《商务智能与数据挖掘》课程中英文简介

Business Intelligence and Data Mining

课程代码：070663B **Course Code：**070663B

课程名称：商务智能与数据挖掘 **Course Name：**Business Intelligenceand Data Mining

学时：48 **Periods：**48

学分：3 **Credits：**3

考核方式：考查 **Assessment：**Inspection

先修课程：数据库原理与应用 **Preparatory Courses：**Database Principles and Applications

概率论与数理统计 Probability and Statistics

《商务智能与数据挖掘》是为计算机科学与据技术专业开设的专业选修课程。通过本课程的学习，使学生对数据仓库和数据挖掘的基本概念和基本方法有一个整体的了解，对数据仓库系统整体结构、相关技术和产品等有深入的了解和认识；全面掌握数据仓库的实现技术与应用、OLAP技术以及数据挖掘方法与技术等，并能够在软件开发过程中熟练应用这些方法，从而能够根据企业的现状与需求，选择合适的技术、工具与实施方案，以适应计算机科学技术新的发展趋势，并为实际应用打下坚实的基础。

本课程是计算机科学、数据库技术与现代数理统计方法综合应用的课程，为决策支持系统的建设提供有效的信息资源，而且在各行各业中得到广泛的应用。本课程的内容分为两大方面：数据仓库和数据挖掘。数据仓库方面包括数据仓库的基本概念，数据立方体，联机分析处理的实现；数据挖掘方面包括数据的预处理技术，数据挖掘原语，概念描述技术，关联规则方法，数据的分类与预测，数据聚类分析方法，文本挖掘以及Web挖掘方法等。

"Data warehouse and data mining" is a selective specialty course of the Computer Science and Technology major. Through learning this course, students will master the basic concept and theory of data warehouse and data mining, and will be an overall understanding of data warehouse and its structure as well as the related technology and products, etc. The learners will deeply understand the implementation technologies and applications of data warehouse, OLAP and data mining methods, and they can be skillful to apply these methods in the software development process. These can help them choose the right technology, tools and implementation of programs to meet the computer science and technology new trends, and to lay a solid foundation for practical application under the present situation and needs of business.

This course is a course of integrated application attached to computer science, database technology and modern methods of mathematical statistics. It not only provides effective information resources for the construction of decision support systems, but also are widely used in all walks of life. The course consists of two parts: data warehouses and data mining. Data warehouses includes the basic concepts of data warehousing, data cube, online analytical processing to achieve. Data mining includes data preprocessing, data mining primitives, the concept description technique, association rules methods, data classification and prediction, clustering analysis, text mining and Web mining methods.