UNIVERSITY OF THE WITWATERSRAND, JOHANNESBURG

Wits Business School

Sculpting global leaders



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.

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%

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. The school therefore remains a destination institution for those looking to grow in, or pivot into, digital business careers.

Our Postgraduate Diploma in Digital Business (PDDB) is aimed at those currently leading, or about to lead, digital transformation initiatives. In line with WBS's other postgraduate 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 and solid academic backgrounds. 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!

Dr Farai Mlambo
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

The Master of Management in the field of Digital Business (MMDB) is a postgraduate, post-experience programme aimed at candidates who lead and manage digital initiatives within organisations. It builds on foundational digital business capabilities to develop an advanced, integrated mastery of the concepts, technologies and organisational practices that shape digital transformation.

The programme equips candidates with specialised analytical, strategic and research based capabilities, enabling them to conceptualise, lead and manage complex digital initiatives within dynamic organisational and societal contexts. Through applied research, critical inquiry and advanced problem solving, students develop the ability to analyse digital business environments, generate insights and design evidence based solutions to multifaceted digital business challenges in African and global contexts.

Graduates emerge as ethically responsible and strategically capable digital leaders, prepared to drive sustainable, inclusive and transformational digital business across diverse organisational landscapes, and to contribute meaningfully to knowledge and professional practice in the digital economy.



COURSE DESCRIPTIONS

Strategy for Digital Business

The purpose of this course is to develop students' ability to critically analyse digital business environments and diagnose strategic challenges and opportunities, as well as to assess the ethical and governance implications of strategic decisions.

Digital Readiness, Transformation and Change Management

The purpose of this course is to develop students' ability to assess organisational digital readiness, including capabilities, culture, governance structures and technology maturity, to diagnose barriers and enablers of transformation.

Innovation and Entrepreneurship for Digital Business

This course is aimed at developing students' ability to prioritise innovation and entrepreneurial opportunities, equipping them to design, evaluate and refine innovative digital products, services and venture concepts, integrating emerging technologies, feasibility analysis and value creation logic.

Systems Thinking for Digital Business

The purpose of this course is to develop students' ability to analyse complex digital business environments using systems thinking principles, identifying interdependencies, feedback loops and structural drivers of organisational behaviour.

ESG for Digital Business

This course is designed to develop students' ability to analyse environmental, social and governance (ESG) risks and opportunities within digital business, equipping them to evaluate and integrate responsible, ethical and sustainable approaches into digital business strategies.

Analytics for Business

The purpose of this course is to develop students' ability to frame and analyse business problems using analytical reasoning, identifying data requirements, assumptions and contextual factors relevant to digital business environments.

Cybersecurity and Risk Management (Elective)

The purpose of this elective is to develop students' ability to critically analyse cybersecurity threats, vulnerabilities and risk exposures in digital business environments within African and global contexts.

Digital Commerce (Elective)

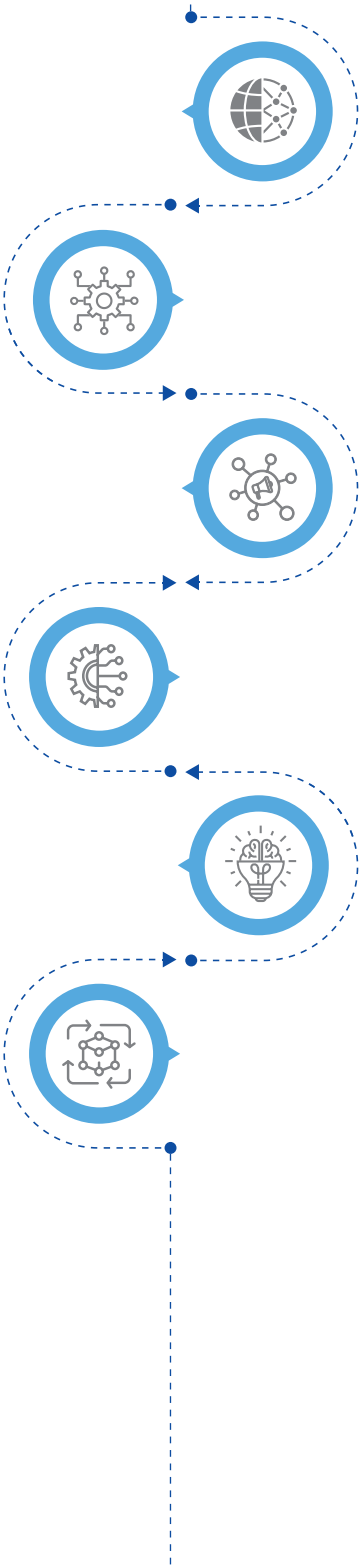
This elective is aimed at developing students' ability to analyse digital commerce ecosystems, including platform dynamics, customer behaviours and technological enablers across African and global contexts.

Fintech (Elective)

The purpose of this elective is to develop students' ability to critically analyse fintech ecosystems, business models and regulatory environments, with specific attention to African and global contexts.

Digital Leadership (Elective)

The purpose of this elective is to develop students' ability to critically evaluate contemporary digital leadership theories and practices and to understand how leaders create value and navigate complexity in digital business environments.



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!



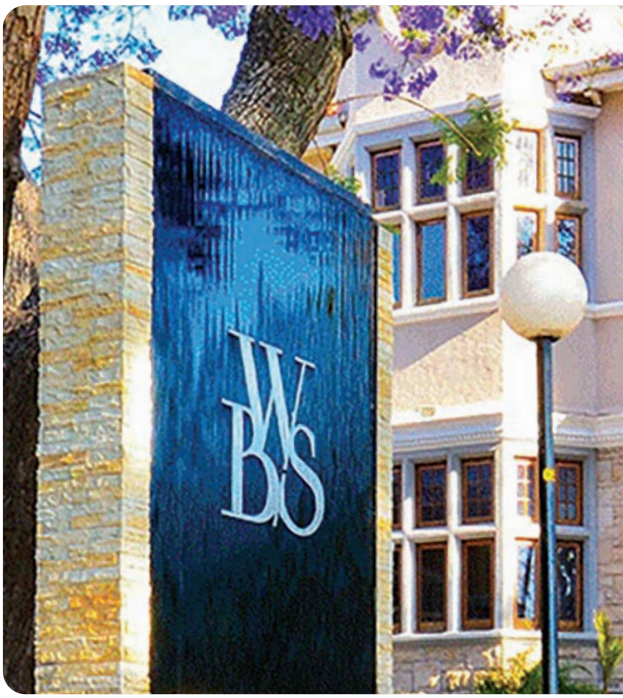
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MMDB GRADUATE, 2024

APPLICATION PROCESS

- Only online applications are accepted. Complete an online application at 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

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 2026 are R197 980, subject to an annual review.

ENQUIRIES MMDB Applications: +27 (0) 861 000 927 | 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.

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

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WITS BUSINESS SCHOOL

The University of the Witwatersrand

2 St David's Place | Parktown 2193

+27 (0) 11 717 3544

www.wbs.ac.za

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