



MASTERSTART
INSTITUTE (PTY) LTD

Prospectus

2026

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1. Masterstart Institute (Pty) Ltd

At Masterstart Institute (Pty) Ltd (MSI), it's not just about what we teach, but how we teach it. We believe in fostering a learning environment that is engaging, interactive, and transformative, with an emphasis on creating business growth and sustainability in today's dynamic market. By combining innovative teaching methodologies with real-world application, we aim to inspire our learners to think critically, adapt readily, and thrive in today's ever-evolving business landscape.

Our programmes are designed around authentic workplace challenges, ensuring that learning extends far beyond theory and is immediately applicable in professional environments. Learners are guided by experienced academics and leading industry experts who bring current business insight, practical expertise, and real-world perspectives directly into the learning experience. Through applied projects, workplace-based assessments, and industry-relevant case studies, learners graduate with the confidence, capability, and practical skills to create meaningful impact, drive innovation, and deliver sustainable business value from day one.

2. Registration and Accreditation

Masterstart Institute (Pty) Ltd is provisionally registered with the Department of Higher Education and Training (DHET) as a Private Higher Education Institution under the Higher Education Act, 1997 and the Higher Education programmes are accredited with the Council on Higher Education (CHE) and registered on the NQF with SAQA.

3. Legal status

Masterstart (Pty) Ltd is a private company registered in terms of section 54(1) of the Companies Act, 1973 (Act 61 of 1973), registration number 2024/394854/07

4. Senior Management and Academic staff

Executives and Senior Management	
Role	Name
Chief Executive Officer	Dr Alexia Cox
Chief Financial Officer	Mr Marc Cicatello
Dean of Academics	Dr Nastassja Maree
Head of Programmes and programme coordinator:	Mr Conrad Ndlovu

Academic staff

Our Academic Team comprises a diverse group of highly qualified professionals who bring a wealth of academic, industry, and leadership experience to our learning environment. Each member of the team is carefully selected for their subject-matter expertise, facilitation capability, and commitment to learner success. Collectively, they ensure that our programmes maintain the highest academic standards and remain relevant to the rapidly changing demands of the modern workplace.

Our lecturers and facilitators all hold postgraduate qualifications in their respective disciplines, most at Master's and Doctoral level- and combine this academic depth with substantial industry experience. This blend of scholarly knowledge and practical insight allows them to bridge theory and application effectively, ensuring that learning is both rigorous and immediately transferable to real-world contexts.

5. Mission

At MasterStart Institute (MSI), we believe that education should go beyond simply imparting knowledge. Our vision, "Learning that Delivers Value," reflects our commitment to providing a learning experience that has a positive, tangible impact on your personal and professional growth. We focus on delivering education that empowers you with practical skills, boosts your employability, and nurtures your leadership potential. Whether you are advancing in your career or taking the first steps towards a new opportunity, our aim is to ensure that your learning journey with us translates into meaningful results that you can see, feel, and apply in your life.

The mission of the MasterStart Institute is the commitment to inclusive growth, transformation, and long-term capability building through credible, accessible, and applied higher education. As the academic pillar of the MasterStart ecosystem, MSI exists to convert education into economic participation, social mobility, and sustainable opportunity at scale.

6. Vision

Our mission is to create a learning environment that stands the test of time and brings value to everyone involved- students, faculty, industry partners, and society as a whole. At MSI, we are committed to your success and the sustainable development of our institution. This means offering high-quality education and resources without compromising future opportunities for others. We prioritise creating meaningful benefits for you by aligning our goals and initiatives with your needs, helping you achieve your ambitions while contributing to a thriving educational community.

MSI's vision is rooted in inclusion without compromise. Higher education should be accessible to those who are working, those seeking employment, those entering the workforce for the first time, and those who have never believed higher education was

possible for them. MSI widens access without lowering standards by designing education that is rigorous, affordable, supported, and responsive to where learners are.

At the heart of this vision is a commitment to building confidence, competence, curiosity, and character. These qualities enable contribution, adaptability, ethical judgement, and lifelong growth. Through Think–Apply–Grow, learning strengthens over time rather than ending at completion.

Through this vision, MSI becomes more than an institution that delivers qualifications. It becomes a gateway into higher education, a platform for capability development, and a bridge between learning and real-world contribution.

7. The Masterstart MaX Method

To set up for success in today's diverse, fast-paced workplace MSI delivers an impactful online learning experience. To achieve this, we incorporate the following four principles into our teaching and learning, our design and delivery frameworks:

1. Character
2. Competence
3. Confidence
4. Curiosity

Where students connect, learn and work.

The programmes are designed to be flexible, supportive and pedagogically sound and the delivery framework integrates best practice for teaching and learning activities.

Refer to the Teaching and Learning Framework for a comprehensive outline on each principle.

8. Contact Details

Student success coordinators are available to students between the hours of:

8:00 a.m. to 5:00 p.m. from Monday to Friday, and 8:00 a.m. to 1:00 p.m. on Saturdays.

You can reach the coordinator via email (hello@masterstartinstitute.ac.za) or via phone (+27 21 201 1167).

Student success coaches are available through the Online campus which can be accessed by logging into the system with the provided login credentials.

The Physical address is:

24 Hans Strijdom Ave,
Cape Town City Centre,
Cape Town,
Code: 8000

9. Mode of Delivery

Masterstart Institute (Pty) Ltd programmes and offerings are accredited for Distance learning (with online support). Most of the teaching and learning consist of asynchronous learning activities which allows for working adults to study at their own pace. The programmes have been designed in such a way that learners are guided and supported throughout their learning journeys, even without attending actual on-site lectures. Our team of dedicated experts and support staff are always available to assist with the click of a button, and most importantly, our proactive support measures will ensure students do not fall behind as we make sure to create a holding environment to fully support each learner during the entire academic journey.

10. Faculty of Commerce

The faculty of Commerce currently offers two, uniquely designed undergraduate qualifications:

1. The Higher Certificate in Business Dynamics HCert (Business Dynamics)

NQF Level:	5	Credits:	120
Duration of study:	1 year Full-time 2 years Part-time	SAQA ID:	125057

Purpose of the Programme

The Higher Certificate in Business Dynamics HCert (Business Dynamics) is a foundational programme designed to provide individuals with fundamental knowledge, skills and competence in general business management. This programme provides students, working adults and aspiring individuals within the field of management with a solid foundation in business management principles and practices. The unique module combination and design of this programme also allows for exposure to the latest trends, innovation, and advancements within the different spheres and disciplines of management. This programme serves as a stepping-stone into the business world and further studies in business management such as diplomas and bachelor's degree programmes.

Programme structure and design:

This programme is designed to be flexible to meet the needs of working adults and students who prefer to study at their own pace. The programme is conducted over one year full-time, or 2 years part-time, and consists of 8 core modules. There are no pre-requisite modules and there are various options for module selection to accommodate the individual needs of students.

Module:	Core Modules	NQF	Credits
Semester 1			
Business Planning Essentials	Core	5	15
The playbook for Risk and Operations	Core	5	15
Navigating Project Management	Core	5	15
Mastering Business Numbers	Core	5	15
Semester 2			
Data Analysis Essentials	Core	5	15
Digital Pioneer	Core	5	15
HR and Culture	Core	5	15
Ethical Leadership Practice	Core	5	15
Total Credits:			120

2. The Higher Certificate in Digital Business Analysis

HCert (Digital Business Analysis)

NQF Level:	5	Credits:	120
Duration of study:	1 year Full-time 2 years Part-time	SAQA ID:	125619

Purpose of the Programme

The purpose of the Higher Certificate in Digital Business Analysis is to provide learners with foundational knowledge and practical skills necessary for analysing and improving business processes in a digital context. It equips learners with the ability to understand and implement digital technologies that drive business transformation. The programme focuses on developing proficiency in data analysis, process modelling, and user experience design, ensuring that digital solutions are both effective and user-centric. By incorporating Agile project management and ethical considerations, the course prepares learners to manage digital projects in a dynamic and responsible manner. Additionally, it

emphasises the importance of humanising digital interactions, ensuring that technology enhances rather than detracts from the user experience.

This qualification is designed to align with organisational goals, fostering innovation and strategic thinking in a digital business environment. Graduates will be well-prepared to contribute to digital transformation initiatives within their organisations.

Programme structure and design

This programme is designed to be flexible to meet the needs of working adults and students who prefer to study at their own pace. The programme is conducted over one year full-time, or 2 years part-time, and consists of 8 core modules. There are no pre-requisite modules and there are various options for module selection to accommodate the individual needs of students.

Module:	Core Modules	NQF	Credits
Semester 1			
Introduction to Digital Business Analysis	Core	5	15
Business Process Analysis and Modelling	Core	5	15
Data Analysis Basics	Core	5	15
Digital Business Strategy and Innovation	Core	5	15
Semester 2			
Agile Project Management	Core	5	15
User Experience (UX) and Customer-Centric Design	Core	5	15
Digital Technologies and Platforms	Core	5	15
Digital Business Ethics and Governance	Core	5	15
Total Credits:			120

These academic programmes compare to the very best globally and we are continuously working on expanding our offerings within this field.

Clustered in specific disciplinary areas within the field of Business and Management, academics enthusiastically approach teaching and learning of the highest level. Highly qualified and well-recognised lecturers, Industry Experts and other staff cooperate and collaborate to provide the best learning experiences for all students.

Please refer to the Programme Brochures for all the details pertaining to each programme.

11. Admission requirements to gain entrance into a Higher Certificate

Currently Masterstart offers two accredited programmes, both on level NQF 5, classified as Higher Certificates (HCert.).

The minimum requirements for admission into the Higher Certificates are:

- A National Senior Certificate (NSC) with endorsement for admission into a Higher Certificate;
- The National Certificate Vocational (NCV) at NQF Level 4;
- A relevant Further Education and Training (FET) NQF Level 4 qualification;
- An equivalent Higher Certificate or NQF level 5 qualification;
- Mature age exemption for people above the age of 23 years as set out in the Higher Education Regulations;
- Recognition of Prior Learning (RPL)¹
- Foreign qualification that is equivalent to the NSC as determined by SAQA;
- Additional admission criteria may apply based on the specific Higher Certificate applied for.

12. Recognition of Prior Learning

MSI values an applicant's capability to perform tasks related to a specific role, as well as the interdisciplinary nature of those skills. Additionally, MSI acknowledges prior learning and experience as valid qualifications for meeting minimum entrance requirements, depending on the extent and scope of those skills and prior learning. MasterStart Institution is governed by the policy documents as published by the Department of Higher Education and Training (DHET), the South African Qualifications Authority (SAQA) and the Council on Higher Education (CHE).

Students can apply formally for RPL and pay the applicable fee, whereafter the application will be reviewed, and feedback provided.

Please note: In accordance with national regulatory guidelines, our institution acknowledges that recognition of prior learning (RPL) is a valuable mechanism for broadening access to higher education. However, to ensure the integrity and quality of the programmes we offer, we adhere to the stipulation that no more than 10% of any student cohort may be admitted through the RPL process. This limitation supports a balanced admissions approach while maintaining academic standards and aligning with the requirements set out by the Council on Higher Education.

13. Credit Accumulation and Transfer (CAT)

¹ Students opting for this route of entry are required to apply for RPL as set out in MasterStart's RPL and CAT Policy.

Students may apply for credit transfer if they have successfully completed a comparable module or subject at another registered and accredited higher education institution. Students are required to have achieved a pass mark of at least 50 percent at an equivalent NQF level.

Credit transfer is evaluated based on the equivalence of learning content in the curriculum, the depth of study, and the credits allocated to the module or subject. Equivalence means there is approximately 80 percent alignment or overlap between the two modules or subjects under review.

To be eligible for credit in respect of historical learning or previous studies, the module or subject for which credit was applied, must have been completed not more than five years ago. Please refer to the guidelines in the CAT Policy.

14. Mature Age Exemption

Mature age exemption refers to any student who did not pass a Senior Certificate or National Senior Certificate with endorsement, which means the student is required by law to apply for a matriculation exemption through the Matriculation Board (Universities South Africa). Mature age exemption is offered to 23 year and older prospective students and lasts for the full-time duration of study, plus two years. A matriculation exemption is a legal requirement for all first qualification studies at South African universities and Private Higher Education Institutions. The exemption certificate application and process carry a specified fee, please visit <https://mb.usaf.ac.za/faqs/> for more information.

Prospective students can apply for admission into MasterStart's Higher Certificate after following the processes as outlined by the Matriculation board. After successful completion of the Higher Certificate, the students will be granted access to further qualifications such as diplomas and degrees.

15. Admission of International students

Students who have foreign qualifications must first be evaluated by the South African Qualification Authority (SAQA) to verify their qualifications. Students can visit <https://www.saqa.org.za> for more information.

16. Language of Teaching and Learning

The language of instruction at MSI is English. MSI will therefore not provide a translator for a learner who does not understand English. If a translator is required, it will be at the expense of the learner. Students who are not competent in reading, writing and speaking English proficiently are encouraged to undertake additional English tuition.

17. Learning Resources and Digital Library

Masterstart Institute provides all learners with access to a comprehensive suite of digital learning resources designed to support independent study, applied learning, and ongoing professional development. Prescribed textbooks are supplied through Snapplify, our secure e-book distribution platform, which ensures that every registered student receives immediate access to the latest editions of required readings in an environmentally sustainable and cost-effective digital format. This ensures parity of access across all cohorts and enables students to engage with course material from any location, using multiple devices.

In addition to prescribed materials, learners gain full access to the MasterStart Virtual Library, a curated digital hub that consolidates a wide range of academic and professional resources. The library includes text-based articles, academic journals, multimedia content, databases, toolkits, templates, and interactive media aligned to course outcomes and current industry practice. Through the Virtual Library, learners can explore supplementary readings, research publications, and practical resources that extend beyond the core curriculum– fostering deeper understanding, critical thinking, and application of knowledge in the workplace. The library is continuously updated to ensure relevance, quality, and alignment with Masterstart’s learning philosophy.

18. Assessments

Assessment criteria provide students with information about the qualities, characteristics and aspects of an assessment task which will be used to measure their attainment of the learning outcomes. Criteria make it clear to students what factors will be taken into account when making judgements about their performance.

Each programme and the respective modules have specified assessments which will determine the competency of students on the outlined learning outcomes and ultimately the exit level outcomes of the respective programme. Students will be provided with clear guidelines as to what is expected for each module to enable students to pass. This may include, but is not limited to:

- 18.1 Two formative assessments, contributing to a total weighting of 60% of the module mark
- 18.2 One summative assessment, contributing to a total weighting of 40% of the module mark.

If students fail to achieve satisfactory marks or make sufficient progress in the formative assessments, scoring below 30% on both, they will not be granted access to the summative assessment.

The minimum final pass mark for all modules is 50%.

Students must note that these requirements may be different across modules and programmes and this will be clearly communicated on commencement of the programme.

19. Student Support and students with Disabilities

Masterstart's innovative learning management systems allow us to accommodate a wide range of learning needs, making us well-equipped to welcome applications from students with disabilities. We encourage students to disclose any disabilities during registration so we can assess the necessary level of support and help tailor their learning journey accordingly.

20. Graduation and Certification

Upon successful completion of the qualification, the graduation and certification department will confirm potential graduates and after finalising the graduation list, as per the regulation and processes of MSI, students will be informed accordingly.

Your certificate must, by law, accurately represent your entire name as it appears on your identity document or passport. You, the graduate, are responsible for ensuring the accuracy of the data we have on hand so that all official documentation reflects the current information. To ensure that graduation certificates are issued with the updated information, any change in biographical information must be submitted well in advance to ensure that graduation certificates are issued with the corrected information.

Additional details can be found in the Graduation and Certification Policy.

21. Student Finances

Once you have been accepted to study the programme of your choice, fees are payable. The costs per year and per programmes differ and these fees will be communicated with you upon application and by the relevant department. Fees refer to the total tuition costs, including all your prescribed textbooks, but please be cognisant that additional costs such as connectivity costs for online studying, etc. will be additional and not accounted for in your student fees. Flexible payment options are available, and students must enquire with the finance department.

22. Student Code of Conduct

A student code of conduct is important because it establishes clear expectations for behaviour, ensuring a safe, respectful, and productive learning environment. It promotes academic integrity, fosters mutual respect, and helps maintain order within the institution. By outlining acceptable and unacceptable behaviours, the code helps students understand their responsibilities, the consequences of misconduct, and the values upheld by the institution. This creates a foundation for personal accountability and a positive community where all students can thrive.

MSI's student Code of Conduct reflects the core values, mission and vision and should be read in conjunction with the other policy documents, regulations and terms and conditions. We expect students to uphold the expected conduct and abide by rules. The comprehensive Code of Conduct will be available on the Online Campus and learners are expected to familiarise themselves with the contents thereof.

23. Student Complaints and Grievances

Student grievances are addressed through a formal process that ensures fairness and transparency. This process usually involves students submitting a written complaint to our designated department, outlining concerns. MSI then investigates the matter, often involving relevant faculty or staff. Depending on the severity of the grievance, the issue may be resolved informally through mediation, or it may require a formal hearing. Throughout the process, we ensure confidentiality and provide clear guidelines for appeal if the student is not satisfied with the outcome. The goal is to address and resolve issues in a timely and impartial manner. Comprehensive details and processes are outlined in the student Complaints and Grievance Policy.

24. Document Life Cycle

The prospectus and the information contained within it pertain specifically to the academic year indicated on the cover page. This information is updated on an annual basis to ensure that students receive the most current, applicable, and relevant details regarding the program. Each year, we review and revise the content to reflect any changes in course offerings, admission requirements, policies, and other critical aspects of the academic experience. This process ensures that prospective and current students have access to the latest information to make informed decisions about their education.