



DEBIZ™ (Exam DEB-110): Data Ethics for Business Professionals

Course Number:

CNX0014

Course Length:

6 hours instructional time

Content is designed to be presented as a full day class, or in three 90-minute sessions by lesson.

Overview

The power of extracting value from data utilizing Artificial Intelligence, Data Science and Machine Learning exposes the learning differences between humans and machines. Humans can apply ethical principles throughout the decision-making process to avoid discrimination, societal harm, and marginalization to maintain and even enhance acceptable norms. Machines make decisions autonomously. So how do we train them to apply ethical principles as they learn from decisions they make? This course provides business professionals and consumers of technology core concepts of ethical principles, how they can be applied to emerging data driven technologies and the impact to an organization which ignores ethical use of technology.

Target Student

This course is designed for business leaders and decision makers, including C-level executives, project and product managers, HR leaders, Marketing and Sales leaders, and technical sales consultants, who have a vested interest in the representation of ethical values in technology solutions. Other individuals who want to know more about data ethics are also candidates for this course. This course is also designed to assist learners in preparing for the CertNexus® DEBIZ™ (Exam DEB-110) credential.

Prerequisites

To ensure your success in this course, you should have a working knowledge of general business concepts and practices. You should also have a basic understanding of Artificial Intelligence and or Data Science. You can obtain this level of skills and knowledge by taking the following CertNexus courses:

[AIBIZ™ Artificial Intelligence for Business Professionals](#)

[DSBIZ™ Data Science for Business Professionals](#)

Course Content

Each lesson includes activities, indicated in orange and the option of a capstone project, indicated in blue.

Introduction to Data Ethics

Defining Data Ethics

The Case for Data Ethics

Identifying Ethical Issues

Improving Ethical Data Practices

Ethical Principles

Ethical Frameworks

Data Privacy

Accountability

Transparency and Explainability

Human-Centered Values and Fairness

Inclusive Growth, Sustainable Development, and Well-Being

[Applying Ethical Principles to Emerging Technology](#)

[Improving Ethical Data Practices](#)

Sources of Ethical Risk

Mitigating Bias

Mitigating Discrimination

Safety and Security

Mitigating Negative Outputs

Data Surveillance

[Assessing Risk Ethical Risks in sharing data](#)

[Applying professional critical judgement](#)

Business Considerations

Data Legislation

Impact of Social and Behavioral Effects

Trustworthiness

Impact on Business Reputation

Organizational Values and the Data Value Chain

[Building a Data Ethics Culture/Code of Ethics](#)

[Balancing organizational goals with Ethical Practice](#)