

Course No. 1780

Data Quality for AI: Management Responsibility Training Course

DATA QUALITY & MASTER DATA MANAGEMENT
DATA, ANALYTICS & DIGITAL TRANSFORMATION

DURATION

5 Days

DELIVERY

Classroom



Course Overview

Artificial Intelligence initiatives depend fundamentally on the quality, reliability, completeness, and governance of the data used to train, operate, and evaluate AI systems. Poor-quality data can lead to inaccurate insights, biased outcomes, unreliable predictions, operational inefficiencies, and inappropriate business decisions. This course focuses on the management responsibility for ensuring that data is fit for AI-driven applications and organizational decision-making.

The programme provides managers and business leaders with a practical understanding of the relationship between data quality and AI performance without requiring advanced technical or programming knowledge. Participants will explore data quality dimensions, ownership, accountability, governance, validation, data risks, and organizational controls that support reliable AI adoption.

The course also examines how management can establish clear data ownership and accountability, define quality standards, monitor data quality indicators, address data issues, and integrate data quality into AI strategy and business processes. Particular attention is given to the risks created when organizations deploy AI without adequate data quality controls.

Through practical exercises, business scenarios, and management-focused frameworks, participants will develop the ability to assess data quality risks, establish responsibilities, prioritize improvement initiatives, and build sustainable data quality practices that support trustworthy and effective AI.

Objectives

- By the end of this course, participants will be able to:
- Understand the strategic relationship between data quality and AI performance.
- Identify the key dimensions of data quality required for AI applications.
- Assess the business and operational consequences of poor-quality data.
- Define management responsibilities for data quality and AI readiness.
- Establish clear data ownership, accountability, and stewardship structures.
- Evaluate data quality risks across AI-related business processes.

- Develop practical data quality standards and management controls.
- Apply data quality assessment and monitoring approaches.
- Identify sources of data errors, inconsistencies, duplication, bias, and incompleteness.
- Strengthen collaboration between business, data, technology, risk, and governance functions.
- Develop appropriate data quality indicators and management dashboards.
- Establish processes for identifying, escalating, and resolving data quality issues.
- Integrate data quality requirements into AI projects and transformation initiatives.
- Improve management oversight of data-related AI risks.
- Develop an actionable framework for strengthening organizational data quality for AI.

Who Should Attend

This course is designed for executives, senior managers, department heads, business leaders, and decision-makers who are responsible for organizational data, AI initiatives, digital transformation, business performance, risk, governance, or operational decision-making.

It is particularly relevant to professionals working in data management, information governance, digital transformation, artificial intelligence, analytics, information technology, risk management, compliance, internal audit, quality management, business operations, finance, human resources, customer experience, strategy, and performance management.

The programme is suitable for organizations in government and public sector, banking and financial services, oil and gas, energy, engineering, manufacturing, telecommunications, healthcare, logistics, and other large organizations seeking to improve the reliability and governance of AI-enabled decision-making.

Learning Outcomes

- By the end of the course, participants will be able to:
- Explain how data quality directly affects AI reliability and business outcomes.
- Distinguish between accuracy, completeness, consistency, timeliness, validity, uniqueness, and integrity.
- Recognize common data quality problems that affect AI systems.

- Assess the organizational impact of unreliable or biased data.
- Define appropriate management ownership and accountability for data quality.
- Establish practical data governance responsibilities across business and technical teams.
- Evaluate the readiness of organizational data for AI applications.
- Identify critical data quality risks before deploying AI solutions.
- Develop data quality controls and monitoring mechanisms.
- Use data quality indicators to support management decisions.
- Prioritize data improvement initiatives according to business value and risk.
- Establish escalation and remediation processes for critical data issues.
- Strengthen communication between business leaders, data teams, and technology functions.
- Incorporate data quality requirements into AI projects, transformation programmes, and operational processes.
- Develop a management-level roadmap for improving data quality and AI readiness.

Course Outline

DAY 01

Data Quality and the AI Business Imperative

- Understanding the role of data in artificial intelligence.
- Why AI quality depends on data quality.
- From raw data to business insight and AI-enabled decisions.
- The business consequences of poor-quality data.
- Data quality and organizational performance.
- Data quality risks across the AI lifecycle.
- Understanding the difference between data quality and data availability.
- Management expectations for reliable AI data.

PRACTICAL EXERCISE

Assessing the impact of poor-quality data on an AI business use case.

DAY 02

Data Quality Dimensions, Assessment and Risk

- Core dimensions of data quality.
- Accuracy, completeness, consistency, validity, timeliness, uniqueness, and integrity.
- Identifying data defects and quality gaps.
- Duplicate, missing, outdated, inconsistent, and conflicting data.
- Data quality assessment approaches.
- Understanding data lineage and data sources.
- Identifying critical data elements for AI.
- Data quality risk assessment and prioritization.
- Business impact of incorrect AI inputs and outputs.

PRACTICAL EXERCISE

Conducting a data quality assessment for an AI scenario.

DAY 03

Management Responsibility, Ownership and Data Governance

- Management accountability for organizational data quality.
- Defining data ownership and data stewardship.
- Roles and responsibilities across business and technology functions.
- Establishing data quality governance structures.
- Business ownership versus technical responsibility.
- Data policies, standards, and quality requirements.
- Data accountability across departments and business units.
- Cross-functional collaboration for data quality improvement.
- Escalation and decision-making for critical data issues.

PRACTICAL EXERCISE

Designing a management data ownership and accountability framework.

DAY 04

Data Quality Controls, Monitoring and AI Risk Management

- Establishing data quality controls for AI applications.
- Preventive, detective, and corrective data quality controls.
- Data validation and quality assurance practices.
- Data quality indicators and management metrics.
- Designing data quality dashboards.
- Monitoring data quality throughout the AI lifecycle.
- Managing bias, anomalies, and data-related AI risks.
- Data quality incident management and remediation.
- Integrating data quality with AI governance and risk management.

PRACTICAL EXERCISE

Developing a data quality monitoring and escalation framework.

DAY 05

Building Organizational Data Quality for AI

- Creating an enterprise data quality improvement strategy.
- Prioritizing high-value and high-risk data areas.
- Linking data quality initiatives to business objectives.
- Embedding data quality into AI and digital transformation programmes.
- Establishing continuous data quality improvement.
- Measuring management performance in data quality.
- Building organizational accountability and data quality culture.
- Preparing the organization for scalable and trustworthy AI.
- Executive review of data quality risks and priorities.
- Final Integrated Workshop: Developing a Management Data Quality for AI Roadmap.



Register or Request More Information

Course page: <https://quest-training.com/courses/data-quality-for-ai-management-responsibility-training-course>

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