DIGITAL LEADERSHIP & BUSINESS TRANSFORMATION

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.

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

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

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.

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:

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.

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.

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.

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.

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.