EXECUTIVE MASTERCLASS IN VIRTUAL REALITY (VR) & AUGMENTED REALITY (AR) DEVELOPMENT FOR BUSINESS

60-HOURS CLASS

This course is specially designed for company executives who want to equip with the skillset on how to apply VR & AR in their business development and operation plan with successful digital transformation.

With the rapid growth of the digital world, Virtual Reality (VR) and Augmented Reality (AR) experience will be the future trend in our world. Executives equipped with the knowledge of this tech skill will be able to shape business plans based on the market needs, share better insights on product development, as well as customer experience and company/staff management.

At the end of the course, participants will be able to use VR and AR technology skills to empower business and operation development with new vision, mindset, skillset and value. Enhance potential clients/customers' product experience. Create and own their VR and AR products and immerse their business in the digital era.

Course Fee: HKD60,000

Duration: please refer to the latest schedule on the website of RTTP (Registered Public Courses)

Key Topic Highlights:

Introduction of Virtual Reality (VR)

- Learn the basic concept and development skill of VR: Introduction to C# and Unity,
- Learn how to apply the concept and skill with the development of 2D Game Development and VR with Oculus

Learn how VR can be leveraged to business use and to enhance products and services experience

- Real case studies on how VR can help to drive more business opportunities and sales revenue
- Learn how to apply VR on business and product development; from internal staff upskill to customer UX enhancement

Introduction of Augmented Reality (AR)

- Learn the basic concept and development skill of AR with SparkAR, and build application with the concepts of Background Segmentation, Virtual background + Deformation, 3D Modeling, Head Occluder,
- Learn the fundamentals of language JavaScript in AR creation such as Editable Text with JavaScript, Animations with JavaScript, and Participles with JavaScript

Apply AR in business environment and develop own project

- Learn how to apply AR to create games and animation for business and brand awareness enhancement
- Real case studies on how to leverage AR to enhance product experiences for increasing sales; arise staff productivity and efficiency
- Identify own business use case, develop strategies by applying VR & AR and related technology to come up with an action plan

Develop own VR & AR projects for business and product development

- Map and plan VR & AR projects on their own business to increase sales and customer satisfaction
- Learn how to lead and provide digital transformation plan strategically for their own business

Who is it for? Company Executives who are responsible for, contributing to shaping their organization's business direction with the latest technology and required to bring strategic and operational insights for the future to the senior management.

> ## A LEADER'S JOB IS TO LOOK INTO THE FUTURE AND SEE THE ORGANISATION, NOT AS IT IS, BUT AS IT SHOULD BE.
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> Jack Welch