

University of Pretoria Yearbook 2016

Postgraduate Diploma Digital Innovation (07220020)

Duration of study 1 year

Total credits 130

Contact Prof MC Matthee machdel.matthee@up.ac.za +27 (0)124203365

Programme information

The duration of the programme is 12 months. The programme is presented by means of contact sessions and online delivery.

Admission requirements

A relevant bachelor's degree.

Additional requirements

1. The Dean has the right of authorisation regarding matters not provided for in the General Regulations or Faculty Regulations.
2. Only selected candidates will be allowed to register for a Postgraduate Diploma.
3. The Department concerned reserves the right not to present a programme during a specific period or to limit the number of candidates admitted.
4. The presentation of the programme is subject to the admission of a minimum number of candidates.

Examinations and pass requirements

An examination is written in each of the modules and a minimum of 50% should be obtained in each of the modules to pass.

There are no supplementary examinations in this programme.

In calculating marks, General Regulation G12.2 applies.

Subject to the provisions of General Regulation G.26, a head of a department determines, in consultation with the Dean

- when the examinations for the Postgraduate Diploma in his/her department will take place, provided that:
 - i. examinations for the Postgraduate Diploma which do not take place before the end of the academic year, must take place no later than 18 January of the following year, and all examination results must be submitted

to the Student Administration by 25 January; and

ii. examinations for the Postgraduate Diploma which do not take place before the end of the first semester, may take place no later than 15 July, and all examination results must be submitted to the Student Administration on or before 18 July.

- whether a candidate will be admitted to a supplementary examination, provided that a supplementary examination is granted, only once in a maximum of two prescribed semester modules or once in one year module;
- supplementary examinations (if granted) cover the same subject matter as was the case for the examinations; **NB:** For the purpose of this provision, the phrase "not sit for an examination more than twice in the same subject" as it appears in General Regulation G.18.2, implies that a candidate may not be admitted to an examination in a module, including a supplementary examination, more than three times.
- the manner in which research reports are prepared and examined in his department. **NB:** Full details are published in each department's postgraduate information brochure, which is available from the head of department concerned. The minimum pass mark for a research report is 50%. The provisions regarding pass requirements for dissertations contained in General Regulation G.12.2 apply mutatis mutandis to research reports.

Subject to the provisions of General Regulation G.12.2.1.3, the subminimum required in subdivisions of modules is published in the study guides, which are available from the head of department concerned.



Curriculum: Final year

Minimum credits: 130

Core modules

Introduction to entrepreneurship 821 (ENP 821)

Module credits	20.00
Prerequisites	No prerequisites.
Language of tuition	English
Academic organisation	Business Management
Period of presentation	Semester 1

Module content

- The need for entrepreneurship • Characteristics and traits of entrepreneurs • Impetus for entrepreneurship • Difference between small and entrepreneurial ventures • The entrepreneurial process • Ideas vs Opportunities • The Window of Opportunity • Market research and target markets • The Business Plan

Creativity and innovation 823 (ENP 823)

Module credits	20.00
Prerequisites	No prerequisites.
Language of tuition	English
Academic organisation	Business Management
Period of presentation	Semester 1

Module content

- The theorem surrounding creativity, innovation and opportunity finding
- The techniques to facilitate and enhance creative thinking
- A full understanding of business innovation in an entrepreneurial context

Capita selecta 713 (INF 713)

Module credits	15.00
Prerequisites	No prerequisites.
Contact time	1 web-based period per week, 8 lectures per week
Language of tuition	English
Academic organisation	Informatics
Period of presentation	Semester 1 or Semester 2

Module content

This module will be used to present special, relevant topics within the expertise of the department.



Research report 780 (INF 780)

Module credits	30.00
Prerequisites	INF 714
Contact time	1 other contact session per week, 1 web-based period per week
Language of tuition	English
Academic organisation	Informatics
Period of presentation	Semester 1

Module content

A research paper on a topic from the field of informatics.

Information communication 730 (INY 730)

Module credits	15.00
Service modules	Faculty of Economic and Management Sciences
Prerequisites	No prerequisites.
Contact time	2 lectures per week
Language of tuition	English
Academic organisation	Information Science
Period of presentation	Semester 1 or Semester 2

Module content

Informed by the participatory approach to communication this module reflects in depth on methods for the effective communication of information. In order to achieve this, the nature on information within the context on Information Science will be investigated. Thereafter, communication media will be identified and discussed and students will learn how to create a target audience profile to determine the appropriate media and content for the dissemination of information.

Information and communication technologies (ICTs) and the communication of information will be investigated along with literacy and media literacy. The communication of information will form a central focus of this module. Therefore the role of traditional, interpersonal, as well as modern media will be addressed. The processes of creating meaningful and effective messages for the communication of information as well as intercultural communication will also be addressed.

Elective modules

Trends in heritage and cultural tourism 752 (EFK 752)

Module credits	30.00
Service modules	Faculty of Economic and Management Sciences
Prerequisites	No prerequisites.
Contact time	2 lectures per week
Language of tuition	English



Academic organisation Historical and Heritage Stud

Period of presentation Year

Module content

Development of the concept heritage and cultural tourism, fields of research, approaches, different research methods.

Virtual environments 774 (IMY 774)

Module credits 15.00

Service modules Faculty of Economic and Management Sciences

Prerequisites No prerequisites.

Contact time 1 practical per week, 1 lecture per week

Language of tuition English

Academic organisation Information Science

Period of presentation Semester 2

Module content

This module exposes students to virtual environments, ranging from fully immersive virtual reality to online virtual worlds. Starting with the notion of reality and how it is simulated, students learn about hardware, software and human factors associated with the creation and exploration of virtual environments. Students are also exposed to VE platforms and techniques, which they use to create a virtual world.

Animation theory and practice 777 (IMY 777)

Module credits 15.00

Service modules Faculty of Economic and Management Sciences

Prerequisites No prerequisites.

Contact time 1 lecture per week

Language of tuition English

Academic organisation Information Science

Period of presentation Semester 1

Module content

This module provides an overview of the historic and current principles and practice of natural motion animation. Different animation techniques are covered, such as stop motion, traditional animation, and 3D animation. The student receives an opportunity to create an animated short film using a technique of their choice.

Music technology 772 (MTZ 772)

Module credits 72.00

Service modules Faculty of Economic and Management Sciences

Prerequisites No prerequisites.



Language of tuition English

Academic organisation Music

Period of presentation Year

Module content

A foundation of music technology tailored towards educational or professional needs of the musician/technologist.

Advanced e-publishing 712 (PUB 712)

Module credits 15.00

Service modules Faculty of Economic and Management Sciences

Prerequisites No prerequisites.

Contact time 3 discussion classes per week

Language of tuition English

Academic organisation Information Science

Period of presentation Semester 2

Module content

The aim of this module is to further familiarise students with the development, economics and delivery of electronic publications. Students develop strong e-production skills through hands-on implementation of publication workflows for various electronic publications. Students also implement a business plan for the distribution and marketing of these publications.

The publishing environment: Developments and trends in the South African book industry 724 (PUB 724)

Module credits 15.00

Service modules Faculty of Economic and Management Sciences

Prerequisites No prerequisites.

Contact time 1 lecture per week

Language of tuition English

Academic organisation Information Science

Period of presentation Semester 1

Module content

This module is research-based. The focus is on developments and trends impacting on the value chain and supply chain of the local book industry.

The overall objective of the module is to generate research that can contribute to information on the shape and size of this cultural industry.



The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.