Course Title	BIG DATA MINING	Instructor	NAIDA PARSAZADEH
Course Class	TGLXM0A ELECTIVES COURSES BY COLLEGE OF BUSINESS AND MANAGEMENT-MASTER, 0A	Details	◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG4 Quality education		

Departmental Aim of Education

Ⅰ. Acquisition of professional knowledge.

Ⅱ. Learning effective self-planning.

Ⅲ. Theoretical application of practical matters.

Ⅳ. Interpersonal communication and teamwork.

Ⅴ. Analysis of problems and recommendations.

Ⅵ. Awareness of Ethics as a global citizen.

Subject Departmental core competences

A. Students can demonstrate that they have program advanced knowledge of business and management.(ratio:20.00)

B. Students can demonstrate that they have analytical and problem-solving capability. (ratio:40.00)

C. Students can demonstrate their oral and written communication skills.(ratio:20.00)

D. Students can demonstrate team and interpersonal skill.(ratio:10.00)

E. Students are able to demonstrate effective considerations of ethical issues in business situation.(ratio:10.00)

Subject Schoolwide essential virtues

1. A global perspective. (ratio:5.00)

2. Information literacy. (ratio:30.00)

3. A vision for the future. (ratio:20.00)

4. Moral integrity. (ratio:5.00)

5. Independent thinking. (ratio:20.00)

6. A cheerful attitude and healthy lifestyle. (ratio:5.00)

7. A spirit of teamwork and dedication. (ratio:10.00)

8. A sense of aesthetic appreciation. (ratio:5.00)

Course Introduction	This course mainly teaches students the data visualization skills in Big Data Analysis; through a series of practical hands-on exercises, real-world case studies, and interactive data storytelling, it cultivates students' ability to solve real problems through big data analysis and data mining.

The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

 I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of
           the course's veracity, conception, procedures, outcomes, etc.
II.Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal,
            morals, attitude, conviction, values, etc.
III.Psychomotor: Emphasis upon the study of the course's physical activity and technical
             manipulation.

No.	Teaching Objectives	objective methods
1	Learn big data analysis and tools and how to visualize data to derive meaningful insights and communicate data-driven recommendations effectively.	Cognitive

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDE	12345678	Lecture, Discussion, Publication, Practicum, Experience, Imitation	Study Assignments, Report(including oral and written), Activity Participation

Course Schedule			
Week	Date	Course Contents	Note
1	112/09/11 ~ 112/09/17	Course Introduction	

2	112/09/18~ 112/09/24	Introduction to Data Visualization & Setup the Development Environment of Tableau	
3	112/09/25~ 112/10/01	Data Sources and Data Transformation	
4	112/10/02~ 112/10/08	Corporate Visit	
5	112/10/09~ 112/10/15	Basic Visualizations in Tableau	
6	112/10/16~ 112/10/22	Interactive Dashboards	
7	112/10/23~ 112/10/29	Advanced Visualizations	
8	112/10/30~ 112/11/05	Geographic Visualizations	
9	112/11/06~ 112/11/12	Midterm Exam Week: Review and Discussions	
10	112/11/13~ 112/11/19	Dashboard Design (1)	
11	112/11/20~ 112/11/26	Dashboard Design (2)	
12	112/11/27~ 112/12/03	Interactive Storytelling with Data	
13	112/12/04~ 112/12/10	Data analysis	
14	112/12/11~ 112/12/17	Exploring Community Connectors and Extensions	
15	112/12/18~ 112/12/24	Sharing and Publishing Visualizations	
16	112/12/25~ 112/12/31	Group Project	
17	113/01/01~ 113/01/07	Group Project	
18	113/01/08~ 113/01/14	Final Product Presentation	
Key capabilities			
Interdisciplinary			
Distinctive teaching			

Course Content	Logical Thinking
Requirement	
Textbooks and Teaching Materials	Self-made teaching materials:Textbooks
References	
Grading Policy	◆ Attendance： 15.0 % ◆ Mark of Usual：45.0 % ◆ Midterm Exam： % ◆ Final Exam： % ◆ Other〈Presentation〉：40.0 %
Note	This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/CS/main.php . ※ **Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.**