Franklin University Switzerland
Università Cattolica del Sacro Cuore
Forum-Nexus Program
Course Syllabus

MGT 489-SIS
Personal Data Regulation and Management

Course Description

The course introduces the principles of data protection and data management, with particular attention to the European Union's General Data Protection Regulation (GDPR), its influence on business practices within and beyond Europe, and the evolving European regulatory framework for artificial intelligence. Students will explore how organizations collect, store, process, share, secure, and retain data, and how managers translate regulatory requirements into organizational policies, systems, and business decisions. Students will investigate issues such as consent, transparency, data minimization, accountability, cybersecurity, data breaches, international data transfers, profiling, automated decision-making, and AI governance. Particular emphasis will be placed on the managerial implications of data protection: allocating responsibilities, developing data management capabilities, assessing vendors and digital platforms, responding to incidents, balancing innovation with compliance, and building customer and stakeholder trust.

Learning Objectives

At the conclusion of this course, students will understand:

- Explain the concepts of personal data, privacy, data protection, information security, and data governance, and distinguish their respective purposes.
- Identify the principal obligations and rights established by the EU GDPR and explain their implications for business operations.
- Analyze how data protection regulation affects organizational strategy, business models, customer relationships, and international operations.
- Evaluate organizational approaches to data governance, including data inventories, access controls, retention policies, accountability, and vendor management.
- Assess the business, legal, ethical, and reputational consequences of personal data breaches and inadequate data management.

- Explain how AI, profiling, automated decision-making, and large-scale data processing create new challenges for privacy, fairness, transparency, and accountability.
- Evaluate the relationship between the GDPR and the EU AI Act, including their implications for organizations developing or deploying AI systems.

Course Requirements

This course requires independent research, organization, and academic discipline. Students are expected to complete the required and additional readings in pace with their assignments and the course outline. Each student is required to participate in a minimum of three professional visits and eight independent cultural visits (ICVs). Students are expected to meet with their SIS Coordinator regularly throughout the course for consultation and assistance. Please note that your SIS Coordinator may ask you to attend a regularly-scheduled class when that material is relevant. Grading will consist of four essay assignments, a midterm, an oral presentation, and a final, handwritten exam.

Participation in "Europe Today: An International IQ Seminar"

All students also attend **Europe Today: An International IQ Seminar**, a daily session with occasional distinguished guest lectures. In this seminar, students learn about the culture of each country, gain an understanding of essential European geography and current events, discuss their experiences and cross-cultural interactions, get language tips, and identify ways to have an even more immersive study abroad experience. The material covered in the seminar complements the syllabus for this course, and there will be some exam questions based on the seminar. Knowledge from and participation in the International IQ Seminar is factored into the grade for this course.

Assignments and Grading:

Essays

After completing the reading assignment for the unit, students are expected to write 1000-1250 word essays responding fully to the prompts listed below. Students are expected to make explicit reference to the readings and to cite their references properly (Chicago footnotes style). An essay should have an introduction and conclusion.

1. **Data Protection and Business Management:** Explain the meaning of protection in data protection. Distinguish privacy, confidentiality, integrity, and availability, and analyze why organizations must protect personal data and commercially sensitive business information. In your response, consider financial, operational, legal, and reputational consequences.

2. **The General Data Protection Regulation (GDPR) and European Business:** Explain the EU GDPR's central principles and obligations. Analyze its impact on the way businesses collect, store, use, and transfer personal data in Europe and internationally. Consider both compliance costs and potential benefits, such as customer trust and improved data governance.

3. **Data Governance as an Organizational Capability:** Drawing on Labadie and Legner (2023), examine how organizations develop the capabilities required to manage data protection obligations. Discuss the roles of leadership, data ownership, internal processes, employee training, and technological systems.

4. **Artificial Intelligence and Responsible Data Management:** Analyze how AI creates new challenges for personal data protection, including training-data collection, web scraping, profiling, automated decisions, bias, transparency, and accountability. Evaluate how the GDPR, the EU AI Act, and the guidance of the French Data Protection Authority (CNIL) address these challenges.

Presentation

Students will deliver a 10-minute presentation, supported by slides, summarizing the findings of their Supervised Independent Study, and relating this information to a concrete business case related to personal data regulation and management.Presentations should combine course readings with an applied business case, identify the management problem, evaluate the organization's response, and propose evidence-based improvements.

Possible topics include:

- A company's response to a personal data breach.
- The implications of GDPR compliance for a multinational business.
- The use of customer data in targeted advertising and personalization.
- Employee monitoring and workplace analytics.
- Personal data in healthcare, financial services, or e-commerce.
- Generative AI, customer-service chatbots, and confidential business information.
- AI recruitment tools and the risks of discriminatory decision-making.
- Cross-border data transfers and international cloud services.

Following each presentation, the instructor may ask questions to assess the student's understanding of the relevant regulations, management concepts, and practical implications.

Midterm & Final Exams

The midterm and final exams will assess your overall progress throughout the study abroad semester. You will be asked not only to demonstrate knowledge based on the readings, but also to make connections between the various course units and reflect holistically on the knowledge you have gained in this independent study.

<u>Components of Final Grade</u>

Essay #1	10%
Essay #2	10%
Essay #3	10%
Essay #4	10%
Midterm Exam	20%
Final Exam	20%
Final Presentation	20%

Grading Scale

93-100 %	A
90-92.9 %	A-
87-89.9 %	B+
83-86.9 %	B
80-82.9 %	B-
77-79.9 %	C+
73-76.9 %	C
70-72.9%	C-
67-69.9 %	D+
63-66.9 %	D
60-62.9 %	D-
Below 60 %	F

Required Textbook

- Dhudasia, M.B., Grundmeier, R.W. & Mukhopadhyay, S. Essentials of data management: an overview. *Pediatr Res* **93**, 2–3 (2023). https://doi.org/10.1038/s41390-021-01389-7
- Hildebrandt, Mireille, 'Privacy and Data Protection', *Law for Computer Scientists and Other Folk* (Oxford, 2020; online edn, Oxford Academic, 23 July 2020), https://doi.org/10.1093/oso/9780198860877.003.0005
- Labadie, C., & Legner, C. (2023). Building data management capabilities to address data protection regulations: Learnings from EU-GDPR. *Journal of Information Technology*, *38*(1), 16-44. https://doi.org/10.1177/02683962221141456
- CNIL (French Data Protection Authority), AI How To Sheets, online publication: https://www.cnil.fr/fr/ai-how-to-sheets
- Irish Data Protection Commission. Inquiry concerning data transfers from the EU/EEA to the US by Meta Platforms Ireland Limited. The 2023 decision imposed a €1.2 billion fine and ordered corrective action concerning unlawful transfers of EU/EEA users' personal data. This is a concrete case for examining international business operations, regulatory risk, and cross-border data governance. https://www.dataprotection.ie/en/dpc-guidance/decisions/inquiry-concerning-data-transfers-eueea-us-meta-platforms-ireland-limited-its-facebook-service

In the search for other use cases, Students are encouraged to read the recent Annual Reports of the European Data Protection Board, as their section on National Cases provides concrete, real-life examples of data protection.

- European Data Protection Board (EDPB), *Clarity in Action: Supporting Stakeholders through guidance and dialogue - Annual Report 2025* (2025) https://www.edpb.europa.eu/documents/reports-statements-and-letters/edpb-annual-report-2025_en

Students may wish to consult the EDPB website for other papers and notably for examples of use cases or recommendations. They may also find the text of the GDPR and the EU AI Act

relevant, though they should be consulted on need rather than read in their entirety as they are legal instruments rather than textbooks. In the event these EU regulations are updated between publication of this syllabus and the class, use the most up-to-date version.

- European Parliament and Council of the European Union. *Regulation (EU) 2016/679: General Data Protection Regulation (GDPR)*. Official legal text, including the consolidated version and subsequent relevant interpretations. https://eur-lex.europa.eu/eli/reg/2016/679/oj
- European Parliament and Council of the European Union. *Regulation (EU) 2024/1689: Artificial Intelligence Act*. https://eur-lex.europa.eu/eli/reg/2024/1689/oj

Course Outline:

Module 1: Introduction to Personal Data Protection and Management
- Defining personal data, privacy, data protection, and information security.
- Distinguishing personal data from confidential business information.
- Data as an organizational resource and source of competitive advantage.
- The CIA triad: confidentiality, integrity, and availability.
- Why protection matters: trust, operational continuity, legal exposure, and reputation.

Module 2: Data Management and Organizational Governance
- Data lifecycles: collection, storage, use, sharing, retention, and deletion.
- Data quality, classification, ownership, and access management.
- Controllers, processors, data protection officers, and management accountability.
- Data inventories, policies, training, and internal controls.
- Building data management capabilities across business functions.

Module 3: The GDPR: Principles, Rights, and Legal Obligations
- The scope and territorial reach of the GDPR.
- Lawfulness, fairness, transparency, purpose limitation, data minimization, accuracy, storage limitation, integrity, confidentiality, and accountability.
- Legal bases for processing, including consent, contractual necessity, legal obligations, and legitimate interests.
- Individual rights, including access, rectification, erasure, portability, and objection.
- Data protection by design and by default.

Module 4: Data Security, Risk Management, and Breach Response
- Technical and organizational security measures.
- Encryption, pseudonymization, access controls, backups, and staff training.
- Human error, phishing, ransomware, and third-party vulnerabilities.
- Data breach assessment, notification, incident response, and business continuity.
- Management responsibility for cybersecurity investment and risk prioritization.

Module 5: The GDPR and Business Strategy in Europe and Beyond
- The effects of regulation on multinational businesses and SMEs.
- Compliance costs, operational processes, customer trust, and competitive advantage.
- International transfers, cloud providers, and third-party data processors.
- Regulatory enforcement, sanctions, and reputational risk.
- The influence of EU regulation on organizations outside Europe.

Module 6: Data Protection in Marketing, HR, and Customer Management
- Customer relationship management, behavioral advertising, cookies, and tracking pixels.
- Employee monitoring, recruitment databases, and workplace analytics.
- Profiling, personalization, and data-driven decision-making.

- Consent and transparency in digital business models.
- Balancing commercial objectives with individual rights.

Module 7:The GDPR in Practice: Business Case Studies

- Case analysis of Meta's international data transfers.
- Customer-data exposure through tracking technologies.
- Cybersecurity failures and inadequate access controls.
- Regulatory investigations and the costs of non-compliance.
- Comparing reactive compliance with proactive governance.

Module 8: Artificial Intelligence, Personal Data, and Emerging Risks

- Personal data in AI training datasets and large language models.
- Web scraping, data reuse, lawful bases, and transparency.
- Bias, profiling, explainability, and automated decisions.
- Data leakage, model memorization, and confidential business information entered into AI tools.
- Data protection impact assessments and privacy-aware system design.

Module 9: The EU AI Act and Responsible AI Governance

- The EU AI Act's risk-based approach and allocation of responsibilities.
- Prohibited practices, AI literacy, transparency, and high-risk systems.
- Interactions between the GDPR and AI Act.
- Organizational AI policies, vendor assessment, human oversight, and accountability.

Module 10: Strategic Data Governance and the Future of Business

- Integrating data protection into corporate strategy.
- Measuring compliance maturity and organizational readiness.
- Data ethics, stakeholder trust, and responsible innovation.
- Comparing regulatory approaches across jurisdictions.
- Developing a management action plan for a data-intensive organization.

Attendance Policy

Attendance is a critical component of this course. Students are expected to attend all scheduled class sessions throughout the program, including International IQ as well as meetings with your SIS professor. Excused absences are granted only under specific circumstances: documented illness, physical injury requiring medical attention, or other situations that Forum-Nexus staff determine to be valid and appropriate reasons for missing class. Any unexcused absence will lead to a reduction to the overall grade.

Academic Integrity

Franklin University Switzerland, and Università Cattolica del Sacro Cuore place a high value on the integrity, good conduct, and academic honesty of all students. Students are expected to maintain high standards of academic integrity at all times. Any instance of academic dishonesty, including plagiarism, will result in a grade of F for the course.

AI Policy

The use of generative AI tools (e.g. ChatGPT, Dall-e, Grammarly, etc.) is permitted in this course for the following activities:

- Brainstorming and refining your creative ideas for specific writing assignments;

- Finding information on relevant topics related to the course;
- Checking spelling on your writing assignments and presentations.

The use of generative AI tools is not permitted in this course for the following activities:

- Generating a draft of your writing assignments and final presentation.
- Writing entire sentences, paragraphs or responses to complete class assignments.

In sum, any content that you hand in must not be generated by AI software, but it has to represent your intellectual contribution. Unauthorized use of artificial intelligence tools to write your paper or disguise plagiarized work is considered unauthorized assistance in this course and will result in a failing grade on the assignment.