DTC-MBD-512 Big Data and Data Governance

SEMESTER: Fall
CREDITS: 3 ECTS
LANGUAGE: Spanish
DEGREES: MBD

Course overview
The objective of this course is for students to understand the power of Big Data, its transformative and disruptive value and the value of data and how to manage them in a company properly,

By the end of the course, students will:
▪ Understand what Big Data is in a global way. How and why it arises and its main characteristics.
▪ Understand the value of the data and know how to organize a data governance to maximize its value, and company’s value
▪ Know the ethical and legal aspects that Big Data and Advanced Analytics systems must comply, and who to design in this mode.

Prerequisites
No hay prerequisitos especiales para los estudiantes en esta asignatura
Students willing to take this course should be familiar with linear algebra, basic probability and statistics, and R programming language.

Course contents
1. Introduction to Big Data. Characteristics and motivation
2. The value of the data in the decision making.
3. Government and economy of the data
   3.1. Principles of data governance.
   3.2. Management models. Figures of data management.
   3.3. Data cycle
   3.4. Data Management, quality, Security and compliance
4.1. Principles of GDPR.
4.2. Consents and legitimate use.
4.3. Rights of the individual. Transparency, access, rectification, forgetting, portability, no treatment.
4.4. Obligations of the person in charge.
4.5. Anonymization and other design criteria.
4.6. Fines and infractions

Textbook

- Notes prepared by the lecturer (available in Moodle)
- **David Plotkin.** Data Stewardship: An Actionable Guide to Effective Data Management and Data Governance. ISBN: 978-0124103894

Recommended books & others

- **George Orwell.** 1984

Grading

The following conditions must be accomplished to pass the course:

- A minimum overall grade of at least 5 over 10.
- A minimum grade in the final exam of 4 over 10.

The overall grade is obtained as follows:

- Class working accounts for 70% of the final grade
- Exams accounts for 30% of the final grade.