

 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	115/1
課程名稱(英文) Course Name in English	Big Data Decision Support System				
科目代碼 Course Code	DMSI30040	系級 Department & Year	學三	開課單位 Course-Offering Department	數位行銷與服務創新國際學士班
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	/#統計學(二)				
課程描述 Course Description					
課程目標 AI-based Big Data Decision Support System (AI-BDSS) is an umbrella term that combines current cutting-edge AI-based knowledge in 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	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

授課進度表 Teaching Schedule & Content

週次Week	內容 Subject/Topics	備註Remarks
1	Overview for AI-BDSS and welcome new faces	
2	chap 1	
3	chap 1 (cont'd) and announcement of term project with oral report	
4	National holiday and no class	
5	chap 1 (cont'd)	
6	chap 1 (cont'd)	
7	chap 9	
8	National holiday and no class	
9	Midterm week	
10	11/9: Midterm examination: open book: Chap 1, 9	REQUIRED
11	11/16: oral report and term project-track #1	REQUIRED
12	11/23: oral report and term project: track #2	REQUIRED
13	11/30: oral report and term project: track #3	REQUIRED
14	12/07: oral report and term project: track #4	REQUIRED
15	12/14: final examination: all chapters + oral reports: open book	REQUIRED
16	12/21: oral report and term project: track #5	REQUIRED
17	12/28: oral report and term project: track #6	REQUIRED

彈性
教學
規劃
Flexible
Teaching
Plan

請勾選(至少需勾選1 個項目):

Please tick the box(es). (At least one item is required.):

- ☒ 問題討論 Problem-based Discussion
- ☐ 翻轉教學 Flipped Classroom
- ☐ 展演實作 Performance / Practical Presentation
- ☐ 校外參訪 Off-campus Visit
- ☐ 講座活動 Lecture / Seminar
- ☐ 線上作業 Online Assignments
- ☒ 自主學習 Self-directed Learning
- ☐ 課業輔導 Academic Support
- ☐ 實驗操作 Experiment Operation
- ☐ 遠距教學(同步) Distance Learning (Synchronous)
- ☐ 遠距教學(非同步) Distance Learning (Asynchronous)
- ☐ 其他(請填寫) Others (Please specify.):

備註: 本校學期週數自115 學年度起調整為17 週, 為符合1學分18 小時之原則, 請教師規劃安排彈性教學。

Note: From the 115th academic year, the semester will be 17 weeks. Please include flexible teaching activities to meet the required 18 hours per credit.

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 Industry-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(含出席) General Performance (Attendance Record)	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 11/09, 12/14: midterm & final EXAM; 11/16, 23, 30;12/7, 21, 28 Term project & oral reports. Please 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.) 1. AI-based case study in lectures. (pls free download weekly from elearn 4 website. 2. 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://elearn4.ndhu.edu.tw/moodle/									
其他補充說明 (Supplemental instructions)									