Data Monetization Strategy: Creating Value Through Data
Sample Schedule

6 weeks (excluding orientation)
Entirely online
Self-paced learning
6-8 hours/week*

*The recommended weekly time commitment for core content is 4-5 hours, taking into account the busy lifestyles of working professionals, with an additional 2-3 hours recommended for non-compulsory weekly extension activities, should you have the time. Each module is released weekly, allowing a flexible but structured approach to learning. You'll be supported as you engage in individual activities and group discussions, ensuring you feel confident to submit your best work at each weekly deadline.

- **Orientation module:** Welcome to your Online Campus
- **Module 1:** Data Monetization: Converting Data into Financial Value
- **Module 2:** Data Monetization Capabilities: Building Enterprise Data Foundations
- **Module 3:** Improving: Generating Value Through Data-Driven Process Optimization
- **Module 4:** Wrapping: Generating Value from Analytics Features and Experiences
- **Module 5:** Selling: Generating Value from Information Solutions
- **Module 6:** Data Monetization Strategy: Choosing a Plan for Organization-Wide Value Creation

Schedule subject to change