Gyanmanjari
Innovative University

Subject: Data Strategy and Governance – MBABA14515

Type of course: Major (Core)

Prerequisite:

Students should have a basic understanding of data analytics, database concepts, and business decision-making processes.

Rationale:

This course enables students to understand how organizations create, manage, and govern data as a strategic asset. It focuses on developing frameworks for data quality, privacy, and compliance while aligning data strategy with business objectives to support informed and ethical decision-making.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks					Total Marks
CI	T	P	C	Theory Marks		Practical Marks		CA	
				ESE	MSE	V	P	ALA	
04	00	00	04	60	30	10	00	50	150

Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

4 Credits * 25 Marks = 100 Marks (each credit carries 25 Marks)

SEE 100 Marks will be converted in to 50 Marks

CCE 100 Marks will be converted in to 50 Marks

It is compulsory to pass in each individual component.

Course Content:

Sr.No	Course content	Hrs	% Weightage
1	**Introduction to Data Strategy and Governance** • Fundamentals of Data Strategy • Role of Data as a Strategic Asset • Components of an Effective Data Strategy • Data Governance Framework • Alignment of Data Strategy with Organizational Goals.	15	25
2	**Data Management and Quality Frameworks** • Data Lifecycle Management • Data Quality Dimensions • Master Data Management (MDM) • Metadata Management and Data Catalogs • Data Stewardship	15	25
3	**Data Privacy, Ethics, and Compliance** • Data Privacy Principles and Global Regulations • Ethical Use of Data • Risk Management in Data Handling • Information Security and Data Protection Policies • Building a Data-Driven and Ethical Organizational Culture	15	25
4	**Emerging Trends and Implementation of Data Strategy** • Future Trends in Data Strategy • Cloud Data Governance and Modern Data Architectures • Role of AI and Automation in Data Governance • Data Strategy Maturity Models and Performance Metrics • Designing and Implementing a Data Governance Program	15	25

Continuous Assessment:

Sr.No	Active Learning Activities	Marks
1	**Industry Review** Students will visit a large organization, study the role and responsibilities of its Chief Data Officer, and prepare a report on how the CDO contributes to data strategy, governance, and decision-making, and submit it on the GMIU web portal.	10
2	**Data Governance Framework Design** Students will design a basic data governance framework for a chosen organization and submit the model with a brief explanation on the GMIU web portal.	10
3	**Data Strategy Trends** Students will research emerging trends in data strategy across industries and prepare a summarized report for submission on the GMIU web portal.	10
4	**Case Study: Ethical AI in Data Use** Students will study an organization that follows ethical AI principles and prepare a report on how it ensures responsible data governance, and submit it on the GMIU web portal.	10
5	**Industry Expert Interview Report** Students will interview a data professional and prepare a summary report on insights about data governance challenges, and submit it on the GMIU web portal.	10
	Total	50

Suggested Specification table with Marks (Theory): 60

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	30%	30%	20%	10%	10%	0%

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcome:

After learning the course, the students should be able to:	
CO1	Understand the fundamentals of data strategy and governance and explain how data supports organizational goals.
CO2	Apply data management and quality frameworks to ensure accuracy, consistency, and reliability of business data.
CO3	Analyze ethical, privacy, and compliance issues in data handling and propose responsible governance practices.
CO4	Evaluate emerging trends, tools, and implementation approaches in data strategy and governance for business excellence.

Instructional Method:

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction. Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses. The internal evaluation will be done on the basis of Active Learning Assignment.

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in the laboratory.

Reference Books:

[1] Marr, B. (2022). Data Strategy: How to Profit from a World of Big Data, Analytics and Artificial Intelligence. Kogan Page.

[2] Loshin, D. (2021). Master Data Management and Data Governance. Academic Press.

[3] McPherson, A. (2021). Data Privacy and Compliance Handbook. Routledge.

[4] Abbot, D. (2022). Applied Data Management: For Business and Data Analytics. Springer.

[5] English, L. P. (2019). Improving Data Warehouse and Business Information Quality. Wiley.

[6] Ladley, J. (2020). Data Governance: How to Design, Deploy, and Sustain an Effective Data Governance Program. Academic Press.

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