



UNIVERSITY
OF
JOHANNESBURG

SCHOOL OF CONSUMER
INTELLIGENCE AND
INFORMATION SYSTEMS

**SHORT LEARNING
PROGRAMME (SLP)**

**Virtual Reality and
Applications in Business**

**The Future
Reimagined**

VIRTUAL REALITY AND APPLICATIONS IN BUSINESS

PREAMBLE

The current Fourth Industrial Revolution (4IR) era entails that every professional, irrespective of their disciplinary background, is conversant with the new technologies. The University of Johannesburg (UJ) is playing a leading role in re-skilling and up-skilling professionals for the Fourth Industrial Revolution. In the same vein, the UJ School of Consumer Intelligence and Information Systems is pleased to offer a short learning programme (SLP) on 'Virtual Reality and Business Applications'. This SLP is part of a series of short learning programmes offered by the University of Johannesburg.

PURPOSE

The purpose of this short learning programme is to introduce students to Virtual Reality; the design and implementation of interactive virtual experiences, as well as its business applications.

Upon completion of this short learning programme, students will be able to design and deliver basic interactive virtual experiences from a business perspective.

ENTRY REQUIREMENTS

This short learning programme is at South African National Qualification Framework (NQF) level 7. Applicants need to have at least a Diploma/equivalent qualification at NQF level 6 or a NSC with 3 years' relevant work experience in development of digital products.

TIMELINES

This programme is offered online over 14 weeks. Students will be required to undertake independent readings and complete online activities and assessments. Live facilitated online sessions may also be scheduled.

HOW TO APPLY

All applications are done online. [Click here](#) to apply, or visit the UJ homepage www.uj.ac.za and click on **Study@UJ** to apply for this programme.

The closing dates for application for **January – May** intake is **28 November** while for **July – November** intake is **28 June**.

REGISTRATION

For assistance with registration, please contact:

Dr Cor Niemand: corn@uj.ac.za or

Ms Refiloe Leeuw: fifil@uj.ac.za

PROGRAMME OVERVIEW

This programme is offered through technology-assisted learning, including the use of the online learning platform BlackBoard. The following topics will be covered:

- Introduction to Virtual Reality
- The business value of Virtual Reality
- Value of Virtual Reality in different areas of business application
- Virtual Reality tools and platforms
- Key design elements of Virtual Reality scenes and customer experience
- Building a Virtual Reality application

ASSESSMENT

Assessments in this programme consist of online assignments and practical work, including a group project. Upon successful completion of the programme, participants will receive a certificate of competence from the University of Johannesburg.

ENQUIRIES

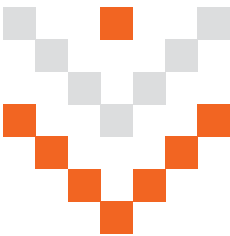
For further information and queries relating to this programme, you may contact:

Dr Cor Niemand

corn@uj.ac.za

Ms Refiloe Leeuw

fifil@uj.ac.za



College of Business and Economics

School of Consumer Intelligence and Information Systems (SCiIS)

uj.ac.za/faculties/cbe | www.uj.ac.za/sciis