Course Outline

Information Management Overview
- Information Management Defined
- The Scope of Information Management

Data Modeling and Metadata Management
- Understanding the Data
- Data Modeling
- Metadata Management

Content Management and Enterprise Information Management
- Information Supply and Demand
- Content Management
- Enterprise Information Management (EIM)

Data Quality and Data Governance
- Data Utility
- Data Quality
- Data Governance

Data Integration, Data Warehousing, and Master Data Management
- Data Resource Consolidation
- Data Integration
- Data Warehousing
- Master Data Management

Business Intelligence, Business Analytics, and Performance Management
- Applied Information
- Business Intelligence
- Business Analytics
- Performance Management

Data Mining and Predictive Analytics
- Discovery and Inference
- Data Mining and Predictive Analysis

Information Management Professionals
- Careers and IM Disciplines
- IM Opportunities