

Digital Business Strategy and Innovation

15 Credits

150 Notional Hours

15 weeks

10 hours per week

Explore how organisations develop digital strategies to remain competitive in an evolving business landscape. In this microcredential, you will examine the relationship between business strategy, digital transformation, and innovation while learning how Digital Business Analysts contribute to strategic planning and organisational change. You'll explore emerging technologies, evaluate opportunities for digital innovation, and discover how customer-centric thinking supports the development of sustainable digital business solutions that create value for organisations and their stakeholders.



Skills you will develop

- Innovation Opportunity Evaluation
- Digital Roadmap Development
- Business Sense
- Planning and Organisation
- Scenario Planning



What you will learn

- Introduction to Digital Business Strategy
- Aligning Digital Strategy with Organisational Goals
- Identifying and Evaluating Digital Innovation Opportunities
- Digital Innovation and Business Model Impact
- Developing a Digital Roadmap
- Human-Centred Digital Business Strategy

Who this course is for

This microcredential is designed for aspiring or early-career Digital Business Analysts, as well as professionals working in business, operations, IT, or digital environments who want to understand how digital strategy and innovation drive organisational success. It is also well suited to anyone interested in aligning business goals with digital initiatives, identifying opportunities for innovation, and supporting digital transformation. No prior experience in digital strategy is required. This microcredential forms part of the **Higher Certificate in Digital Business Analysis** (NQF Level 5). Learners who successfully complete the microcredential will receive **advanced standing towards the full qualification** when they enrol, enabling them to accumulate credits progressively while building practical, job-ready skills.

Learning Outcomes

- Develop a digital business strategy aligned with organisational goals.
- Identify and evaluate opportunities for digital innovation.
- Create a roadmap for implementing digital initiatives.
- Analyse the impact of digital innovation on business models.
- Ensure that digital strategies prioritise human well-being and user satisfaction.

All learning material and prescribed textbooks included.

The Digital Business Strategy and Innovation microcredential (15 credits, NQF Level 5) is a formally approved component of the SAQA-registered (Higher Certificate in Digital Business Analysis – SAQA ID 125619), while not registered independently on the NQF, the credits awarded derive from and contribute toward the registered qualification in accordance with HEQSF and CHE requirements.

MasterStart Institute is registered with the Department of Higher Education and Training (DHET) as a Private Higher Education Institution in terms of the Higher Education Act, 1997 (Act No. 101 of 1997).