

Data Privacy

26HS

Programme

BSc in Wirtschaftsinformatik
BSc in Business Information Technology

Degree

Bachelor

ECTS

5

Module type

elective module

Module coordinator

Prof. Dr. Bettina Schneider

Compulsory attendance

compulsory attendance for presentations

Leading principle / Short description

A successful data breach can cause major damage to a companies' business. It can affect the bottom line, as well as the overall reputation and consumer trust. The impact of a data breach can kill any business! Therefore, managed data privacy is key for the success of organizations.

In this module, you will learn the essentials of data privacy regulation in Switzerland and the European Union. We approach the topic from an individual, organizational, technical as well as ethical perspective. Based on the core concepts of data privacy, we will elaborate a data management roadmap that helps to achieve data protection compliance.

At the end, you will possess highly relevant industry know-how. Not only will you be able to discuss data privacy in theory, but we will use concrete practical exercises to show what it is like to implement measures and take responsibility.

Module content

- o Personal, organizational and global relevance of data privacy
- o Overview of data protection laws (EU, CH, etc.)
- o Data management steps to achieve compliance
- o Organizational roles, tools, and processes
- o Technical and organizational measures (TOMs)
- o Ethical perspectives and compliant AI-adoption
- o Practical examples e.g., on data breaches and current research

Competencies to be achieved

Knowledge and Understanding: *Students...*

- o understand the relevance of data privacy for individuals, organizations and society;
- o know the base concepts of data privacy and related regulations;
- o know the steps required to achieve data protection compliance (roadmap)

Application of knowledge and understanding: *Students...*

- o apply the base concepts of data privacy and the regulations to a practical case;
- o apply the tools and methods of data protection to a practical case;
- o apply the steps to achieve data protection compliance to a practical case;

Ability to make judgements: *Students...*

- o judge the relevance of data privacy for individuals, organizations, and society;
- o judge the chances, potential and limitations of data privacy regulations;
- o judge the quality of applied data protection measures;

Communication: *Students...*

- o communicate about data privacy in a target-group oriented manner;
- o discuss controversial opinions on data privacy;
- o present the experience in applying data privacy to a practical case;

Self-learning skills: *Students...*

- o accommodate in reading law articles;
- o research and read guiding material;
- o reflect upon their learning progress.

Prerequisites

- o Interest in data management

Teaching and learning methods

- o Lecture
- o Interactive instruction
- o Group work

Literature

- o EU GDPR
- o Swiss FADP

**Grading
Assessment**

o Presentation (incl. material)

Presentation 100%	
Oral / Written	oral
Duration (min)	30
Timeframe	on one of the last lectures
Grading Scale	Points
Remarks	Guiding material such as developed 1-pagers and presentation slides have to be handed in and are in scope of grading.

Module details**Data Privacy (CSM) - Wed - Olten**

Time	1:15 PM - 5:00 PM
Language	Deutsch
Periodicity	Weekly
Lecturers	Prof. Dr. Bettina Schneider
Number	3-26HS.W-B-WIBIT-050731S1.SN/VR

Data Privacy (CSM) - in English - Mon - Basel, Windisch, Online

Time	8:15 AM - 12:00 PM
Language	Englisch
Periodicity	Weekly
Lecturers	Prof. Dr. Bettina Schneider, Jona Karg
Number	2-26HS.W-B-WIBIT-050731S1.SN/VR

