

朝陽科技大學 094學年度第1學期教學大綱  
Management Information Systems 管理資訊系統

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|--------|---|--------------------|---|
| 當期課號   | 7088  | Course Number      | 7088  |
| 授課教師   | 武季蔚   | Instructor         | WU,CHEIWEI  |
| 中文課名   | 管理資訊系統  | Course Name        | Management Information Systems  |
| 開課單位   | 會計系碩士班一A  | Department         |   |
| 修習別    | 選修  | Required/Elective  | Elective  |
| 學分數    | 3   | Credits            | 3   |
| 課程目標   | 以計算方法介紹資訊科技於會計、管理及研究方法上的應用。主要討論數學規劃及資料包絡分析(Data Envelopment Analysis)，演化運算及倒傳遞(BP)及自我組織(SOM)類神經網路。  | Objectives         | This course introduces the information technology applications for accounting, management and research by computational methods. It also focuses on the mathematical programming, DEA(Data envelopment analysis), evolutionary and back propagation(BP) and self organizing maps(SOM) artificial neural networks. |
| 教材     | 1.Dunham, Margaret H. (2003) Data Mining, Introductory and Advanced Topics, Prentice Hall, (歐亞)<br>2.Giudici, Paolo (2003) Applied Data Mining – Statistical Methods for Business and Industry, John Wiley (全華)<br>3.Hand, David, Heikki Mannila and Padhraic Smyth (2001) Principles of Data Mining, The MIT Press (全華)<br>4.Berry, Michael J. A. and Gordon Linoff (2004), Data Mining Techniques: for Marketing, Sales and Customer Relationship Management, 2nd Ed. Wiley Publishing<br>5.Alpaydin, Ethem (2004) Introduction to Machine Learning, The MIT Press<br>6.The MathWork (2005) Statistics Toolbox For Use with Matlab, User Guide Ver. 5<br>7.The MathWork (2005) Fuzzy Logic Toolbox For Use with Matlab, User Guide Ver. 2 | Teaching Materials |   |
| 成績評量方式 | 習題<br>文獻報告<br>學期專題  | Grading            | Exercises<br>Paper report<br>Term project   |
| 教師網頁   | -   |                    |   |
| 教學內容   | 資料探勘介紹，<br>資料學習，<br>資料探勘基楚，<br>分類與回歸，<br>關聯分析，<br>叢集分析，<br>異常現象偵測，<br>模糊推論於資料探勘應用。  | Syllabus           | Data Mining introduction.<br>What is data and data model (Learning from data).<br>Principles of data mining.<br>Classification and regression.<br>Association analysis.<br>Clustering analysis.<br>Anomaly detection.<br>Fuzzy inference in data mining.  |

尊重智慧財產權，請勿非法影印。