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

IS1466: Introduction to Digital Customer Experience

CREDIT HOURS	3 credit hours (Lectures: 3)		PREREQUISITE	IS1240

Instructor:
Contact information and office hours
Office No: To be announced (TBA)
Office Hours: TBA
E-mail: _____@imamu.edu.sa

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

	COURSE LEARNING OUTCOMES (CLOs)	Aligned SOs
1	**Knowledge and Understanding**	
1.1	Describe the main concepts of Digital Customer Experience	1(P)
1.2	Recognize the fundamental definitions and terminology of Digital Customer Experience	1(P)
1.3		
1.4		
1.5		
2	**Skills :**	
2.1	Apply the Digital Customer Experience tools and techniques	2(A)
2.2		
2.3		
2.4		
2.5		
3	**Values:**	
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		

TEACHING Strategies
Lectures Self-Learning

No	List of Topics	Contact Hours	Self-Learning
1	Introduction to Digital Customer Experience; The Digital Opportunity	3	
2	Customer services at an inflection point; the transformation	3	
3	The Peaks and Valleys of Customer Service	3	
4	Digital Self-Service	3	2
5	The three on-screen pillars of DCS	3	
6	DCS Transformation process – step by step	6	
7	Empowering people and bots	3	2
8	How DCS future proofs an organization	3	2
9	Beyond Today and Future Possibilities	6	
10	Project Discussions	3	
11			
12			
Total		**36**	**6**

TEXT BOOK
Digital Customer Service: Transforming Customer Experience for an On-Screen World; 1st edition; Rick DeLisi, Dan Michaeli; 2021

REFERENCES
N/A

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