



# Emerging Leaders in Digital Business

Executive Education

WITS  
UNIVERSITY



WBS  
Wits  
Business  
School

POWERED BY

BCX

*Do you want to gain a fast but rich overview of the Fourth Industrial Revolution and the new world of digitisation?*

The Emerging Leaders in Digital Business programme blends digitally-focused content with essential introductory management skills that are appropriate for, and informed by, digital advancements for a perfect beginning to a career in the digital age.

Wits Business School Executive Education presents a block release short course:

## Emerging Leaders in Digital Business



### Who is it for?

It is ideal for young and emerging talent, new or lower-mid managers, early specialists, etc.

**Usually required:** Matric or equivalent and relevant working experience OR an undergraduate degree or equivalent.

This is an intermediate programme pitched at level of 2<sup>nd</sup> year undergraduate courses\*

*\*WBS short courses are pitched at the level indicated in terms of classroom content, material and expectations, but none of them confer part or whole of an NQF qualification.*



### How will you benefit?

This course will equip you with a strong foundation of digitally-informed management skills that are essential for advancing your career in the digital age.



### How will your organisation benefit?

Your organisation will benefit from a broader talent base of individuals who are able to understand and implement digital business technologies, and are able to practice management skills that are appropriately honed for the digital age.



### Course structure (duration)

21 days, spread over six weeks.

## Logistical Details

 **Venue:**  
Wits Business School,  
2 St David's Place,  
Parktown

 **Contact:**  
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 **Website:**  
[www.digitalbusiness.co.za/  
executive-education](http://www.digitalbusiness.co.za/executive-education)



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



### Course content

- Digital Technology Fundamentals, including 'silicon science' (modern and future computing), an overview of the Internet and social media world, cloud and edge computing, and converged networking and mobility
- Leadership in the Digital Age, focused on personal mastery, teamwork and collaboration
- Customer Experience Management
- Introduction to Digital Marketing
- Introduction to Business Accounting
- Project Leadership



### Dates of course

- 25 March – 3 October 2019



### Course fees

- R 58 000 per delegate



### What do I obtain after the course?

- The course confers a formal University of Witwatersrand short course certificate of competence which is widely recognised in industry as a leading indicator of exceptional skills acquisition and development.

Experiential education opportunities such as the ones we deliver at WBS develop the skills, qualities and attributes required to lead organisations, grow and transform businesses and realise strategic objectives.

We have incorporated the best generative thinking methodologies from around the world into our programmes, providing an immersive education experience that teaches individuals to create, capture and deliver value now and into the future.

*“ Digital transformation has become an absolute imperative for organisations in South Africa. As the 4<sup>th</sup> Industrial Revolution intensifies, understanding digital environments, technologies, strategies and business models will dictate the difference between winners and losers. This programme, delivered by leading industry experts and thought leaders, will equip you with critical digital business and management skills that will substantially accelerate your ability to compete in the 21<sup>st</sup> century. ”*

- Professor Gregory Lee  
Programme Director: Emerging Leaders in Digital Business