

Accelerated Leaders in Digital Business

Executive Education

WITS
UNIVERSITY



WBS
Wits
Business
School

POWERED BY

BCX

Are you ready for the coming wave of digitisation? Is your organisation digitally ready and equipped?

The Accelerated Leaders in Digital Business programme follows on from the Emerging Leaders in Digital Business programme but can be done independently for those seeking intermediate digital business content, and those for whom more advanced leadership issues are at play.

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

Accelerated Leaders in Digital Business



Who is it for?

Ideal for advancing talent, middle and senior managers, established high potentials, and established specialists.

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

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?

As a manager or professional, the Accelerated Leaders in Digital Business programme will equip you to play a role in transforming your organisation, team(s) and career using digital-era models and knowledge.



How will your organisation benefit?

Your organisation will benefit by expanding its talent base of managers who are able to understand and lead digital business projects, and who are able to practice management and leadership skills that are appropriately honed for the digital age.



Course structure (duration)

24 days, spread over seven 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



Course content

- Digital Technology Fundamentals (overview of core digital technologies)
- Leadership in the Digital Age, focused on servant leadership, leadership for accountability & high performance, lean leadership and leadership and diversity
- Customer Experience Management (unless done before, in which case credit is granted, and Digitalising Operations will be offered as an alternative)
- Digital Transformation and Change Management
- Introduction to Business Finance
- Digital Marketing
- Introduction to Strategy in the Digital Age



Dates of course

- 11 March – 26 September 2019



Course fees

- R 63 000 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 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: Accelerated Leaders in Digital Business