

# Master of Management in Digital Business

# MMDB





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# ■ DISCOVER **WBS**



## OUR TEACHING METHOD

Our teaching method is lively and interactive, making extensive use of case studies which bring real-world business challenges into the classroom.



## 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.



## INTERNATIONAL PARTNER SCHOOLS

Thanks to our global partnerships, students can complete their electives at other business schools around the world, allowing for a perfect mix of local and international business knowledge.



## CAREER DEVELOPMENT

Our Career Management Centre offers one-on-one coaching, career advice and counselling, CV formulation, mock interviews and career workshops and fairs, among many other services.



## PUBLIC DIALOGUE, DEBATE AND DISCUSSION

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



## ACCREDITATION & MEMBERSHIPS



SOUTH AFRICAN  
CASE STUDIES  
PRODUCED BY OUR  
CASE CENTRE

350

WBS HAS GRADUATED  
THE MOST MBAs IN  
AFRICA, WITH MORE  
THAN

10 000

ALUMNI AROUND  
THE WORLD

FACULTY  
WITH PHDs

98%



## ■ MESSAGE FROM THE PROGRAMME DIRECTOR

Wits Business School was the first business school in Africa to offer postgraduate programmes in digital business. Since 2016, WBS has aspired to create and share a knowledge base for managing business in an increasingly digital world, ultimately ensuring that African businesses thrive in the digital era. WBS therefore remains a destination institution for those looking to grow in, or pivot into, digital business careers.

Our Master of Management in Digital Business (MMDB) is aimed at those currently leading, or about to lead, digital transformation initiatives. In line with WBS's other Master's degrees, the primary focus of the MMDB lies in leadership and management development, rather than in technical content. Demand for the programme continues to grow, thanks the quality and relevance of the curriculum, as well as the calibre of our lecturing staff, most of whom have considerable industry experience. In addition to cutting edge module content and contributions from leading industry experts, our structured and scaffolded research component has resulted in a qualification that is highly sought-after for its relevance, practical applicability and academic rigour.

If you are looking to accelerate your career as a digital business leader, we look forward to welcoming you onto the programme!

**Mitchell Hughes**  
MMDB Programme Director



# MMDB ENTRY REQUIREMENTS

You can apply to do your MMDB at WBS if:

- You have a Bachelor's degree and postgraduate qualification (preferably an Honours degree).
- You have completed a WBS APIL (psychometric) test.
- You have three to five years' work experience.

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

## FOR PDMDB/PDDB GRADUATES ONLY:

- If you have completed the PDM-DB/PDDB, you may register and follow the PART-TIME YOS 2 COHORT schedule, completing your elective and research component in one year.
- If you passed any or all of the core courses with a minimum mark of 65%, you may apply for credit towards these courses in the MMDB. You should not register for the courses for which credit will be granted.

## CLASS OPTIONS/STUDY FORMATS

### PART-TIME (2 YEARS)

#### JANUARY INTAKE

- You will undertake your coursework during the first year and your research during your second.
- Core courses will be delivered over a six (6) week block on Tuesday and Thursday evenings, 17h30 to 21h30 via MS Teams.
- Electives will be delivered over a one (1) week period, Monday to Friday, 08h30 to 13h00 via MS Teams.

### FULL-TIME (1 YEAR)

#### JANUARY INTAKE

- You will undertake both your coursework and your research during the year.
- Core courses will be delivered over a six (6) week block on Tuesday and Thursday evenings, 17h30 to 21h30 via MS Teams.
- Electives will be delivered over a one (1) week period, Monday to Friday, 08h30 to 13h00 via MS Teams.
- You will also undertake the Research Methodology course to support your research report, with lectures over one week per month, Monday to Friday, 08h30 to 13h00 via MS Teams.

# MMDB CURRICULUM

Wits Business School's MMDB curriculum enables you to master your digital future. It equips you with knowledge about the digital environment to grow and transform your organisation.

There are three components of the WBS MMDB: Core Courses, Elective Courses, and a Research Report.

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## 1. CORE COURSES

The MMDB consists of six core courses as follows:

### 1. Business Strategy for a Digital World

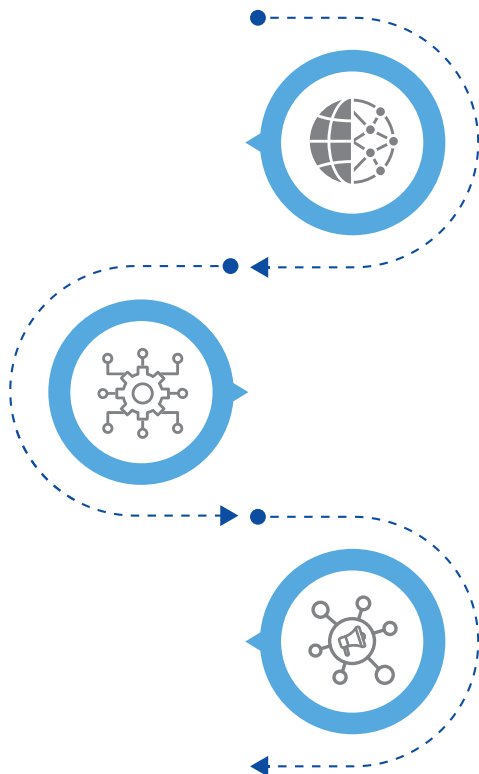
This course consists of a selection of primary and secondary topics on business strategy in a digital age. It builds on and extends business strategy as historically taught and practised, and extends this to new business models and concepts, the digital divide.

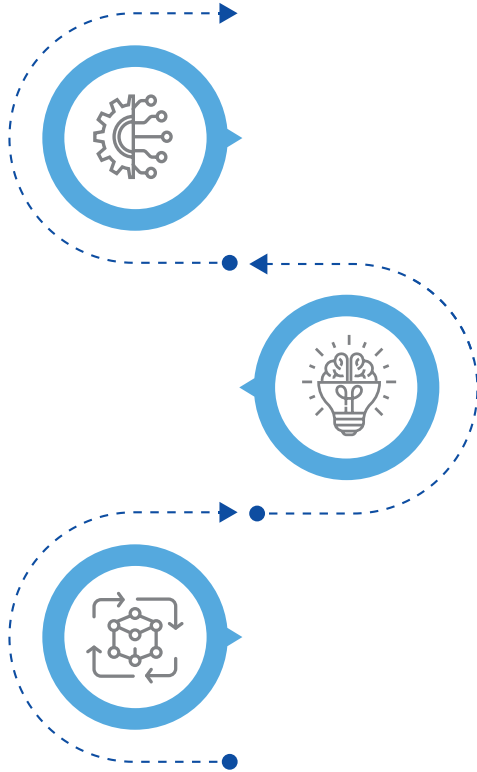
### 2. Digital Technology Fundamentals

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.

## 2. ELECTIVE COURSES

The candidate must select three out of six options below.

- Systems Thinking in the Digital Economy
- Applied Big Data and Analytics
- Cybersecurity and Risk Management
- Digital Financial Services
- Digital Government
- Digital Commerce

## 3. 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



The MMDB helped me transition from a subject matter expert into a strategic thinker and collaborator. It challenged my thinking by introducing me to systems thinking, platform business models, and data-driven decision-making. I began to view problems as opportunities for innovation rather than merely issues to resolve and move on. A highlight was the level of engagement and diversity in the classroom which created a rich learning environment, where every discussion offered a new perspective. The MMDB uses real-world and applied learning to prepare leaders in any industry to drive digital transformation within their organisations. I encourage everyone to consider pursuing it!

**Sello Tlabela**  
**MMDB GRADUATE, 2024**





## ■ APPLICATION PROCESS

- Only online applications are accepted. Complete an online application at [www.wbs.ac.za](http://www.wbs.ac.za) by clicking on Online Applications on the top right hand corner and follow the links.
- Please ensure that all information is correct and that you have uploaded everything on the checklist.
- A R15 000 minimum deposit will be required upon acceptance of a place on the programme. This amount is non-refundable and will be off set against the registration fee payable in your first year.
- Deadline for applications: 30 September. Please check the website for updates [www.wbs.ac.za](http://www.wbs.ac.za)

### ONLINE CHECKLIST

- ☐ Online application form
- ☐ Faculty of Management Part III form
- ☐ Curriculum Vitae, including places of work to substantiate work experience
- ☐ Certified copies of academic transcripts in English and degree certificate(s)
- ☐ SAQA evaluation certificate (International qualifications only)
- ☐ Proof of English language proficiency (If English was not used as a medium of study)
- ☐ Letter of motivation in support of application
- ☐ Non-refundable application fee of R200



## MMDB FEES

Fees for the MMDB for 2025 are quoted as R187 350.00 (subject to review in January 2026)

**ENQUIRIES** MMDB Applications: +27 (0) 861 000 927 | [admissions.wbs@wits.ac.za](mailto:admissions.wbs@wits.ac.za)

# THE WBS GRADUATE COMPETENCIES

As a school, we aim to ensure that every student graduating with a qualification at WBS is recognised as having a set of core graduate competencies developed through the successful completion of their programme. This means that WBS graduates emerge from their studies armed with recognisable behavioural and leadership characteristics that clearly identify them as WBS graduates.

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1 WBS graduates demonstrate disciplinary expertise and critical thinking skills.
- 

2 WBS graduates are entrepreneurial and innovative, integrating global and African perspectives in addressing organisational and/or societal challenges.
- 

3 WBS graduates develop data-driven solutions that harmonise financial, social, and environmental sustainability perspectives to address the dynamic business landscape.
- 

4 WBS graduates lead with purpose, integrity, inclusivity and accountability.
- 

5 WBS graduates are sensitive and personally responsive to the needs of society and organisations as change agents for the common good.



YOUR FUTURE  
LOOKS BRIGHT | **WBS**  
MMDB

## Master of Management in Digital Business

# MMDB

### WITS BUSINESS SCHOOL

The University of the Witwatersrand  
2 St David's Place | Parktown 2193

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[www.wbs.ac.za](http://www.wbs.ac.za)



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