



Course Specification

(Bachelor)

Course Title: **Fundamentals of Digital Strategy**

Course Code: **IS 1362**

Program: **Bachelor of Information Systems**

Department: **Information Systems**

College: **College of Computer and Information Sciences**

Institution: **Imam Mohammad Ibn Saud Islamic University**

Version: **1**

Last Revision Date:

Approved: 24/08/2025



Table of Contents

A. General information about the course:	3
B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods	4
C. Course Content	5
D. Students Assessment Activities	6
E. Learning Resources and Facilities	6
F. Assessment of Course Quality	7
G. Specification Approval	7





A. General information about the course:

1. Course Identification

1. Credit hours: 3 credit hours (lectures:3)

2. Course type

A. ☐ University ☐ College ☒ Department ☐ Track ☐ Others
B. ☐ Required ☒ Elective

3. Level/year at which this course is offered: 3rd Year

4. Course general Description:

Mobile, analytics, social media, sensors, and cloud computing have already fundamentally changed the entire business landscape as we know it. This course illuminates the principles and practices that lead to successful digital transformation. It explains successful transformation in a clear, two-part framework: where to invest in digital capabilities, and how to lead the transformation.

5. Pre-requirements for this course (if any):

IS 1340

6. Co-requisites for this course (if any):

No Co-requisites

7. Course Main Objective(s):

The aim of this course is to introduce students to the processes, methods, techniques and tool that organizations use for Digital Transformation.

2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	3 hours/week	100%
2	E-learning		
3	Hybrid - Traditional classroom - E-learning		





No	Mode of Instruction	Contact Hours	Percentage
4	Distance learning		

3. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	45
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify)	
Total		45

B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Describe the main concepts of Digital Transformation	K2(P)	Class Lectures	Quiz 1, Assignment 1
1.2	Explain how digital capabilities such as cloud, analytics, mobile, and social media support business transformation.	K1(I)	Class Lectures	Quiz 2, Midterm
1.3	Identify the organizational, technological, and leadership factors influencing digital strategy adoption.	K2(P)	Class Lectures	Midterm, Final
2.0	Skills			
2.1	Analyze real-world digital transformation cases	S1 (P)	Class lectures, Case discussions	Assignment 1, Midterm, Final





Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
	to determine success factors and challenges.			
2.2	Apply digital strategy frameworks to evaluate or redesign a business model.	S2 (P)	Class lectures, Group project guidance	Project, Assignment 2
2.3	Develop a strategic digital vision for an organization, integrating customer experience, operations, and leadership dimensions.	S4 (P)	Class lectures, Workshops, Project discussions	Project
3.0	Values, autonomy, and responsibility			
3.1	Work effectively in teams to design, communicate, and present a digital transformation strategy.	V1 (P)	Group discussions, Project teamwork	Project
3.2	Demonstrate professional communication skills through written assignments and oral presentations.	V3 (P)	Presentations, Group discussions	Project, Assignment 1 and 2

C. Course Contents

No	List of Topics	Contact Hours
1.	Introduction to Digital Transformation	3
2.	Creating a compelling customer experience	3
3.	Reinventing business models	6
4.	Crafting the organization's digital vision	6





5.	Engaging the organization at scale	6
6.	Governing the Digital Transformation	3
7.	Building technology leadership capabilities	6
8.	Framing the digital challenge	3
9.	Sustaining the Digital Transformation	3
10.	Project Discussions	6
Total		45

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Quiz	4,11	10%
2.	Midterm Exam	8	20%
3.	Assignment	6,12	10%
4	Group Project	15	20%
5	Final Exam	16	40%

*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.).

E. Learning Resources and Facilities

1. References and Learning Resources

Essential References	Leading Digital: Turning Technology into Business Transformation; George Westerman, Didier Bonnet, Andrew McAfee; 2014
Supportive References	N/A
Electronic Materials	N/A
Other Learning Materials	N/A

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	<i>Classroom with at least 35 seats and writing board.</i>
Technology equipment (projector, smart board, software)	<i>A projector connected to a PC preferably with Internet connection.</i>





Items	Resources
Other equipment (depending on the nature of the specialty)	N/A

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Students	Indirect using course evaluation survey
Effectiveness of Students assessment	Faculty members	Direct method using TOS file
Quality of learning resources	Students and Faculty	Indirect using course evaluation survey and faculty survey
The extent to which CLOs have been achieved	Faculty members	Direct method using TOS file
Other		

Assessors (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

G. Specification Approval

COUNCIL /COMMITTEE	IS CURRICULUM APPROVAL & DEVELOPMENT COMMITTEE IS QAC / / IS COUNCIL
REFERENCE NO.	
DATE	

