



Course Specification

— (Bachelor)

Course Title: **Foundations of Digital Transformation**

Course Code: **IS 1464**

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: **29th April 2026**



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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 introduces the fundamental concepts, strategies, and technologies driving digital transformation in modern organizations. It focuses on how businesses leverage digital technologies to create value, innovate business models, and improve operational efficiency. The course covers key aspects such as digital strategy, customer experience transformation, data-driven decision making, platform-based business models, and organizational change. Students will explore how emerging technologies including cloud computing, artificial intelligence, and the Internet of Things enable digital transformation initiatives. Emphasis is placed on aligning technology with business strategy and managing the human and organizational challenges associated with transformation. The course also includes real-world case studies and a project to apply digital transformation concepts in practical scenarios.

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

IS362 Fundamentals of Digital Strategy

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

No Co-requisites

7. Course Main Objective(s):

Understand the core concepts and drivers of digital transformation, analyze the impact of digital technologies on business models and organizational processes, develop digital strategies aligned with business objectives, evaluate customer experience transformation and data-driven decision making, identify emerging technologies enabling transformation, and apply digital transformation concepts to real-world business scenarios.

2. Teaching mode (mark all that apply)

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





No	Mode of Instruction	Contact Hours	Percentage
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	Understand digital transformation concepts and strategies	K1(P)	Class lectures	Quiz, Midterm, Final
1.2	Explain the role of emerging technologies in transformation	K1(I)	Class lectures	Midterm, Assignment, Project
1.3	Understand digital business models and ecosystems	K3(I)	Class lectures	Quiz, Midterm, Project, Final
2.0	Skills			
2.1	Analyze digital transformation cases and strategies	S3(P)	Class lectures	Midterm, Assignment, Project, Final





Code	Course Learning Outcomes	Code of CLOs aligned with PLOs (Performance Level)	Teaching Strategies	Assessment Methods
2.2	Evaluate customer experience and digital innovation	S4(P)	Class lectures	Project, Assignment, Final
2.3	Develop a basic digital transformation plan	S2(P)	Class lectures	Project, Assignment, Final
3.0	Values, autonomy, and responsibility			
3.1	Work collaboratively in teams on digital projects	V1(I)	Class lectures	Project
3.2	Communicate digital strategies effectively	V3(I)	Class lectures	Project

C. Course Content

No	List of Topics	Contact Hours
1.	Introduction to Digital Transformation and Strategy	4
2.	Customer Networks and Value Creation	4
3.	Digital Business Models and Platforms	4
4.	Data as a Strategic Asset	5
5.	Innovation and Digital Products	5
6.	Digital Customer Experience	5
7.	Organizational Transformation and Change Management	5
8.	Emerging Technologies in Transformation	5
9.	Digital Transformation Strategy Implementation	5
10.	Project Discussion	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%





No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
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	Digital Transformation Playbook: Rethink Your Business for the Digital Age (1st Edition) By: David L. Rogers Publisher: Columbia Business School Publishing Pub. Date: April 5, 2016 Print ISBN-13: 978-0-231-17709-0 Pages in Print Edition: 296
Supportive References	Digital Transformation: Survive and Thrive in an Era of Mass Extinction (1st Edition) By: Thomas M. Siebel Publisher: RosettaBooks Pub. Date: July 9, 2019 Print ISBN-13: 978-1-940468-98-8 Pages in Print Edition: 320
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)	N/A
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.	1447/28/1 —) هـ\٤٤٧/٢٨/١(H
DATE	MAY 12, 2026

