



Syllabus

Building a Data Culture

Undergraduate course based on *Building a Data Culture: The Usage and Flow Data Culture Model*

Inaugural offering: Valdosta State University — Winter Semester 2025

Course overview

Data culture is a transformative aspect of organizational success, shaping the way businesses harness the power of data to innovate, make informed decisions, and deliver value to customers. This course explores the intricacies of building a thriving data culture within organizations, focusing on fundamental principles, strategies, and best practices.

The course begins with an exploration of Peter Drucker's renowned adage, "Culture eats strategy for breakfast." Definitions of organizational and data culture set the stage, leading to an introduction to the Usage and Flow Data Culture Model. Each chapter delves into crucial aspects, from assessing the current state to understanding data strategy, leadership's role, data governance, literacy, decision-making, collaboration, measuring success, and real-world case studies.

Title	Building a Data Culture: The Usage and Flow Data Culture Model
Duration	One semester
Textbook	"Building a Data Culture: The Usage and Flow Data Culture Model"
Authors	Gary W. Griffin and David Holcomb

Grading

Mid-term Exam	20%
Final Exam	30%
Participation in Discussion Questions	20%
Case Study (Utilizing 7 Components of a Mature Data Culture)	30%

Schedule

Week 1-2: Introduction and Overview

- Chapter 1: Data Culture
- Introduction to Usage and Flow Data Culture Model (UFDCM)
- Four data culture types: Progressive, Traditional, Protectionist, Preservationist
- Importance of aligning organizational and data culture

Week 3-4: Understanding Current State

- Chapter 2: The Current State
- Expanded view of UFDCM
- Influence of cultural types on decision making, innovation, and security
- Impact of organizational design on data culture

Week 5-6: Developing a Data Strategy

- Chapter 3: Data Strategy
- Role of a well-designed data strategy
- Aligning data strategy with organizational objectives
- Overcoming challenges in data culture transformation

Week 7-8: Leadership and Change Management

- Chapter 4: Leadership and Change Management
- Leadership's role in shaping data culture
- Strategies for effective change management
- Building a coalition of champions

Week 9-10: Establishing Data Governance

- Chapter 5: Data Governance
- Relationship between data governance and data culture
- Initiatives for data governance: librarian, quality, process, security/compliance, communication, training
- Building relationships and proposing data governance initiatives

Week 11-12: Data Literacy and Skills Development

- Chapter 6: Data Literacy and Skills Development
- Importance of data literacy
- Designing training programs for different data cultures
- Continuous learning culture

Week 13-14: Embedding Data into Decision Making

- Chapter 7: Embedding Data into Decision Making
- Interplay between data analytics, data privacy, and security
- Data culture types and their implications
- Symbiotic enrichment between elements for a thriving data culture

Week 15-16: Nurturing Communication and Collaboration

- Chapter 8: Nurturing Communication and Collaboration
- Seven components of a mature data culture
- Breaking silo barriers for communication and collaboration
- Balancing focus, collaboration, and communication in different data cultures

Week 17-18: Measuring Success and Sustaining Data Culture

- Chapter 9: Measuring Success and Sustaining the Data Culture
- Assessing data culture maturity
- Leadership's role in sustainability
- Continuous learning and fostering a culture of data sharing

Week 19-20: Case Studies and Lessons Learned

- Chapter 10: Case Studies and Lessons Learned
- Aligning espoused and enacted values
- Allocating resources for data accessibility
- Correlation between industries and data cultures
- Real world case studies and practical insights
- Case Study Guidelines:
- Apply the Usage and Flow Data Culture Model to analyze a real-world organization's data culture.
- Utilize the seven components of a mature data culture to propose improvements.
- Address challenges faced by the organization and recommended strategies for overcoming them.
- *Note: The syllabus is subject to change based on the pace of the class and any unforeseen circumstances.*

Case study guidelines

- Apply the Usage and Flow Data Culture Model to analyze a real-world organization's data culture.
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