Kuwait University
College of Business Administration
Information Systems and Operations
Management Department

جامعة الكويت
KUWAIT UNIVERSITY

AACSB
ACCREDITED

Course Syllabus
ISOM 350 Business Application Development
Dr. Zainab M. AlQenaei
Spring 2024

Lecture Time and Location:
ISOM 350 / 01A : Mon Weds 08:00 AM – 09:15 AM Room D2 1007

Contact Information:

Location	: ISOM Department – 2nd Floor – Office No. A2 1037
Email	: zmalbader@gmail.com
Office Phone	: (965) 2498 8683
Office Hours	: Mon Weds 09:30 AM – 10:00 AM or by email appointment
Social Media	: @zmalbader

Teaching Assistant:

Name	: TA Laila Haidar
Location	: ISOM Department – 2nd Floor – Office No. A2 1069
Email	: laila.haidar@ku.edu.kw
Office Hours	: TBA

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):

The learning outcomes for this course, listed below, relate to the learning goals of the College of Business Administration Undergraduate Program. 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[1]

CLO	Competency Goal				
	Analytical	Communication	Information Technology	Business Ethics	General Business Knowledge
1	R				
2	R				
3	R				
4			I		
5					A

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:

Textbook   : Tony Gaddis, Starting out with Python, Global Edition, Pearson
Additional Material : Other material is available on Moodle
E-Learning System   : MS Teams and Moodle Learning Management System
Course Website   : https://moodle.ku.edu.kw/login/index.php

Course Requirements and Policies:

Quizzes: There are total of five quizzes (drop the lowest). These quizzes are scheduled on the due dates of the respective chapters. No make-up quizzes will be given.

Grades: After a grade is posted, you will have two working days to discuss your quiz, presentation, project, exams(s), or absence with your instructor or teaching assistant. After that, the grade is final.

Emails: Emails sent must include a subject, be addressed properly, and signed with full name, course and section number. Otherwise, the email will be discarded. Email etiquette could be accessed online upon request.

Class Preparation: It is very important that students are prepared for each class period. Check MS Teams before each class for the required reading or video.

Nepotism: By registering for this class, you agree to abide by all its regulations including the zero tolerance of nepotism. By agreeing to this rule, you understand that your grade will be decreased a full letter grade (that is: goes from an "A" to a "B" for example) if anyone (family, friends, etc.) attempts to influence your grade (with or without your knowledge).

CBA Competency Goals can be found at the end of this document [1]

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://kuweb.ku.edu.kw/cs/groups/ku/documents/ku_content/kuw055940.pdf

Participation will be assessed in each class period. Your class participation and attendance will both contribute to your overall grade. Be on time for the lecture. At the beginning of each lecture, attendance will be taken, anyone coming after that time will be considered as late. Being late three times is equivalent to one absence. Absence with a valid excuse will still count as an absence.

Students must attend the classes they are enrolled in (i.e., no informal switching between sections for the same faculty member or between different faculty members). The same is applied to taking exams.

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://kuweb.ku.edu.kw/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. Tools may be used include E-plagiarism system (Turnitin: www.turnitin.com) and Cloud system (OneDrive of Microsoft). If you have any questions about what constitutes "unauthorized assistance" please email me before the deliverable is submitted.

Mobiles: Students should turn their mobile silent at the beginning of each class.

Special Needs: If you are a special needs student (have any disability), please inform your instructor.

Writing Style: Students must refer to APA writing style for their assignments and report writing. Refer to the English Language Unit for help.

Make-up: No make up for quizzes. Midterm and final exams will be executed according to plans. In case Moodle fails for uncontrolled reasons, the exam will be re-scheduled. If you have severe health issue (during Midterm/ Final Exam time), then submit documentation to your instructor to decide on your case. For the Midterm, if your documentation is approved, you will be invited to complete a makeup (at a time set by the instructor). For the Final, if your documentation is approved, an "I" (Incomplete) will appear in the KU portal and you will be invited to complete the makeup the first week of the following academic term. You must inform your instructor and share the results of any medical tests before the exam to be eligible for a make-up.

Grading:

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

Weight	Description
5%	Discussion and Participation
20%	Quizzes (5 quizzes drop 1 – 5% each)
15%	Lab
20%	Final Project
40%	Final Exam
100%	**Total**

Grade Distribution:

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

Course Outline:

Subject	Chapter	Main Topics
Review of Basics Python Programming	1-5	Decision and repetition structures, functions
Files and Exceptions	6	File input and output, process files using loops, processing records, exceptions
Strings	8	String operations, string slicing and manipulation
Dictionaries	9	Dictionaries, sets, serializing objects
Object Oriented Programming	10	Procedural and object-oriented programming, classes, instances
Inheritance	11	Inheritance, polymorphism
GUI Programming	13	Introduction to graphical user interface programming using Python
Project Management	Outside reading material	Project organization, project leadership, project budgeting, project cost, time, and quality management

Important Dates:

Date/Time	Event
March 16th, 2024	Last Day to Withdraw
May 6th, 2024	Final Project
May 13th, 2024	Last day of classes
May 16th, 2024 (5 pm – 7 pm)	Final Exam (Chapters 6, 8, 10, and 12)

Kuwait University
College of Business Administration
Information Systems and Operations
Management Department

جامعة الكويت
KUWAIT UNIVERSITY

CBA Vision:
To be the leading provider of quality business education in the region.

CBA Mission:
As part of Kuwait University, the leading national institution of higher education, the College of Business Administration is committed to providing quality business education, engaging in research and community services to contribute to the socio-economic development of the country.

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).