**Course Syllabus**

**ISOM 340 Business Analytics for Decision Making**

**Dr. Ali Dashti (D.A.D)**

**Spring 2025**

**Lecture Time and Location:**

**ISOM 340 / 01A**  :MW 9:30 – 10:45 AM Room D2 1005

**Contact Information:**

**Location** :ISOM Department – 2nd Floor – Office No. A2 1023

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**Office Phone** : (965) 2498 8689

**Office Hours** : 135 7-8 PM or by appointment

**Course Description:**

This course will introduce students to the area of Business Analytics (BA). Students will learn how to approach business issues using BA. The BA model will be introduced at both the strategic and analytical levels. Students will learn the principles and best practices as well as various analytical methods for transforming data into information and relevant knowledge for decision making. Student will also learn how analytics can drive better business planning by mapping current theories and technologies to the practical benefit of a business. Students will also be introduced to hands on best analytics tools using software like Excel, SPSS and Tableau.

**Course Learning Outcomes:**

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:

1. Learn the role of a business analyst and have a clear understanding of BA methods and tools.
2. Understand the data mining process and how and why BA are used today for competitive advantage.
3. Select and apply appropriate analytic tools for solving business problems [LG2].
4. Interpret various dataset and understand how they relate to business objectives [LG5].
5. Apply BA tools to make informed managerial recommendations for business problems [LG3].

**CLO Mapping to CBA Skill Based Competency Goals**

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

**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** : Sharda R, Delen D, and Turban E. (2014). Business Intelligence and Analytics: Systems for Decision support. Pearson. TENTH Edition. ISBN-10: 1-292-00920-9; ISBN-13: 978-1-292-00920-9

**Additional Material** : Other material is available on Moodle

**E-Learning System** : MS Teams and Moodle Learning Management System

**Course Outline**

|  |
| --- |
| Topic |
| Chapter 1 An overview of Business Intelligence, Analytics, and Decision Making |
| Chapter 2 Foundations and Technologies for Decision Making |
| Chapter 3 Data Warehousing |
| Chapter 4 Business Reporting. Visual Analytics, and Business Performance Management |
| Chapter 5 Data Mining |
| Chapter 7 Text Analytics, Text Mining, and Sentimental Analysis |
| Chapter 8 Web Analytics, Web Mining, and Social Analytics |
| Chapter 9 Model-Based Decision Making: optimization and Multi Criteria System |

**Course Policies**

You are responsible for knowing the following policies (“I didn’t know” is NOT an excuse):

* Attendance and Participation:
  + Each student should turn silent his/her mobile at the beginning of class
  + Every student in this course must abide by the Kuwait University Policies (including ERT additions) 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/ku/Students/References/index.htm>

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

* + Be on time for the lecture (remember, class starts on time, NOT 5 minutes later). At the beginning of each lecture, I will take attendance, anyone coming after that time will be considered as absent.
  + 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 quizzes, midterm, and final exams
* Absenteeism:
  + University regulations governing absenteeism are applied to all students. This involves a first warning after **3 hours (not lectures)**, a second warning after additional 3 hours absence and a failure notice for any absence beyond the six hours. Absence with a valid excuse will still count as an absence. But each student is allowed two absences (no questions asked), after that, each absence will be counted.
* Exams and Quizzes (**ONLINE on YOUR LAPTOP- NOT handheld devices**)
  + Make-up quizzes and exams: **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 the next Saturday (after the initial plan date) and at the same timing. **If you have Covid (during Midterm/ Final Exam time), then submit documentation of PCR/ Civil ID to the Committee 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 committee). 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 a PCR test at least 4-5 days before and exam to be eligible for a make-up.
  + **Moodle will be used with Safe Exam Browser. Make sure you access Moodle using Google Chrome**. **Safe Exam Browser** must be installed on laptop or desktop. Be sure to install **Safe Exam Browser** BEFORE the exam date by taking the compatibility test in Moodle (for technical help, please see your TA). **You are responsible for having a working computer (Systems Updates and Safe Exam Browser Updates) Fully Charged and with working Internet BEFORE THE EXAM.**
  + **Exams will NOT be administered using handheld devices like iPhone or iPad (even if it has worked in past exams)**. You need a laptop for the ENTIRE EXAM.
  + Any academic dishonesty during the course or suspicious behavior during the exam will have consequences. A student can earn a ZERO in the assessment, an “F” in the course, and can be reported to Associate Dean of Student Affairs to take even more severe actions.
  + 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; p. 22). A copy of the student guide can be accessed online on: <http://kuweb.ku.edu.kw/cs/groups/ku/documents/ku_content/kuw055940.pdf>
  + If you have special needs (e.g., any type of disability, pregnancy, diabetes, etc.), please make sure you inform the instructor (within the FIRST WEEK of class). You can also check with Associate Dean for Student Affairs office for other rights and duties.
  + The instructor will NOT answer any questions during the exam including clarification questions. Furthermore, dictionary use is prohibited during exams.
  + If you have any doubt related to a question(s) on quizzes or exams you need to flag the question(s) and insert a comment with your full name, section, and the reason for flagging the question(s). Failure in doing so will result in not reviewing flagged question(s).
* Grading:
  + There are **NO** collaborations in quizzes and exams - this will be considered **cheating**. Plagiarism will also be considered as cheating.
  + Late submission will not be accepted
  + Writing Style: Students must refer to APA writing style for their assignments and report writing. Refer to the English Language Center for help (For more details see http://www.easybib.com/guides/citation-guides/apa-format).
  + **After a grade is posted (quizzes, assignment, video exercises, midterm, … etc), you will have 1 week to discuss it with your instructor or teaching assistant (TA). After that, the grade is FINAL and released**.
  + For the final exam, the final grades will be posted after 12 hours
  + Negotiation of the final grade is neither accepted nor discussed.
  + There will be **no rounding up or down** once your grade is finalized (for example, 89.99% is B+ not A-).
* Academic Dishonesty will not be tolerated. Cheating/ submitting work prepared by someone else/ resubmitting work from other courses/ plagiarism and the like will earn you an “F” grade in the course.
* Students are responsible to have working and up to date computer/ laptop and internet. Students are responsible for making sure their work is posted to the LMS: make sure the posting to the forum is uploaded fully, make sure files uploaded are not corrupt (download then upload the work and make sure it is readable) etc.
* Students are responsible for the content/ instructions etc. on LMS as well as emails. For example, your instructor will not remind you of due dates.
* Students are responsible for content of any social media groups setup. These are NOT monitored by your instructor.
* Recording (audio/ video) as well as still photography are strictly prohibited (in accordance with KU policies).
* Students should contact instructor by email (NOT MS Teams) within working hours and days. Students cannot contact instructors or TAs out of normal hours (e.g., 2am on Friday) to get help if they have a question or technical issue and will not get an extension for deadlines to solve technical problems.

**Grade distribution**

|  |  |
| --- | --- |
| Range | Grade |
| >= 95% | A |
| 90%-94.99% | A- |
| 87%-89.99% | B+ |
| 83%-86.99% | B |
| 80%-82.99% | B- |
| 77%-79.99% | C+ |
| 73%-76.99% | C |
| 70%-72.99% | C- |
| 65%-69.99% | D+ |
| 60%-64.99% | D |
| <= 59.99 | F |

**Grade Distribution**

|  |  |  |
| --- | --- | --- |
| Category | Percentage | Description |
| Final Exam | 40% | Chapters 5, 7, 8, and 9 |
| Midterm Exam | 20% | Chapters 1, 2, 3 and 4 |
| Homework | 10% | *4 Homework each worth 2.5%* |
| Quizzes | 10% | *6 quizzes dropping the lowest grade (total 5 quizzes)* |
| LAB | 10% | *Exercises done by TA* |
| Other | 10% | *Kahoot* |
| Total | 100% | The Course Curve is set for 3% ONLY |

**Important Dates**

|  |  |
| --- | --- |
| Item | Due Date |
| Midterm | 12 March 2025 during class time |
| Final Exam | 25 May 2025 1:00PM – 3:00PM |

***Note: your instructor will NOT remind you of the above dates.***

**FINALLY**

In general, your ideas, comments, suggestions, questions, grade challenges, etc. are welcome and encouraged, if you feel the need to share your thought. However, **No part of your grade will be based on anything other than your coursework and attendance**.

 If a student decides to bring a parent/uncles/aunts (relatives) or **anyone to discuss or change a grade, that student will automatically lose 10% of their total grade**. Keep in mind your grades are private and I have no right to disclose any information to another person. If a student decides to resort to nepotism, also known as Wasta, to request alteration of a grade the student will automatically lose 10% of their total grade.

 “I am a senior and I need an A in the class to graduate because my GPA is low” or “I need a B+ because I am on probation” this is your own doing you will get a B+ or an A only if you (EARN IT), the professor will not entertain such excuses. “Please reduce my grade to a C- so I can repeat the course” is also not entertained.

 I promise to give you RESPECT / FAIRNESS / and QUALITY in return I expect the same courtesy from you towards me and your fellow class mates.

 **The final Curve for this class is 3% ONLY**. It will not change (i.e., up or down) at the end of the semester and is established from the beginning of the course so students know their final grades the minute they submit the final exam.