UNIVERSITY OF THE
WITWATERSRAND,
JOHANNESBURG

Wits
Business
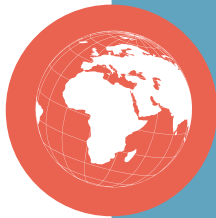School
Sculpting global leaders

Master of Management
in the field of Digital Business

Master your digital future

Gain knowledge about the digital environment to grow and transform your organisation.

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

WHAT IS THE CHAIR IN DIGITAL BUSINESS?

The WBS/BCX Chair in Digital Business 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 programme into Digital Business to advance the state of business science in a contextualised way, working with industry to ensure relevance and application.

driving force

PROGRAMME BASICS

Level:	NQF 9
Duration:	12 months – Full-time studies
	24 months – Part-time studies
Programme starts:	January of every year

Full-time (12 months)
Each core course is offered over 2 weeks, with lectures on Monday, Wednesday and Friday. Electives are offered over 1 week per course (Monday to Friday) and each elective is scheduled in all 4 blocks of the year to allow for flexibility in attendance. The research component includes Research Methodology and the Research Report Project, which research report will be due at the end of February in the following year (2nd year).

Part-time (24 months)
Part-time (24 months): The 6 core courses are completed in the 1st year of study, and the 3 electives and the research are completed in the 2nd year of study. Each core course is offered over 6 weeks, with lectures on Saturdays only, and electives are offered over 1 week per course (Monday to Friday), and each elective is scheduled in all 4 blocks of the year to allow for flexibility in attendance. The research component includes Research Methodology and the Research Report Project, which research report will be due at the end of February in the following year (3rd year).

75% AND a minimum Research Report Project mark of 75%.

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 of 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 are expected 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. Digitalising Operations Management
This course introduces candidates to the fundamental concepts and tools to digitalise the operations of modern businesses. This includes digital supply chain management; automation of industrial production; automation of process industries, and automation of knowledge work, including robotic process automation.

5. 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.

6. Digital Readiness, Transformation and Change Management
This course equips candidates to manage 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.

ELECTIVE COURSES

The candidate must select three out of six options below.

1. 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.

2. Applied Big Data and Analytics
This course introduces the basic concepts of big data, methodologies for analysing structured and unstructured data, and emphasises the relationship between data management and business needs. It enables candidates to develop an understanding of big data analysis, adapt to the changing role of information sciences and bring solutions to tackle the challenges that arise in modern business. This course does not require candidates to have a strong mathematics or computer science background.

3. Cybersecurity and Risk Management
The course provides candidates with the concepts and tools for the strategic deployment and implementation of cyber security within an organisation. The course aims to develop strategic thinkers who understand the cyber threat to an organisation/digital business and its resources and are able to build and support secure systems and practices that support the strategic growth of a business.

4. Digital Financial Services
This course consists of a selection of primary and secondary topics on the deployment and adoption of Fintech in South Africa, the rest of Africa and selected global comparisons. It assists candidates in learning a taxonomy of Fintech and developing insight into the financial services landscape in South Africa, including the unbanked and underbanked segments.

5. Digital Government
This course provides candidates with applicable knowledge of the use of digital practices to improve the efficiency and effectiveness of government, and deliver public services to citizens, in the era of the Fourth Industrial Revolution.

6. Digital Commerce
This course is designed to equip the candidate with knowledge of the context and opportunities emerging in the area of e-Commerce in South Africa, the continent, as well as worldwide.

RESEARCH REPORT

This is the independent study portion of the curriculum in which all Master's degree candidates must undertake academic research and produce a mini thesis. In line with the Chair, the areas of research include Business Management, Economic and Social Impact, Digital Business Applications, Policy, Law & Ethics of Digital Business and Corporate Governance and Business Leadership.

This can take the form of one of the following:

- academic research report
- consultancy project

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 first degree and postgraduate studies (preferably an Honours degree).

- WBS APIL (psychometric) test.

- Three to five years' work experience.

- 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
senteni.nsibande@wits.ac.za
+27 (0) 11 717 3145

MM-DB FEES

Fees for the Master of Management in the field of Digital Business for 2024 are quoted as
R177 740*

* subject to review in January 2025

Checklist

- [ ] **Online application form**
- [ ] **Faculty of Management Part III form**
- [ ] **Copies of all degree certificates**
- [ ] **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**

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

The combination of experience and academic knowledge in a field is critical for a leader to stay ahead of the game and survive a changing business landscape. That is why I chose to be a part of this pioneering programme.

The MM-DB covered the full range of 4IR technologies, and was structured so that we benefited from industry experts in various digital fields who came to share their knowledge with us.

This programme has enabled me to remain relevant - I am more than ready to take on the world with a better view of where the world is shifting to, and I intend to continue my studies with WBS!

Mahene Patrice Benzane

MM-DB

www.wbs.ac.za

WITS BUSINESS SCHOOL

The University of the Witwatersrand

2 St David's Place | Parktown 2193

GPS coordinates: -26.1808 / 28.0369

PO Box 98 Wits 2050 Johannesburg

+27 (0) 11 717 3544

UNIVERSITY OF THE WITWATERSRAND, JOHANNESBURG

Wits Business School

Sculpting global leaders