



Course Specification

— (Bachelor)

Course Title: **Introduction to Digital Customer Experience**

Course Code: **IS 1466**

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 and practices of digital customer experience (DCX) in modern organizations. It focuses on how businesses design, manage, and optimize customer interactions across digital channels to enhance satisfaction, engagement, and loyalty. The course covers key areas such as customer journey mapping, user experience design, personalization, omnichannel strategies, and data-driven decision making. Students will explore how digital technologies and platforms enable organizations to deliver seamless and meaningful customer experiences. Emphasis is placed on understanding customer behavior, measuring experience quality, and applying design thinking principles to improve digital services. The course also includes practical case studies and a project to apply digital customer experience strategies in real-world 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 of digital customer experience, analyze customer behavior and digital interactions, design and evaluate customer journeys, apply personalization and omnichannel strategies, measure and improve customer experience using data, and develop solutions that enhance customer satisfaction and engagement.

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		





No	Mode of Instruction	Contact Hours	Percentage
	- 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 customer experience concepts and frameworks	K1(P)	Class lectures	Quiz, Midterm, Final
1.2	Explain customer journey, personalization, and omnichannel strategies	K2(I)	Class lectures	Midterm, Assignment, Project
1.3	Understand metrics and tools used in evaluating customer experience	K2(I)	Class lectures	Quiz, Midterm, Project, Final
2.0	Skills			
2.1	Analyze customer behavior and digital interactions	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	Design customer journey maps and experience solutions	S2(P)	Class lectures	Project, Assignment, Final
2.3	Evaluate digital customer experience using metrics and data	S4(P)	Class lectures	Project, Assignment, Final
3.0	Values, autonomy, and responsibility			
3.1	Work effectively in teams on customer experience projects	V1(I)	Class lectures	Project
3.2	Communicate customer experience insights effectively	V3(I)	Class lectures	Project

C. Course Content

No	List of Topics	Contact Hours
1.	Introduction to Digital Customer Experience	5
2.	Understanding Customer Behavior and Expectations	5
3.	Customer Journey Mapping	4
4.	User Experience and Interface Design Principles	4
5.	Personalization and Customer Engagement	4
6.	Omnichannel Customer Experience Strategies	5
7.	Measuring and Analyzing Customer Experience (CX Metrics)	5
8.	Digital Platforms and Technologies for CX	5
9.	Improving Customer Experience through Innovation	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%





No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
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	Customer Experience Management: How to Design, Integrate, Measure and Lead (1st Edition) By: Bernd Schmitt Publisher: Palgrave Macmillan Pub. Date: 2010 Print ISBN-13: 978-0-230-23535-7 Pages in Print Edition: 256
Supportive References	Outside In: The Power of Putting Customers at the Center of Your Business (1st Edition) By: Harley Manning; Kerry Bodine Publisher: Houghton Mifflin Harcourt Pub. Date: August 16, 2012 Print ISBN-13: 978-0-547-52865-8 Pages in Print Edition: 304
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
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 —) هـ١٤٤٧/٢٨/١(H
DATE	MAY 12, 2026

