Module 0. About the Course (8 min)

Module 1. Information Management Overview (25 min)

- Information Management Defined
  - Information
  - Management
  - Information + Management
  - Information Management

- The Scope of Information Management
  - IM Dimensions
  - IM Disciplines
  - Related Disciplines
  - Grouping Related Disciplines
  - A Stack View of IM
  - An IM Framework

Module 2. Data Modeling and Metadata Management (87 min)

- Understanding the Data
  - Views of Data
  - Projects Flow
  - Describing the Data Meaning
  - Describing the Data Constraints
  - Describing the Data Relationships
  - Describing the Data

- Data Modeling
  - Data Modeling Defined
  - Data Modeling Purpose
  - Data Modeling Dependencies
  - Data Modeling and People
  - Kinds of Data Models
  - Data Modeling Processes
  - Entity-Relationship Modeling
    - Entities and Attributes
    - Relationships
    - Complete Set of Attributes
    - Normalization
    - Test Against Reality
    - Data Types and Indexes
    - Model Optimization
  - Dimensional Data Modeling
    - Meter and Measures
    - Dimensions
    - Dimension Hierarchies
    - Dimensions and Meter Association
    - Dimension Attributes
    - Star Schema Modeling

- Metadata Management
  - Metadata Defined
  - Metadata Purpose: Classify
Module 3. Content Management and Enterprise Information Management (59 min)

- **Information Supply & Demand**
  - Managing Information Supply & Demand
  - The Goal
  - Desired Outcomes
  - Data Resource Perspectives

- **Content Management**
  - CM Defined
  - CM and the Content Workflow
  - CM Purpose
  - CM Dependencies
  - CM Processes: Capture
  - CM Processes: Manage
  - CM Processes: Preserve
  - CM Processes: Deliver
  - CM and People
  - CM and Systems

- **Enterprise Information Management**
  - EIM Defined
  - Program vs. Discipline View of EIM
  - EIM Components
  - EIM and Architecture
  - EIM Dependencies
  - EIM Purpose
  - EIM Processes
  - EIM and Roles
  - EIM and People
  - EIM Technology

Module 4. Data Quality and Data Governance (57 min)

- **Data Utility**
  - Introduction to Data Utility
  - Ensuring Data Utility
Roles of Data Quality and Data Governance

- **Data Quality**
  - Quality Defined
  - Data Quality Defined
  - Data Characteristics
  - Data Quality Dependencies
  - Purpose of DQM
    - Defect Free
    - Conformance to Specifications
    - Suitability to Purpose
    - Expectations & Needs
  - Data Quality Processes
  - Data Quality and People
  - Data Quality Projects
  - Data Quality and IS Projects
  - Data Quality Technology

- **Data Governance**
  - Data Governance Defined
  - Data Governance Dependencies
  - Data Governance Purpose
  - Data Governance Processes
  - Data Governance and People
  - Data Governance and Management
  - Data Governance and Technology

**Module 5. Data Integration, Data Warehousing and MDM (60 min)**

- **Data Resource Consolidation**
  - The Data Resource
  - Disparate Data
  - Connecting Disparate Data

- **Data Integration**
  - Data Integration Defined
  - Data Integration Options
  - Data Integration Dependencies
  - Data Integration Purpose
  - Data Integration Processes
  - Data Integration Systems
  - Data Integration Technology
  - Data Integration Project Examples
    - Data Migration
    - Data Consolidation
    - Data Warehousing (Hub & Spoke)
    - Analytic Application
    - Other Approaches
  - Data Integration and People

- **Data Warehousing**
  - Data Warehousing Defined
  - Data Warehouse Defined
  - Data Warehousing Architectures
  - Data Warehousing Dependencies
  - Data Warehousing Purpose
• Data Warehousing Processes
• Data Warehousing Projects
• Data Warehousing Systems
• Data Warehousing Technology
• Data Warehousing and People

■ Master Data Management
  • Master Data Defined
  • MDM Defined
  • MDM Overview
  • MDM Purpose
  • MDM Dependencies
  • MDM Processes: Implementation
  • MDM Processes: Operations
  • MDM Architectures
  • MDM Technology
  • MDM and People

Module 6. Business Intelligence, Business Analytics and Performance Management (34 min)
  • Applied Information
    • Data vs. Information
    • Information and Systems
    • Using Information
  • Business Intelligence
    • BI Defined
    • BI Redefined
    • BI Purpose
    • BI Dependencies
    • BI Technology
    • BI Processes
    • Pervasive BI
    • BI for Masses
    • Role Based BI
    • Advanced BI
    • BI and People
  • Business Analytics
    • Business Analytics Defined
    • Business Analytics Purpose
    • Business Analytics Dependencies
    • Business Analytic Processes
    • Business Analytic Technology
    • Business Analytics and People
  • Performance Management
    • BPM Defined
    • BPM Purpose
    • BPM Dependencies
    • BPM Processes
    • BPM Technology
    • BPM and People
Module 7. Data Mining and Predictive Analytics (14 min)

- **Discovery and Inference**
  - Learning the Unknown
  - From Data to Knowledge

- **Data Mining and Predictive Analytics**
  - Data Mining & Prediction Defined
  - Data Mining & Prediction Purpose
  - Data Mining & Prediction Dependencies
  - Data Mining & Prediction Processes
  - Data Mining Technology
  - Data Mining and People

- **Information Management Professionals**
  - The Roles of IM Disciplines
  - Careers and IM Disciplines
  - IM Opportunities