

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	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 : James R Evans (2021). Business Analytics, Global Edition, 3rd edition. Pearson. ISBN 10: 1-292-33906-3.

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:

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

Grades: After a grade is posted, you will have two working days to discuss your submission or absence with your instructor or teaching assistant (if any). 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 and Moodle 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



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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).

Attendance and Participation: University regulations governing absenteeism are applied to all students. This involves a first warning after 3 hours (not lectures), a second warning after an additional 3 hours absence and a failure notice for any absence beyond the six hours. A copy of the student guide can be accessed online on: <https://www.ku.edu.kw/registration-guide>

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.

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: <https://www.ku.edu.kw/registration-guide>

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 tests or submissions. For the Final Exam, 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 any documentation before an exam to be eligible for a make-up.



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Grading:

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

Weight	Description
10%	Attendance, Discussion, and Participation
10%	Group project
20%	Lab tutorial
20%	Tests (best 4 out of 5)
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



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Course Outline:

Chapter	Main Topics
1	Introduction to Business Analytics
2	Database Analytics
3	Data Visualization
4	Descriptive Statistics
5	Probability Distributions and Data Modeling
6	Sampling and Estimation
7	Statistical Inference
8	Trendlines and Regression Analysis

Important Dates:

Date/Time	Event
March 14 th , 2026	Last to Withdraw
April 30 th , 2026	Final Project
May 7 th , 2026	Last day of classes
May 11 th , 2026 (9:00 am – 11:00 am)	Final Exam



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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).