation analysis aimed at identifying strengths and weaknesses;
- Writing a final research report.



Study task 5 - SWOT analysis

Study task 5 is aimed at carrying out a SWOT analysis of the opportunities, threats, strengths and weaknesses identified by you. You will assess how the organisation with its areas of expertise in data management and its governance (strengths and weaknesses) is equipped to deal with the impact of data on the business model (opportunities and threats).

With the SWOT analysis, you will answer the central question of the Data Governance course:

In view of the importance of data for the organisation, does the organisation take a structurally sound approach to manage its data assets?

This study task consists of:

- Designing and carrying out a SWOT analysis.

Study task 6 - Final report and reflection

To conclude the audit, each team member is to write a recommendation *individually*, to reflect on the audit performed, to detail their own contribution and to reflect on their own learning objectives.

This study task consists of:

- Developing options for improvement on the basis of the analysis you have carried out with your team;
- Writing an advisory report for the management about the audit you have performed, in which you present and explain your advice succinctly, making use of the answers to study tasks 3 to 5;
- Writing a methodological reflection;
- Explaining your own contributions during the course;
- Writing a brief reflection in which you describe to what extent you have achieved your individual learning objectives from study task 1.

4.3 Meetings

Apart from carrying out the assignments, you will also be invited to participate in a limited number of virtual guidance sessions. In these sessions, there will be an opportunity to ask questions, feedback will be provided on the assignments submitted in the past period and future assignments will be explained. On the course website, you will find the schedule for these sessions for your course run, as well as information on how to participate. These virtual sessions are not mandatory, but they are highly recommended.

Please note

Visit the course website regularly, as it is an important component of the course, where you will find current information on meetings and guidance.