



Joint UC Berkeley CITM & MIT Information Quality Program

Winter 2004 Workshop

Date: January 12-13, 2004

Location: Haas School of Business
University of California, Berkeley
Berkeley, CA 94720-1930
Tel (510) 643-5316, Fax (510) 642-2826, E-mail citm@haas.berkeley.haas.edu

Contact: Arie Segev, segev@haas.berkeley.edu, (o) 510-643-5316
Richard Wang, rwang@mit.edu, (o) 617-739-7234, (c) 617-605-7202
Karen Tran, ktran@mit.edu, (c) 617-868-9439
Tony Nguyen, t_nguyen@mit.edu, (c) 617-308-7120

Workshop Description

This intensive workshop on information quality management is designed to give participants capability and skills to understand and solve data quality problems, and to deliver the benefits of improved data quality. You will be exposed to the state-of-the-art research and practice in the information quality field. By attending this workshop, you will learn information quality principles, methods, and techniques, and successfully implemented in public and private organizations. You will be able to increase the value of your data warehouse initiatives, and you will learn how to reduce costs associated with poor-quality data in your Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), and Intelligent Commerce applications.

You will develop an understanding of the characteristics of information product. You will learn the processes to develop data element maps. You will apply the principles of managing information as a product to your organization. Additionally, you will learn the principles that lead to a continuous improvement cycle for information quality, to develop information quality metrics, and to conduct information quality audit. When you leave this workshop you will have the skills to implement a successful information quality program.

Who should attend?

This workshop is designed for, but not limited to, senior executives, line managers, corporate planning and policy analysts, information quality managers, quality assurance managers, data warehouse managers, and data administrators. It is also well suited for scholars who wish to gain an in-depth understanding of the leading research in this field.

Enrollment is limited in order to ensure diversity while permitting informal interactions. Teams of two participants with complementary responsibilities are strongly encouraged,



especially those from technical and functional areas. We also encourage international participants to apply. Preference is given to early applicants.

Program Overview

Day 1 – January 12, 2004

- What concepts and principles are fundamental to information quality management
- How to manage information as a product instead of a by-product
- How to define information quality beyond accuracy
- How to understand information quality in the context of an organization
- How to assess information quality in organizations
- How to develop a comprehensive set of information quality metrics
- How to implement information quality metrics in practice
- How can the Relational Model be applied to certify data integrity

Day 2 – January 13, 2004

- Introduction to IP-Map
- What IQM skills matter?
- DQ project presentation by participants (optional)
- Workshop wrap up, certificate ceremony & workshop evaluation
- Informal discussions



Workshop Agenda

Day 1	Day 2
Monday	Tuesday
January 12, 2004	January 13, 2004
8:00 – 8:15 A.M. Registration & Continental Breakfast KT/FW	8:00 – 8:15 A.M. Registration & Continental Breakfast KT/FW
L1: 8:15-9:15 am Introduction ALL	L7: 8:15-9:15 A.M. Introduction to IPMap RW
9:15 – 9:30 A.M. Coffee Break	9:15 – 9:30 A.M. Coffee Break
L2: 9:30 – 10:30 A.M. Managing Information as a Product YL	L8: 9:30-10:30 A.M. What IQM Skills Matter? RW
10:30 – 10:45 A.M. Coffee Break	10:30 – 10:45 A.M. Coffee Break
L3: 10:45 – 12 P.M. IQ Definition RW	L9: 10:45 – 12 P.M. DQ Project Presentations/Discussion Participants
12-1 P.M. Lunch Break	12-12:30 P.M. Wrap-up, Certificate, & Feedback
L4: 1 – 2:15 P.M. IQ in Context YL	12:30-3:00 P.M. Company’s specific project collaboration with MIT Information Quality Program (by appointment only)
2:15-2:30 P.M. Coffee Break	
L5: 2:30-3:45 P.M. IQ Measurement & Tools RW	
3:45-4 P.M. Coffee Break	
L6: 4-5:15 P.M. IQ Measurement & Tools (Con’t) RW/TN	

Lead Instructor

Richard Wang, Director of MIT Information Quality (MITIQ) Program at the Center for Technology, Policy, and Industrial Development (CTPID) and Co-Director for the Total Data Quality Management (TDQM) Program at MIT Sloan School of Management. Dr. Wang has served as a professor at MIT for a decade, a professor at the University of Arizona, Boston University, and a Visiting Professor at the University of California, Berkeley.

At MITIQ Program, Dr. Wang has developed a well-received information quality curriculum to certify practitioners for positions such as corporate IQ analyst, manager, and



trainer. His outreach programs such as the MITIQ consortium extend Information quality principles and theories to intelligence quality in homeland security, information architecture in both public and private sectors, and intelligent commerce. At TDQM Program, Dr. Wang co-heads the innovative Corporate Household research that investigates relationships of business units within the firm and across organizational boundaries such as those in supply chains.

Dr. Wang has put the term *Information Quality* on the intellectual map with myriad journal and conference publications. His books on information quality include *Quality Information and Knowledge* (Prentice Hall, 1999), *Data Quality* (Kluwer Academic, 2001) and *Journey to Data Quality* (MIT Press, forthcoming). Dr. Wang received his Ph.D. degree from MIT. He can be reached at rwang@mit.edu, or (617) 739-7234, <http://mitiq.mit.edu>, <http://www.iqconference.org>

Staffs

Name	Initial	Affiliation	E-mail
Richard Wang	RW	MITIQ Program	rwang@mit.edu
Yang Lee	YL	Northeastern Univ.	y.lee@neu.edu
Karen Tran	KT	MITIQ Program	Ktran@mit.edu
Arie Segev	AS	UC Berkeley	segev@haas.berkeley.edu
Tony Nguyen	TN	MITIQ Program	T_nguyen@mit.edu
Forea Wang	FW	CRG	ForeaWang@crg2.com