



## **IIE Postgraduate Diploma in Digital Business**

**School of  
Management**

This IIE Postgraduate Diploma in Digital Business is suited for individuals seeking a new skill set to promote the digitalisation of businesses in the ever-changing business world. If you are a game changer and an innovator, look no further than this IIE qualification.

The purpose of this Postgraduate Diploma in Digital Business is to enable individuals involved in business operations, finance, marketing, or business development to understand, assess and select appropriate business technologies for growth and effectiveness.

This IIE Varsity College qualification is available through the distance mode of study, which is ideal for working adults who prefer not to attend full-time lectures but is aimed at students who are keen to study in the Digital Business field. As an IIE distance student you will receive all your support Online from a dedicated team of IIE Varsity College Online tutors.

**POSTGRADUATE DIPLOMA**

**DISTANCE**



## Career Opportunities

The Postgraduate Diploma in Digital Business is designed to prepare graduates with the necessary skills in business technologies for growth and effectiveness. Specific prospects in Digital Business as a field include:

- Digital Business Analyst
- Digital Sales Manager
- Business Operations Manager
- Brand Manager
- Digital Marketing Manager
- Digital Marketer
- Business Development Consultant

## Curriculum

Year 1							
Semester 1				Semester 2			
Code	Module Name	Credits	NQF	Code	Module Name	Credits	NQF
DBTE8411	Digital Business Technologies	20	8	DIMA8412	Digital Marketing and Analytics	20	8
DBPT8411	Digital Business Process Transformations	20	8	BMDT8412	Business Management in Digital Transformation	20	8
DBMF8411	Digital Business Models and Finance	20	8	RMET8439	Research Methodology	20	8

## Admission Requirements

The following is required to be considered for admission:

Minimum Entrance Requirements:	
An appropriate HEQSF Level 7 Bachelor's degree; <b>OR</b>	
An appropriate Advanced Diploma; <b>OR</b>	
An equivalent NQF Level 7 qualification	
International	A SAQA Evaluation Certificate with NQF L7 equivalence in an appropriate field

### Important Information

- This factsheet is valid for the 2024 academic year only.

## WHAT ARE THE BENEFITS OF AN IIE DISTANCE (ONLINE) QUALIFICATION?

The IIE's distance (online) delivery mode provides you with the agility of studying towards a tertiary qualification asynchronously, at different times from different locations. Distance students need to commit to approximately 20-25 hours a week for distance engagement (most of which is after hours) with material and assessments to succeed.

Here are some of the benefits you can expect:

- A sequenced online learning environment that allows you the ability to manage your learning experiences flexibly and autonomously.
- A learner guide designed to lead you through the module material and learning outcomes, empowering you to effectively pace your learning in preparation for assessments.
- Our Learning Management System is designed to break up your learning units into manageable sections which include various activities to support learning.
- Module expert online lecturers that facilitate module teaching and learning support through various technology enhanced mediums.
- Online Success Navigators provide administrative and operational guidance and support throughout your academic journey.
- A professionally registered Student Wellness Manager/Counsellor available for short-term, primary counselling services. Additionally, the Student Wellness Manager/ Counsellor hosts various webinars and virtual talks on topics that promote a balanced lifestyle as you pursue your academic goals.



### Device Specifications:

- The appropriate technology equipment and tools are essential to succeed in distance (online) study.
- A reliable internet connection (we recommend 5-10 GB of data per month), your own device with at least Windows 8 or macOS 10.15 (Microsoft Office 365 is available as a free download for IIE students), and Google Chrome, Microsoft Edge Chromium or Firefox.
- An uninterrupted power supply is also highly recommended.

### EXAMINATION CENTRE OPTIONS FOR ASSESSMENTS WRITTEN ON CAMPUS

From 2024, we are planning to potentially enable you to write some of your exams online, which will be invigilated.

- Your device needs to fulfil the minimum requirements as above with internet connectivity, a working webcam and audio recording ability, with battery life sufficient for the exam duration in case of power outage once the exam has started.
- Whilst Android devices and tablets can be used for your studies, they cannot be used for online exams.
- You are responsible for making contingency plans in case of planned power outages.
- You need to be alone in a quiet environment for writing your exams online.
- Selected final semester exams as indicated on your Programme Assessment Schedule (PAS) may be written online, at an IIE campus, or at an approved exam centre where appropriate.

### WHERE ASSESSMENTS CANNOT BE WRITTEN ONLINE OR STUDENTS DO NOT HAVE ACCESS TO AN APPROPRIATE DEVICE

- For students based in South Africa, online students may select any campus of The IIE's Varsity College, Rosebank College, Vega, or IIE MSA as their Examination Centre.
- An alternative examination centre is only permissible for students studying abroad and those located in a province of South Africa where there is no IIE campus. If there is no IIE campus within reach, an alternative venue will need to be sourced by you. For non-IIE venues, there is an alternative venue levy per module.

### HOW WILL THE IIE'S VARSITY COLLEGE SUPPORT YOUR ONLINE LEARNING AS A DISTANCE (ONLINE) STUDENT, AND HOW WILL IT HELP PREPARE YOU FOR THE WORKING WORLD?

Our distance teaching and learning approach is designed to allow you the freedom to self-govern your learning experiences according to your individual needs. You are at the centre of your own learning journey, and by offering curated engagement opportunities, we partner with you to:

- Engage with subject material
- Build understanding
- Develop critical thinking and problem-solving skills
- Manage your work, life and studies
- Succeed in your personal, professional and academic goals.

THE IIE IS ACCREDITED AS AN INDEPENDENT HIGHER EDUCATION INSTITUTION BY THE BRITISH ACCREDITATION COUNCIL.

Please note that this fact sheet is accurate at the time of publication. The Independent Institute of Education (The IIE) reserves the right to alter any of the content prior to commencement of registration due to changes in regulation, policy, market requirements, or any other valid reason. November 2023\_v1