

## Detailed Course Information: Data Culture

Sl. No.	Data Type	Comments
1	<b>Course Name</b>	<b>Data Culture engrained into the DNA of the company</b>
2	<b>Content Source</b>	S2E book from Bee-Relevant founders and white papers of founders and team
3	<b>Brief Description / Introduction of Course</b>	<i>The objective of this course is to sensitize on data culture and way of working in general. We discuss how to set up a culture change. We refer and define actionable and easy-to-use frameworks.</i>
4	<b>Why do we need this course?</b>	Let the data speak is a nice job description for data scientists in your organization. Nevertheless, it is not enough if this mindset of considering data at the heart of the decision-making process is only considered by data scientists. It has to become part of the enterprise culture. For that, an entire data culture has to be developed. It is the responsibility of everyone in the company from the board to the working student. We need this course because it is more easily said than done. A data culture set up takes time and has multiple hurdles to overcome.
5	<b>Learning Outcomes</b>	<ul style="list-style-type: none"> <li>• <i>Introduce the notions of data culture and change management</i></li> <li>• <i>Explain via stories the challenge of data culture (e.g., via the Monty Hall problem or the Rider and the Elephant example)</i></li> <li>• <i>Provide good and bad stories about data culture and change management</i></li> <li>• <i>Provide tips and tricks for a proper change management</i></li> <li>• <i>Provide frameworks and models for change management and data culture change (e.g., Lewin model, McKinsey 7S or the power of habit)</i></li> <li>• <i>Provide framework for execution strategy (e.g., the 3DM model)</i></li> <li>• <i>Introduction to ways of working (e.g., waterfall or Agile)</i></li> <li>• <i>Provide practical use cases</i></li> <li>• </li> </ul>
6	<b>Course Length</b>	<i>4 Modules</i>
7	<b>Estimated Effort</b>	<i>1-2 hours/module (including homework and Q&amp;A sessions)</i>
8	<b>Prerequisites</b>	<i>None</i>
9	<b>Skills Acquired:</b>	

	Module 1: Introduction to data culture	Definition of data culture and change management, explain the challenge of change management via the Monty Hall problem and The rider and the elephant story.
	Module 2: Stories	Present success stories and failures about change management as well as tips and tricks to avoid to fail
	Module 3: Frameworks	Present the Lewin's change management, McKinsey 7S change model, the power of habit framework and the 3DM execution strategy model.
	Module 4: Use cases	Present ways of working and practical use cases about change management

## Module 1: Introduction to Data Culture

Lecture	Video Name
Lecture 1	Welcome to Module-1
Lecture 2	Definition of data culture and organizational culture
Lecture 3	Definition of change management
Lecture 4	Monty Hall problem
Lecture 5	The rider and the elephant
Lecture 6	Wrap up
<b>Key Terms</b>	<i>Organisational culture, data culture, change management, Monty Hall, the rider and the elephant</i>

## Module 2: Stories

Lecture	Video Name
Lecture 1	Introduction to module
Lecture 2	Change management in practice via Netflix
Lecture 3	Change management in practice via Apple
Lecture 4	Failures in change management
Lecture 5	Tips and tricks in change management
Lecture 9	Wrap up
<b>Key Terms</b>	<i>Success stories, failures, tips and tricks</i>

### Module 3: Framework

Lecture	Video Name
Lecture 1	Introduction to module
Lecture 2	Lewin's change management
Lecture 3	McKinsey's 7S change model
Lecture 4	The power of habit framework
Lecture 5	3DM execution strategy
Lecture 6	Wrap up
<b>Key Terms</b>	<i>Lewin's model, McKinsey's 7S model, power of habit, 3DM execution strategy</i>

### Module 4: Use case

Lecture	Video Name
Lecture 1	Introduction to module
Lecture 2	The power of habit: insurance use case
Lecture 3	Ways of working
Lecture 4	Change management framework: use case
Lecture 6	Wrap up
<b>Key Terms</b>	<i>The power of habit applied in insurance, ways of working, Agile WoW, scrum, Agile Data Science</i>