《商务智能与数据仓库》课程中英文简介

Business Intelligence and Data Warehouse

课程代码：2121522B **Course Code：**2121522B

课程名称：商务智能与数据仓库 **Course Name:** Business Intelligence and Data Warehouse

学时：32 **Periods：**32

学分：2 **Credits：**2

考核方式：考查 **Assessment：**Assignment

先修课程：管理学、数据库原理与应用 **Preparatory Courses：**Management, Principles and

Applications of Database

《商务智能与数据仓库》是为本科生而开设的专业核心课程。本课程主要教学内容是在学生掌握管理学、经济学、管理信息系统的开发与应用以及数据库的设计与开发等基本原理后，学习如何利用所学知识分析互联网企业的商业环境，分析、设计与评价其商业模式，着重介绍商务智能技术如何帮助企业应对环境变化、优化企业战略和管理运营，并主要学习商务智能技术中的数据仓库技术。具体包括：商务智能概述、IT与商业模型、IT企业的商业环境分析、商业模型的设计分析和评价、数据仓库技术以及OLAP等本课程主要学习商务智能的概念、架构、应用以及核心的数据仓库理论与技术。商务智能是近几年的研究热点，以数据仓库为基础架构的数据可视化与数据分析是实现企业商务智能的重要手段。教学的主要目标是使学生掌握当前商务智能的相关概念和理论基础，实际应用场景，以及使用的核心技术，培养学生学会利用不同的开发工具开发与设计不同的商务智能系统应用，养成跨学科的思维框架，并具备企业战略管理的能力和商务智能系统构建的能力。

《Business Intelligence and Data Warehouse》 is a core professional course for undergraduates. This course is the main teaching content in the students master the management science, economics, management information system development and application and the database design and development of the basic principle, after learning how to use the knowledge in analyzing Internet enterprise's business environment, analysis, design and evaluation of its business model, business intelligence technology is introduced how to help enterprises to cope with environmental changes, optimization of enterprise strategy and management operation, and mainly study the business intelligence technology of data warehouse technology. This course mainly studies the concept, architecture and application of business intelligence, as well as the core data warehouse theory and technology of business intelligence. Business intelligence is a hot topic in recent years. Data visualization and data analysis based on data warehouse are important means to realize business intelligence. Teaching's main goal is to enable students to master the current business intelligence related concepts and theoretical basis, practical application scenarios, and the use of core technology, trains the student to learn to use different development tool design different business intelligence system development and application, develop the interdisciplinary thinking framework, and with the enterprise strategic management capabilities and the ability to build business intelligence system.