



Immersion Experience in Cutting Edge 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 Fourth Industrial Revolution is rapidly rewriting the rules of the game for organisations and individuals. Digitisation creates new business models, destroys and creates jobs, radically streamlines processes and structures, and calls for new forms of leadership. This five day immersion is designed as a contained, high-power exposure to the world of digital technology and business for those that need to rapidly advance their understanding.

Wits Business School Executive Education presents a short course:

Immersion Experience in Cutting Edge Digital Business



Who is it for?

This short course is for anyone who needs to advance their understanding of cutting-edge digital topics, such as organisational managers, consultants and technology specialists who wish to gain some business understanding of the application of digital technology; and anyone interested in the digital revolution and digital transformation.

Usually required: Matric requirement or some relevant work experience.

This is an advanced programme, pitched at 3rd year undergraduate level*

**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?

You will acquire an excellent overview of the digital organisational landscape, from key cutting-edge technologies to digital business models, strategy, transformation, marketing and customer experience. This will equip you to start planning your organisational or personal future in the digital age and help you to plan the next step on your learning path.



How will your organisation benefit?

Your organisation will be able to begin the journey of adapting to digital transformation and/or advance its current digital capabilities.



Course structure (duration)

Five days, full-time.

Logistical Details



Venue:

Wits Business School,
2 St David's Place,
Parktown



Contact:

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+27 11 717 3369



Website:

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



www.wbs.ac.za/executive-education



What will you learn?

- The major types of technology underpinning the Fourth Industrial Revolution
- How to assess new business models based on digital trends
- Digital strategy
- How to implement methods for digital transformation and change
- How to engage in digitally savvy customer experience management and digital marketing



Dates of course (2019)

- Option 1: 25 February – 1 March
- Option 2: 22 July – 26 July
- Option 3: 21 October – 25 October



Course fees

- R 18 550 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 4th 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 21st century. ”

- Professor Gregory Lee

Programme Director: Immersion Experience in Cutting Edge Digital Business