

# DIGITAL LEADERSHIP & BUSINESS TRANSFORMATION

NQF 8

## PURPOSE

Today, Leaders are tested with questions they have never faced before. Leaders will be expected to make profitable lemonade for a long while after this once-in-a-century pandemic has passed. When we emerge from this, we undoubtedly will realise how different so many of our products, workflows and organisations look. New skills and capabilities to pivot the business becomes essential. What leaders regarded as “future proofing” is now the new reality, the DIGITAL driven economy is the new normal.

The Digital Leadership and Business Transformation Programme, offers leaders the opportunity to learn the skills and

perspectives to lead in today’s digital economy. Candidates will learn how to innovate and lead transformation in the business. This programme highlights the need to build sustainable business solutions for the new social and economic uncertain business times. The Duke Corporate Education (Duke CE) Digital Leadership and Business Transformation programme enables learning to relaunch our organisational mission.



## ADMISSION REQUIREMENTS

The candidate should have a degree or diploma at NQF Level 7 and a minimum of 3 to 4 years working experience in a leadership/management position. In the event that the candidate does not have the requisite NQF7 qualification, then Recognition of Prior Learning (RPL) policies will apply with a minimum of 5 years management and work experience.



## TARGET AUDIENCE

Senior Leaders and Management, Talent ready for career growth, Leaders driving or aspiring to build the capability to drive Digital Transformation in their organisations



## RECOGNISED QUALIFICATION

Two certificate programmes across 2 years accredited by Rhodes University. Each certificate will consist of modules aligned to the PGDip EM (NQF 8) qualification



## PROGRAMME LEARNING OUTCOMES

**Develop in-depth, discipline specific skills and applied competence in the private and public sector.**

**Communicate effectively and to contribute to knowledge and socio-economic transformation in a responsible ethical and innovative manner, focusing on the following outcomes:**

- **Build a deep understanding of the impact of digitisation on business strategy and transformation**
- **Redefine customer centricity in the digital economy**
- **Build your personal leadership capabilities to lead “future of work” teams**
- **Learn from other companies who have successfully implemented strategies for survival and growth**
- **Lead successful business and digital transformation strategies**
- **Grow a network of business relationships across different industries**

# VIRTUAL CLASSROOMS AS A GLOBAL LEARNING OFFERING

This programme allows for enrollment of global leaders worldwide. This unique delivery method allows for a more meaningful outcome of learning, as we prepare to lead in a global context through shared participation and contribution of learning.

Benefits are:

- Building leadership skills that will equip you to lead a digital strategy
- Participating on an interactive virtual experience with world class faculty to delivering key content
- Best practice case studies and company immersions
- A practical, nuts-and-bolts approach to learning - acquiring skills you can apply immediately
- Taking time for introspection and self-assessment
- Analysing your own leadership style and developing action plans for improving your management effectiveness
- Growing your business network

## LEARNING JOURNEY MAP

This qualification is aligned to the Post Graduate Diploma in Enterprise Management at Rhodes Business School and is designed to accommodate a range of topic areas:



Post Graduate Diploma (NQF 8)



Blended Offering



~ 24 Months

### Module 1:

#### Digital Impact & Intrapreneurial Leadership

See the world of work through the lens of an entrepreneur. Develop your understanding of the challenges and opportunities facing the world, your country and business in times of rapid digital disruption, economic turmoil and now the pandemic. Build capabilities as a corporate entrepreneur and understand the value of innovation and creativity in the execution of new ideas.

### Module 2:

#### Exposure to Digital Innovative Companies & Case Studies

Join us on a journey of learning and conversation with companies and experts who have successfully walked a journey of innovation and digital change. Share and exchange ideas in an open forum; stretching your mind round new possibilities.

### Module 3:

#### Digital Marketing & Customer Centricity

This module will focus on strategic marketing, and the role of digital marketing, as a leverage in building your brand. This will include the ability to Identify environmental market opportunities, assessing the competitive environment and the resources necessary to exploit those opportunities, appraising the market and financial performance. Key is to build a deep understanding of your customer's needs and requirements and to respond appropriately.

### Certification

Participants will received a Certificate on completion of the first year at NQF level 8 consisting of 480 notional hours and 48 credits towards the PGDip. During the second year participants will receive a Certificate at NQF level 8 consisting of 720 notional hours and 36 credits towards the PGDip. Participants will during the second year be registered for the PGDip at Rhodes University.

### Module 4:

#### Digital Operating Models

Explore sustainable operating models and supply chain management principles and practices in a world of digital enablement. Develop your skillset in thinking laterally and innovatively to solve complex operation management problems and drive the competitiveness of your business.

### Module 5:

#### Sustainability & the Impact of Digitisation

Leading a sustainable business is the ability to analyse the key contributors to sustainability, developing a strategic approach and execution plan for your context. Digital risk mitigation and finding opportunities for growth and efficiencies is a key part of the debate during this module.

Complete 2 Integrated Work Assignments

The programme is priced at **R85,000 per learner.**

### Assessment Methods

Participants will be required to complete two integrated assignments. The assignments will integrate the learning across a few modules and will test application within the workplace. Other assessment methods will be used during the learning process to evaluate competence, such as multi choice tests, self and peer assessments, etc.

YEAR ONE

YEAR TWO

### Immersive Digital Leadership Experience - On Campus

The second year will kick off with a full-week immersive experience on campus in Makana. This rich learning experience focuses on the key capabilities of digital, leadership and transformation setting the context for modules 6, 7, 8 and the Integrated Case Study. Participants will learn from the growing Port of Ngqura, the Big 7 and Aviation.

### Module 6: Business Development & Consulting

Contribute to value creation in your business by developing core consulting skills and gaining the collaboration of your stakeholders to maximise impact.

### Module 7: People Management

Technology and People integration is a dilemma for organisation transforming business into the era of digital. The people factor, shifting gear into new mindset, skillsets and toolsets – designing the jobs of the future is a critical success factor. This module will explore leading edge people management strategies and practices in a digital environment.

### Module 8: Financial Management

Understand the levers to drive sound financial decision-making practices and grow your business. Sound financial understanding is a cornerstone of leading your own business operation.

Complete 2 Integrated Work Assignments and the Integrated Case Study Project

Duke CE is #1 in Africa in the *Financial Times*

Custom Executive Education rankings and in the top four globally for two decades.

Contact [Karen Roux](#) or [Candice Domingo](#) to apply for this exciting programme.