



KINGDOM OF SAUDI ARABIA  
IMAM MOHAMMAD IBN SAUD ISLAMIC UNIVERSITY  
COLLEGE OF COMPUTER AND INFORMATION SCIENCES  
INFORMATION SYSTEMS DEPARTMENT  
BACHELOR IN INFORMATION SYSTEMS

المملكة العربية السعودية  
جامعة الإمام محمد بن سعود الإسلامية  
كلية علوم الحاسب والمعلومات  
قسم نظم المعلومات  
بكالوريوس نظم المعلومات

## SYLLABUS

### IS1362: Fundamentals of Digital strategy

<b>CREDIT HOURS</b>	<b>3 credit hours (Lectures: 3)</b>	<b>PREREQUISITE</b>	<b>IS1240</b>
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<b>Instructor:</b>
<b>Contact information and office hours</b>
<b>Office No:</b> To be announced (TBA)
<b>Office Hours:</b> TBA
<b>E-mail:</b> _____@imamu.edu.sa

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

COURSE LEARNING OUTCOMES (CLOs)		Aligned SOs
1	<b>Knowledge and Understanding</b>	
1.1	Recognize concepts related to fundamentals of Digital Strategy	1(P)
1.2		
1.3		
1.4		
1.5		
2	<b>Skills :</b>	



2.1		
2.2		
2.3		
2.4		
2.5		
<b>3</b>	<b>Values:</b>	
3.1	Function effectively on teams to accomplish a common goal.	5(P)
3.2	Present a topic in a compelling manner.	3(P)
3.3		
3.4		
3.5		

<b>TEACHING Strategies</b>
Lectures
Self-Learning

<b>N o</b>	<b>List of Topics</b>	<b>Contact Hours</b>	<b>Self- Learning</b>
1	Introduction to Digital Transformation	3	
2	Creating a compelling customer experience	3	
3	Reinventing business models	3	2
4	Crafting the organization's digital vision	3	
5	Engaging the organization at scale	3	2
6	Governing the Digital Transformation	3	2
7	Building technology leadership capabilities	6	
8	Framing the digital challenge	3	
9	Sustaining the Digital Transformation	6	
10	Project Discussions	3	
11			
12			
<b>Total</b>		<b>36</b>	<b>6</b>

<b>TEXT BOOK</b>
Leading Digital: Turning Technology into Business Transformation; George Westerman, Didier Bonnet, Andrew McAfee; 2014

<b>REFERENCES</b>
N/A



<b>Course Assessment Methods</b>			
<b>No</b>	<b>Assessment Method</b>	<b>Due Week</b>	<b>% of Total Assessment</b>
1	<b>Quiz</b>	4	10
2	<b>Assignment</b>	9	10
3	<b>Midterm</b>	7	20
4	<b>Project / Lab Exam</b>	11	20
5	<b>Final Exam</b>	13	40