《大数据商务分析与应用》课程中英文简介

Big Data Business Analysis and Application

课程代码：071133B **Course Code：**071133B

课程名称：大数据商务分析与应用 **Course Name：**Big Data Business Analysis and

Application

学时：48 **Periods：**48

学分：3 **Credits：**3

考核方式：考查 **Assessment：**Assignment

先修课程：统计学 **Preparatory Courses：**Statistics

《大数据商务分析与应用》是为了培养适应大数据时代发展需要的电子商务专业人才而开设的课程。通过本课程学习，使学生了解大数据的采集、传输、处理、分析和应用的完整相关技术，掌握Python的基础语言知识和大数据分析方法，探索大数据商务分析在电子商务领域的应用。教学过程中，为学生进一步学习和掌握大数据商务分析方法，结合上机实验的实践环节，培养学生实践动手能力。

本课程是一门培养学生掌握相关技术能够独立进行大数据商务分析和应用的实践性较强的课程，它不但阐述了大数据商务分析的相关原理和方法，还结合开发语言Python和相关工具，培养学生针对大数据能够进行完整的数据采集、处理、分析和应用开发的完整能力。

The course of big data business analysis and application aims to cultivate e-Business professionals who can meet the needs of Big Data time. Through learning this course, students may know intact technology related to collection, transmission, processing, analysis and application of big data, and enable them master basic language and principles of big data analysis and further explore applications of big data analysis in the field of e-Business. In the process of teaching, to make students further study and master the technology of big data analysis, this course combine laboratory experiments to cultivate their practical abilities.

This course is very strong practical, which mainly focuses on cultivating students to master related technology to independently make big data analysis and applications. It not only states principles and means of big data business analysis, but also combines the development language of Python and related tools to cultivate students’ intact abilities of data collection, processing, analysis and applications for big data.