

Data Governance and Privacy

26FS

Programme	BSc in Business Artificial Intelligence
Degree	Bachelor
ECTS	3
Module type	elective module
Module coordinator	Prof. Dr. Bettina Schneider
Compulsory attendance	Compulsory attendance on selected lectures.
Leading principle / Short description	<p>Data is the foundation of Artificial Intelligence (AI). The quality, integrity, and responsible use of data determine the success or failure of AI-driven business models. Weak data governance or insufficient privacy protection can not only slow down innovation but also erode trust in AI among customers, partners, and society at large.</p> <p>In this module, students will learn the fundamentals of Data Governance and the relevant data privacy regulations in the context of AI. They will explore organizational, technical, and ethical dimensions and understand how companies can establish governance structures to ensure trustworthy and compliant AI systems.</p> <p>Building on core concepts of data governance and privacy, students will develop a Data Governance Roadmap for a specific AI use case that integrates legal requirements, quality management, and ethical guidelines. Through practical exercises and case studies, students will gain insights into how to implement governance measures in organizations and how to strengthen trust in AI through responsible data management.</p> <p>By the end of this course, students will have both theoretical and practical know-how: they will be able to assess the importance of Data Governance & Privacy for AI systems and apply these concepts in real-world scenarios.</p>
Module content	<ul style="list-style-type: none"> o Relevance: Personal, organizational, and societal relevance of Data Governance and Privacy in the AI context o Compliance: Frameworks, standards and selected laws (e.g., EU AI Act, EU GDPR) o Ethics: bias, fairness, transparency, accountability, and explainability in AI systems o Roadmap: steps to governance and privacy compliance in AI projects o TOMs: technical and organizational measures and roles. o Cases: case examples of AI-related data governance, trust, and privacy
Competencies to be achieved	<p>Knowledge and Understanding: Students ...</p> <ul style="list-style-type: none"> o understand the relevance of Data Governance and Privacy for AI-driven business models. o know the key concepts and frameworks of Data Governance as well as the relevant privacy regulations. o know the steps required to achieve governance and privacy compliance (roadmap) in AI projects. <p>Application of Knowledge and Understanding: Students ...</p> <ul style="list-style-type: none"> o apply governance and privacy concepts to exemplary practical AI cases. o translate legal and ethical requirements into AI-specific scenarios. <p>Judgement: Students ...</p> <ul style="list-style-type: none"> o evaluate the opportunities, risks, and limitations of Data Governance & Privacy in the AI context. o critically reflect on how weak governance can undermine trust in AI and society. <p>Communication: Students ...</p> <ul style="list-style-type: none"> o communicate about Data Governance & Privacy in a target-group-oriented way. o discuss controversial opinions on responsible data and AI use. <p>Self-learning Skills: Students ...</p> <ul style="list-style-type: none"> o develop skills in researching governance frameworks and legal provisions. o reflect on their learning progress and professional responsibility.
Prerequisites	none
Teaching and learning methods	<ul style="list-style-type: none"> o Lecture o Discussion o Presentation o Group or individual work o Case studies

Literature

- Literature (Selection)
- o EU GDPR
 - o Swiss FADP
 - o EU AI Act

Remarks

The module is taught in German

Grading

Grade 1-6 (half grades)

Assessment**Presentation 100%**

Oral / Written	oral
Duration (min)	30
Timeframe	during the semester - during one of the final lectures
Grading Scale	Points
Remarks	The presentation slides and a written summary of the presentation content must be submitted in advance. The presentation and summary will be used for grading purposes.

Module details**Data Governance and Privacy - Thu - Olten**

Time	1:15 PM - 3:00 PM
Language	Deutsch
Max. participants	35
Periodicity	Weekly
Lecturers	Prof. Dr. Bettina Schneider
Number	3-26FS.W-B-BAI-060206.EN/WPM

