

课程详述

COURSE SPECIFICATION

以下课程信息可能根据实际授课需要或在课程检讨之后产生变动。如对课程有任何疑问，请联系授课教师。

The course information as follows may be subject to change, either during the session because of unforeseen circumstances, or following review of the course at the end of the session. Queries about the course should be directed to the course instructor.

1.	课程名称 Course Title	大数据与集群项目管理 Big Data and Cluster Project Management				
2.	授课院系 Originating Department	信息系统与管理工程系 Department of Information Systems and Management Engineering				
3.	课程编号 Course Code	MIS 403				
4.	课程学分 Credit Value	3				
5.	课程类别 Course Type	专业选修课 Major Elective Course				
6.	授课学期 Semester	春 Spring				
7.	授课语言 Teaching Language	中英双语 Bilingual				
8.	授课教师、所属学系、联系方式 (如属团队授课, 请列明其他授课教师) Instructor(s), Affiliation & Contact (For team teaching, please list all instructors)	王宇 - 信息系统与管理工程系 Rowan Wang - Department of Information Systems and Management Engineering wangy2021@sustech.edu.cn				
9.	实验员/助教、所属学系、联系方式 Tutor/TA(s), Contact	待确定 To be announced				
10.	选课人数限额(可不填) (Optional) Maximum Enrolment (Optional)					
11.	授课方式 Delivery Method	讲授 Lectures	习题/辅导/讨论 Tutorials	实验/实习 Lab/Practical	其它 Other	总学时 Total
	学时数 Credit Hours	48				48
12.	先修课程、其它学习要求 Pre-requisites or Other Academic Requirements	MIS302 大数据管理与 ERP MIS302 Big Data Management and ERP				
13.	后续课程、其它学习规划 is a pre-requisite Courses for which this course is a pre-requisite	无 None				
14.	其它要求修读本课程的学系 Cross-listing Dept.	无 None				

教学大纲及教学日历 SYLLABUS

15. 教学目标 Course Objectives

本课程主要开设目的是培养大数据及商务分析相关专业学生发现问题、创新思维、建立课题、管理项目、转化成果、把握（比赛、实习、就业、升学等）机遇的能力。大三下学期对于大学生是尤其关键的时期，需要强化自己的知识整合能力，让自己能统筹应用所学知识，开展科研、实践、创新、创业等有关项目，并具备一定的项目拓展、成果转化能力。最终用自己的专业知识背景和项目开展经验为自己增添价值，从而在大四上学期开始的激烈的升学、就业竞争中获得优势，做出好的职业发展选择，把握住机会。

The main aim of this course is to help students of big data and business analytics (BDBA) related majors develop skills in discovering problems, creating innovations, proposing and managing projects, and developing career goals. Junior year's spring semester is very important for college students. They need to enhance the ability of assembling all their knowledge to conduct research; practice; innovation; or entrepreneur projects. Eventually, they have to build up excellent profiles with course learning and project experiences, in order to succeed in the intensive competitions of graduate school application or job seeking, which will start at the beginning of their senior year.

16. 预达学习成果 Learning Outcomes

- (1) 了解大数据及商务分析领域科研、实践创新等有关项目的开展方法。
- (2) 清楚高校、研究机构、以及企业对大数据及商务分析有关专业学生的能力期望。
- (3) 创建自己的项目课题。
- (4) 对自己做出清楚的职业规划。

- (1) To understand how to find BDBA related problems, creat projects, and conduct studies.
- (2) To be clear about graduate schools and companies' expectations on undergraduate students of BDBA majors.
- (3) To create meaningful research; practice; innovation; or entrepreneur projects.
- (4) To develop career goals and plans.

17. 课程内容及教学日历（如授课语言以英文为主，则课程内容介绍可以用英文；如团队教学或模块教学，教学日历须注明主讲人）

Course Contents (in Parts/Chapters/Sections/Weeks. Please notify name of instructor for course section(s), if this is a team teaching or module course.)

理论（48 学时）

第一单元（第 1-2 周 - 6 学时）

老师分享带领大数据及商务分析相关领域本科生开展科研、实践创新项目，并取得优良成果的案例。其中一部分是有关对新颖问题的数学建模，最终形成科研论文的。另一部分是有关对重要实践的数据采集、分析，最终形成企业创新规划或政策建议的。

第二单元（第 3-4 周 - 6 学时）

学生分享自己的项目设想。说明为何选择此项目，大数据及商务分析所学知识如果支撑此项目，目前已有的项目进展，以及今后打算和目标等。

第三单元（第 5-6 周 - 6 学时）

根据前一单元学生们的项目设想，老师与全班同学讨论项目和适度与实施可能性。如果需要，老师会建议并帮助寻找所需人员（包括本系研究生、业界导师等）帮助项目实施和进展。

第四单元（第 7-8 周 - 6 学时）

在确定好项目命题规划之后，老师和学生们一起，按照第一个目标（参加创新创业比赛）指定详细的项目开展计划。开展项目的第二个目标则是帮助学生们的升学以及工作申请。所以项目的开展时间线也要为这个大目标服务。

第五单元（第 9-10 周 - 6 学时）

老师邀请本校及外校教授嘉宾一起分享大数据及商务分析有关专业研究生导师对学生的期望和选择学生的条件。老师邀请在读研究生分享自己本科时期科研项目经历和升学申请经验。

第六单元 (第 11-12 周 - 6 学时)

老师邀请业界嘉宾一起分享有关行业对大数据及商务分析专业本科毕业生从事工作的期望和职场面试原则。
老师邀请业界优秀毕业生分享自己本科时期创新实践项目经历和求职经验。

第七单元 (第 13-14 周 - 6 学时)

学生分享自己的职业规划。
老师给与参考意见和疑问解答。

第八单元 (第 15-16 周 - 6 学时)

学生进行项目总结汇报。
老师邀请教授和业界嘉宾们参与点评和指导。

Lecture (48 Hours)

Unit 1 (Week 1-2 - 6 Hours)

The instructor shares experiences / cases on BDBA related undergraduate research / practical innovation projects. Some of the projects are related to building mathematical models on emerging problems and writing academic papers. Others are related to data analysis on important practical issues and creating business plans or policy advices.

Unit 2 (Week 3-4 - 6 Hours)

Students share their project ideas. Presentation contents should include why to choose such a project, how the knowledge from BDBA courses can be used to support the project, existing development and progress, as well as project goals and plans.

Unit 3 (Week 5-6 - 6 Hours)

The instructor and students discuss about the feasibility and directions of the projects. The instructor can invite graduate students and industry advisors to join the project teams to help.

Unit 4 (Week 7-8 - 6 Hours)

The first goal of conducting the project is to participate in Innovation and Entrepreneurship competitions. The second target is to support graduate school applications or job seeking. The instructor and students develop detailed project plans according to the timeline.

Unit 5 (Week 9-10 - 6 Hours)

The instructor invites professors from SUSTech and other universities to share their expectation on graduate students and their student selection preferences. The instructor invites current graduate students to share their undergraduate research project and graduate school application experiences.

Unit 6 (Week 11-12 - 6 Hours)

The instructor invites practitioners to share their expectation on employees and information regarding job interview. The instructor invites graduated students to share their undergraduate practical innovation project and job seeking experiences.

Unit 7 (Week 13-14 - 6 Hours)

Students share their career goals and plans. The instructor provides advices.

Unit 8 (Week 15-16 - 6 Hours)

Students perform project final presentations. The instructor invites professors and practitioners to give comments and suggestions.

18. 教材及其它参考资料 Textbook and Supplementary Readings

授课老师准备的材料。
Materials prepared by the instructor.

课程评估 ASSESSMENT

19. 评估形式 Assessment	评估时间 Time	占考试总成绩百分比 Grade Percentage	违纪处罚 Penalty	备注 Notes
课堂表现 Participation		20		
项目提议 Project Proposal		20		项目选题汇报
项目进展 Project Progress		20		项目进展汇报
项目报告 Final Presentation		40		项目总结汇报

20. 记分方式 GRADING SYSTEM

- A. 十三级等级制 Letter Grading
 B. 二级记分制 (通过/不通过) Pass/Fail Grading

课程审批 REVIEW AND APPROVAL

21. 本课程设置已经过以下责任人/委员会审议通过
 This Course has been approved by the following person or committee of authority