



課 綱 Course Outline

管理學院數位行銷與服務創新國際學士班學士班

中文課程名稱 Course Name in Chinese	資料庫管理				
英文課程名稱 Course Name in English	Database Management				
科目代碼 Course Code	DMSI20120	班 別 Degree	學士班 Bachelor' s		
修別 Type	學程 Program	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite					
課程目標 Course Objectives					
Databases are the foundation of any information system. In the field of data processing, database analysis and management are two crucial topics. This course will explain the design principles of databases and demonstrate how database analysis can be used to meet information needs, equipping students with basic analytical and management skills for developing database systems. The methods discussed are independent of any packaged software; the primary focus is on enabling students to understand how to plan and design database architectures that meet requirements and standards.					
系教育目標 Dept.' s Education Objectives					
1	培養結合理論與實務之數位行銷專業人才				
2	培養結合理論與實務之服務創新專業人才				
3	培養多元視野與跨領域整合能力之數位行銷及服務創新專業人才				
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	具備以資訊技術協助企業運作與商業管理之知識與應用能力				
B	具備邏輯思考、問題分析與解決之能力				

C	具備溝通協調與團隊合作之能力	
D	具備創新思維之能力	
E	具備國際視野及外語溝通之能力	

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

課程大綱
Course Outline

PART 0 BASIC CONCEPTS
Chapter 0: Overview
Chapter 1: Introduction
PART 1 RELATIONAL DATABASES Chapter 2: Relational Model Chapter 3: SQL
Chapter 4: Advanced SQL Chapter 4(附錄): DB2 and SQL
PART 2 DATABASE DESIGN
Chapter 6: Database Design and the E-R Model
Chapter 7: Relational Database Design
PART 4 DATA STORAGE AND QUERYING
Chapter 11: Storage and File Structure
Chapter 12: Indexing and Hashing

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.)

具資訊管理專長之教師與DBMS開發工具。

課程要求和教學方式之建議
Course Requirements and Suggested Teaching Methods

課堂授課與程式作業
期中考:30% 期末考:30% 程式作業練習:40%

其他
Miscellaneous

參考書目:
1. Lecture Notes (edited by Prof. Wei-Pang Yang)
2. A. Silberschatz, etc. "Database System Concepts," 5th ed., 2006.