

ISOM 2020 – Coding for Business Spring 2023 (Feb. 3rd ~ March. 25th)

Lecture

Section	Days	Time	Venue
L1	Wednesday	1:30pm~3:20pm	LTK
L2	Monday	10:00am~11:50am	LTG
L3	Tuesday	3:30pm~5:20pm	LTK
L4	Tuesday	12:00pm~1:50pm	LTK
L5	Monday	1:30pm~3:20pm	LTK

Lab

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

Instructor and TAs

Instructor:	Weiyin HONG, Ph.D. (whong@ust.hk)			
Tel:	2358-7645			
Office:	LSK 5046			
Office Hours:	By appointment			
Teaching Assistants:				
[LA01, LA04 and LA07]	Aaron LEE	(imaaron@ust.hk)	2358-7638	LSK 4066
[LA02, LA03, and LA05]	Ray PANG	(imncpang@ust.hk)	2358-7653	LSK 4066
[LA06 and LA08]	Chris TSE	(imchris@ust.hk)	2358-7638	LSK 4066
[LA09 and LA10]	Samuel LAI	(imsamuel@ust.hk)	2358-7638	LSK 4066
* For enquiry about course logistics, please email to isom2020@ust.hk				

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

COURSE DESCRIPTION

With the proliferation of business data and the need to analyze data for business insights, it becomes increasingly important for business students to have a basic understanding of coding that can help them to accomplish business goals. 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 Quizzes	Pre-class videos explaining key concepts and programming syntaxes; weekly quizzes 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
Individual Assignment	Require students to practice programming skills, as well as apply such skills and knowledge to solving business analytics problems.	1, 2, 3, 4, 5

EVALUATION

Components	Percentage of the grade
A. Weekly Quiz	10%
B. Lab Submissions	10%
C. Individual Assignment	20%
D. Final Exam	60%
TOTAL:	100%

A. Pre-class Videos and Weekly Quizzes (10%)

Students are expected to watch pre-class videos **BEFORE each lecture** from week 1 to week 5. Each set of videos cover 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.

After watching the videos, students MUST complete a short quiz on Canvas **BEFORE each lecture (due at 8:00am on Mondays, i.e., Feb 6(Feb 13*), Feb 13, Feb 20, Feb 27, and Mar 6)**. Quizzes can be taken as many times as desired, but **NO late submission** of the quizzes **for whatever reason** will be accepted (***except for in the first week until Feb 13**). 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 (10%)

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) from week 1 to week 6. Details of the requirement for the session is provided below. **NO late submission** will be accepted and there will **NO MAKEUP** arrangement for whatever reason.

- 10 points for completing 5+ lab submissions (missed at most 1)
- 8 points for completing 4 only (missed 2 out of 6)
- 5 points for completing 3 only (missed 3 out of 6)
- 1 point for completing 2 only (missed 4 out of 6)
- No points for completing none or 1 only (missed 5 or 6)

C. Individual Assignment (20%)

There will be **ONE individual** assignment. Details of the assignment will be provided later in class. Late submission **within 24 hours after the due date and time will receive a 30% penalty**; while late submission **beyond 24 hours will NOT** be accepted (i.e. zero points)!

D. Final Exam (60%)

There will be ONE final exam scheduled on **March 25th (Saturday) afternoon**. 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.

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 [ISOM LA?]** (? being the session number, e.g., [ISOM2020 L2] or [ISOM LA5] 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

Prof. Hong welcomes feedbacks on her teaching throughout the semester. You are encouraged to contact her at any time when you have any questions, suggestions, concerns, or would like to ask for advice. Please remember, she is here to help you learn. So please do **NOT** hesitate to contact her at any time, so she can do her 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 Spring 2022 semester.** In such a case, you need to apply to your major department and ARO for approval.

CLASS SCHEDULE (TENTATIVE)

TOPIC	LECTURE	LAB
-	[Feb 3] No class First lecture starts on Feb 6	[Feb 6-10] Software installation and programming environment
1	[Feb 6-9] Introduction to Python Arithmetic operators, Print, Variable, and Data type	[Feb 13-17] Lab exercise on Python basics
2	[Feb 13-16] Input, Conversion, Collective Variables	[Feb 20-24] Lab exercise on input, conversion, and collective variables
3	[Feb 20-23] Conditional statement (if...else)	[Feb 27-Mar 3] Lab exercise on conditional statement
4	[Feb 27-Mar 2] Loops (for)	[Mar 6-10] Lab exercise on loops (for)
5	[Mar 6-9] More about Loops (While/break)	[Mar 13-17] Review of common mistakes and Q&A
6	[Mar 13-16] Practice & Revision	-
7	<i>Exam: Saturday March 25th, 3:00pm~5:00pm (please mark the date & time!)</i>	

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