朝陽科技大學 099學年度第2學期教學大綱
Data Mining and Business Intelligence 資料探勘與企業智慧

當期課號	1325	Course Number	1325
授課教師	陳佑全	Instructor	,
中文課名	資料探勘與企業智慧	Course Name	Data Mining and Business Intelligence
開課單位	會計系(四日)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程介紹如何充分應用企業內部及外部資訊達成策略性決策的企業智慧方法及相關案例。相關資訊可藉由資料探勘技術分析來自資料倉儲或資料庫的數據而獲得。因此本課程也包含即時分析處理塑模、關聯分析、判別與預測及群聚分析等相關的資料探勘技術介紹。同時輔助學生取得相關證照。	Objectives	The course introduces Business Intelligence as an approach to fully support strategic decisions making through information from inside and outside of an enterprise and related cases studies. The required information can be derived from data with data mining techniques. The data come from data warehouses and/or databases. The techniques include OLAP modeling, associations, classification and prediction, and clustering etc. Along with the study, the course also provides the guidance for some related certificates about BI.
教材	1.商業智慧，國立中央大學管理學院ERP中心著，99年10月初版，滄海書局 2.商業智慧，王茁、台灣睿智資訊顧問群，2005年2月，博碩文化股份有限公司 3.資料探勘原理與技術，張云濤、龔玲 編著／胡凱智校訂，2007年4月，五南圖書出版股份有限公司	Teaching Materials	Reference books Practical case study of business intelligence Journal
成績評量方式	平時成績 50% 書面報告 30% 口頭報告 20%	Grading	Grade Point Averager 50% Report 30% Oral Presentation 20%
教師網頁			
教學內容	現今資訊系統的應用已經漸漸的從「營運支援系統」轉換到「管理支援系統」，此時，如何從龐大的交易資料中萃取，即時地從多面向了解企業當下的營運狀況，進而發掘出企業營運的盲點與瓶頸，點出未來企業策略方向，並找出關鍵指標來衡量組織績效，在實務界與學術界是非常關心與注重的議題。 本課程將教授資料探勘與資料倉儲的技術，協助企業統計、查詢與分析隱含在數據資料背後的知識，如何轉化爲商業智慧，支援企業營運管理、活化企業程序、強化決策能力，提升客戶與企業的價值。	Syllabus	In recent years, conversions of information system from operations support systems to management support systems have been gradually adopted. How to extract from transaction processing data, real-time understand enterprise contemporary operating conditions from multi dimensions, thereby discover enterprise operating in blind spots and bottleneck, point out the future direction of enterprise strategy, and identify key indicators to measure organizational performance are very prominent issues in practice and academia. This course will teach data mining and data warehousing technologies to help enterprise statistics, query and analysis of hidden knowledge behind the data. We also teach knowledge how to translate into business intelligence in support of enterprise operations management, activation of the enterprise process, strengthening decision-making capacity, and enhance the value of the customer and the enterprise.

尊重智慧財產權，請勿非法影印。