ISOM 2020 – Coding for Business
Fall 2025 (Sep.1 ~ Oct.18)

Lecture

Section	Days	Time	Venue
L08	Monday	9:00am – 10:50am	LTH
L09	Monday	11:00am – 12:50pm	LTH
L10	Friday	10:30am – 12:20pm	LTH

Lab

Section	Days	Time	Venue
LA01	Monday	4:00pm – 5:50pm	LSK G005 (Chris)
LA02	Tuesday	2:00pm - 3:50pm	LSK G005 (Yachen)
LA03	Friday	1:00pm – 2:50pm	LSK G005 (Anson)
LA04	Friday	9:00am – 10:50am	LSK G021 (Ray)
LA05	Wednesday	1:00pm – 2:50pm	LSK G005 (Yanfang)
LA06	Thursday	11:30am – 1:20pm	LSK G021 (Samuel)
LA07	Thursday	9:00am – 10:50am	LSK G005 (Samuel)
LA08	Tuesday	9:00am – 10:50am	LSK G005 (Tommy)
LA09	Tuesday	4:00pm – 5:50pm	LSK G005 (Bufan)
LA10	Wednesday	10:30am – 12:20pm	LSK G005 (Cetus)

Instructor and TAs

Instructor:	Wenyi, ZHANG Ph.D. (wenyizhang@ust.hk)
Office:	LSK 4016A
Office Hours:	By appointment

Teaching Assistants:			**Tel / Office**
[LA01]	Chris TSE	(imchris@ust.hk)	2358-7638 / LSK 4066
[LA02]	Yachen GUO	(yachen.guo@connect.ust.hk)	-
[LA03]	Anson WAN	(imanson@ust.hk)	2358-7653 / LSK 4066
[LA04]	Ray PANG	(imncpang@ust.hk)	2358-7653 / LSK 4066
[LA05]	Yanfang HOU	(yanfang.hou@connect.ust.hk)	-
[LA06, LA07]	Samuel LAI	(imsamuel@ust.hk)	2358-7638 / LSK 4066
[LA08]	Tommy NG	(imtng@ust.hk)	2358-7638 / LSK 4066
[LA09]	Bufan SUN	(bsunal@connect.ust.hk)	-
[LA10]	Cetus WONG	(imhtwong@ust.hk)	2358-7638 / LSK 4066

* For enquiry about course logistics, please email to **isom2020@ust.hk**

COURSE DESCRIPTION

With the growing volume of business data and the rising demand for data-driven insights, it is increasingly essential for business students to acquire a foundational understanding of coding to achieve business objectives. Despite advances in AI programming, the ability to read and comprehend code logic remains crucial. This course intends to introduce students to basic programming concepts and skills for business data coding and business problem-solving. Using Python as an illustrative programming language, this course provides students with a basic understanding of programming concepts and syntaxes, including data types, associated methods and functions, and control flow statements. Through the process of learning a programming language, students will also develop logical and critical thinking skills and be able to tackle simple business problems with coding.

LEARNING OUTCOMES

By the end of this course, students will be able to:

(1) Acquire general programming knowledge with Python
(2) Model business data with Python data types
(3) Process business data with Python supported operations and methods
(4) Illustrate business problem solving with coding skills
(5) Improve logical and critical thinking ability with coding skills

TEACHING APPROACH

Teaching & Learning Activities	Roles in the Course	Learning Outcomes addressed
Pre-class videos & Weekly Exercises	Pre-class videos explaining key concepts and programming syntaxes; weekly exercises to be completed before each lecture	1, 2, 3, 4, 5
Lecture	Lectures offering more details of the key concepts and syntaxes through hands-on approaches; take-home exercises facilitating learning by practice.	1, 2, 3, 4, 5
Laboratory	Review of take-home exercises; practices and applications of lecture contents.	1, 2, 3, 4, 5
Practice Question Set	Provide students with plenty of opportunities to practice and apply coding skills.	1, 2, 3, 4, 5

EVALUATION

Components	Percentage of the grade
A. Weekly Exercises	10%
B. Lab Submissions	20%
C1. Final Assessment – Basic Understanding	20%
C2. Final Assessment – Code Reading	25%
C3. Final Assessment – Code Writing	25%
TOTAL:	**100%**

A. Pre-class Videos and Weekly Exercises

There are 5 pre-class videos and 5 weekly exercises (best 4 will be counted with 2.5 points each). Students are expected to watch pre-class videos **BEFORE each lecture**. Each set of videos covers important concepts and programming skills that will be covered in the corresponding lecture. They aim at helping students better follow the pace of the lectures and get the most out of the in-class learning experience.

Weekly Exercises:

- After watching the videos, students need to complete a small set of questions on Canvas BEFORE each lecture (due at 12:00noon on Monday, i.e., Sep 1, 8, 15, 22, 29).
- The best 4 scores out of the 5 quizzes will be counted.
- Quizzes can be taken as many times as you want, but **NO late submission** of the quizzes **for whatever reason** will be accepted.
- Students shall take full responsibility for losing any part of this score for not obeying the above instructions. Emailing the TA or the instructor will NOT change this part of the grade as all grades will automatically be calculated and posted on Canvas.

B. Lab Submissions

Students are expected to attend ALL lab sessions, contribute class activities, and submit tasks **during** the lab time (according to the official enrolled lab section). Details of the lab requirements are provided below. **NO late submission** will be accepted and there will **NO MAKEUP** arrangement for whatever reason.

- 20 points for completing 4+ lab submissions (missed at most 1)
- 15 points for completing 3 only (missed 2 out of 5)
- 10 points for completing 2 only (missed 3 out of 5)
- 5 points for completing 1 only (missed 4 out of 5)
- No points for completing none (missed 5)

C. Final Exam

There will be ONE final exam scheduled on **18 October 2025 (Saturday) afternoon**. It comprises three parts labeled as basic understanding (20%), code reading (25%), and code writing (25%) in the evaluation section. Details of the exam protocol will be provided later in the semester. There will be **NO make-up exams** except due to extraordinary circumstances beyond your control such as severe medical conditions (e.g. hospitalization). In such a case, students must submit appropriate documentation with strong supporting evidence issued by a hospital or a certified medical professional **within 24 hours after the scheduled exam time** to be considered for a make-up exam. Such proof must be in Chinese or English, or you need to do a notarized translation.

** Grade appeal*

All scores will be uploaded to Canvas when ready. It is always the responsibility of the students to check their scores and make sure they are correct. Any appeal to score must be filed through email to isom2020@ust.hk, with detailed grounds, **within 24 hours after its release.**

MATERIALS

1. MAIN READING

There will not be any textbook for this course. PowerPoint slides and Jupyter notebook notes are the major reading materials, which will be provided on CANVAS.

Course Website: https://canvas.ust.hk

2. SOFTWARE

- Google Colab (https://colab.research.google.com/)
- Anaconda (Optional) (Installation guide is provided on Canvas)
  - Jupyter notebook

OTHERS

Email Policy

Since this is a big class, with about 500 students in total, it would be difficult for the instructors and the TA to address your email effectively without a guideline. Please always put **[ISOM2020 L??] or [ISOM2020 LA??]** ("?" being the session number, e.g., [ISOM2020 L07] or [ISOM2020 LA05] depending on whether you have questions about the lecture or the lab) **at the beginning of the subject line of your email, along with your email subject**. Failure to do so may result in a longer response time. As expected, there will be numerous emails when it is closer to the due dates. If you need any assistance, raise them **as early as possible**. Note that neither the instructor nor the TA will provide direct answers to the assignment.

Academic Integrity

Academic integrity is a critical value of the university community. Integrity violations destroy the fabric of a learning community and the spirit of inquiry that is vital to the effectiveness of the University. Please remember the current university rule: "If a student is discovered cheating, regardless of how minor it is, the course grade will appear on the student's record with an X, to show that the grade resulted from cheating. This X grade may stay on the record even after graduation. If the student cheats again and 'earns' another X grade, the student will be dismissed from the University."

Plagiarism is copying anything (text or ideas) from another source without citing that source. If you use another person's idea you must cite it, even if you rewrite the idea in your own words. Extreme care must be taken to avoid the passing of other's work as one's own. You are required to provide appropriate citations when you use ideas and arguments or otherwise draw on others' work. If you use research from another source or the Web you MUST cite the source. This is required even if you use only the general idea and not the exact words.

Learning environment

We welcome feedback on our teaching throughout the semester. You are encouraged to contact us at any time when you have any questions, suggestions, concerns, or would like to ask for advice. Please remember, we are here to help you learn. So please do NOT hesitate to contact us at any time, so we can do our job better!

Dropping/Late dropping this course

As you are pre-enrolled into this course by the School of Business Management, neither the instructors nor the TAs have the authority to handle requests of dropping or late dropping of this course. But you are allowed to swap between sections within the add-drop period on SIS. Change of sections will not be available after the add-drop period. If you have severe medical conditions that prevent you from participating in the course, you **MUST** apply for a **Study Leave** officially to ARO **covering the first half of the Fall 2025 semester.** In such a case, you need to apply to your major department and ARO for approval.

CLASS SCHEDULE (TENTATIVE)

TOPIC	LECTURE		LAB	
			[Sep 1-5]	No lab
1	[Sep 1, 5]	Introduction to Python; Arithmetic operators, Print, Variable, and Data type	[Sep 8-12]	Lab exercise on Python Basics
2	[Sep 8, 12]	Input, Conversion, Data Structures	[Sep 15-19]	Lab exercise on input, conversion, and collective variables
3	[Sep 15, 19]	Conditional statement (if…else)	[Sep 22-26]	Lab exercise on conditional Statement
4	[Sep 22, 26]	Loops (for)	[Sep 29-Oct 8] [Oct 1, 6-7]	Lab exercise on loops (for) Holiday / No lab
5	[Sep 29, Oct 3]	More about Loops (while/break)	[Oct 9-15]	Review of common mistakes and Q&A
6	[Oct 6, 10]	Practice & Revision	[Oct 16-17]	No lab
7	*Exam: Saturday October 18, 2:30pm~5:30pm (please mark the date & time!)*			

** The above schedule is tentative and subject to change. Please always follow CANVAS announcements for latest schedule.*