



Course Specification

(Bachelor)

Course Title: **Strategy and Business Models**

Course Code: **IS1382**

Program: **Bachelor of Information Systems**

Department: **Information systems**

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

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

Version: **2**

Last Revision Date: **21st July 2025**

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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: 4th Year

4. Course general Description:

This course explores the issues and approaches in managing the information systems function in organizations and how the IS function integrates / supports / enables various types of organizational capabilities. It takes a senior management perspective in exploring the acquisition, development and implementation of plans and policies to achieve efficient and effective information systems. The course addresses issues relating to defining the high-level IS infrastructure and the systems that support the operational, administrative and strategic needs of the organization. The remainder of the course is focused on developing an intellectual framework that will allow leaders of organizations to critically assess existing IS infrastructures and emerging technologies as well as how these enabling technologies might affect organizational strategy. Students will explore various IS sourcing strategies including make-vs-buy decisions, outsourcing models, and vendor management approaches. The course also covers business intelligence, knowledge management, and analytics including artificial intelligence and machine learning as strategic enablers for organizational transformation.

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

IS1310 Enterprise Architecture

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 the knowledge of organizational capabilities and how the IS function integrates / supports / enables various types of organizational processes. The ideas developed and cultivated in this course are intended to provide an enduring perspective that can help leaders make sense of an increasingly globalized and technology intensive business environment.

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		
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 PLOs (Performance Level)	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Describe the various functions and activities within the information systems area	K1(P)	Class Lectures	Exams
1.2	Describe how strategic decisions are made concerning acquiring IS resources and capabilities including the ability to evaluate the different sourcing options	K3(P)	Class Lectures	Exams
1.3	Explain the role of artificial intelligence and	K1(P)	Class Lectures	Exams





Code	Course Learning Outcomes	Code of CLOs aligned with PLOs (Performance Level)	Teaching Strategies	Assessment Methods
	analytics in strategic decision-making			
2.0	Skills			
2.1	Appraise how IS represents a key source of competitive advantage for firms	S3(P)	Class Lectures	Exams
2.2	Design IS-related activities to maximize the business value of IS within and outside the company	S2(M)	Class Lectures	Project and Assignments
2.3	Evaluate the issues and challenges associated with successfully sourcing and incorporating IS capabilities into a firm	S4(P)	Class Lectures	Project and Assignments
3.0	Values, autonomy, and responsibility			
3.1	Function effectively on teams to accomplish a common goal	V1(P)	Class Discussion, Lecture	Project Report
3.2	Present a topic in a compelling manner	V3(P)	Class Discussion	Project Presentation

C. Course Content

No	List of Topics	Contact Hours
1.	<i>Introduction to IS Strategy & Policy</i>	6
2.	<i>The IS Strategy Triangle</i>	3
3.	<i>Strategic Use of Information Resources</i>	6
4.	<i>Organizational Strategy and IS</i>	6
5.	<i>Digital Systems and Design of Work</i>	3
6.	<i>IS and Business Transformation</i>	5
7.	<i>The Business of Information Strategy</i>	5
8.	<i>Information Systems Sourcing</i>	4
9.	<i>Business Intelligence, Knowledge Management and Analytics</i>	4
10.	<i>Project Discussions</i>	3
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	7	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	Keri E. Pearlson, Carol S. Saunders, Dennis F. Galletta. Managing and Using Information Systems: A Strategic Approach, 6th Edition, July 2019. Wiley.
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.)	1. At least 30 seats 2. A projector connected to a PC preferably with Internet connection 3. Sliding board
Technology equipment (projector, smart board, software)	
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



Assessment Areas/Issues	Assessor	Assessment Methods
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	

