

Introduction to Digital Business Analysis

15 Credits

150 Notional Hours

15 weeks

10 hours per week

Build a strong foundation in Digital Business Analysis and discover how business analysts help organisations navigate digital transformation. In this microcredential, you will explore the evolving role of the Digital Business Analyst, examine how emerging digital technologies are reshaping organisations, and learn how business analysis supports strategic decision-making and innovation. You'll also gain insight into aligning business strategy with digital initiatives while applying empathy and user-centred thinking to design solutions that deliver meaningful value for both organisations and their customers.



Skills you will develop

- Business Problem Definition
- Requirements Analysis
- Ownership
- Attention to detail
- Communication



What you will learn

- Introduction to Digital Business Analysis
- The Role and Responsibilities of the Digital Business Analyst
- Business Analysis and Digital Transformation
- Digital Technologies and Their Impact on Business Analysis
- Business Strategy and Digital Business Analysis
- Empathy and User-Centricity in Digital Transformation

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 build a strong foundation in Digital Business Analysis. It is also well suited to anyone interested in understanding how business analysis supports digital transformation, strategic decision-making, and user-centred solutions. No prior experience in Digital Business Analysis 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

- Define the role and responsibilities of a Digital Business Analyst.
- Explain the significance of business analysis in digital transformation initiatives.
- Identify key digital technologies and their impact on business analysis.
- Describe the relationship between business strategy and digital business analysis.
- Discuss the importance of empathy and user-centricity in digital transformation.

All learning material and prescribed textbooks included.

The Introduction to Digital Business Analysis 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).