

AFDA launches a collaboration-driven Postgraduate Diploma in Innovation for 2020

 By [Earle Holmes](#), issued by [AFDA](#)

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AFDA is proud to launch a one-year, full-time, Postgraduate Diploma in Innovation for 2020 on our Johannesburg and Cape Town campuses.



The diploma will provide students with a rigorous education in convergence of business and technological innovation, equipping students with the necessary skills to identify a business opportunity, apply innovation theory and launch a new business venture using new technology.

The intent of this qualification is to economically boost the creative economy, by hosting an innovation incubator that develops tangible businesses through a diverse cohort of students. As is standard for Postgraduate level of studies and will be in this qualification, there is a greater focus on research along with learning outcomes in innovation and entrepreneurship to follow an Undergraduate degree. Our understanding in developing a collaboration-driven Postgraduate Diploma which can be filled with students from Undergraduate degrees of various specialisations and electives, whether in business, entertainment or otherwise, is that diversity enhances innovation. Students will not necessarily learn the foundations of business as an Undergraduate BCom may teach, however should enter the program with a keen interest in business and entrepreneurship. Students will learn about generating new ideas, researching, innovating and look at applying their previous area of specialisation (discipline) or an area of great interest to them into their role as part of a dynamic and diverse group of individuals. This group will collaborate to develop a business model that harnesses their collaborative disciplines.

The campus facilities will offer these business groups a dynamic office space/innovation lab cultivating a prime environment for start-ups and entrepreneurial development. This includes access to equipment and new technologies such as VR and AR to leverage business opportunities utilising these or other technological mediums.

Core areas of learning:

Ideation Studies: Not only will students be taught the rich diversities of theories surrounding business innovation, they will also learn how these contribute to the development of business models that make use of exponential technologies. During this learning process, students will develop the concepts necessary to develop their own innovative business models that can exploit the analogue-to-digital value gap through technological innovation opportunities. They will also be provided with knowledge of the context of business practices in the creative industries, and the role of the creative industries within society at large, with the intent to inform the potential business opportunities they wish to explore

Discipline Studies: Concepts explored in Ideation Studies will be realized through students' Discipline Studies where students apply their discipline skills of choice in syndicate groups around a proposed business venture. They research the required discipline skills to enable the innovative business model in the most cost effective and productive manner.

Contextual Studies: Driven by the need for critical thinking, collaboration and investing in the world, as well as by the importance of developing rewarding careers and a sense of personal fulfilment, students will lead their own learning in these key 21st century skills required to develop their innovative businesses in productive teams.

Business Model Studies: Here, students are given the opportunity to systematically apply the concepts and theories explored in Ideation Studies, the goals they have set for themselves in Contextual Studies, as well as their chosen discipline, in order to realize a new entrepreneurial venture. They will develop the idea of their business concept, research and test it, activate their business model for market feedback, and then reflect on this feedback, adapting their model in order to prepare for its launch into the real world. This project-led approach to learning allows students to develop a meaningful and productive relationship with the acquisition of new knowledge. Their project is assessed through the student's performance in Ideation Studies and their navigation of contextual issues during the business development process.

Reflection Studies: The project process culminates in Reflection Studies, guiding students to critically reflect on their experiential project-led learning as the means to evolve their business. Here, students are encouraged to link their theoretical learning and the application of their discipline to the creation of their business, mapping their growth, and deciding how what they have learned will inform their career development, their investment in the world, and their own personal fulfilment.

DURATION: 1 YEAR FULL-TIME (CONTACT LEARNING)

SAQA ID: 111396

NQF LEVEL: 8

CAMPUSES: JOHANNESBURG & CAPE TOWN

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