

Activity 1

Objective:

In this activity, students will analyze real-world scenarios and determine whether they relate to Data Management (DM) or Data Governance (DG). Students will understand the differences between DM and DG and recognize how DM processes can support DG policies.

Procedure:

1. Divide the class into small groups of 3-4 students.
2. Provide each group with a set of real-world scenarios.
3. Each scenario should have a brief description of a situation, followed by a question asking whether it relates to DM or DG.
4. Examples of scenarios include the ones mentioned in the given passage, such as customer data management, financial reporting, application testing, and others.
5. Summarize the activity by highlighting the key differences between DM and DG and how DM processes can support DG policies.
6. Reflect on the activity and write a paragraph on the importance of DM and DG in organizations and how they can collaborate to ensure data quality and security.

Scenario Examples:

1. A hospital implements a new electronic health records system, requiring staff to enter patient data accurately and consistently.
2. A financial institution creates a policy for data encryption to protect sensitive customer information.
3. A retail company creates a customer loyalty program, tracking purchase history and rewards.
4. A government agency mandates the use of data catalogs for all data storage, ensuring metadata is captured and maintained.
5. A healthcare organization implements data quality checks to ensure patient data is accurate and complete.
6. A manufacturing company creates a data governance policy for supply chain data, defining roles and responsibilities for data management.
7. A bank implements data masking techniques to protect sensitive data in non-production environments.
8. A university creates a data management plan for research data, outlining data storage and retention policies.
9. A marketing team uses customer data to create targeted campaigns, ensuring opt-in and opt-out mechanisms are in place.
10. A software development company creates a data governance framework, outlining policies and procedures for data management.

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