《商业智能与财会决策支持》

Business Intelligence and Financial Decision Support

课程代码：040593B Course Code：040593B

课程名称：商业智能与财会决策支持 Course Name：Business Intelligence and Financial Decision Support

学时：48 Periods：48

学分：3 Credits：3

考核方式：考查 Assessment：Test

先修课程：会计信息系统、计算机基础 Preparatory Courses：Accounting、Accounting Information System、basis of computer engineering

本课程主要用于会计学相关专业的决策能力提升与决策训练，其教学内容包括理论讲解和实验教学两大部分，理论讲解主要包括商业智能理论概述、计算机财会决策支持方法与建模技术、数据挖掘及其主要方法、商业智能的ETL与在线分析处理方法，实验教学则主要围绕赛斯系统（SSC）的应用案例引导学生学习掌握商业智能系统的数据挖掘方法、OLAP应用、V决策系统平台等参与管理决策的模拟与训练。由于商业智能涉及的技术复杂性，本课程教学时着重理解掌握商业智能的核心理念和骨干技术，侧重从企事业单位财会决策信息的建模、挖掘、诊断解决、问题治理等实战角度来体验商业智能系统的应用流程与技术方法，让学生容易理解掌握复杂技术并且能够运用商业智能的决策过程，解决且有经营过程中的决策问题。同时，本课程将课程思政的内容有机融入课堂，将决策者的思维转换、素质提升等内容加入并引导学生思考，为学生未来步入职场打下坚实基础。本课程有助于学生更好理解并贯彻实施“互联网+”战略在财会领域的创新运用，有助于培养适应现代商业社会转型要求的复合型高级财会专业人才，形成本校会计专业人才培养的一大特色。

The main contents of this course mainly includes two parts, theoretical explanation and experimental teaching theory. The former mainly includes the overview of business intelligence theory, computer finance and accounting decision support method and modeling technology, data mining and its main methods, ETL and online analysis and processing methods of business intelligence. The latter is mainly around the Seth system (SSC) modeling and interpretation of business intelligence application case to guide students to master the business intelligence system data mining method, OLAP application, accounting decision information analysis information (diagnosis) and management (problem solving) etc.. Because the business intelligence technology involved is very complex, for accounting students, to fully understand the business intelligence technology has many difficulties, therefore, this course focuses on understanding the core ideas and key technologies of business intelligence, mainly from the enterprise accounting decision information modeling, mining, diagnosis, to solve the issues of governance so the actual point to experience business intelligence system application process and method. This allows students to easily understand and master complex technology, and can use business intelligence technology to solve practical problems. At the same time, this course organically integrates the content of Ideological and political education into the classroom, including the thinking transformation and quality improvement of decision-makers, and guides students to think, so as to lay a solid foundation for students to enter the workplace in the future. This course is to help students better understand the use of innovation and the implementation of "Internet plus" strategy in the field of accounting, is helpful for training to adapt to the modern commercial social transformation requires complex high-level professionals, formed a major feature of the accounting professional talent training school.