

DSBIZ™ (Exam DSZ-210) Bridge Document (From DSBIZ™ (Exam DSZ-110): Data Science for Business Professionals)

This bridge document is written for instructors who have used CertNexus' *DSBIZ™ (Exam DSZ-110): Data Science for Business Professionals* courseware and are looking to come up to speed on the *DSBIZ™ (Exam DSZ-210)* courseware quickly and efficiently. Our instructional designers work to retain sequencing and activities wherever possible, while adding new content to stay up to date on the field of data science, align with the latest DSZ-210 exam objectives, and provide an excellent class experience.

Exam Changes

The following table shows the exam domains that CertNexus publishes for the Exam DSZ-210 credential. The DSZ-110 framework was not organized by domains and only included a list of subject areas and suggested content. The high-level subject areas were: "Data Science Fundamentals," "Data Science Implementations," and "The Impact of Data Science."

Domain	Exam DSZ-210	% of Exam
1.0	Understand Data Science Fundamentals	25%
2.0	Identify Business Uses for Data Science	25%
3.0	Implement Business Requirements for Data Science	25%
4.0	Identify Data Science Risks	25%

Overview of Changes

The *DSBIZ™ (Exam DSZ-210)* course:

- Reflects changes and updates to the field of data science, including refinement of the data science lifecycle and the rise of generative AI.
- Reflects changes to the CertNexus exam blueprint and objectives, including a broader emphasis on generally applicable capabilities for data science in many contexts, and less explicit focus on narrow, industry-specific implementations.
- Incorporates a more in-depth discussion of the business impacts of data science, including the business requirements and business risks, as well as strategies for addressing those impacts.
- Incorporates more general scenarios and questions in discussion-based activities rather than scenarios/questions specific to certain industries. Instructors are encouraged to tailor discussion scenarios/questions toward their students' industries and businesses.

- Incorporates the latest CertNexus slide template, which has gone through a visual overhaul, and most notably, changed from standard 4:3 format to widescreen 16:9 format.
- Includes slides that are less text heavy and more visually engaging.

Lesson-Level and Topic-Level Structural Changes

The following table compares the lesson-level and topic-level outline of the *DSBIZ™ (Exam DSZ-210)* course to the original *DSBIZ™ (Exam DSZ-110): Data Science for Business Professionals* course. There are major structural changes, as noted in the following table.

Change color key:

- Topics with minor updates
- Topics with significant updates
- New topics
- Topics updated and moved from a different lesson/course

DSBIZ™		
Lesson	CNX0009: DSBIZ™ (Exam DSZ-110): Data Science for Business Professionals	CNX0018: DSBIZ™ (Exam DSZ-210)
1	Data Science Fundamentals <ul style="list-style-type: none"> A. What is Data Science? B. Types of Data C. Data Science Roles 	Data Science Fundamentals <ul style="list-style-type: none"> A. What Is Data Science? B. Types of Data C. The Data Science Lifecycle
2	Data Science Implementation <ul style="list-style-type: none"> A. The Data Science Lifecycle B. Data Acquisition and Preparation C. Data Modeling and Visualization 	Functions of Data Science in Business <ul style="list-style-type: none"> A. Improve Customer Experience B. Improve Marketing Efforts C. Optimize Organizational and Transactional Security D. Enhance Operational Practices
3	The Impact of Data Science <ul style="list-style-type: none"> A. Benefits of Data Science B. Challenges of Data Science C. Business Use Cases for Data Science 	Implementing Business Requirements for Data Science <ul style="list-style-type: none"> A. Develop a Data-Centric Organization B. Develop an Implementation Strategy C. Identify Impact of Data Science on Business D. Identify Governance Measures

Content-Level Changes

In addition to reordering and restructuring throughout, the following structural changes were made at the content level (organized by the structure in DSBIZ-210):

- Lesson 1:
 - Topic A: Content added to describe the elements of data science and the concept of data teams. Some content derives from Topic 1C of *DSBIZ™ (Exam DSZ-110): Data Science for Business Professionals*.
 - Topic B: Minor updates to reflect current technology and practices.
 - Topic C: Moved from Topic 2A of *DSBIZ™ (Exam DSZ-110): Data Science for Business Professionals* and updated to reflect current technology and practices.
 - This lesson addresses exam objectives from Domain 1.0
- Lesson 2:
 - This entire lesson is new and focuses on providing examples of how data science has many different applications in the business world. It replaces Lesson 2 in *DSBIZ™ (Exam DSZ-110): Data Science for Business Professionals*, which instead focused on the data science lifecycle. Some of this content is still included in the new Lesson 1, Topic C.
 - This lesson addresses exam objectives from Domain 2.0.
- Lesson 3:
 - This lesson is mostly new and focuses on raising and addressing issues involved in implementing data science in business. It replaces Lesson 3 in *DSBIZ™ (Exam DSZ-110): Data Science for Business Professionals*, which instead focused on general benefits and challenges of data science, as well as business use cases specific to each industry.
 - Topic C: Carried over some of the challenges from what was Topic 3B in *DSBIZ™ (Exam DSZ-110): Data Science for Business Professionals*, although some of the material has been consolidated.
 - This lesson addresses exam objectives in Domains 3.0 and 4.0.

Additional Notes

- The course is still meant to be taught over approximately four hours.