



# MASTERSTART

**Gordon Institute  
of Business Science**  
University of Pretoria



Delivered 100% online



4 – 6 learning hours per week



8 weeks

# Digital Transformation and Innovation

## Lead digital change and drive business innovation

As technology evolves, organisations must adapt to stay competitive. Digital Transformation and Innovation equips you with the skills to integrate digital solutions, automate processes, and drive product or service innovation – ensuring long-term business success.

### What will you learn?



#### Digital implementation

Align people, data, and technology to successfully lead digital transformation initiatives.



#### Automate business processes

Optimise workflows and leverage technology to enhance efficiency and productivity.



#### Drive product or service innovation

Develop innovative business models and strategies to create new market opportunities.



#### Client centricity

Adopt a customer-first approach to digital transformation and enhance user experience.



#### Strategic implementation

Integrate digital strategies into core business functions to drive sustainable growth.



#### Technological adaptability

Stay ahead of emerging trends and use digital tools to future-proof your organisation.

Contact Us



+27 21 201 1167



[register@masterstart.com](mailto:register@masterstart.com)



[www.masterstart.com](http://www.masterstart.com)



Certificate of  
Competence

# Course outline

 6 collaborative learning sessions



WEEK 1

## Orientation

Meet your Industry Expert, Learner Success Coach and other learners



WEEK 2

## Module 1

### What is digital transformation?

Understand how digital transformation aligns people, data, and technology for business success



WEEK 3

## Module 2

### The digital in business strategy

Explore the role of digital tools and data in shaping business strategy and decision-making



WEEK 4

## Module 3

### Digital business models

Discover how digital innovation impacts business models and market competitiveness



WEEK 5

## Module 4

### Digital ethics and policy

Learn about digital regulations, data privacy, and ethical considerations in technology



WEEK 6

## Module 5

### Customer-centric digital transformation

Apply design thinking and customer-centric strategies to digital initiatives



WEEK 7

## Module 6

### Shifting to the digital mindset

Build agile teams and implement automation to drive digital change



WEEK 8

## Final assessment

Digital Strategy Report

## Who is this course for?

This course is designed for professionals looking to confidently implement digital solutions, manage organisational change, and drive innovation. It is ideal for those responsible for leading digital transformation, optimising business processes, and ensuring strategic alignment in an evolving digital landscape.

## The learning experience

MasterStart courses are developed to provide a learning experience that builds competence and professional confidence. This unique online learning approach means you will:



Enjoy full learning support for your course, in the form of a dedicated team of an Industry Expert, Learner Success Coach and Learning Support Coordinator.



Learn from a mix of self-paced study modules, quizzes and interactive activities.



Access resources, audio notes, and a community chat for additional support and discussion.



Engage in collaborative learning sessions to apply what you've learned in practical ways.

All MasterStart courses are aligned to Category-B of the BBBEE Skills Development matrix.

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