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[AFIDA]

THE CREATIVE ECONOMY

THE SCHOOL FOR

BCOM IN BUSINESS
INNOVATION



**GRADUATE WITH
YOUR OWN BUSINESS**



DISCIPLINES

& MAJORS

BUSINESS LEADERSHIP

MARKETING AND SALES

FINANCE

MANAGEMENT & OPERATIONS

DIGITAL TECHNOLOGY



VIRTUAL REALITY AT AFDA



BCOM SPRINT

BACHELOR OF COMMERCE

in Business Innovation

3 YEARS FULL-TIME

**SAQA ID 94705
NQF LEVEL 7**

The BCom in Business Innovation at AFDA is a project-based degree designed to future-proof, stimulate and build capacity in students to drive digital transformation and advancement in the South African and African markets. The degree focuses on business start-up theories and models that can meaningfully apply to and create tech-based projects. BCom students apply market research and entrepreneurial strategies to real digital outcomes for testing and greater probability of release to the marketplace.

The tech-focused outcomes allow students to collaborate in a team to realise their businesses through tech prototyping and exploration of new technologies with more immersive experience content such as Augmented Reality, Mixed Reality and Virtual Reality. Each student's role in the business relates to their chosen discipline, and they work together to develop, research and prepare to launch a business start-up to be tested and monetised.

*Bcom course availability on certain campuses subject to change. Please consult the Student Recruitment Officer on your campus of choice for further information.



BUSINESS INNOVATION SHOWCASE



BUSINESS PITCH

POSTGRADUATE DIPLOMA IN INNOVATION

1 year full time | SAQA ID 111396 | NQF Level 8

The AFDA Postgraduate Diploma in Innovation provides students with a rigorous education in convergence of business and technological innovation, equipping students with the necessary skills to identify a business opportunity, apply innovation theory and launch a new business venture using new technology.

The intent of this qualification is to economically boost the creative economy, by hosting an innovation incubator that develops tangible businesses through a diverse cohort of students. As is standard for Postgraduate level of studies, there is a greater focus on research along with learning outcomes in innovation and entrepreneurship to follow an Undergraduate degree. Our understanding in developing a collaboration-driven Postgraduate Diploma which can be filled with students from Undergraduate degrees of various specialisations and electives, whether in business, entertainment or otherwise, is that diversity enhances innovation. Students will not necessarily learn the foundations of business as an Undergraduate BCom may teach, however should enter the program with a keen interest in business and entrepreneurship. Students will learn about generating new ideas, researching, innovating and look at applying their previous area of specialisation (discipline) or an area of great interest to them into their role as part of a dynamic and diverse group of individuals. This group will collaborate to develop a business model that harnesses their collaborative disciplines.

The campus facilities will offer these business groups a dynamic office space / innovation lab cultivating a prime environment for start-ups and entrepreneurial development. This includes access to equipment and new technologies such as VR and AR to leverage business opportunities utilising these or other technological mediums.

*Postgraduate Diploma in Innovation course availability on certain campuses may vary.
Please consult the Student Recruitment Officer on your campus of choice for further information.



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[AFDA]

film • television • performance • business innovation & technology
the school for the creative economy



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afda.filmschool



[Afda_FilmSchool](https://twitter.com/Afda_FilmSchool)



AFDA is a Private Higher Education Institution which offers Higher Certificate and Degree programmes that are registered by the Department of Higher Education and Training (DHET) and the South African Qualifications Authority (SAQA). Our programmes are accredited and we participate productively in the ongoing reaccreditation and quality assurance processes of the Council on Higher Education (CHE) to ensure the quality of our programmes.



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