CONCEPT

DAMA-DMBOK in Practice: Data Management Knowledge Areas and Maturity

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Technical depth: Practitioner · **Practical mode:** Case study

Introduction

Most organisations manage data in separate pockets: one team owns the warehouse, another the master data, a third the security controls, and nobody sees how a weakness in one area causes failures in another. Reporting errors, integration breakdowns and audit findings follow. This Core Concept course applies the DAMA-DMBOK body of knowledge as a working tool, covering all eleven knowledge areas and how they depend on each other. Participants assess case organisations from several sectors and leave with a Data Management Capability Assessment and Improvement Roadmap for their own organisation.

Course Objectives

- Assess an organisation's data management capability across the eleven DAMA-DMBOK knowledge areas using a structured maturity questionnaire
- Use DMBOK context diagrams and the Environmental Factors Hexagon to define goals, roles, deliverables and techniques for each knowledge area
- Evaluate data architecture, modelling, storage, integration and warehousing practices against recognised reference approaches
- Diagnose how weaknesses in metadata, quality, security and master data cascade into operational and reporting failures
- Compare DMBOK with DCAM v3 and ISO 8000-61 to select the reference model that fits the organisation's context
- Produce a Data Management Capability Assessment and Improvement Roadmap with sequenced initiatives

Target Audience

- Data management and data office managers building an enterprise capability
- Data architecture and data modelling leads responsible for design standards
- Business intelligence, warehousing and integration managers running data platforms
- Data quality, metadata and master data leads coordinating stewardship
- Information security and records managers protecting and retaining data assets
- IT and digital managers overseeing data-intensive systems and projects

Course Outline

Day 1: The Body of Knowledge and the Current State

- DAMA-DMBOK2 Revised Edition Structure and the DAMA Wheel
- Data Lifecycle and the DMBOK Data Management Principles
- Aiken Pyramid: Dependencies Between Knowledge Areas
- Henderson-Venkatraman Strategic Alignment Model Applied to Data
- Data Management Maturity Assessment DMMA Questionnaire

Day 2: Governance, Architecture and Design Knowledge Areas

- Environmental Factors Hexagon and Knowledge Area Context Diagrams
- Data Governance Operating Models: Centralised, Federated and Distributed
- Enterprise Data Architecture with the Zachman Framework and TOGAF Views
- Conceptual, Logical and Physical Data Modelling Standards
- Reference Model Comparison: DMBOK, DCAM v3 and ISO 8000-61

Day 3: Operating the Core Knowledge Areas

- Database Operations: Backup, Recovery and Service Level Agreements
- Data Integration Patterns: ETL, ELT, Replication and API Services
- Document and Records Management with ISO 15489-1 Retention Schedules
- Reference and Master Data Hub Architectures and Code Set Management
- Data Warehousing: Kimball Dimensional and Inmon Normalised Approaches

Day 4: Cross-Area Risks, Controls and Emerging Architectures

- Metadata Management: Lineage Capture and Catalogue Operating Rules
- Data Quality Dimensions and the Deming PDCA Improvement Cycle
- Data Security Controls for Data Assets under ISO/IEC 27001:2022
- Data Lake, Lakehouse and Data Mesh Trade-Off Analysis
- Data Handling Ethics and Privacy by Design with ISO/IEC 27701:2025

Day 5: Case Work and the Capability Roadmap

- Retail Bank Case Study: Tracing a Reporting Failure Across Knowledge Areas
- Healthcare Provider Case Study: Integration and Master Data Gap Analysis
- Knowledge Area Capability Heat Map Build
- Data Management Capability Assessment and Improvement Roadmap Drafting
- Peer Challenge Panel and Roadmap Defence

Skills You Will Gain

- Data Management Maturity Assessment
- Data Architecture Evaluation
- Data Modelling Review
- Data Integration Design
- Metadata and Lineage Management
- Data Quality Improvement
- Data Security Control Mapping
- Capability Roadmapping

Why Attend This Course

- Return to work with a Data Management Capability Assessment and Improvement Roadmap for your organisation, already tested against peer challenge
- Explain to leadership why a fix in one data area stalls without progress in the areas it depends on
- Speak a common data management vocabulary with architects, stewards, security teams and auditors
- Compare data management practice with managers from other sectors and countries running similar platforms

Conclusion

Data management works as a connected system, and gains in one area hold only when the areas beneath them are sound. This course moves from the DMBOK structure and an organisation's current maturity, through governance, architecture and design, to operating integration, records, master data and warehousing, and then to the metadata, quality, security and architecture risks that cut across them. The final day turns that analysis into a Data Management Capability Assessment and Improvement Roadmap that participants take back to their organisation.