《大数据智能财务决策》课程中英文简介

Big Data & BI Financial Decision-Making

课程代码：040083A **Course Code：**040083A

课程名称：大数据智能财务决策 **Course Name：Big Data & BI Financial Decision-Making**

学时：48 **Periods： 48**

学分：3 **Credits： 3**

考核方式：考试 **Assessment：**Examination

先修课程：财务管理、程序设计语言（Python）、计算机基础

**Preparatory Courses：**Corporate Finance, Basis Knowledge of Computer Science，Python

《大数据智能财务决策》是为财务管理专业本科教学而开设的课程。它是财务管理专业的核心课程，属于深化性课程的范畴。通过本门课程的教学，使学生在具备财务管理专业理论知识和基本计算机知识和计算机语言基础上，了解将财务管理专业理论与新兴信息技术相结合的基本模式，探索在当今信息技术环境下如何借助大数据和商务智能（BI）工具解决财务管理的实务问题。教学过程中，将系统阐述和讲解大数据智能财务决策的基本概念、大数据财务决策的常用方法，以及利用Excel、Power BI工具以及通用化大数据智能软件平台进行财务决策的基本方法，为学生进一步学习深造和从事财务管理实务工作增加必要的基础理论和方法学的知识储备。

本课程是一门强调理论与实践相结合的课程。在《财务管理学》、《计算机基础》、《程序设计语言（Python）》等先导课程基础上，本课程阐述了大数据财务决策的基本概念和基础知识，讲解了Excel、Power BI工具以及应用通用化大数据智能软件平台解决财务管理问题，进行财务决策的方法。通过《大数据智能财务决策》课程的教学，学生可以在掌握相关专业理论知识基础上，能够利用新兴信息技术解决财务管理的实务问题，提高学生理论应用能力、实务操作能力，以及分析和解决问题的能力，做到理论和实际相结合。

“Big Data & BI Financial Decision-Making”is a core course of financial management majors. The course belongs to deep-going curriculum category. Through the study of this course, students can understand the basic mode of combining the professional theory of financial management with new information technology, on the basis of the theoretical knowledge of financial management, basic computer knowledge and computer language, and explore how to use big data and business intelligence (BI) tools to solve practical problems in financial management in the current information technology environment. In the teaching process, the basic concepts of Big data & intelligent financial decision-making, the common methods of big data financial decision-making, and the basic methods of financial decision-making using Excel, Power BI tools and generalized big data &intelligence software platform will be systematically explained to students, for increasing the necessary knowledge reserves of basic theories and methodology to further study and engage in financial management practice.

This course emphasizes the combination of theory and practice. Based on leading courses such as "Financial Management", "Computer Fundamentals", and "Programming Language (Python)", this course explains the basic concepts and basic knowledge of the basic concepts of big data financial decision-making, the methods of Excel, Power BI tools, and explains how to use the generalized big data &intelligence software platform to solve financial management problems and make financial decisions. Through the study of "Big Data & BI Financial Decision-Making" course, students can use modern information technology to solve practical problems in financial management based on relevant professional theoretical knowledge, and their theoretical application ability, practical operation ability will be improved both theoretically and practically.