



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



Course Syllabus

Dr. Ahmad M. Ashkanani

ISOM 120 – Principles of Business Statistics – Spring 2025

Section 01A	S / T / Th	11:00 AM – 11:50 AM	Room 01-C1-1008
Section 02A	S / T / Th	12:00 PM – 12:50 AM	Room 01-C1-1008
Email	a.ashkanani@ku.edu.kw		
Office	2nd Floor, ISOM Department, Office # 02-0A-1016		
Office Hours	Sun 08:30 AM – 08:55 AM Tue 08:30 AM – 08:55 AM and 10:00 AM – 10:30 AM (or by appointment)		
Teaching Assistant	Dr. Hana AlOmar		
Email	hana.alomar@ku.edu.kw		
Textbook	Bowerman, B., O'Connell, R., Murphree, E., & Orris, B. (2015). Essentials of Business Statistics . McGraw Hill.		
Electronic Systems	Moodle + Microsoft Teams		

Course Description:

This course introduces statistical concepts and techniques with a focus on their application in business. The curriculum covers topics such as the graphical and tabular presentation of data, measures of central tendency and dispersion, introduction to probability, random variables, discrete and continuous distributions, and sampling distributions.

COURSE LEARNING OBJECTIVES (CLOS):

This course aims to give students a solid foundation in basic statistical concepts, descriptive tools, principles of probability, and probability distributions, with a focus on their application in the business world. The course emphasizes the use of computer-based tools to solve statistical problems and will develop students' ability to use these tools effectively. By the end of the course, students should be able to:

- CLO1. Organize, summarize, analyze, and interpret data in tabular, graphical, and pictorial formats.
- CLO2. Understand the concepts of primary and secondary data, classification of data, measures of central tendency, and absolute and relative measures of dispersion and their application in business.
- CLO3. Understand the concepts of probability and probability distributions and their application in business.
- CLO4. Use statistical software to perform data analysis and produce tables and charts that represent the data appropriately.
- CLO5. Understand the ethical aspects of data handling, analysis, and interpretation.

CLO MAPPING TO CBA SKILL BASED COMPETENCY GOALS¹

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

Note: 'I' indicates Introduce and 'R' indicates Reinforce

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

COURSE OUTLINE

Topic	Key Topics	Readings	Quizzes	Assignments	Exams	
An Introduction to Business Statistics	<ul style="list-style-type: none"> Data Data Sources Populations and Samples Ratio, Interval, Ordinal, and Normative Scales of Measurement Ethical Guidelines for Statistical Practice 	CH 1	Q1	A1	Midterm 1	Final Exam
Descriptive Statistics: Tabular and Graphical Methods	<ul style="list-style-type: none"> Graphically Summarizing Qualitative Data Graphically Summarizing Quantitative Data Dot Plots Stem-and-Leaf Displays Contingency Tables Scatter Plots 	CH 2	Q2	A2		
Descriptive Statistics: Numerical Methods	<ul style="list-style-type: none"> Describing Central Tendency Measures of Variation Percentiles, Quartiles and Box-and-Whiskers Displays Weighted Means and Grouped Data 	CH 3	Q3	A3		
Probability	<ul style="list-style-type: none"> Probability and Sample Spaces Probability and Events Some Elementary Probability Rules Conditional Probability and Independence Bayes' Theorem Counting Rules 	CH 4	Q4	A4	Midterm 2	
Discrete Random Variables	<ul style="list-style-type: none"> Two Types of Random Variables Discrete Probability Distributions The Binomial Distribution The Poisson Distribution The Hypergeometric Distribution 	CH 5	Q5	A5		
Continuous Random Variables	<ul style="list-style-type: none"> Continuous Probability Distributions The Normal Probability Distribution 	CH 6	Q6	A6		

GRADING AND COURSE REQUIREMENTS

- All dates (EXCEPT for the final) may change due to class circumstances and holidays. Always check online for the latest version of the syllabus and course calendar.

Weight	Category	Description
10%	Tutorials	You must register in the tutorial of this course on KU Portal and attend the tutorial sessions.
10%	Quizzes	We will have a total of six quizzes.
10%	Assignments	We will have a total of six assignments.
15%	Midterm 1	Date/Time: Wed. 26/03/2025 at 12:30 PM
15%	Midterm 2	Date/Time: Wed. 30/04/2025 at 12:30 PM
40%	Final Exam	Date/Time: Mon. 19/05/2025 from 2 PM to 4 PM
100%		

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

Important Dates

Date	Event
Wed. 26/03/2025	Midterm 1
Wed. 30/04/2025	Midterm 2
Thur. 15/05/2025	Last Day of Classes
Mon. 19/05/2025	Final Exam

CLASS PARTICIPATION

The quality of our classroom discussions in large part depends on you and your preparation for class. Successful preparation for the class includes, but is not limited to, (1) reading relevant book sections or other assigned readings prior to class, (2) thinking about how the discussed topic relates to other business functions, and (3) thinking about ethical issues that are relevant to the discussed topic (if any). Keep in mind that quality of your questions and comments is more important than quantity.

TUTORIALS

You must **register** in the tutorial of this course on KU Portal. Tutorial attendance is required, and your TA will assign you exercises and/or exams that are worth 10% of the total grade of this course.

QUIZZES

We will have a total of six quizzes in this course. Each quiz corresponds to one chapter of the book. Exam questions may include both conceptual and analytical questions. The assignment questions are a good reflection of what the analytical exam questions may look like. The conceptual questions will test your understanding of various topics covered in each of the chapters and may include a combination of multiple choice and/or essay type questions. The quizzes dates will be announced later.

ASSIGNMENTS

Six assignments will be given during the semester. Assignment questions are a good reflection of what the **analytical** exam questions may look like. These are individual assignments, thus while it is fine to discuss the assignment questions with your instructor, TA, and other students, you must solve the assignment yourself.

MIDTERMS

We will have a total of two unified midterms in this course. Each midterm is worth 15% (total of 30% of your final grade). Midterm 1 covers the contents of chapters 1, 2, and 3 from the book, while midterm 2 covers the contents of chapters 4 and the beginning of chapter 5 from the book. The exams will consist of problems that require you to show the steps taken to arrive at the solution. Thus, you will receive no points if you don't present your work, even if the final answer is correct.

FINAL EXAM

There is a unified final exam (worth 40% of final grade) in this course. The final exam will cover the contents of chapters 3, 4, 5, and 6 from the book. The exam rules are as follows:

Identification: You must bring and display a valid Kuwait University student ID to the examination.

Late Arrival: If you arrive late for an examination, you will be given the remaining amount of time to complete your examination. However, after the first student hands in her/his examination, late students cannot start the examination. These late students will receive a FA grade in the course.

Questions during the examination: You are not allowed to ask questions about the exam content during the examination, unless you feel that there is a typographical error. Reading and understanding what the question is asking is part of the exam. If you need to make any assumptions, then make sure to clearly write those assumptions in your response.

Other: Working on your examination after time has expired is not allowed – this includes filling in answers on the answer sheet.

Note for the final exam: The exam will consist of problems that require you to show the steps taken to arrive at the solution. Thus, you will receive no points if you don't present your work, even if the final answer is correct.

ATTENDANCE

Attendance in this class is required. While there is no specific grade given for attendance, absences and late attendance will negatively affect your in-class experience. It is your responsibility to seek out help from classmates to fill you in on missed materials. For online sessions, you are expected to attend the live meetings that we will have on MS Teams. Failing to do so will lead to counting you as absent for a given class session.

In addition to my classroom policies, you are also expected to abide by the policies of the University. Every student in this course must abide by the Kuwait University Policy on Attendance (published in the student bylaws).

ACADEMIC INTEGRITY

The University's code of academic integrity is designed to ensure that the principles of academic honesty and integrity are upheld. All students are expected to adhere to this Code. All acts of academic dishonesty will be dealt with in accordance with the provisions of this code. Every student in this course must abide by the Kuwait University Policy on Cheating and Plagiarism (published in the student bylaws).

In particular,

- You should neither give nor receive assistance from anyone in taking the quizzes, assignments, and final exam.
- You should immediately report to me any act of academic dishonesty that you may observe. Your anonymity will be protected.

Cheating includes (but not limited to):

- Using unauthorized notes during the examination.
- Using unauthorized devices during the examination
- Communicating with anyone besides instructor or exam proctor.
- Looking at another student's work during the examination.
- Copying another student's work.
- Having someone else take the exam on your behalf.

OTHER COURSE POLICIES

Your fellow-students and I need 100% of your attention and mindshare while the class is in session. Toward this end:

- For each class, please arrive sufficiently ahead of the official start time in order to collect any handouts or prior quizzes that have been graded and get yourself ready with your notes and papers.
- Please do not walk around, or out of, the classroom, while class is in session.
- All electronic gadgets must be turned off (not turned to vibrate, but actually turned off!) while class is in session. For the purpose of this bullet, if your gadget has an on/off switch, it is an electronic gadget.

Note: Please DON'T send anyone (a family member or any other person) to talk to me about raising your grade. Any student who violates this rule will not receive class bonuses (if any).

Special Needs: If you have a disability and/or special needs, you should bring this to my attention as soon as possible, but not later than the second week of class.

COMMON EXCUSES THAT ARE NOT ACCEPTABLE

“My scores do not reflect the enormous effort I am putting into this course.”

“I really understand the material, but my scores don't reflect it.”

“I spent hours studying for this test, but I just blanked out during the test.”

“I am not good at math problems.”

“I am not good.”

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).