

# Data Management Professional Certification

## INTRODUCTION

- In the digital age, data is king. Data increasingly is seen as a corporate asset that can be used to make more-informed business decisions, improve marketing campaigns, optimize business operations, and reduce costs, all with the goal of increasing revenue and profits. Hence it would follow that if the data is precise, complete, coordinated, and predictable. it will contribute to the expansion of the organization. And in case of the opposite, it would become an excessively big liability; bad organization of data can lead to making harmful decisions because of incomplete information.
- To remain relevant to the economy, professionals need to participate in ongoing professional development, Data Management Professional Certification training course is a path to sustained and enhanced global employment opportunities over the next decade. It will provide you with knowledge, skills, and experience in the field of DAMA, also it gives data management professionals the opportunity to show professional growth that can enhance their personal and career goals,

This DAMA training course will highlight the following:

- Data Management Process, Big Data and Data Architecture
- Data Governance & Data Ethics
- Data Integration and Interoperability and Master and Reference Data Management
- Data Modelling, Data Quality and Data Security
- Data Storage and Operations, Data Warehousing and Business Intelligence and Metadata Management

## OBJECTIVES

- This training course provides a solid foundation across the entire Information Management spectrum.

By attending the course, participants will effectively be able to:

- Understand the importance and application of “information management professionalism”
- Learn the professional management techniques to address business challenges
- Explore the data Management and architecture frameworks
- Recognize the vital roles of Master Data Management and Data Governance
- Apply professionally the best practices for managing Enterprise Information needs

## TRAINING METHODOLOGY

- Data Management Professional training course will utilize a variety of proven techniques to ensure maximum understanding, comprehension and retention of the information presented. This training course is highly interactive involving delegates in the discussion followed by participants' presentations of the results, analysis of case studies and practical exercises, supported by video materials and activities to develop their understanding further and will be provided with training course notes and examples.

## ORGANISATIONAL IMPACT

The training course is of direct relevance to Data Management Professional and as a result, the organizations will benefit greatly from their employees' participation. The organization will gain from:

- Ensuring that the staff are capable, knowledgeable, and expert in their field
- Commitment to constantly improving quality in the industry
- Greater relevance and reliability of data management
- More strategic thinking and focus on performance
- More effective use of the data and information of the company

## PERSONAL IMPACT

The training course will be of personal benefit to delegates by providing them with:

- Better understanding of the context and importance of data management
- Greater awareness of industry practices, problems, and solutions
- Increasing their personal capabilities, skills, and knowledge
- Greater job satisfaction in providing quality support to management
- Gain better quality methods and will improve ability to collaborate within the industry

## WHO SHOULD ATTEND?

This Data Management professional certification training course is essential for everyone needs to be capable, knowledgeable, and expert in his field. This training course is suitable to a wide range of professionals in Information Management, Data Governance, Master Data Management and Data Quality initiatives, but will greatly benefit:

- Data Analyst
- Database administrators
- Information Managers & Architects
- Data Governance Managers
- Data Quality Managers
- Business Analysts
- Executives Management
- Technology Leaders
- Software engineers
- Any professional involved in Data Analytics

## Course Outline

### The Data Management Process, and Overview of the Certification

- Overview of the certificate and its exam
- Data management as a discipline
- The purpose and scope of the DAMA International Data Management
- Data Management drivers, benefits, and potential pitfalls
- Enterprise Data Management Framework
- Data Management Function

### Data Governance & Data Quality Management

- The role of the Data Governance in successful Data Management
- Key topic of Data Ethics & Compliance.
- Understand the various Data Quality areas
- Explore Data Quality policies and procedures
- Linking Data Quality with other data disciplines
- The major components to leverage reference and master data

### Data Warehouse, BI, Modeling & Metadata Management

- Concept of Data warehousing & Business Intelligence (BI) management
- Types of data warehouse and BI platforms
- The fundamentals of Big Data
- Features of Data Modeling

## Data Architecture and Lifecycle Management, Data Security Management

- The important types of architectures and proactive planning
- The data value chain
- Differences between lifecycles and systems development
- The key goals of Data Security Management
- Risk assessment & monitoring, of Data Security Management
- Effective Document and Content Management

## Data Storage and Operations Management & Data Integration and Interoperability

- The effective Data Storage's components and Operations Management
- Data Technology Management
- Roles and responsibilities
- Data, I&I practices, and the best solutions
- Data interchange & data replication
- Aligning within Data Governance and expanded Data Management activities

