



課 綱 Course Outline
資訊管理學系一般組

中文課程名稱 Course Name in Chinese	商業資料分析				
英文課程名稱 Course Name in English	Business Analytics				
科目代碼 Course Code	IM_50240	班 別 Degree	碩士班 Master' s		
修別 Type	選修 Elective	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite					
課程目標 Course Objectives					
This course provides a broad understanding and knowledge of important business analytic topics and how they can be used to support decision making in all business areas such as management, education, and marketing. Emphasis will be placed on the technical procedures that are used to describe, predict, and prescribe data into information for decision making. Students will learn how data exploration results in a sequence of descriptive, predictive and prescriptive processes to result in unique and new information on which decisions can be made					
系教育目標 Dept.'s Education Objectives					
1	培育具備資訊技術解決問題思維能力之高級人才 Cultivate senior personnel with the capability of information technology to solve problems with thinking skills				
2	以資訊技術為核心，培育具有高度專業能力之技術人才 Cultivate professional personnel with the capability of information technology				
3	以管理為對象，培育具有創新、研發、企劃整合能力之高級人才 Cultivate senior personnel with the capability of innovation, research and development and integrated planning				
4	提供數位內容、電子商務與知識管理所需之人才 Cultivate personnel with the capability of digital content, electronic commerce and knowledge management				
5	培育符合國家與區域發展所需之資訊管理人才 Cultivate information management personnel to meet the needs of national and regional development				

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	培育具備創造與思考能力、服務精神、團隊合作以及國際觀 Nurture ability regarding creativity and thinking, spirit of service, teamwork and international view	○
B	培養具備資訊專業知識與技能 Nurture professional ability and skill regarding information	●
C	培養具備資訊科技與管理領域之知識整合應用能力 Nurture integrated ability regarding information technology and management	●
D	培養具備解決問題之資訊剖析、組織、整合、應用以及表達的能力 Nurture ability of information analysis, organization, integration, application, and expression regarding problem solving	●
E	培養具備獨立研究、領導智能與資訊創新能力 Nurture ability regarding independent research, leadership and information innovation	○
圖示說明Illustration：● 高度相關 Highly correlated ○ 中度相關 Moderately correlated		
課程大綱 Course Outline		
1. Chapter 1 Introduction to Business Analytics 2. Chapter 2 Data Management and Wrangling 3. Chapter 3 Data Visualization and Summary Measures 4. Chapter 4 Probability and Probability Distribution & Review for Test I 5. Test I 6. Chapter 5 Statistical Inference 7. Chapter 6 Regression Analysis 8. Chapter 7 Advanced Regression Analysis & Review for Test II 9. Midterm Exam (Test II) 10. Chapter 8 Introduction to Data Mining 11. Chapter 9 Supervised Data Mining: K-Nearest Neighbors and Naive Bayes 12. Chapter 10 Supervised Data Mining: Decision Tree 13. Chapter 10 Supervised Data Mining: Decision Tree & Review for Test III 14. Test III 15. Chapter 11 Unsupervised Data Mining 16. Chapter 12 Forecasting with Time Series Data 17. Chapter 12 Forecasting with Time Series Data & Review for Test IV 18. Final Exam (Test IV)		
資源需求評估（師資專長之聘任、儀器設備的配合．．．等） Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)		
Computer Labs and Statistical Software		
課程要求和教學方式之建議 Course Requirements and Suggested Teaching Methods		
Lectures, Labs, and Project		
Title: Business Analytics		

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其他
Miscellaneous