Capital University of Economics and Business
Overseas Chinese College
Course Syllabus

Year and Semester	2026 Spring					
Course Name	Introduction to Data Governance					
Course Code	DG101					
Course Type	☐ General Education (Required) ☐ General Education (Elective) ☐ Basic Disciplinary Course ☑ Professional Course (Required) ☐ Professional Course (Elective) ☐ Professional Course (Expanded) ☐ Professional Course (Advanced)					
Course Credits	1					
Course Hours	Total Class Hours	16	Lecture Hours	0	Experiment (Computer) Hours	16
Applicable object	☑ Freshman ☐ Sophomore ☐ Junior ☐ Senior					
	☐ Business Administration (Accounting)					
	☑ Information Management and Information Systems (Data Governance)					
Prerequisites						
Instructor	Changjun Ru					
Contact Information	Office: C217					
	Tele: (010)83951082					
	Email: ruchangjun@cueb.edu.cn					
Office Hour	Mon/Tue/Fri: 8:00-9:35					
Learning Centre	M: 18:00-20:00 (online), W: 9:55-11:30					
Grade/Section	2025 IT 1, 2					
Course Time/Place	2025 IT1&2: Tue.: 9:55-11:30; A202					
Textbook	The textbook and reference book mainly cover the knowledge that instructor introduced in the class, but not limited to these books, students should have the ability to search and expose to the resources to support your study.					

Reference Book

Introduction to Data Governance

DAMA International DATA MANAGEMENT BODY OF KNOWLEDGE

Course Description

This course is designed for undergraduate students and follows a "framework understanding – core capabilities – case-based closure" pathway to deliver essential knowledge and practical methods of data governance within 16 class hours. It first introduces fundamental concepts, governance frameworks, and implementation approaches to build a holistic understanding. It then focuses on three core governance capabilities — data standards, data quality, and master data management — covering typical rules, workflows, and operational mechanisms, while highlighting tool-enabled support such as metadata management and data catalogs. Finally, through the analysis of industry cases, the course connects

governance issues, solution design, and value evaluation, training students to conduct governance diagnostics, articulate key elements of governance solutions, and measure outcomes. The course emphasizes case-driven learning and hands-on tasks to strengthen students' ability to analyze and address real-world data governance challenges.

Student Learning Outcomes

On successful completion of this course, candidates should be able to:

Knowledge	• Master the fundamental concepts, principles, development trends, and comprehensive framework of data governance, and understand data as a strategic production factor in the digital economy. • Explain the full lifecycle of data governance, including data acquisition, storage, management, application, and value realization, and its role in supporting high-quality economic development. • Understand governance structures, institutional mechanisms, and cross-industry applications of data governance, and recognize its significance in empowering the real economy and modernizing governance capacity.
Capability	• Apply data governance theories to analyze and solve practical data management challenges in organizations undergoing digital transformation. • Design governance solutions that improve data quality, optimize resource allocation, and enhance data-driven value creation across industries. • Integrate governance principles into industry-specific cases to support innovation, industrial upgrading, and sustainable development.
Mindset	• Develop a strategic and data-driven mindset aligned with digital economy development and high-quality growth objectives. • Embrace responsibility, compliance awareness, and a systemic perspective in building sustainable data governance systems. • Demonstrate professional integrity and innovation in leveraging data governance to contribute to economic modernization and social development. • Cultivate the spirit of Xi Jinping Economic Thought

Website Source

Website Source

DAMA International：https://dama.org

Data Governance Institute (DGI)：https://datagovernance.com

Teaching Methods

This course adopts a blended, student-centered model of **"teacher-guided, team-based, project-driven, deliverable-oriented"** learning. Lectures focus on core data governance concepts and mainstream frameworks to build a coherent end-to-end understanding. Workshops and scenario-based role-play,

anchored in industry cases, guide teams to produce weekly **enterprise-style deliverables**, enabling the progression from **Know-what → Know-how → Deliverable**. The course also integrates **industry guest talks and certification-aligned review**, connecting classroom learning with real-world practice and professional competency standards. Assessment features dual-instructor evaluation (course instructor + industry mentor), complemented by peer review and milestone presentations, forming a closed loop of **continuous feedback, iterative improvement, and final acceptance** to strengthen students' governance proposal and implementation readiness.

Grade Criterion

Component	Weight	Description
Final Exam	20%	A cumulative final examination will be given based on all of the contents of the class. The exam paper may be composed of computer operation questions and case analysis questions. Students should rely primarily on homework assignments to give them a sense of what they may see for material on exams.
Mid-Term Test	20%	A cumulative midterm test will be given based on all of the contents that have been taught in class. The test paper may be mainly composed of multiple-choice questions and it should be completed in class.
Homework	10%	Most of the assigned homework is taken from the Exercises in the textbook. Assignments will be collected at the clearly stated date. Late assignments will not be accepted. The graded assignments may be kept by the tutor for reference and won't be returned to students.
Quizzes	10%	There will be at least 2 quizzes during the semester. Quizzes may or may not be announced in advance. It may also be used as a way to check the attendance. Quizzes will test your knowledge of both concepts and the application of those concepts.
Presentation	20%	The students will be divided into several groups to prepare a presentation. Each student is required to be involved in the presentation. The topics can be selected from the textbook or lectures. Each group need to finish a PPT related to the topic which is given and hand in the related resources to the teacher before the presentation.
Participation	10%	Individuals will be asked to participate individually in a question and answer at least 5 times during the semester. The performances should be counted in their participation.
Attendance	10%	Refer to attendance policy listed below
Total	100%	

Detailed Grade Computation

	Before Midterm	After Midterm
Attendance	5%	5%
Participation	5%	5%
Homework	5%	5%
Quizzes	5%	5%
Presentation		20%
Midterm test	20%	

Final exam		20%
Total	40%	60%

Assessment of Student Performance

☞ Self-Study and Reading ability Practice

Instructor will give out the chapters or the reference books to read and use class hours to have discussion; students should be able to show a proactive attitude and ability for self-study and reading. Knowledge and oral English will be elements of homework or presentation score.

☞ Homework

Students should finish their homework by themselves. Copying from others will be treated as cheating and the homework scores will be lowered. Students should hand in all assignments on time. Late assignments will be accepted at the discretion of the instructor (i.e., when the student was ill or had an excused absence). Late assignments without reasonable proof will be reduced in score by 50%.

☞ Attendance

Because the course covers a great deal of material, attending every class session is very important for performing well.

- Being late for 15 minutes or more is considered an absence.
- Five hours or above of unexcused absences will result in the lower level of the final grade by one grade band (e.g. from C – to D +). Any excused absence must be discussed directly with the teacher.
- Absence which is more than 1/3 of the total teaching hours will cause an F (a failing grade) directly. but students are welcome to continue attending classes.
- An incomplete grade (I) will be considered in case of medical or family emergencies.

☞ Participation

- Students should participate in classes actively. Half of participation grade is determined by their presentation in class. They are encouraged to ask questions relevant to the subject and express their own opinions. Every student should respect the ideas, opinions, and questions of their classmates.
- Students should also use office hours to ask questions or talk with the instructor for good communication and effective learning.
- Frequent visiting the instructor and chatting in English during office hours is highly recommended.
- Any misbehavior and non-class related activities in class will result in the lower level of the participation grade, including ringing cell phones.
- All above behaviors will be solely evaluated by the instructor for scoring.

☞ Textbook

Students must bring the textbook to class.

Topic Course Outline (original)

Week	Content	Homework
1	**Course introduction** **Chapter 1: Overview of Data Governance** ● Basic concepts of data governance ● Development history and trends ● Role of data governance in modern organizations ● Common misunderstandings ● Relationship between data governance and data management	✓ Complete team formation and confirm governance project topic Group project topic approved ✓ Write an industry-based reflection on the role of data governance ✓ Industry background and governance positioning defined
2	**Chapter 2: Data Governance Framework** ● Overview of mainstream governance frameworks ● Structure of the course governance framework ● Functions and value of governance frameworks	✓ Apply a governance framework to the selected industry case ✓ Preliminary governance framework completed
3	**Chapter 3: Data Strategy Planning** ● Concept of data strategy ● From planning to execution ● Strategic planning tools	✓ Develop a basic data strategy outline ✓ Strategy draft submitted
4	**Chapter 4: Data Acquisition** ● Concept and scope of data acquisition ● Methods of data collection ● Key acquisition technologies	✓ Identify data sources and governance risks in the project case ✓ Data acquisition plan completed
5	**Chapter 5: Data Storage** ● Data storage concepts and requirements ● Data model design ● Data architecture design	✓ Design a basic data storage architecture for the case organization ✓ Storage structure diagram completed
6	**Chapter 6: Data Management** ● Metadata management ● Data standards management ● Master data management ● Data quality management ● Data security management	✓ Develop a data quality and master data governance proposal ✓ Governance policy draft completed
7	**Chapter 7: Data Application** ● Data analysis and sharing ● Data openness ● Business empowerment scenarios ● Key analytics technologies	Complete project final version Project content finalized
8	**Group project presentation and final assessment**	Peer review

Note: *Some chapters or sections may leave for self-study, this is the students' duty to learn and understand, they may also be included in the quizzes or exams.A review in Chinese may be held during L.C. and O.H. in the semester.*

Teacher's Office Hour

- The instructor's office hour is shown in the front of the office door.
- Students are suggested to use the instructor's office hour and learning center to ask questions or talk

with the instructor once at least per week for good communication and effective learning, which is recorded in the students' participation.

- The time can be scheduled by instructors or students, or both.

Cheating and Plagiarism

Cheating is not tolerated. Any student caught cheating on a quiz; test or exam will be given a mark of zero (0) for the particular work. At the beginning of the semester the definition of plagiarism will be carefully explained, when any thoughts or writings of another person are used, they must be clearly identified (usually one uses quotation marks) and the source notes. **If any student is caught cheating on any homework assignment, the highest score the student can earn in that course is a "C".**

Important Dates

Midterm Test	
Final Exam	**Week 8**

Note: *This syllabus is tentative and may be changed or modified throughout the semester. All students will be notified and a new syllabus will be given.*

Instructor: Changjun Ru Department Head: Jingning Li