

# Postgraduate Certificate

## Web 3-0 Development: The Foundation of the Metaverse



## Postgraduate Certificate

### Web 3-0 Development: The Foundation of the Metaverse

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/information-technology/postgraduate-certificate/web-3-0-development-foundation-metaverse](http://www.techtute.com/us/information-technology/postgraduate-certificate/web-3-0-development-foundation-metaverse)

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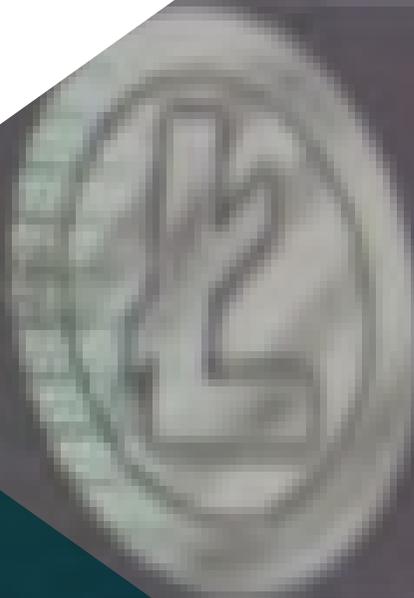
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01

# Introduction

Web 3.0 is the third generation of Internet services for websites and digital applications. This tool will allow massive data storage, applying artificial intelligence. In this way, they can be contextualized and related to large levels, obtaining the greatest personalization for the user. Given the importance of these features for the development of companies, it is necessary that professionals working on this technology master it to perfection. In order for specialists to apply voice recognition and AI techniques to capture information and optimize their actions, TECH offers a rigorous qualification in Web 3.0. A unique opportunity of qualification around a paradigm that relates in depth citizens and organizations. All this, through a 100% online program and theoretical and practical materials that make the study a unique experience.

Litecoin



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*This Postgraduate Certificate offers you the opportunity to join the technological challenges of Web 3.0 in just 6 weeks”*

Companies are constantly pursuing the personalization of their services, as the large number of organizations offering the same products has forced them to differentiate themselves. One of the key tools in this distinction has been artificial intelligence, because thanks to it, suppliers have been able to learn about their customers' interests and reflect them in their products. How is this possible? With the analysis of results made possible by Big Data, AI and a network of tools based on Web 3.0.

On the other hand, conventional service surveys have become obsolete; they are ignored every time the individual receives them through mass mailings or even paper. The novelty is that companies' own applications, whether digital or physical, have intelligent tools that "listen" figuratively and literally. All this, to know, through an exhaustive record of the actions on the web, the concerns and desires of users.

For this reason, and in response to the strong demand from the market in general, TECH has designed a program aimed at computer scientists, among other professionals, interested in Web 3.0. development. By taking this program, students will be able to immerse themselves in the evolution of the network and the intricacies of virtual environments and the role of companies in this field. All this, through a 100% online modality that facilitates the adaptation of the study to the personal and work needs of the students. In addition, the Relearning method guarantees the assimilation of the contents in a gradual way, to exempt the specialist from long hours of memorization through audiovisual materials in different formats and with additional contents that dynamize the subject.

This **Postgraduate Certificate in Web 3.0 Development: The Foundation of the Metaverse** contains the most complete and up-to-date program on the market.

The most important features include:

- ◆ The development of case studies presented by experts in Metaverse, Blockchain and Web 3.0
- ◆ The graphic, schematic, and practical contents with which they are created, provide practical information on the disciplines that are essential for professional practice
- ◆ Practical exercises where self-assessment can be used to improve learning
- ◆ Its special emphasis on innovative methodologies
- ◆ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ◆ Content that is accessible from any fixed or portable device with an Internet connection



*Explore the values that give life to the Web 3.0 universe and understand the interests it awakens in users”*

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*Get into next-level e-commerce now, so you can anticipate the momentous growth of networked technology and finance”*

*Delve into hyperfinance and the need for companies to have CEO figures to develop their technological work successfully.*

*Expand your skills in an environment that every day includes new tools so that you do not fall behind in digital qualification.*

The program's teaching staff includes professionals from the field who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.



# 02 Objectives

This Postgraduate Certificate in Development Web 3.0: The Basis of the Metaverse aims to expand and update the knowledge of graduates in Information Technology, among other interested professionals, to make them experts in the field of the Web and AI. The program explores the evolution of the Web, search engines, the role of technology companies in this environment, as well as the paradigm of decentralization and omnipresence and the risks hidden in the relationships between users and brands through the network. In this way, students will acquire the basic concepts necessary to analyze in a practical and simple way the different market strategies and their profitability in the virtual field.



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*Prepare now in a fast-growing field and bet on a qualification in 3D environments that will make you stand out from the rest of computer scientists”*



## General Objectives

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- ◆ Generate specialized knowledge on Web 3.0
- ◆ Examine each of the components that make up a Metaverse
- ◆ Develop a Metaverse from the available tools and components
- ◆ Analyze the importance of Blockchain as a data governance model
- ◆ Justify the connection of Blockchain with the present and future of the Metaverse
- ◆ Discover case studies and the impact of decentralized finance in our present and future world
- ◆ Analyze the video game industry's evolution and the first primitive examples of Metaverses
- ◆ Delve into classic business models, the general state of the industry and the creation of the GameFi concept
- ◆ Establish synergies between e-Sport and other gaming industry ecosystems with respect to the current Metaverse
- ◆ Develop new skills that allow students to identify business opportunities in the different media of the metaverse
- ◆ Identify and promote all possible monetization avenues within the Metaverse
- ◆ Delve into the Metaverse experience from a different perspective, being able to understand how all this potential development affects us and answer all the questions of its application in the medium to long term
- ◆ Make the Metaverse part of our daily life to be able to get the most out of it in all its areas
- ◆ Prepare ourselves for all the changes that the Metaverse poses for the future and know how it can affect life, business or the way we interact with others





## Specific Objectives

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- ◆ Analyze the evolution of Web up to Web 3.0
- ◆ Substantiate the importance of the values and principles that support Web 3.0
- ◆ Explore technology opportunities by solving needs
- ◆ Examine technology layers of Web 3.0 and their function
- ◆ Determine the role of users in the progress of Web 3.0
- ◆ Decipher business opportunities for users and organizations
- ◆ Navigate from Web 3.0 to the Metaverse

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*To be able to develop yourself in the digital field with all the guarantees, you must delve into the evolution of Web 3.0 and its future projections. Achieve it with TECH”*

# 03

## Course Management

TECH has called on specialists versed in Metaverse who, moreover, correspond to the founders and CEOs in gaming and business. Thanks to this teaching team, the students will not only gain theoretical knowledge, but will also be able to acquire tips on the professional performance of their business development. In addition, they will have a direct communication channel through which they will be able to solve all their doubts regarding the subject. All this, in order to qualify students in a theoretical and practical way so that, after completing the program, they will be able to develop their own Web impact plans.



“

*Don't wait any longer, count on the support of an expert teaching team in Web 3.0 for you to obtain all the knowledge about the new social relationship environments between brands and users”*

## International Guest Director

Andrew Schwartz is an expert in digital innovation and brand strategy, specializing in the integration of the Metaverse with business development and digital platforms. In fact, his interests range from content creation and startup management to the implementation of social media strategies and activation of big ideas. Therefore, throughout his career, he has led projects that have sought to generate concrete and measurable results, taking advantage of the convergence between technology and business.

During his professional career, he has worked at Nike as Director of Metaverse Engineering, leading a multidisciplinary team of developers, designers and data scientists to explore the potential of the Metaverse in the evolution of digital and physical connectivity. In this same role, he has developed strategies for the creation of innovative products and processes, as well as Web3 tools and digital twins that have redefined consumer interaction with the brand. He has also served as Director of Sports Moments Experiences.

He has also collaborated as Strategic Advisor for Exponential Technology Innovation at the AI MINDSystems Foundation, where he has contributed to the development of emerging technologies and has published articles on the impact of the Metaverse and Artificial Intelligence on the future of business. His ability to anticipate trends and his strategic vision have positioned him as an influential professional in the global digital transformation.

Internationally, he has been a benchmark in the application of Metaverse in the sports and commerce industry, contributing to projects that have marked a before and after in the way of understanding the relationship between technology and brand. In this sense, his work has been recognized with numerous awards and has consolidated his reputation as an innovator who challenges conventional limits.



## Mr. Schwartz, Andrew

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- Director of Metaverse Engineering at Nike, Boston, United States
- Director of Sports Moments Experiences at Nike
- Strategic Advisor on Exponential Technology Innovation at the AI MINDSystems Foundation
- Director of Innovation at Intralinks
- Digital Product Leader at Blue Cross Blue Shield of Massachusetts
- Head of Content Innovation at Leia Inc
- Director of Brand Strategy at Interbrand
- Director of Development and Strata-G Internet Group Leader at Strata-G Communications
- Member of:
  - Blockchain Advisory Board at Portland State University
  - School Committee of Acton-Boxborough Regional School District

“

*Thanks to TECH, you will be able to learn with the best professionals in the world”*

## Management



### Mr. Cavestany Villegas, Íñigo

- ◆ Co-Founder & Head of Ecosystem of Second World
- ◆ Web3 and Gaming Leader
- ◆ IBM Cloud Specialist at IBM
- ◆ Advisor at Netspot OTN, Velca and Poly Cashback
- ◆ Teacher in business schools such as IE Business School or IE Human Sciences and Technology
- ◆ Graduate in Business Administration from IE Business School
- ◆ Master's Degree in Business Development from the Autonomous University of Madrid
- ◆ IBM Cloud Specialist
- ◆ Profession Certification in IBM Cloud Solution Advisor

## Professors

### Mr. Ripoll López, Carlos

- ◆ Engineer - Business Administration Specialist
- ◆ Founder and CEO of SecondWorld
- ◆ Founder of Netspot Hub
- ◆ Digitalization & Market Research at Cantabria Labs
- ◆ Degree in Engineering from the European University
- ◆ Degree in Business Administration from IE Business School



# 04

# Structure and Content

The structure of this Postgraduate Certificate in Web 3.0 Development: the Basis of the Metaverse has been designed in collaboration with the team of teachers who are experts in computer networks. TECH offers all the educational facilities, such as the 100% online modality, so that it is possible to follow this program from anywhere and at any time, without having to do without other activities. In addition, from the first module, students will work with the Relearning methodology, which will facilitate the assimilation of the syllabus, without relying on long hours of memorization. It is a complete program that integrates theoretical and additional materials such as video summaries, activities and case simulations, among others.



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*An optimal syllabus with which you will master the development and operation of virtual assistants, taking into account the advantages they offer to users”*

## Module 1. Web 3.0. Metaverse Database

- 1.1. Internet From ARPAnet to www
  - 1.1.1. ARPANET: Military Origin of the Internet
  - 1.1.2. Current Protocols and Search Engines
  - 1.1.3. Digital Revolution. Social Networks and E-Commerce
- 1.2. From Web 2.0. to Web 3.0.
  - 1.2.1. Interaction and Social Nature of the Internet
  - 1.2.2. Decentralization and Omnipresence Paradigm
  - 1.2.3. Semantic Web and Artificial Intelligence
- 1.3. Web 3.0. Good Practices
  - 1.3.1. Security and Privacy
  - 1.3.2. Transparency and Decentralization
  - 1.3.3. Speed and Accessibility
- 1.4. The Web 3.0: Applications
  - 1.4.1. Siri and Other New Virtual Assistant Models
  - 1.4.2. Wolfram Alpha or the Web 3.0. Alternative to Google
  - 1.4.3. Second Life. Advanced 3D Environments
- 1.5. Technology Companies' Role in Web 3.0.
  - 1.5.1. From Facebook to Meta
  - 1.5.2. Hyperfinancing and CEO-Less Companies
  - 1.5.3. Metaverse Standards Forum and Web 5.0
- 1.6. Web 3.0. Regulations and Compliance
  - 1.6.1. Web 3.0. End-Users
  - 1.6.2. User and Organization Business Models
  - 1.6.3. Regulations and Compliance
- 1.7. Web 3.0. in Business: Impact
  - 1.7.1. Impact of Web 3.0. on Business
  - 1.7.2. Social Relationship Between Brands and Users. New Environment
  - 1.7.3. E-Commerce, Next level



- 1.8. Change to Web 3.0. New Social Relationship Environment between Brands and Users
  - 1.8.1. Fraud and Associated Risks
  - 1.8.2. New Social Relationship Environment between Brands and Users
  - 1.8.3. Environmental Impact
- 1.9. Digital Nomads. Web 3.0. Architects
  - 1.9.1. New Users, New Needs
  - 1.9.2. Digital Nomads as Web 3.0. Architects
  - 1.9.3. Web 3.0. Benefits
- 1.10. No Web 3.0, No Metaverse
  - 1.10.1. Web 3.0. and Metaverse
  - 1.10.2. Virtual Environment: Exponential Technologies
  - 1.10.3. Web 3.0, Connection with the Physical World: Success

“*Enjoy all the teaching materials offered by TECH dedicated, among other aspects, to e-commerce, so that you can act under professional deontology and advise your clients in this environment*”



# 05 Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*



### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career”*

*The student will learn to solve complex situations in real business environments through collaborative activities and real cases.*

The case method has been the most widely used learning system among the world's leading Information Technology schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question that you are presented with in the case method, an action-oriented learning method. Throughout the course, students will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*In 2019, we obtained the best learning results of all online universities in the world.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





#### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



#### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



#### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



06

# Certificate

The Postgraduate Certificate in Development of Web 3.0: The Foundation of Metaverse guarantees students, in addition to the most rigorous and up-to-date education, access to a qualification issued by TECH Global University.



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*Successfully complete this program and receive your qualification without having to travel or fill out laborious paperwork"*

This program will allow you to obtain your **Postgraduate Certificate in Development of Web 3.0: The Foundation** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Development of Web 3.0: The Foundation**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.



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## Development of Web 3.0: The Foundation of the Metaverse