



**Kuwait University**  
**College of Business Administration**  
**Quantitative Methods and Information Systems Department**

**Course Syllabus**  
**ISOM 350 – Business Application Development**  
**Fall 2023**

**Dr. Mohammad AlMarzouq**

### **Lecture Time and Location**

**Section 1:** Mon, Wed, 11:00 AM – 11:15 AM, Room C2 - 1003

**Grades:** Moodle gradebook

### **Contact Information**

**Location** : ISOM Department – 2<sup>nd</sup> Floor – Office No. 2016

**Email:** mo.almarzouq@ku.edu.kw

**Office Hours:** Sun to Wed, 10:30 AM – 11:00 AM or by appointment

### **Teaching Assistant**

**Name:** Laila Haidar

**Location:** ISOM Department – 2<sup>nd</sup> Floor - office: 2A-1062

**Email:** laila.haidar@ku.edu.kw

**Office Hours:**

- **Sun: 10am-1pm**
- **Mon: 9am-12pm**
- **Tue: 10am-1pm**
- **Thu: 1-2pm**

**Lab:** Thursday 2 - 4pm, location: 2A-1080

### **Course Description**

The purpose of this course is to introduce students to advanced concepts and models of application development and give students a practical understanding of the key processes related to building data-driven applications and appreciate the complexity of collective application development. Students will learn more advanced concepts of program design, data structures, programming, problem solving, programming logic, and fundamental design techniques used in contemporary data-driven business applications. Students will also comprehend and apply appropriate methods, techniques, and tools to execute the program development life cycle phases, including gathering requirements, designing a solution, implementing a solution in a programming language, and testing the completed application.

## Course Learning Objectives (CLOs)

Upon successful completion of the course, students will be able to:

**CLO1.** Use advanced data structures in building software solutions.

**CLO2.** Build contemporary data-driven business applications.

**CLO3.** Applying Object-Oriented (OO) principles in building business applications.

**CLO4.** Understand the challenges of collectively building applications.

**CLO5.** Apply contemporary project management principles in building business applications.

## CLO Mapping to CBA Skill Based Competency Goals<sup>1</sup>

CLO	Competency Goal			
	Analytical	Communication	Information Technology	Business Ethics
1	R			
2	R			
3	R			
4				
5				

### Type of Emphases:

- **(I)ntroduce:** Students will be introduced to the skill and their grasp of it assessed in the course.
- **(A)pply:** The course will not cover the skill. Students should have a high-level grasp of the skill and are required to apply it in the course.
- **(R)einforce:** Students should have an introductory-level grasp of the skill and the course will improve their mastery to a higher level.

## Required Material

**Course Website:** <http://malmarz.netlify.app/en/courses/350>

**E-Learning System:** Moodle

**Optional Textbook:** Tony Gaddis, [Starting Out with Python](#), Global Edition, 4th Edition Haywood Community College, 2019 [Purchase Online](#)

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<sup>1</sup> Competency goals found at the end of this document

## Prerequisite

ISOM 230 – Business Problem Solving and Programming

## Course Requirements and Policies

- The student is responsible for understanding class policies and keeping up to date with any changes made to them.
- Teams will be the main class communication tool, the student will be responsible to learn how to use it and to keep up to date with class announcements.
- Announcements, policy changes, assignments, and all communication posted on teams will be considered authoritative and treated as if the instructor mentioned it in class and as part of the course syllabus.
- To prevent class disruption, no entry is allowed after class attendance has been taken.
- Quizzes/exams will not be repeated for any reason.
- Negotiation of the final grade is neither accepted nor discussed.
- All mobile phones, communication, and electronic devices should be silenced.
- Food and drinks are allowed in class as long as they do not cause any disruption to class.
- Students are held to the highest standards of honor and conduct in class. As such, plagiarism and cheating will not be tolerated and will result in an automatic F for any student caught in such an act.
- Written assignments will not be accepted if not typed.
- Late assignments/submissions will not be accepted.
- **Attendance and Participation:** Every student in this course must abide by the Kuwait University Policy on Attendance (published in the Student Guide, Chapter 3, Section 13). A copy of the student guide can be accessed online on:
  - [http://www.kuniv.edu/cs/groups/ku/documents/ku\\_content/kuw055940.pdf](http://www.kuniv.edu/cs/groups/ku/documents/ku_content/kuw055940.pdf)
- This course has a significant seminar component and class participation is critical to the learning experience. Participation will be assessed in each class period. Your class participation and attendance will both contribute to your score of in-class performance.
- **Cheating and Plagiarism:** Every student in this course must abide by the Kuwait University Policy on Cheating and Plagiarism (published in the Student Guide, Chapter 3, Section 2). A copy of the student guide can be accessed online on:
  - [http://www.kuniv.edu/cs/groups/ku/documents/ku\\_content/kuw055940.pdf](http://www.kuniv.edu/cs/groups/ku/documents/ku_content/kuw055940.pdf)
- Please carefully note all sources and assistance when you turn in your work. Under no circumstances should you take credit for work that is not yours. You should neither receive nor give any unauthorized assistance on any deliverable. If you have any questions about what constitutes “unauthorized assistance” please email me before the deliverable is submitted.
- **Writing Style:** Students must refer to APA writing style for their assignments and report writing. Refer to the English Language Center for help.

## Grading

The scores in this course will be the weighted average of the following items:

Weight	Description
20%	Quizzes
20%	Assignments
10%	Lab
30%	Final Project
20%	Final (Written)
100%	TOTAL

## Grade Distribution

Grade	Range
A	$\geq 95$
A-	$\geq 90$ and $< 95$
B+	$\geq 87$ and $< 90$
B	$\geq 83$ and $< 87$
B-	$\geq 80$ and $< 83$
C+	$\geq 77$ and $< 80$
C	$\geq 73$ and $< 77$
C-	$\geq 70$ and $< 73$
D+	$\geq 65$ and $< 70$
D	$\geq 60$ and $< 65$
F	$< 60$

## Course Outline

Refer to the course website.

## Important Dates

Date	Event
TBA	Last day to drop a course
06/07/2021	Final Exam (5 PM)

## CBA Competency Goals

1. **Analytical Competency:** A CBA graduate will be able to use analytical skills to solve business problems and make a well-supported business decision.

**Student Learning Objectives:**

- 1.1. Use appropriate analytical techniques to solve a given business problem.
- 1.2. Critically evaluate multiple solutions to a business problem.
- 1.3. Make well-supported business decisions.

2. **Communication Competency:** A CBA graduate will be able to communicate effectively in a wide variety of business settings.

**Student Learning Objectives:**

- 2.1. Deliver clear, concise, and audience-centered presentations.
- 2.2. Write clear, concise, and audience-centered business documents.

3. **Information Technology Competency:** A CBA graduate will be able to utilize Information Technology for the completion of business tasks.

**Student Learning Objectives:**

- 3.1. Use data-processing tools to analyze or solve business problems.

4. **Ethical Competency:** A CBA graduate will be able to recognize ethical issues present in business environment, analyze the tradeoffs between different ethical perspectives, and make a well-supported ethical decision.

**Student Learning Objectives:**

- 4.1. Identify the ethical dimensions of a business decision.
- 4.2. Recognize and analyze the tradeoffs created by application of competing ethical perspectives.
- 4.3. Formulate and defend a well-supported recommendation for the resolution of an ethical issue.

5. **General Business Knowledge:** A CBA graduate will be able to demonstrate a basic understanding of the main business disciplines' concepts and theories.

**Student Learning Objectives:**

- 5.1. Acquire a fundamental understanding of knowledge from the main business disciplines (e.g. finance, accounting, marketing, and management information systems, among others).