



**WBS** Wits  
Business  
School  
*Sculpting global leaders*

# Postgraduate Diploma in Digital Business

# PDDDB





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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



## ■ 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.

Our Postgraduate Diploma in Digital Business (PDDB) is aimed at those looking for a foundational programme in digital business with a view to one day conceptualising and leading digital transformation initiatives. In line with WBS's other management qualifications, the primary focus of the PDDB lies in leadership and management development, rather than in technical content. Demand for the programme continues to grow, thanks to the quality and relevance of the curriculum, as well as the calibre of our lecturing staff, most of whom have considerable industry experience. WBS therefore remains a destination institution for those looking to grow in, or pivot into, digital business careers.

If you are looking to kick-start or accelerate your career in digital business, we look forward to your application!

**Mitchell Hughes**  
PDDB Programme Director



# PDDB ENTRY REQUIREMENTS

You can apply to do your PDDB at WBS if:

- You have 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.
- You have 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.

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## CLASS OPTIONS/STUDY FORMATS

### **PART TIME (1 YEAR)**

#### **JANUARY INTAKE**

NQF 8

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.

# PDDB CURRICULUM



Wits Business School's Postgraduate Diploma in Digital Business offers cutting edge curricula based on new research in the field of digital business.

Define your future, bring digital thinking, major innovations and strategy to your business.

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## CORE COURSES

### 1. Business Strategy for a Digital World

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

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 is 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

Introducing candidates to 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 competitiveness of countries, regions and firms.





The programme aligned perfectly with my passion for technology and love for business. It offered me novel and authentic experiences that challenged my beliefs, increased my curiosity, and enabled me to look for the “why” behind each problem. I have a much wider knowledge of digital business which is crucial in the working world, and I am now asked for my opinion when it comes to decision-making. My PDDB has really helped prove my value to my organisation far beyond the tasks of my everyday job.

Bontle Ndaba  
**PDDB 2025**



# 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: check website for update.

## 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)
- Letter of motivation in support of application
- Non-refundable application fee of R200



## PDDB FEES

Fees for PDDB are R110 550.00 subject to an annual review.

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

**INTAKES** January 2026

# 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.
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2 WBS graduates are entrepreneurial and innovative, integrating global and African perspectives in addressing organisational and/or societal challenges.
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3 WBS graduates develop data-driven solutions that harmonise financial, social, and environmental sustainability perspectives to address the dynamic business landscape.
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4 WBS graduates lead with purpose, integrity, inclusivity and accountability.
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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  
PDDDB





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*Sculpting global leaders*

## Postgraduate Diploma in Digital Business

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### WITS BUSINESS SCHOOL

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



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