



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

Time: Mon, Wed, 11:00 AM – 11:15 AM,

Location: Room D3 - 1009

Grades: attend-class.com

Final: 25/05/2025 11:00--13:00

Contact Information

Location: ISOM Department – 2nd Floor – Office No. 2016

Email: mo.almarzouq@ku.edu.kw

Office Hours: Mon, Wed 11:00-11:50 AM or by appointment

Teaching Assistant

Name: Laila Haidar

Location: ISOM Department – 2nd Floor - office: 2A-1062

Email: laila.haidar@ku.edu.kw

Office Hours:

- TBA

Lab: 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)

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 Goals¹

| 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](#)

¹ 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
- **Attendance warnings and failure:**

| | Sun, Tue, Thu Classes | Mon, Wed classes |
|-----------------------|------------------------------------|------------------------------------|
| <i>First Warning</i> | After 3 absences | After 2 absences |
| <i>Second Warning</i> | After 3 more absences (6 total) | After 2 more absences (4 total) |
| <i>Fail</i> | After one class (7 total) | After one class (5 total) |

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

- 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 | ≥ 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

Refer to the course website.

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).