

FULL PROGRAMME

Higher Certificate in Digital Business Analysis

NQF Level 5

120 Credits

SAQA ID : 125619

Duration of study

1 year full-time, over 2 semesters

2 years part-time, over 4 semesters

The Higher Certificate in Digital Business Analysis equips professionals with the foundational knowledge and practical skills to analyse, optimise, and improve business processes in a digital environment. Learners develop the ability to interpret organisational needs and translate them into effective, technology-enabled solutions that drive measurable business transformation. The programme builds core capability in data analysis, business process modelling, and digital strategy, enabling informed, evidence-based decision-making. It also develops skills in user experience (UX) design and customer-centric thinking, ensuring that digital solutions are both effective and aligned to real user needs. By integrating Agile project management and key digital technologies, the qualification prepares learners to operate confidently in fast-paced, evolving business contexts, while embedding ethical and governance principles to support responsible, sustainable digital practice.

Modules

- Introduction to Digital Business Analysis
- Business Process Analysis and Modelling
- Data Analysis Basics
- Digital Business Strategy and Innovation
- Agile Project Management
- User Experience (UX) and Customer-Centric Design
- Digital Technologies and Platforms
- Digital Business Ethics and Governance

Who this programme is for

This programme is designed for working business professionals, as well as those wishing to enter into a business career, who want to build practical, future-ready skills and confidently contribute to organisational success in a dynamic, fast-changing world.

Programme exit level outcomes

On completion of the programme, graduates will have the necessary skills and competence required to:

- Define the core purpose of business analysis in business and digital transformation initiatives.
- Explain the techniques and tools for business process modelling and improvement, and understand how digitalisation and automation can enhance business outcomes.
- Apply basic data analysis techniques and tools to interpret data and create visual representations that support decision-making processes in a business context.
- Analyse and evaluate digital business strategies aligned with organisational goals and identify opportunities for digital innovation that can enhance business models.
- Apply Agile project management methodologies (Scrum, Kanban, Lean) to develop project plans, sprints, and backlogs, ensuring effective collaboration and stakeholder satisfaction.
- Design and create user-centric digital solutions, using empathy and UX principles to enhance the emotional and functional experience of digital products.
- Evaluate digital platforms and technologies for their suitability in business contexts, ensuring that they are integrated into processes in ways that enhance human interactions.
- Analyse complex business problems and apply critical thinking to develop data-driven, innovative solutions that address these challenges in the digital business environment.
- Evaluate digital solutions to ensure they prioritise human well-being, empathy, and meaningful interactions in the digital environment.

All learning material and prescribed textbooks included.

Upon successful completion of all qualification requirements, students will be awarded the Higher Certificate in Digital Business Analysis (NQF Level 5, SAQA ID 125619) by Masterstart Institute (Pty) Ltd, a registered Private Higher Education Institution with DHET (Registration Number: 2026/HE07/001), in accordance with the Higher Education Act (Act No. 101 of 1997), as amended.

The qualification is accredited by the Council on Higher Education (CHE) and registered on the National Qualifications Framework (NQF) by the South African Qualifications Authority (SAQA).

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