

# Course : Master Data Management: Data governance

Synthesis course - 2d - 14h00 - Ref. CYE  
Price : 2020 CHF E.T.

★★★★★ 4 / 5

BEST

## Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Understand the strategic role of data management for the company
- ✓ Understand the principles of data architecture
- ✓ Set up a governance method.
- ✓ Integrate master data management into the approach
- ✓ Know how to identify MDM players and their positioning.

## Course schedule

### 1 Introduction

- Data strategy challenges for businesses.
- Defining the notions "Data" and "Information".
- Different data categories for a company.
- Different data usage formats.

#### Storyboarding workshops

Discussions on the strategic role of data for a business.

### 2 Data governance

- Definition of data governance. Tactical and strategic challenges.
- Overview of the DAMA "Body of Knowledge".
- Players and new professions in data management.
- Measurement tools for evaluating the maturity of a company's data.
- The main principles of the data governance approach.
- State-of-the-art reference tools.

#### Storyboarding workshops

Ranking governance actions defined in DMBok. Defining the data governance action plan based on a case study.

## PARTICIPANTS

## PREREQUISITES

## TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

## ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.

Participants also complete a placement test before and after the course to measure the skills they've developed.

## TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

**TERMS AND DEADLINES**

Registration must be completed 24 hours before the start of the training.

**ACCESSIBILITY FOR PEOPLE WITH DISABILITIES**

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

**3 Master data management**

- Positioning of master data management in the company's information system.
- The essential steps of the master data management approach.
- Overview of master data management architecture types.
- Designing and administering master data.
- Summary of best practices.
- The role of users in the MDM system.
- Overview of the deployment of an MDM solution.

**Group discussion**

Simulated workshop to analyze needs for each business line and define shared master data.

**4 Forms of data**

- From relational to big data.
- Concept of a data lake. Coexistence of traditional technologies and Hadoop.
- Denormalization of data.
- Data for descriptive and predictive analysis.

**Storyboarding workshops**

Discussions on the "data strategy" for the company's decision-making.

**5 To go further**

- The data-driven approach.
- Software on the market.
- Taking the plunge so that the data architecture supports the business strategy.
- Data quality management: Assessment, control, and maintenance. Tools.
- Legislative context: Personal data protection, obligations, retention.

**Storyboarding workshops**

Discussions of possible approach strategies based on context.

**Dates and locations****REMOTE CLASS**

2026 : 2 June, 2 June, 30 June, 8 Sep., 8 Sep., 20 Oct., 15 Dec., 15 Dec.

**LAUSANNE**

2026 : 30 June, 15 Dec.

**GENÈVE**

2026 : 30 June, 15 Dec.