Introduction

In today’s rapidly evolving digital landscape, data management has become a critical discipline for businesses across industries. Effective data management ensures data quality, integrity, security, and accessibility, which are essential for informed decision-making and strategic success. Given the increasing volume and complexity of data, organizations must implement robust data management practices to stay competitive and compliant with industry regulations.

This course, designed by Mercury Training Center using the **Data Management Body of Knowledge (DMBOK)** framework developed by the **Data Management Association (DAMA)**, offers a comprehensive guide to mastering data management principles, concepts, and best practices. By adopting the DMBOK framework, organizations can build a strong foundation for effective data governance, integration, quality management, and other essential aspects of data management.

Targeted Groups

This course is ideal for the following groups:

- **Executives and Senior Management**
- **Data Management Practitioners**
- **Business Stakeholders**
- **IT Professionals**
- **Data Consumers**

Course Objectives

At the end of this DAMA DMBOK Data Management Body of Knowledge Framework course, participants will be able to:

1. Understand the fundamentals of data management.
2. Develop strong data governance skills.
3. Enhance data modeling and database design capabilities.
4. Improve proficiency in data quality management.
5. Master data integration and interoperability concepts.
6. Gain expertise in metadata management.
7. Strengthen data security and privacy knowledge.
8. Build competence in data analytics and business intelligence.

Targeted Competencies

Upon completing this course, participants will have the competencies to:

1. Understand the foundational principles of data management and the DAMA

framework.
2. Apply data governance best practices and principles.
3. Improve data lifecycle management, including quality and retention strategies.
4. Master the integration of data from diverse sources and manage master data effectively.
5. Understand data security and privacy regulations and implement compliance measures.

Course Content

Unit 1: Introduction to Data Management and DAMA Framework

- **Overview of Data Management:** Importance and role in organizations.
- **DAMA Framework:** Components and principles of the DAMA Data Management Body of Knowledge (DMBOK).
- **Fundamental Principles:** Key concepts of data management within the DAMA framework.

Unit 2: Data Governance and Data Architecture

- **Data Governance:** Definition, objectives, and benefits.
- **Establishing a Data Governance Framework:** Key roles and responsibilities based on the DAMA DMBOK guide.
- **Data Architecture:** Overview of data modeling techniques and best practices, as well as considerations for data integration and interoperability.

Unit 3: Data Quality and Data Lifecycle Management

- **Data Quality Management:** Introduction, significance, and strategies for assessing and improving data quality.
- **Data Profiling and Cleansing:** Techniques for ensuring data integrity and quality.
- **Data Lifecycle Management:** Understanding stages of the data lifecycle, retention, archiving, and disposal considerations.

Unit 4: Data Integration and Master Data Management

- **Data Integration:** Challenges and approaches, including ETL (Extract, Transform, Load) processes and tools.
- **Real-time Data Integration:** Techniques for integrating data in real-time.
- **Master Data Management (MDM):** Concepts, benefits, and implementation strategies.
- **Governance Role in MDM:** Data governance support for MDM initiatives.

Unit 5: Data Security and Privacy

- **Data Security:** Importance, challenges, and best practices for securing data.

- **Incident Response Management:** Handling data breaches and mitigating risks.
- **Data Privacy:** Regulatory requirements, such as GDPR and CCPA, and implementing privacy by design principles.

Conclusion

This DAMA DMBOK Data Management Body of Knowledge Framework course provides participants with the knowledge and skills required to enhance data management practices in their organizations. The course offers in-depth exploration of data governance, integration, quality management, security, privacy, and analytics. It also prepares participants to pursue **DAMA DMBOK certification**, aligning them with international standards in data management.

By completing this course, participants will be equipped to effectively manage their organization’s data assets, ensuring that they contribute to informed decision-making, regulatory compliance, and strategic growth.