UNIVERSITY OF THE
WITWATERSRAND,
JOHANNESBURG

Wits
Business
School
Sculpting global leaders

Postgraduate Diploma
in Digital Business

PGDM-DB

Define your future

Bring digital thinking, major innovations and strategy to your business.

WITS BUSINESS SCHOOL

South African case studies produced by our Case Centre

350

Faculty with PhDs

95%

Academic articles by our faculty published every year (+/-)

30

WITS UNIVERSITY

28

A-rated Scientists

4

Nobel Laureates

CONTENTS

MESSAGE FROM THE **HEAD OF CHAIR**

There has been much hype around 'digitalisation' in the media and elsewhere, but while it is a very real part of our world, and applies to every aspect of business, there is no substantial body of knowledge available that is based on solid academic research. In other words, digital business is not a formal area of study.

But that has now changed. Thanks to Wits Business School and BCX, who have taken the lead, the first ever Chair in Digital Business in Africa was established in 2016.

The overarching vision of the Chair is to help South African business thrive in the digital era. It is my pleasure, as Head of the Chair, to introduce you to two of our academic programmes: our 'flagship' Master's degree in Digital Business, and our postgraduate diploma. Both programmes offer cutting edge curricula based on new research in the field of digital business.

We hope you will join us on this exciting journey!

Professor Brian Armstrong
Head of Chair in Digital Business

DIGITAL

transformation

WHAT IS THE CHAIR IN DIGITAL BUSINESS?

The WBS/BCX Chair aims to be a centre of excellence in digital business in South Africa and Africa by producing a range of teaching programmes and conducting structured research, working with industry to ensure relevance and applicability.

In delivering this mission our objectives are:

- To establish a sufficiently broad, coherent, credible and contextualised knowledge base for managing businesses in the emergent digital world;

- To provide a range of learning programmes (qualifications and certifications) to share this knowledge base in practical and actionable ways; and

- To conduct a structured research pro-gramme into Digital Business to advance the state of business science in a contextualised way, working with industry to ensure relevance and application.

PROGRAMME BASICS

Level:	NQF 8
Duration: 12 months, part-time	
Programme starts: January of every year	

STUDY MODE

Part-time (Modular studies delivered in blocks)

- One block per course (12 blocks in total)

- Four to six days in class per block, which may include a Saturday

Options: Midweek classes (3-4 evenings per course) and full day classes. Evening classes are from 17h30 to 21h00, whilst daytime classes are from 08h00 to 16h30

CORE COURSES

1. Business Strategy for a Digital World

This course consists of a selection of primary and secondary topics on business strategy in a digital age. It builds on and extends business strategy as historically taught and practised, and extends this to new business models and concepts, the impact so-called "exponential" effects, and considerations of sustainability and the digital divide.

2. Digital Technology Fundamentals

This course introduces candidates to key concepts around the technologies which underpin what is termed the "digital revolution". It provides a working knowledge of the current state of the art, taxonomy of the field; current and future applications of these technologies and anticipated medium term future developments. This course lays an important foundation for business people across all spheres of leadership and management who need to lead organisations into the future.

3. Marketing for Digital Business

This course explores the nature of the changing customer, changing ways of engaging customers and the implications for marketing in general and for digital e-marketing in particular.

4. Innovation and Entrepreneurship for Digital Business

This course is designed to equip the candidate with insight into how to drive innovation and entrepreneurship. It explores ways to facilitate and sustain intrapreneurship in larger, more established companies seeking to transform digitally, as well as for individuals or small enterprise entrepreneurs running innovative tech start-up ventures.

5. Digitalising Operations

This course introduces candidates to the fundamental concepts and tools to digitalise the operations of modern businesses. Digital operations management is not only about technology; it requires a holistic approach to transform operations, change existing business and operations models and train employees to leverage technology for greater efficiency.

6. Digital Readiness, Transformation and Change Management

This course equips candidates to management digital transformation in business and government. It asserts that digital transformation as a new business strategy is inevitable and essential, and counteracts the view that digital transformation and preparedness in the 21st century is purely a technology or IT issue, and thus also emphasises the dimension of creating the right digital culture through change management.

7. Talent Management for Digital Business

This course introduces the candidate to key concepts in the field of digital talent management and provides them with an actionable approach to enhance digital talent management in their organisations. It explores, firstly, the core components of the digital talent management value chain and how to win in the on-going War for Talent. Secondly, the specific case of managing digital talent when operating in global and dynamic markets is covered. Thirdly, the course will provide candidates with some insights into managing their own digital careers effectively.

**8. Customer Experience Management**

This course provides candidates with an overview of digital customer experience management as defined as the quality of all a consumer's encounters with a company's products, services, and brand. The importance of digitally-enabled customer experiences rooted in operational excellence is the core focus of the course, emphasising that using digital technology as a basis for all customer experience can drive financial performance and growth in most businesses, not just digital-only brands.

9. Systems Thinking in the Digital Economy

This course provides candidates with an overview of systems thinking within digital environments that requires candidates to see and make connections between solutions, systems and society. It provides candidates with an integrative approach to systems thinking theory, complexity theory, design thinking and systems engineering.

10. Digital Business in Africa

This course introduces candidates to opportunities and challenges in implementing digital business initiatives in Sub-Saharan Africa. It assesses Africa as a competitive player in the global economy, and the relationship between various factors and institutions that impact on the economic development and the competiveness of countries, regions and firms.
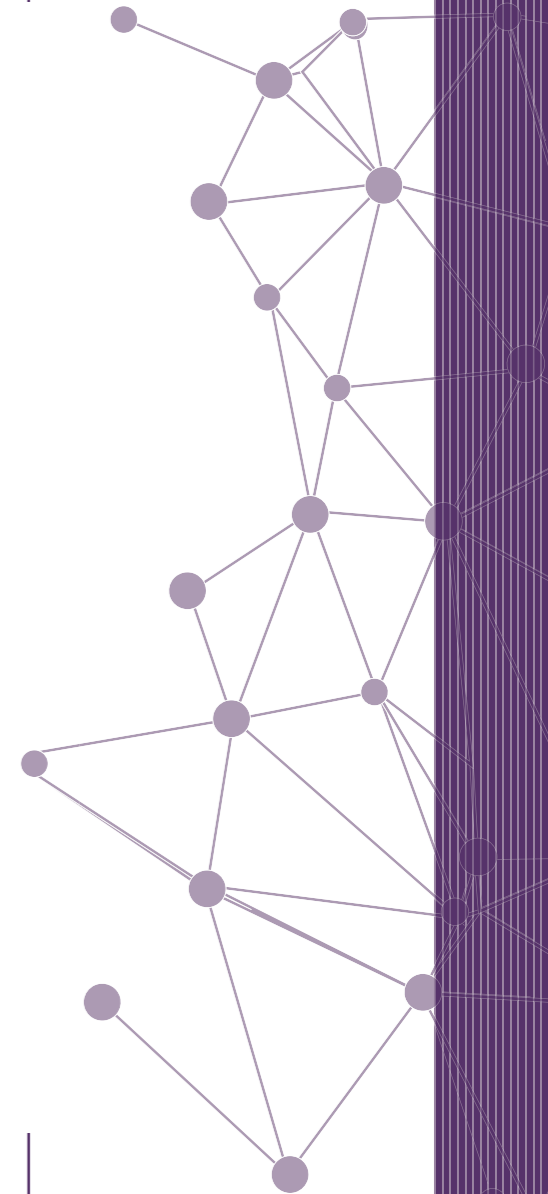
APPLICATION PROCESS

- Only online applications are accepted.
  Please go to www.wbs.ac.za and click on the apply now button and follow the links.

  - Please ensure that all information is correct and that you have uploaded everything on the checklist.

    - Should your application be successful, an amount of R15 000 will be payable on acceptance. This amount is non-refundable and will be off-set against the registration fee payable in your first year.

**Deadline for applications:
Check website for update**

REQUIREMENTS
FOR ADMISSION

- A three-year degree or national higher diploma at NQF 7 level, or an equivalent university approved qualification with an aggregated 60% as a minimum. Recognition of prior learning may be considered (please see below).

  - At least two years of professional organisational experience appropriate to lower to middle level management.

    - Candidates may also be required to attend an interview with WBS.

IMPORTANT CONTACT INFORMATION

For queries regarding your application:
Qawekazi Damane, Admissions Officer
qawekazi.damane@wits.ac.za
+27 (0) 11 717 3546

For queries regarding Digital Business academic programmes:
Senteni Nsibande, Programme Manager
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+27 (0) 11 717 3145

PDM-DB FEES

Fees for the Postgraduate Diploma
in Digital Business for 2024 are quoted as
R104 300*

* subject to review in January 2025

WBS reserves the right to change its schedule as required.

Please note: WBS processes applications for admissions on a continuous basis in the order of receipt thereof.

Checklist

- [ ] **Online application form**
- [ ] **Faculty of Management Part III form**
- [ ] **Certified Copies of all degree certificates**
- [ ] **Certified Academic transcripts in English**
- [ ] **SAQA Evaluation certificate
  (for international students)**
- [ ] **Your CV including places of work to
  substantiate work experience
  Letter of motivation in support of application**
- [ ] **Non-refundable fee of R200**

APPLY ONLINE

Spending time in this learning environment, surrounded by exceptional people, will provide you with the foundation for an extraordinary life

WHAT IS THE WBS CASE CENTRE?

In line with the world's leading business schools, WBS has its own Case Centre which produces a collection of fascinating, contextually-relevant and up-to-date case studies every year. The case method, pioneered by Harvard Business School, is widely recognised as *the* most powerful learning tool for management students. WBS's case studies tell the stories of some of continent's most famous (and infamous) business leaders and organisations, giving our students the unique opportunity of playing the decision-maker role in a real-life business dilemma.

TEACHING EXCELLENCE

Apart from our full-time faculty, we have a number of visiting/adjunct professors from other business schools around the world. Numerous guest lecturers bring their up-to-the-minute business or industry knowledge into the classroom.

PUBLIC DIALOGUE, DEBATE & DISCUSSION

WBS hosts regular public lectures and panel discussions on issues facing South Africa and the rest of the continent.

There is no better time or place for you to become all that you want to be

experience

WBS

I was looking for a postgrad management qualification that is aligned to the new technologies that have emerged under the banner of the 4IR. The PDM in digital business exceeded my expectations! The programme content covered everything I was looking for. I feel that I have received great value for money – although the benefit I gained from this programme for my career moving forward is something that can't be quantified.

Nkosenhle Ngongoma

PDM-DB

www.wbs.ac.za

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