

朝陽科技大學 095學年度第1學期教學大綱  
Management Information Systems 管理資訊系統

當期課號	7092	Course Number	7092
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.Tan, Pang-Ming etc. (2005), Introduction to Data Mining, Addison Wesley 2.Giudici, Paolo (2003) Applied Data Mining – Statistical Methods for Business and Industry, John Wiley (全華) 3.Hand, David, Heikki Mannila and Padhraic Smyth (2001) Principles of Data Mining, The MIT Press (全華) 4.Berry, Michael J. A. and Gordon Linoff (2004), Data Mining Techniques: for Marketing, Sales and Customer Relationship Management, 2nd Ed. Wiley Publishing 5.Alpaydin, Ethem (2004) Introduction to Machine Learning, The MIT Press	Teaching Materials	
成績評量方式	習題 30% 文獻報告 30% 學期專題 40%	Grading	Exercises 30% Paper report 30% Term project 40%
教師網頁	-		
教學內容	資料探勘介紹， 資料學習， 資料探勘基礎， 分類與回歸， 關聯分析， 叢集分析， 異常現象偵測， 模糊推論於資料探勘應用。	Syllabus	Data Mining introduction. What is data and data model (Learning from data). Principles of data mining. Classification and regression. Association analysis. Clustering analysis. Anomaly detection. Fuzzy inference in data mining.

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