

Lesson Plan

Module: Augmented Reality (AR)

**Unit: Augmented Reality
and Business: Can your business join in?**

<p>Desired Core professional goal</p> <p>Learners will be able to:</p> <ul style="list-style-type: none"> • Determine if AR can leverage an SME 	<p>Benchmark</p> <p>AR trigger/ overlay</p> <p>AR wearables</p> <p>AR interaction</p> <p>AR stability</p>
<p>Level</p> <p>Advanced</p>	<p>Framework</p> <p>Energise</p>
<p>Professional micro-learning outcomes</p> <p>Learners will determine if AR can leverage an SME</p>	
<p>Micro-learning activities</p> <p>Learners will</p> <ul style="list-style-type: none"> - Read what this module is about. - View the relevant infographic (VR/AR Challenges). - Read an online article entitled “Augmented Reality and Business: Can SMEs join in?” available at: https://thinkmarketingmagazine.com/augmented-reality-and-business-can-smes-join-in/#. - Get deeper into the topic reading an online article entitled “Why Every SME Needs an Augmented Reality Strategy” available at: https://www.q3tech.com/blogs/why-every-sme-needs-an-augmented-reality-strategy/. - Find some examples of use cases here: https://techhq.com/2021/03/augmented-reality-ar-use-cases-for-small-and-all-businesses/ - You may discuss in the course forum sharing your opinion about an SME’s readiness for AR/VR technologies. It is highly recommended to work collaboratively throughout the course. 	

