

A **fact** is the confirmation or validation of an event or object

事實是對事件或對象的確認或驗證

We live in **information age**, when infinite quantities of facts are widely available to who can use a computer

我們生活在信息時代，那時使用電腦的人可以廣泛獲取無數事實

Internet of Things (IoT), a world where interconnected Internet-enabled devices or things have availability to collect and share data without human intervention

物聯網，在這個世界中，互聯網的設備或物無需人工干預即可收集和共享數據

Machine-to-machine, which refers to devices that connect directly to other devices

機器對機器，是指直接連接到其他設備的設備

Data are raw facts that describe the characteristics of an event or object.

數據是原始事實，描述事件或對象的特徵

Structured data has a defined length, type, and format and includes numbers, dates, or strings such as Customer Address.

結構化數據具有定義的長度，類型和格式，並包括數字，日期或字串，例如客戶地址

Machine-generated data is created by a machine without human intervention.

機器生成的數據是由機器創建的，無需人工干預

Human-generated data is data that humans, interaction with computers, generate.

人工生成的數據是人類與電腦交互生成的數據

Unstructured data is not defined and does not follow a specified format and is typically free-form text such as email, Twitter tweets, and text messages.

非結構化數據未定義且未遵循指定格式，通常為自由格式的文本，例如 Twitter 推文和文本消息

Big data is a collection of large, complex data sets, including structured and unstructured data, which cannot be analyzed using traditional database methods and tools.

大數據是大型，複雜數據集的集合，包括結構化和非結構化數據，這些數據集無法使用傳統的數據庫方法和工具進行分析。

A **snapshot** is a view of data at a particular moment in time.

快照是特定時間點的數據視圖

Information is data converted into a meaningful and useful context.

訊息就是將數據轉換為有意義和有用的上下文

A report is a document containing data organized in table, matrix, or graphical format allowing user to easily comprehend and understand information.

報告是包含以表、矩陣或圖形格式組織的數據的文檔，使用戶可以輕鬆地比較和理解訊息

A static report is created once based on data that does not change.

根據不變的數據創建一次靜態報告

A dynamic report change automatically during creation.

動態報表在創建過程中會自動更改

A variable is a data characteristic that stands for a value that change or variables overtime.

變量是一種數據特徵，代表隨時間變化或變化的值

Business intelligence (BI) is information collected from multiple sources such as suppliers, customers, competitors, partners, and industries that analyzes patterns, trends, and relationships for strategic decision making.

商業智能是從多個來源（例如供應商，客戶，競爭對手，合作夥伴和行業）收集的信息，這些訊息可以分析模式、趨勢和關係以進行戰略決策。

Analytics is the science of fact-based decision making.

分析是基於事實的決策科學

Business analytics is the scientific process of transforming data into insight for making better decisions.

業務分析是將數據轉化為洞察力以做出更好決策的科學過程

Descriptive analytics use techniques that describe past performance and history.

描述性分析使用描述過去表現和歷史的技術

Predictive analytics use technique that extract information form data and use it to predict future trends and identify behavioral patterns.

預測分析使用的技術是從表格數據中提取訊息，並將其用於預測未來趨勢並識別行為模式

Knowledge includes the skill, experience, and expertise, coupled with information and intelligence that create a person's intellectual resources.

知識包括創造一個人的智力資源的技能，經驗和專業知識，再加上訊息和智力

Knowledge workers are individuals valued for their ability to interpret and analyze information.

知識工作者是個人，他們具有解釋和分析訊息的能力

Knowledge assets, also called intellectual capital, are the human, structural, and recorded resources available to the organization.

知識資產，也稱為知識資本，是可供組織使用的人力，結構和記錄資源

Knowledge facilitators help harness the wealth of knowledge in the organization.

知識促進者有助於利用組織中豐富的知識

Accounting: Record, measures, and reports monetary transactions.

會計：記錄，度量和報告貨幣交易

Finance: Deals with strategic financial issues, including money, banking, credit, investments, and assets.

財務：處理戰略性財務問題，包括資金，銀行業務，信貸，投資和資產

Human resources: Maintains policies, plans, and procedures for the effective management of employees.

人力資源：維護有效管理員工的政策、計劃和程序

Marketing: supports sales by planning, pricing, and promoting goods or services.

營銷：通過計劃、定價和促銷商品或服務來支持銷售

Operations management: Manages the process of converting or transforming resources into good.

運營管理：管理將資源轉換或轉換為商品或服務的過程

Sales: Performs the functions of selling goods or services.

銷售：執行銷售商品或服務的功能

A system is a collection of parts that link to achieve a common purpose.

系統是鏈接以實現共同目的的零件的集合

Goods are material items or products that customers will buy to satisfy a want or need.

貨物是顧客為了滿足需求而購買的物質或產品

Services are tasks people perform that customers will buy to satisfy a want or need.

服務是人們為了滿足需求而購買的任務

Productions is the process where a business takes raw materials and processes them or converts them into a finished product for its goods or services.

生產是企業獲取原材料並對其進行處理或將其轉換為產品或服務的成品的過程

System thinking is a way of monitoring the entire system by viewing multiple inputs being processed or transformed to produce output while continuously gathering feedback on each part.

系統思考是一種通過查看正在處理或轉換為產生輸出的多個輸入同時不斷收集每個部分的反饋來監視整個系統的方法

Management information systems (MIS) is a business function, like accounting and human resources, which moves information about people, products, and process across the company to facilitate decision making and problem solving.

管理資訊系統（MIS）是一項業務功能，例如會計和人力資源，可在公司內部移動有關人員、產品和流程的資訊，以促進決策和解決問題

A business strategy is a leadership plan that achieve a specific set of goals or objectives such as increasing sales, decreasing cost, entering new market, or developing new products or services.

業務戰略是一項領導計劃，可以實現一組特定的目標，例如增加銷售額，降低成本，進入新市場或開發新產品或服務

A **competitive advantage** is a feature of a product or service that greater value than they do on similar offerings form competitors. (我有你沒有)

競爭優勢是產品或服務的一項功能，其價值要比競爭對手提供的同類產品更高

First-mover advantages 先發優勢

某廠第一個願意量產 (第一個上市、第一個生產者)

Competitive intelligence is the process of gathering information about the competitive environment, including competitors' plans, activities, and products, to improve a company's ability to succeed.

競爭情報是收集競爭環境訊息(包括計劃活動和產品)以提高公司成功能力的過程

A **SWOT** analysis evaluates an organization's strengths, weaknesses, opportunities, and threats to identify significant influences that work for or against business strategies.

SWOT 分析評估組織的優勢，劣勢，機會和威脅，以識別對業務戰略有利或不利的重大影響

Potential internal strengths (helpful): Identify all key strengths associated with the competitive advantage including cost advantages, new and/or innovative services, special expertise and/or experience, proven market leader, improved marketing campaigns, and so on.

潛在的內部優勢（有用的）：確定與競爭優勢相關的所有關鍵優勢，包括成本優勢，新的和/或創新的服務，特殊的專業知識和/或經驗，久經考驗的市場領導者，改進的營銷活動等。

Potential internal weaknesses (harmful): Identify all key areas that require improvement.

潛在的內部弱點（有害）：確定所有需要改進的關鍵領域

Potential external opportunities (helpful): Identify all significant trends along with how the organization can benefit from each, including new markets, additional customer groups, legal changes, innovative technologies, population changes, competitor issues, and so on.

潛在的外部機會（有幫助）：識別所有重要趨勢以及組織如何從每種趨勢中受益，包括新市場，其他客戶群，法律變更，創新技術，人口變化，競爭對手問題等

Potential external threats (harmful): Identify all threats or risk detrimental to your organization, including new market entrants, substitute products, employee turnover, differentiating products, shrinking markets, adverse changes in regulations, economic shifts, and so on.

潛在的外部威脅（有害的）：確定對您的組織有害的所有威脅或風險，包括新進入市場，替代產品，員工流動，產品差異化，市場萎縮，法規的不利變化，經濟變化等

Porter's Five Forces Model analyzes the competitive forces within the environment in which a company operates to assess the potential for profitability in an industry.

波特的五力模型分析了公司運營所在環境中的競爭力，以評估行業的獲利潛力

Buyer power is the ability of buyers to affect the price they must pay for an item.

(顧客議價能力)買方影響他們必須為一件商品支付的價格的能力

Switching cost, costs that make customers reluctant to switch to another product or service.

(品牌轉換成本)轉換成本，使客戶不願轉換到另一種產品或服務的成本

Loyalty programs, which reward customers based on their spending.

忠誠度計劃，根據客戶的花費來獎勵他們

A supply chain consists of all parties involved, directly or indirectly, in obtaining raw materials or a product.

供應鏈由直接或間接參與獲取原材料或產品的各方組成

Supplier power is the supplier's ability to influence the prices they charge for supplies.

(供應商議價能力)是供應商影響他們對供應品收取的價格的能力

The **threat of substitute products or services** is high when there are many alternatives to a product or service and low when there are few alternatives from which to choose.

當產品或服務有很多替代品時，替代產品或服務的威脅就很大，而當可供選擇的替代品形式很少時，替代產品或服務的威脅就很小

The **threat of new entrants** is high when it is easy for new competitors to enter a market and low when there are significant entry barriers to joining a market.

當新競爭者很容易進入市場時，新進入者的威脅就很大，而當加入市場的進入壁壘很大時，新進入者的威脅就很小

Rivalry among existing competitors is high when competition is fierce in a market and low when competitors are more complacent.

當市場競爭激烈時，現有競爭者之間的競爭較高，而當競爭者更加自滿時，它們之間的競爭較低

Product differentiation occurs when a company develops unique differences in its products or services with the intent to influence demand.

當公司開發其產品或服務的獨特差異以影響需求時，就會出現產品差異化

Porter's three generic strategies are generic business strategies that are neither organization nor industry specific and can be applied to any business, product, or service.

波特的三種通用策略是通用的業務策略，它們既不針對組織，也不針對特定行業，可以應用於任何業務，產品或服務

Broad market and low cost: Walmart competes by offering a broad range of products at low prices.

廣闊的市場和低成本：Walmart 以低價提供廣泛的產品而競爭

Broad market and high cost: Neiman Marcus competes by offering a broad range of differentiated products at high prices.

廣闊的市場和較高的成本：Neiman Marcus 通過提供高價位差異化產品來競爭

Narrow market and low cost: Payless competes by offering a specific product, shoes, at low prices.

狹窄的市場和低成本：Payless 通過提供低價的特定產品，鞋子來競爭

Narrow market and high cost: Tiffany competes by offering a differentiated product, jewelry, at high prices.

狹窄的市場和高昂的成本：Tiffany 通過提供高價的差異化產品珠寶來競爭

Primary value activities, shown at the bottom of the value chain

主要價值活動，顯示在價值鏈的底部

Inbound logistics acquires raw materials and resources and distributes to manufacturing as required.

入庫物流獲取原材料和資源，並根據需要分配到製造中

Operations transforms raw materials or input into goods and services.

運營將原材料轉化為商品和服務

Outbound logistics distributes goods and services to customers.

外向物流向客戶分配商品和服務

Marketing and sales promotes, prices, and sells products to customers.

營銷和銷售對客戶進行促銷，定價和銷售產品

Service provides customer support after the sale of goods and services.

服務在出售商品和服務後提供客戶支援

Support value activities, along the top of the value chain.

輔助價值鏈頂部的價值活動

Firm infrastructure includes the company format for departmental structures, environment, and system.

公司基礎設施包括部門結構，環境和系統的公司格式

Human resource management provides employee training, hiring, and compensation.

人力資源管理為員工提供培訓，僱用和薪酬

Technology development applies MIS to processes to add value.

技術開發將 MIS 應用於流程以增加價值

Procurement purchases input such as raw materials, resources, equipment, and supplies.

採購採購投入，例如原材料，資源，設備和用品