

Department: School of Business

Course Name Data Mining

Hours per week 3

Number of Credits 3

Course Description Data are important to the success of any organizations. Data mining is the process to extract information from a data set and transform it into an understandable structure for further use. The goal of this course is to introduce students to the contemporary data mining theories, practices, tools and techniques. The key objectives of this course are to introduce the fundamental concepts of data mining and to provide extensive hands-on experience in applying the concepts to real-world business applications. The core topics include data mining concepts, data-warehousing, cubical data analysis, adopting Enterprise Miner as the data mining tool to perform basic data mining techniques, such as classification, clustering, association analysis, and anomaly/novelty