UNIVERSITY OF THE
WITWATERSRAND,
JOHANNESBURG

Wits
Business
School
Sculpting global leaders

POWERED BY
BCX

WITS BUSINESS SCHOOL
BCX CHAIR IN DIGITAL BUSINESS

MASTER YOUR DIGITAL FUTURE

Postgraduate Diploma in Management
in the field of Digital Business

INTRODUCTION FROM HEAD OF SCHOOL

Wits Business School takes very seriously its role in developing the business leaders of the future. This needs to be done while simultaneously addressing the pressing socio-economic challenges we face as a developing economy, an important part of which is our continent-wide skills deficit.

The WBS/BCX Chair in Digital Business, a first on the continent and one of the first in the world, is poised to graduate the first cohort of students in digital business. These individuals will emerge better equipped to rise to, and manage, the challenges of our continent as we experience unprecedented change and development – particularly in the area of technology and artificial intelligence (AI), among others.

Digital business is the way of the future, but there is much that is still not understood about how mainstream businesses should navigate this space, or the impact of digitisation on our lives, current and future. I encourage anyone wanting to get the edge in our digitalised business world to find out more about this unique offering.

Dr Sibusiso Sibisi
Director and Head of Wits Business School

INTRODUCTION FROM HEAD OF CHAIR

There has been much hype around 'digitalisation' in the media and elsewhere, but while it is a very real part of our world, and applies to every aspect of business, there is no substantial body of knowledge available that is based on solid academic research. In other words, digital business is not a formal area of study.

But that has now changed, however! Thanks to Wits Business School and Telkom/BCX, who have taken the lead, the first ever Chair in Digital Business in Africa was established in 2016.

The overarching vision of the Chair is to help South African business thrive in the digital era.

It is my pleasure, as Head of the Chair, to introduce you to two of our academic programmes: our 'flagship' Master's degree in Digital Business, and our postgraduate diploma. Both programmes offer cutting edge curricula based on new research in the field of digital business.

We hope you will join us on this exciting journey!'

Brian Armstrong
Professor: Chair in Digital Business —
Wits Business School
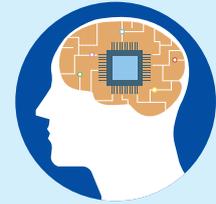
WHAT IS THE CHAIR IN DIGITAL BUSINESS?

The WBS/BCX Chair aims to be a centre of excellence in digital business in South Africa and Africa by producing a range of teaching programmes and conducting structured research, working with industry to ensure relevance and applicability.

In delivering this mission our objectives are:

• To establish a sufficiently broad, coherent, credible and contextualised knowledge base for managing businesses in the emergent digital world;

• To provide a range of learning programmes (qualifications and certifications) to share this knowledge base in practical and actionable ways; and

• To conduct a structured research programme into Digital Business to advance the state of business science in a contextualised way, working with industry to ensure relevance and application.
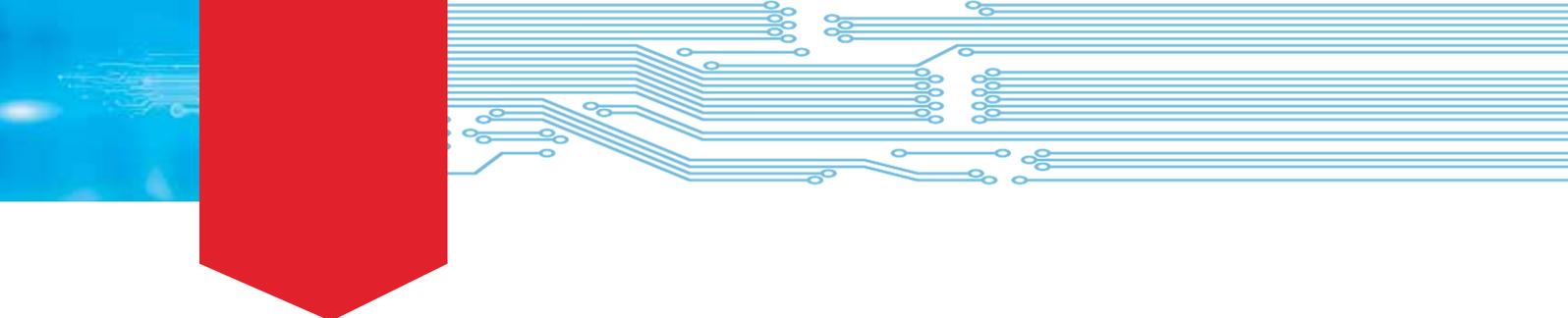
POSTGRADUATE DIPLOMA IN MANAGEMENT IN THE FIELD OF DIGITAL BUSINESS

PROGRAMME BASICS:

Duration: 12 months

Level: NQF 8

Study mode: Modular Studies delivered in blocks

                   Five to seven days per block per course

Fees: R81,000.00*

*Fees subject to change

Classes run on week days including Saturdays from 08h00 - 16h00, from mid-January until mid-December 2019.

CORE COURSES

1. Business Strategy for a Digital World

This course consists of a selection of primary and secondary topics on business strategy in a digital age. It builds on and extends business strategy as historically taught and practised, and extends this to new business models and concepts, the impact so-called "exponential" effects, and considerations of sustainability and the digital divide.

2. Digital Technology Fundamentals

This course introduces candidates to key concepts around the technologies which underpin what is termed the "digital revolution". It provides a working knowledge of the current state of the art, taxonomy of the field; current and future applications of these technologies, and anticipated medium term future developments. This course lays an important foundation for business people across all spheres of leadership and management who need to lead organisations into the future.

3. Marketing for Digital Business

This course explores the nature of the changing customer, changing ways of engaging customers and the implications for marketing in general and for digital e-marketing in particular.

4. Innovation and Entrepreneurship for Digital Business

This course is designed to equip the candidate with insight into how to drive innovation and entrepreneurship. It explores ways to facilitate and sustain intrapreneurship in larger, more established companies seeking to transform digitally, as well as for individuals or small enterprise entrepreneurs running innovative tech start-up ventures.

5. Digitalising Operations

This course introduces candidates to the fundamental concepts and tools to digitalise the operations of modern businesses. Digital operations management is not only about technology; it requires a holistic approach to transform operations, change existing business and operations models and train employees to leverage technology for greater efficiency.

6. Digital Readiness, Transformation and Change Management

This course equips candidates to management digital transformation in business and government. It asserts that digital transformation as a new business strategy is inevitable and essential, and counteracts the view that digital transformation and preparedness in the 21st century is purely a technology or IT issue, and thus also emphasises the dimension of creating the right digital culture through change management.

7. Talent Management for Digital Business

This course introduces the candidate to key concepts in the field of digital talent management and provides them with an actionable approach to enhance digital talent management in their organisations. It explores, firstly, the core components of the digital talent management value chain and how to win in the on-going War for Talent. Secondly, the specific case of managing digital talent when operating in global and dynamic markets is covered. Thirdly, the course will provide candidates with some insights into managing their own digital careers effectively.

8. Policy, Governance and Ethics in Digital Business

This course provides an overview of the challenges and dilemmas faced by digital era leaders that need to be addressed, from ethical, commercial and legal perspectives, and explores how to effectively formulate appropriate responses and manage the associated risks. The primary emphasis is on developing organisational responses, but consideration is also given to the impact on individuals.

9. Customer Experience Management

This course provides candidates with an overview of digital customer experience management as defined as the quality of all a consumer's encounters with a company's products, services, and brand. The importance of digitally-enabled customer experiences rooted in operational excellence is the core focus of the course, emphasising that using digital technology as a basis for all customer experience can drive financial performance and growth in most businesses, not just digital-only brands.

10. Systems Thinking in the Digital Economy

This course provides candidates with an overview of systems thinking within digital environments that requires candidates to see and make connections between solutions, systems and society. It provides candidates with an integrative approach to systems thinking theory, complexity theory, design thinking and systems engineering.

11. New Methods in Information Technology Management

This course provides candidates with an overview of new methodologies in approaching information management systems that go beyond traditional approaches. It emphasizes the link between Business Strategy, Technology strategy and IT strategy and introduces new concepts in technology and IT management. It demonstrates how many of these techniques can and should be applied at a broader business level rather than narrowly in OT organisations.

12. Digital Business in Africa

This course introduces candidates to opportunities and challenges in implementing digital business initiatives in Sub-Saharan Africa. It assesses Africa as a competitive player in the global economy, and the relationship between various factors and institutions that impact on the economic development and the competiveness of countries, regions and firms.
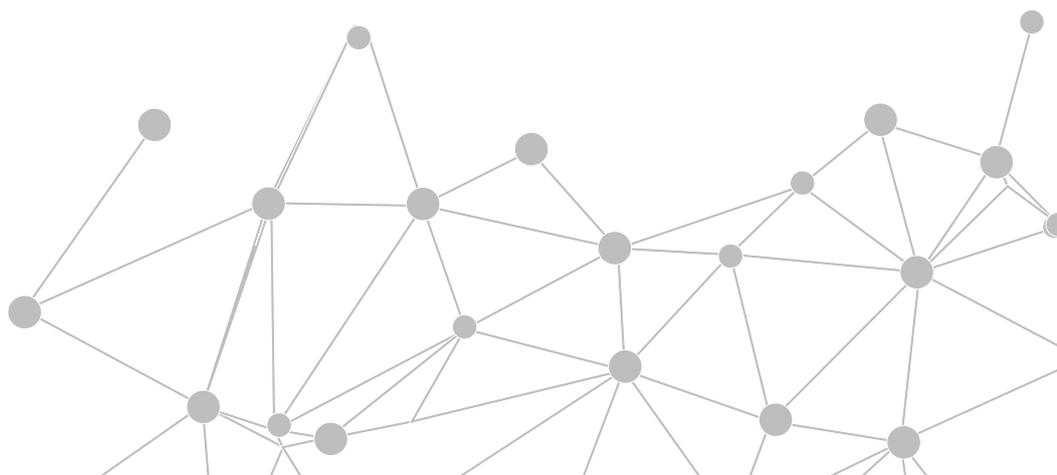
WBS reserves the right to change its schedule as required.

Please note: WBS processes applications for admissions on a continuous basis in the order of receipt thereof.

On acceptance:

Should your application be successful, an amount of R15 000 will be payable on acceptance. This amount is non-refundable and will be offset against the registration fee payable in your first year.

IMPORTANT CONTACT INFORMATION

For queries regarding academic programmes:

Sibusiso Mtshali, Programme Manager

Sibusiso.mtshali1@wits.ac.za

+27 (0) 11 717 3973

For queries regarding your application:

+27 (0) 861 000 927

Applications2019.wbs@wits.ac.za

For queries regarding PhD and Research enquiries:

Ayanda Magida

Ayanda.magida@wits.ac.za

WITS BUSINESS SCHOOL

2 St David's Place, Parktown 2193

PO Box 98, WITS 2050

+27 (0) 11 717 3544

www.wbs.ac.za

UNIVERSITY OF THE WITWATERSRAND, JOHANNESBURG

Wits Business School
Sculpting global leaders

POWERED BY BCX