



Transformational Executive 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?

This Wits Business School digital offering is for senior organisational members and industry Professionals who desire to gain strategic and transformational skills in the digital economy.

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

Transformational Executive Leaders in Digital Business



Who is it for?

It is ideal for senior management / organisational executives, advanced specialists and top talent.

Usually required: An undergraduate degree plus relevant senior work experience.

This is an advanced programme, pitched at honours or postgraduate degree 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?

The Transformational Executive Leaders in Digital Business programme will equip you to guide your organisation and career through the digital evolution, to craft and lead a digitally-informed strategy, and to understand the bigger picture of the digital economy.



How will your organisation benefit?

Your organisation will be able to implement successful digital strategies and change initiatives led by digitally-savvy executives.



Course structure (duration)

28 days, spread over eight weeks.

Logistical Details



Venue:

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



Contact:

Kholeka Vikilahle
kholeka.vikilahle@wits.ac.za
+27 11 717 3369



Website:

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



www.wbs.ac.za/executive-education



Course content

- Digital Technology Fundamentals (an overview of core digital technologies)
- Leadership in the Digital Age, including visionary leadership, liquid leadership, and organisational culture and change management
- Customer Experience Management (unless already completed, in which case credit is granted, with Talent Management in Digital Business offered as an alternative)
- Business Strategy for a Digital World
- Digital Business Economics
- Innovation and Corporate Entrepreneurship
- Policy, Governance and Ethics for Digital Business
- Key Sectors on the Digital Threshold (currently focused on fintech, e-commerce and digital-governance)



Dates of course

- 4 March – 17 October 2019



Course fees

- R 75 500 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: Transformational Executive Leaders in Digital Business