

# IM 2011: Programming for Business Computing (商管程式設計)

## Spring 2017 (106-2)

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In recent years, information technology (IT) has transformed the way people do commerce and business. Some obvious examples are online channels, digital marketing, automatic replenishment, program trading, display advertisement, social networking sites, business analytics, just to name a few. Understanding the capability of IT obviously brings in huge advantage to a business decision maker: Either you do it by yourself when you are junior, or you know who are the right people to delegate to when you are senior. Being able to communicate with (or even lead) IT people is also critical.

In this course, we will introduce how to write computer programs for business computing. We cannot make you a software engineer, who build software products to sell to consumers. Instead, we plan to enable you to write programs to facilitate your own works (e.g., analyze a huge data set that cannot be done with MS Excel). More importantly, you will know how a computer program works, the ways computer scientists and software engineers think, and how to leverage IT to bring in competitive advantages to your organization and yourself.

The programming language we will introduce is Python, one of the most popular and powerful high-level programming language nowadays. The language Python is just something that facilitates the delivery of the principles of computer programming. What really matter are the conceptual principles, not the syntax or rules. Our objective is not to teach you how to write Python programs; we want to make you be able to learn other programming languages (like R, SAS, Javascript, etc.) in the future.

This is an elective course for everyone. If too many students want to take this course, students in the college of management have the highest priority. We do not assume any background in computer programming, and there is no prerequisite for this course. Auditing is welcome if and only if the classroom is not full. This course is taught in Chinese.

## Basic information

### Instructors.

- Ling-Chieh Kung (孔令傑): lckung(AT)ntu.edu.tw; Room 413, Management Building 2.  
<http://www.im.ntu.edu.tw/~lckung/>.
- Hsin-Min Lu (盧信銘): luim(AT)ntu.edu.tw; Room 509, Management Building 2.  
<http://www.im.ntu.edu.tw/~lu/>.

### Teaching Assistants.

資管碩二	陳妍秀	r05725037(AT)ntu.edu.tw	張鑑霖	r05725034(AT)ntu.edu.tw
資管碩一	彭毅軒	r06725038(AT)ntu.edu.tw	薛光佑	r06725049(AT)ntu.edu.tw
	方心成	r06725045(AT)ntu.edu.tw		
資管五	吳沛璇	b02208031(AT)ntu.edu.tw		
資管四	鄭允頌	b03705051(AT)ntu.edu.tw		

### Meetings.

- Lectures: 9:10 am–12:10 pm, Monday. Room 104, Management Building 2.
- Labs:
  - 6:25–9:05 pm, Wednesday. Room 103, Management Building 1.
  - 6:25–9:05 pm, Thursday. The large computer classroom, Management Building 1.
- TA's office hour: 12:20–2:10 pm, Friday. Room 101, Management Building 1.

**Textbook.** A. Downey, *Think Python 2* (<http://greenteapress.com/wp/think-python-2e/>).

## On-line Resources.

- To check grades: CEIBA.
- To download or link to materials: CEIBA.
- To submit homework: PDOGS (<http://pdogs.ntu.im>).
- To discuss: <https://piazza.com/ntu.edu.tw/spring2018/im2011>.

## Grading

### Breakdown.

- Homework: 35%.
- One quiz: 5%.
- Two exams: 30% (20% for the higher and 10% for the lower).
- Final project: 30%.
- (Bonus) class participation: 5%.

**Conversion rule.** The final letter grades will be given according to the following conversion rule:

Letter	Range								
F	[0, 60)	C-	[60, 63)	C	[63, 67)	C+	[67, 70)	B-	[70, 73)
B	[73, 77)	B+	[77, 80)	A-	[80, 85)	A	[85, 90)	A+	[90, 100]

**Regrading.** The TAs will grade everything except the final project and regrade them upon request. If you have a regrading request, please contact the TAs directly.

## Tentative schedule

Week	Date	Lecture subject or event	Textbook	Instructor
1	2/26	Course overview and the basics	Chs. 1 & 2	Kung
2	3/5	Computers and conditionals*	Appen. B & Ch. 5	Kung
3	3/12	Conditionals and iterations*	Ch. 7	Kung
4	3/19	Lists*	Ch. 10	Kung
5	3/26	Applications in operations, and <i>quiz</i>	N/A	Kung
6	4/2	(No class: spring recess)	N/A	N/A
7	4/9	<b>Midterm exam 1</b>	N/A	Kung
8	4/16	Functions and fruitful functions*	Chs. 3 & 6	Lu
9	4/23	Strings*	Ch. 8	Lu
10	4/30	Data structures, file I/O, and exceptions*	Chs. 11, 12, & 14	Lu
11	5/7	Applications in finance	N/A	Lu
12	5/14	<b>Midterm exam 2</b>	N/A	Lu
13	5/21	Classes and plotting*	Chs. 15-17	Kung
14	5/28	Graphical user interface*	Chs. 18	Kung
15	6/4	Company visit or guest speaker	N/A	N/A
16	6/11	Applications in marketing and/or accounting	N/A	Kung
17	6/18	(No class: Dragon Boat Festival)	N/A	N/A
18	6/25	<b>Final project presentations</b>	N/A	Both

For those dates where the lecture subject is starred, the lectures will be given in on-line videos before the lecture dates. There will be NO lecture during the lecture time. Please see the “Policy” section for more details.

## Policies

**Lectures in videos.** Most lectures will be given in the format of online videos. Before most lectures, the instructor will upload videos containing some materials to be studied by the students themselves. The total length of those videos for one lecture will be around 60 to 90 minutes.

### Office hour.

- For those Mondays without a lecture or event, an instructor and some TAs will hold office hour in the classroom at 10:20–12:10. If she/he wants, a student may discuss her/his questions with the instructing team. The classroom will be open at 9:10. Students are welcome to use the classroom to do discussions or study whatever they like. No booking is required, and we welcome everybody.
- On Friday, some TAs will hold office hour. The instructing team will invite only some students to come, and the TAs will debug for a student during the time slot reserved only for her/him. Invitations and confirmations are required.
- One may always contact the instructors to schedule a private meeting. You may ask them to clarify some concepts, give hints for homework problems, or discuss the final project. Discussions not related to course materials are also welcome.

**Note.** Because one must have enough painful experiences in debugging and revising programs, the instructor (and TAs) may (and actually should) refuse to debug for any student. The office hour on Friday is the only exception.

**Homework.** For most weeks, one homework will be assigned on Monday or Tuesday and due in one week. Please upload your Python source codes (and other files, if required) to the online grading system PDOGS by the due time. No submission in class or in lab. No hard copy. No late submission. While discussions are highly encouraged, each student must turn in her/his own homework. Cheating will result in severe penalty for everyone involved. The lowest two homework grades will be dropped (i.e., you may skip two homework if you want).

**PDOGS.** For homework of this course, we rely heavily on the Programming Design Online Grading System (PDOGS, or P-Dogs). After a student uploads her/his Python source file, the system will automatically compile and run the program with respect to some testing data, calculate grades, and display the grades to the student. One may repeatedly modify his program and upload again and again until she/he is satisfied. Only the last grades will be recorded.

**Labs.** Though not required, students are encouraged to attend labs. In lectures, the instructor will convey the concepts and ideas of Python programming; in labs, the TAs may review materials covered in lectures, discuss past homework, and give students on-site practices. These practices do not count for any grade. However, attending labs can be as important as attending lectures if you are a beginner.

**Attendance and class participation.** We do not count attendance. If you have something more important to do, feel free to drop a lecture or a lab. Nevertheless, we encourage class participation and include it in evaluating each student. During lecture time or office hour, you are more than welcome to ask or answer questions and provide comments. You are also encouraged to use Piazza for after-class discussions.

**Final project.** Students should form teams to do one final projects. For the final project, the instructor will only specify a rough direction. Each team then decides its own topic, build a program for its own objective, and demonstrate its program to the class publicly.

**A quiz and two exams.** For three weeks we will have a quiz and two exams during the lecture time. Students will be asked to write several Python programs during the exam time. Students are expected to use their own laptops, but those who do not have one may contact the instructors (in advance, not on-site) for help. The Internet will remain active throughout the exams, and one is allowed to search whatever she/he wants online. However, no communication with any living person is allowed. Cheating will result in a severe penalty for everyone involved.