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國立東華大學

教學計劃表　Syllabus

課程名稱(中文) Course Name in Chinese	大數據決策支援系統			學年/學期 Academic Year/Semester	112/1
課程名稱(英文) Course Name in English	Big Data Decision Support System				
科目代碼 Course Code	MSF_10470	系級 Department & Year	學三	開課單位 Course-Offering Department	管理科學與財金國際學士學位學程
修別 Type	學程 Program	學分數/時間 Credit(s)/Hour(s)	3.0/3.0		
授課教師 Instructor	/邱素文				
先修課程 Prerequisite					

課程描述　Course Description

課程目標

Big Data Decision Support System (BDSS) is an umbrella term that combines finance architectures, management tools, information databases, financial analytical tools, applications, and methodologies. Its major objective is to enable interactive access to business data, enable manipulation of these data in the field of finance and management science, and to provide business managers and analysts the ability to conduct appropriate analysis.

課程綱要

BDSS have major components: the data warehouse with source data in finance, business analytics including a collection of tools for financial data manipulating, data mining, and analyzing financial data in data warehouse, business performance management for monitoring and analyzing performance, and the user interface design. Data analytics in finance is the process of developing BDSS actionable decisions or recommendations for actions based upon insights generated from historical and business data. The purpose of this course is to let students having financial background understand how to look at all the data in BDSS and investigate what is happening about BDSS with close connection to finance and management science, what will happen, and how to make the right choice of BDSS at the right time.

課程目標　Course Objectives

Big Data Decision Support System (BDDSS) is an umbrella term that combines finance architectures, management tools, information databases, financial analytical tools, applications, and methodologies. Its major objective is to enable interactive access to real time data, enable manipulation of these data in the field of finance and management science, and to provide business managers and analysts the ability to conduct appropriate analysis.

	系專業能力 Basic Learning Outcomes	課程目標與系專業能力相關性 Correlation between Course Objectives and Dept.'s Education Objectives
A	能以數量方法分析與解決問題。 Using quantitative methods to analyze and solve problems.	●
B	具備財務金融領域之分析能力。 Equipped with the ability to analyze finance.	●
C	能善用資訊科技進行資料分析、統整與呈現。 Using information technology to analyze, integrate, and present data.	○
D	具備國際視野與專業外語能力。 Equipped with a global vision and specialized foreign language proficiency.	●

E	具備掌握財經時事議題及研判財經趨勢之能力。 Equipped with the ability to master topics of finance and economy, and other current news, and to diagnose financial and economic tendencies	●
F	具備一般管理的基礎知識。 Equipped with basic knowledge of management in general.	○

圖示說明Illustration ：● 高度相關 Highly correlated ○中度相關 Moderately correlated

授 課 進 度 表 Teaching Schedule & Content

週次Week	內容 Subject/Topics	備註Remarks
1	overview for BDSS	
2	chap 1	
3	chap 9	
4	Announce term project	
5	National holiday: no class	
6	cont'd chap 9	
7	chap 3	
8	chap 3 (cont'd)	
9	Midterm Week: no class	
10	11/13: Midterm examination: open book (chap 1,9,3)	REQUIRED
11	chap 8	
12	chap 8 (cont'd)	
13	12/4: oral report: track 1	REQUIRED
14	12/11: oral report: track 2	REQUIRED
15	12/18: oral report: track 3	REQUIRED
16	12/25: final examination: all chapters + VHWs + oral reports: open book	REQUIRED
17	National holiday; no class	
18	Flexible study (optional)	

教 學 策 略 Teaching Strategies

☑ 課堂講授 Lecture ☑ 分組討論Group Discussion ☐ 參觀實習 Field Trip

☐ 其他Miscellaneous:

教 學 創 新 自 評 Teaching Self-Evaluation

創新教學(Innovative Teaching)

☑ 問題導向學習(PBL) ☑ 團體合作學習(TBL) ☑ 解決導向學習(SBL)

☐ 翻轉教室 Flipped Classroom ☐ 磨課師 Moocs

社會責任(Social Responsibility)

☑ 在地實踐Community Practice ☑ 產學合作 Industy-Academia Cooperation

跨域合作(Transdisciplinary Projects)

☐ 跨界教學Transdisciplinary Teaching ☐ 跨院系教學Inter-collegiate Teaching

☐ 業師合授 Courses Co-taught with Industry Practitioners

其它 other:

學期成績計算及多元評量方式 Grading & Assessments									
配分項目 Items	配分比例 Percentage	多元評量方式 Assessments							
		測驗 會考	實作 觀察	口頭 發表	專題 研究	創作 展演	卷宗 評量	證照 檢定	其他
平時成績 General Performance	10%		✓	✓			✓		
期中考成績 Midterm Exam	30%	✓					✓		
期末考成績 Final Exam	30%	✓					✓		
作業成績 Homework and/or Assignments	30%		✓	✓	✓	✓	✓		
其他 Miscellaneous (_____)									

評量方式補充說明
Grading & Assessments Supplemental instructions

11/13/23: midterm EXAM; 12/25/23: final EXAM; 12/04,11,18: oral report; mark ALL dates in advance

教科書與參考書目（書名、作者、書局、代理商、說明）
Textbook & Other References (Title, Author, Publisher, Agents, Remarks, etc.)

Analytics, Data Science, & Artificial Intelligence: Systems for Decision Support (11版) 2020
作者： Ramesh Sharda, Dursun Delen, Efraim Turban (華泰文化)

課程教材網址(含線上教學資訊,教師個人網址請列位於本校內之網址)
Teaching Aids & Teacher's Website(Including online teaching information.
Personal website can be listed here.)

http://www.elearn.ndhu.edu.tw/moodle/

其他補充說明 (Supplemental instructions)