

Postgraduate Diploma Business of the Metaverse Gaming & e-Sports Industry





Postgraduate Diploma Business of the Metaverse Gaming & e-Sports Industry

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/information-technology/postgraduate-diploma/postgraduate-diploma-business-metaverse-gaming-e-sports-industry

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01

Introduction

Today's youth have a wide range of entertainment in the audiovisual field, since *Gaming* has positioned itself as one of the main leisure activities worldwide. The ultimate goal of this type of audiovisual product is the virtual socialization. Therefore, mastering this industry is not only an interest of private organizations, but of the professionals themselves as citizens of an emerging economic and social environment. For this reason, TECH has developed a program that delves into the current situation of the video game industry and the different business models it fosters. At the same time, being 100% online, it offers flexibility and ease to its users so that they can study in a comfortable manner.





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With this Postgraduate Diploma, you will analyze the impact of Opensource in the development of the Metaverse ecosystem to develop as a professional in this field in just 6 months"

The strong growth of the gaming industry also represents a new paradigm for the economy. The *gaming* industry generates its own online revenue, fostering the decentralization of finance (DeFi). To develop as a professional, under the ethics of this IT trade, solid foundations are necessary to support decision making in *Blockchain* investment and more specifically, in video games, otherwise it could lead to large-scale capital losses.

TECH aims to teach the IT professionals and others interested in the Metaverse area, to expand their skills in the tools provided by current technology to create synergies between specialized markets such as *e-Sports* and the Metaverse. In addition, with this program the specialist will delve into the ins and outs of video game interaction, its influences, origins and how this market will evolve.

This is a 100% online teaching experience, which allows it to be followed from anywhere and at any time, so that students can choose the time of study, without having fixed schedules. In addition, professionals will learn through real cases and from the hand of the most consolidated experts in the technical-virtual panorama. In this way, and upon completing the program, professionals will master the concepts of the Metaverse, which will allow them to integrate into a booming market that moves millions of tokens every day. All of this, with learning applicable to new work scenarios.

This **Postgraduate Diploma in Business of the Metaverse Gaming & e-Sports Industry** contains the most complete and up-to-date program on the market. The most important features include:

- ◆ Development of case studies presented by experts in Metaverse, *Blockchain* and *gaming*.
- ◆ 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



This is your chance to delve into the Blockchain markets for Video Games and see your future grow exponentially"



Master the possibilities offered by video games with Play & Earn models to dynamically introduce new generations to new business and entertainment models"

The program's teaching staff includes professionals from the sector 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.

Join this Postgraduate Diploma with which you will be able to continue with your current job while you enhance your skills as an IT professional in Metaverse.

Step into an emerging world that already presents great economic benefits for gaming companies and be part of this digital environment.



02 Objectives

This Postgraduate Diploma in Business of the Metaverse *Gaming & e-Sports* Industry has as its main objective to expand and update the knowledge of IT professionals and others interested in the Metaverse. To achieve this, TECH Technological University offers multimedia content in various formats, complementary readings and simulations of real cases. In this way, together with the support of the teaching staff, students will strengthen their position as professionals in the *Gaming* paradigm and in specialized markets such as *e-Sports* and the Metaverse.



“

Do not wait anymore. Analyze the current video game industry's situation and apply different business models that facilitate our project viability”



General Objectives

- ◆ 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-Sports* and other *gaming* industry ecosystems with respect to the current Metaverses
 - ◆ 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



Delve into the Metaverse world, thanks to the guidance of professionals who put their knowledge into practice every day in personal and professional projects"



Specific Objectives

Module 1. The *Gaming Industry and e-Sports* as a Gateway to the Metaverse

- ◆ Determine the most influential video games in history until the Metaverse concept
- ◆ Establish how online multiplayer video games emerged and what they brought as they became popular and what experiences they have carried over into virtual environments today
- ◆ Analyze the current video game industry's situation and the different business models that facilitate our project viability
- ◆ Further understand the definition of *Play to Earn* to identify the conceptual differences with respect to the *Play & Earn* model
- ◆ Substantiate related mean by the player-investor paradigm in order to determine and study specific targets within the industry
- ◆ Be able to distinguish, in detail, interactive experiences from games Establish the differences between both concepts to define the objectives to be achieved within our business
- ◆ Be able to apply the tools provided by today's technology to create synergies between specialized markets such as *e-Sport* and the Metaverse

Module 2. Metaverse Ecosystem and Key Players

- ◆ Analyze the impact of *Opensource* on the development of the Metaverse ecosystem
- ◆ Examine the role of communities in the ecosystem's evolution
- ◆ Discuss the new social context of the exponential era
- ◆ Organize the participants of the ecosystem and understand their role
- ◆ Further study projects by developing Metaverses together with an ecosystem
- ◆ Explore business opportunities enabled by ecosystems
- ◆ Understand the need to create an ecosystem to offer a complete view of the market

Module 3. Decentralized Finance and Investment (DeFi) in the Metaverse

- ◆ Gain a general understanding of the traditional financial landscape, along with its strengths and weaknesses
- ◆ Determine the motivation for decentralized finance and the solutions they provide
- ◆ Develop fundamental concepts of decentralized finance
- ◆ Discover how the main platforms of the ecosystem work
- ◆ Examine the intermediate concepts of decentralized finance applied to Web 3.0 projects
- ◆ Analyze decentralized finance case studies in the Metaverse
- ◆ Develop the ability to extract decentralized finance concepts for the future in the Metaverse

03

Course Management

TECH Technological University has called on a team of teaching experts in *Big Data*, *Gaming* and cyberspace, to teach the program and share all their practical knowledge. The selection of the teaching framework in this Postgraduate Diploma in Business of the Metaverse *Gaming & e-Sports* Industry, has been carefully studied and selected to ensure that students develop the latest techniques in *Gaming* and increase their ability to master the structure and viability of the virtual world.



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Would you like to be part of the professionals who are at the forefront of the Metaverse? Achieve this with TECH and its expert team”

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. Sánchez Temprado, Alberto

- ◆ Project Manager at SecondWorld
- ◆ Game Evaluation Manager at Facebook
- ◆ Game Analyst at PlayGiga
- ◆ Level Designer at BlackChiliGoat Studio
- ◆ Game Designer at Kalpa Games
- ◆ Graduate in Audiovisual Communication from the Complutense University Madrid
- ◆ Master's Degree in Game Design, Complutense University of Madrid
- ◆ Master's Degree in Film, Television and Audiovisual Communication at Complutense La University of Madrid

Mr. Cameo Gilabert, Carlos

- ◆ Founder and Chief Technology Officer de Second World
- ◆ Co-founder of Netspot
- ◆ Co-founder of Banc
- ◆ Chief Technology Officer at Jovid
- ◆ Freelance Full Stack Developer
- ◆ Industrial Engineer, Polytechnical University of Madrid
- ◆ Master's Degree in Data Science from the Polytechnic University of Madrid

04

Structure and Content

TECH Technological University strives to offer the highest quality and that, in turn, students respond with the highest academic performance in their programs. Therefore, the structure of the syllabus has been distributed in such a way that its assimilation is simple, together with the incorporation of the *Relearning* methodology so that students do not have to invest long hours of study in the program. Thus, taking this program and reconciling family and work life is possible thanks to the 100% online mode and the duration of 6 months of exhaustive study. These characteristics make the Postgraduate Diploma a bearable and interactive learning experience.



META

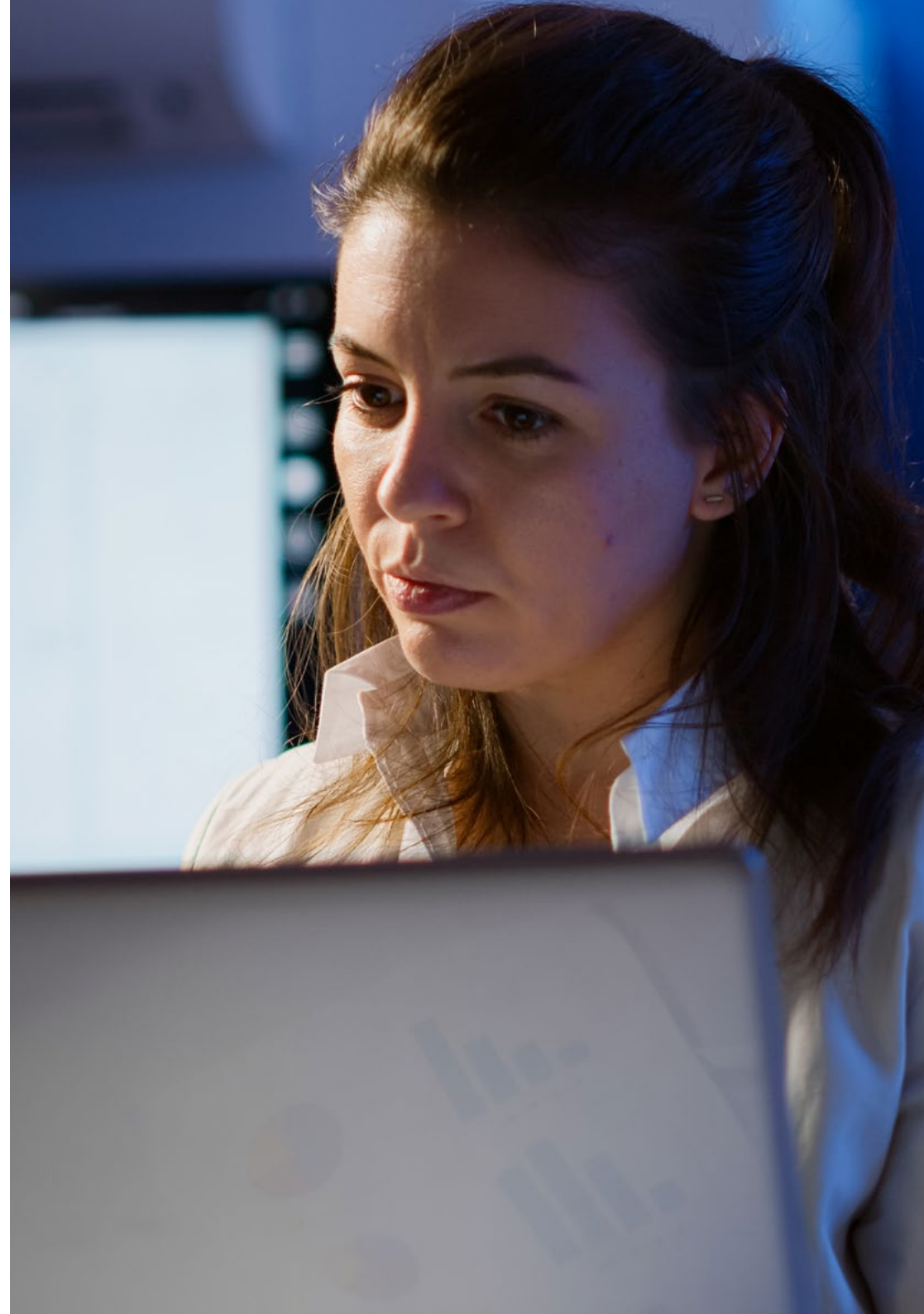


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Achieve your goals now, driving your career forward the Metaverse and the Gaming industry with the guarantee of performing on the real business stage successfully"

Module 1. The *Gaming* Industry and e-Sports as a Gateway to the Metaverse

- 1.1. Metaverse Through Video Games
 - 1.1.1. Interactive Experiences
 - 1.1.2. Market Growth and Settlement
 - 1.1.3. Industry Maturity
- 1.2. Breeding Ground for Today's Metaverses
 - 1.2.1. MMOs
 - 1.2.2. *Second Life*
 - 1.2.3. *PlayStation Home*
- 1.3. Multi-Platform Metaverse. Massive Concept Revolution
 - 1.3.1. Neal Stephenson and his *Snow Crash*
 - 1.3.2. From Science Fiction to Reality
 - 1.3.3. Mark Zuckerberg Meta. Massive Concept Revolution
- 1.4. Video Game Industry State Metaverse Platforms or Channels
 - 1.4.1. Video Game Industry Figures
 - 1.4.2. Metaverse Platforms or Channels
 - 1.4.3. Economic Projections for the Coming Years
 - 1.4.4. How to Make the Most of the Industry's Great Shape?
- 1.5. Business Models F2P vs. *Premium*
 - 1.5.1. *Free to play* or F2P
 - 1.5.2. *Premium*
 - 1.5.3. Hybrid Models. Alternative Proposals
- 1.6. *PlaytoEarn*
 - 1.6.1. CryptoKitties Success
 - 1.6.2. Axie Infinity. Other Success Stories
 - 1.6.3. *PlaytoEarn* Attrition and *Play & Earn* Creation



- 1.7. *GameFi*: Player-Investor Paradigm
 - 1.7.1. *GameFi*
 - 1.7.2. Video Games as a Job
 - 1.7.3. Classic Entertainment Model Break
- 1.8. The Metaverse in the Classic Industry Ecosystem
 - 1.8.1. Fans' Prejudices and Generalized Bad Image
 - 1.8.2. Technological and Implementation Difficulties
 - 1.8.3. Lack of Maturity
- 1.9. Metaverse: Interactivity vs. Playable Experience
 - 1.9.1. Interactivity vs Playable Experience
 - 1.9.2. Types of Experience in Today's Metaverse
 - 1.9.3. Perfect Balance Between the Two
- 1.10. e-Sports Metaverse
 - 1.10.1. Equipment Difficulties to Grow
 - 1.10.2. Metaverse: Immersive Experiences, Communities and Exclusive Clubs
 - 1.10.3. User Monetization by *Blockchain* Technology

Module 2. Metaverse Ecosystem and Key Players

- 2.1. Open Innovation Ecosystems in the Metaverse Industry
 - 2.1.1. Collaboration in Open Ecosystem Development
 - 2.1.2. Open Innovation Ecosystems in the Metaverse Industry
 - 2.1.3. Ecosystem's Impact on Metaverse Growth
- 2.2. *Open Source* Projects Technological Development Catalysts
 - 2.2.1. *Open Source* as an Innovation Accelerator
 - 2.2.2. *Open Source* Integration Projects Complete Overview
 - 2.2.3. Open Standards and Technologies as Accelerators
- 2.3. Web 3.0 Communities
 - 2.3.1. Community Creation and Development Process
 - 2.3.2. Community Contribution to Technological Progress
 - 2.3.3. Most Relevant Web 3.0 Communities
- 2.4. Social Networks and Online Relationships

- 2.4.1. Enabling Technologies for New Ways of Relating to Each Other
- 2.4.2. Physical and Digital Environments to Build Web 3.0 Communities
- 2.4.3. Evolution from Web 2.0 to Web 3.0 Social Networks
- 2.5. Users, Companies and Ecosystem. Metaverse Advancement
 - 2.5.1. Metaverses with Web 3.0 Vision
 - 2.5.2. Corporations Investing in the Metaverse
 - 2.5.3. Ecosystem that Offers a Complete Solution
- 2.6. Metaverse Content Creators
 - 2.6.1. Digital Nomads
 - 2.6.2. Organizations, Builders of New Customer Relationship Channels
 - 2.6.3. *Influencers, Streamers or Gamers as Early Adopters*
- 2.7. Metaverse Experience Providers
 - 2.7.1. Reinvented Sales Channels
 - 2.7.2. Immersive Experiences
 - 2.7.3. Fair and Transparent Customization
- 2.8. Decentralization and Technological Infrastructure in the Metaverse
 - 2.8.1. Distributed and Decentralized Technologies
 - 2.8.2. Proof of Work vs. Proof of Stake
 - 2.8.3. Key Technological Layers for Metaverse Evolution
- 2.9. Human Interface, Electronic Devices that Enable the Metaverse Experience
 - 2.9.1. The Experience Offered by Existing Technological Devices
 - 2.9.2. Advanced Technologies in Metaverse
 - 2.9.3. Extended Reality (XR) as Metaverse Immersion
- 2.10. Metaverse Incubators, Accelerators and Investment Vehicles
 - 2.10.1. Metaverse Incubators and Accelerators for Business Development
 - 2.10.2. Metaverse Financing and Investment
 - 2.10.3. *Smart Capital* Attraction

Module 3. Decentralized Finance and Investment (DeFi) in the Metaverse

- 3.1. Decentralized Finance and Investment (DeFi) in the Metaverse
 - 3.1.1. Decentralized Finance
 - 3.1.2. Decentralized Finance Environment
 - 3.1.3. Decentralized Finance Application
- 3.2. Advanced Financial Concepts Applied to DeFi
 - 3.2.1. Money Supply and Inflation
 - 3.2.2. Volume and Margin Business
 - 3.2.3. Warranty and Performance
- 3.3. DeFi Business Models Applied to the Metaverse
 - 3.3.1. *Lending and Yield Farming*
 - 3.3.2. Payment Systems
 - 3.3.3. Banking and Insurance Services
- 3.4. DeFi Platforms Applied to the Metaverse
 - 3.4.1. DEXes
 - 3.4.2. *Wallets*
 - 3.4.3. Analytical Tools
- 3.5. DeFi Metaverse Project *Cash Flow*
 - 3.5.1. DeFi Project *Cash Flow*
 - 3.5.2. *Cash Flow* Sources
 - 3.5.3. Volume Margin
- 3.6. *Token Economics* Metaverse Utility
 - 3.6.1. *Token Economics*
 - 3.6.2. *Token* Utility
 - 3.6.3. *Token* Sustainability
- 3.7. DeFi Governance Focused on the Metaverse



- 3.7.1. DeFi Governance
- 3.7.2. Governance Models
- 3.7.3. DAO
- 3.8. DeFi's Meaning in the Metaverse
 - 3.8.1. Synergies Between DeFi and Metaverse
 - 3.8.2. DeFi Metaverse Value
 - 3.8.3. Metaverse Growth through DeFi
- 3.9. DeFi in the Metaverse Use Cases
 - 3.9.1. DeFi in the Metaverse Case Uses
 - 3.9.2. Web3 Native Business Models
 - 3.9.3. Hybrid Business Models
- 3.10. Future DeFi in the Metaverse
 - 3.10.1. Relevant Agents
 - 3.10.2. Development Lines
 - 3.10.3. Mass Adoption

“Analyze the traditional financial landscape, its shortcomings and strengths and compare it with the digital one, thanks to all the knowledge you will acquire with TECH”

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.

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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.



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

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 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 adapted in 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.



Practicing Skills and Abilities

They will carry out activities to develop specific competencies and skills in each thematic field. 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 Diploma in Business of the Metaverse Gaming and e-Sports Industry guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.



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

This **Postgraduate Diploma in Business of the Metaverse Gaming & e-Sports Industry** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Diploma** issued by **TECH Technological University** via tracked delivery*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Diploma, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Diploma in Business of the Metaverse Gaming & e-Sports Industry**

Official N° of Hours: **450 h.**



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

future
health confidence people
education information tutors
guarantee accreditation teaching
institutions technology learning
community commitment
personalized service innovation
knowledge present
online
development languages
classroom



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- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Postgraduate Diploma Business of the Metaverse Gaming & e-Sports Industry