

# Professional Master's Degree Metaverse Management



## Professional Master's Degree Metaverse Management

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/information-technology/professional-master-degree/master-metaverse-management](http://www.techtute.com/us/information-technology/professional-master-degree/master-metaverse-management)

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# 01

# Introduction

Currently, the gaming environment, with projects such as Second Life, is already betting on cyberspace. However, virtual worlds are also of interest given how easily they can be marketed. In this way, the economy is decentralized, which, in turn, creates risks in the market and in online transactions. TECH Technological University offers a program that aims to teach Metaverse professionals, who must face it using innovative tools, such as the Blockchain. Thanks to TECH Technological University, specialists will delve into the digital environment and its agents. In addition, it is a 100% online program that provides students with monitoring flexibility which makes it possible to adapt their studies to their needs.

A large, 3D, glowing blue and purple text graphic spelling out 'METAVERSE' in all caps. The letters are blocky and have a metallic, reflective texture. They are set against a dark background with a complex, glowing digital circuitry pattern in shades of blue and purple. The overall aesthetic is futuristic and high-tech.



*TECH offers a 100% online program that will immerse you in the growth of cyberspace so that you can master this field to perfection as a management professional"*

In a hyperconnected world, the Internet is becoming increasingly important. The possibility offered by the Metaverse to create community spaces in which citizens can develop avatars that interact with each other, opens up the social debate on the ethics of these contexts. In addition, the Dark Web is another area of proliferating online risks that can destabilize the centralized economy. However, facing its issues, the future foreseen by experts in this area is focused primarily on the Metaverse.

For professionals who wish to develop in this emerging field or are already working in it and wish to update their knowledge, TECH Technological University has designed a complete and rigorous program that addresses the context of cyberspace and its medium- and long-term trends. This is a one-year degree that includes audiovisual content in various formats and a whole network of real simulations on Metaverse Management, so students are able to develop their own projects with every guarantee of success.

This is a 1,500-hour academic program based on the experience of a teaching team of experts in the virtual paradigm. As a result, students will acquire all the knowledge of Web 3.0, Decentralized Finance and Investment (DeFi), new technologies and the gaming industry, among many other aspects. In addition, they will have direct communication with teachers to help solve any doubts regarding the subject matter. All this, with the flexibility of a 100% online modality and the study facilities included in the materials, all completed in only 12 months.

This **Professional Master's Degree in Metaverse Management** 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



*Gain a comprehensive knowledge of the meta universe and become a professional with skills in three-dimensional and virtual projects"*

“

*Are you interested in mastering marketing and advertising tools to operate in the Metaverse? Enroll now in this Professional Master's Degree to achieve it"*

The program includes, in its teaching staff, professionals from the sector who bring to this program the experience of their work, as well as recognized specialists from prestigious reference societies and 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.

*The Metaverse is a parallel world that never sleeps, so delve into its intricacies to act successfully in the creation of virtual business spaces.*

*Enroll in this Professional Master's Degree and discover the technology industry's impact and creation of the GameFi concept in the current paradigm.*



# 02 Objectives

The rise of digital marketing has forced companies to adapt and rely on professionals who can master the new trends. Given the success of cyberspace and the transactions that are occurring in it, TECH Technological University has designed a program that aims to expand and update the knowledge of computer, and digital marketing professionals, so that they can progress in the cyber environment. It is a program that explores everything from Web 3.0, to the main actors of the Metaverse. All this, with a complete and transcendental approach to the future and current panorama of opportunities offered by the virtual world.

The background of the slide is a vibrant, abstract digital landscape. It features a network of glowing white and pink lines connecting various nodes, set against a gradient of blue, purple, and pink. In the bottom right corner, there is a glowing pink wireframe cube. The word 'METAVERSE' is written in large, white, sans-serif capital letters across the upper right portion of the image.

METAVERSE





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*In the Virtual Campus you will find all the theoretical and practical materials that will bring you closer to your goals in the gaming industry without depending on fixed schedules”*



## 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 Metaverse
- ◆ 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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### Module 1. Web 3.0. Metaverse Database

- ◆ 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

### Module 2. The Metaverse

- ◆ Establish Web 3.0 as the main component for the creation of a Metaverse
- ◆ Determine the barriers and potential for VR and AI
- ◆ Examine the legislation underlying the Metaverses
- ◆ Analyze the different types of digital identity that support a Metaverse
- ◆ Establish the relevance of avatars as a starting point in a Metaverse
- ◆ Specify why three key aspects of the Metaverse can turn it into a multi-activity scenario
- ◆ Develop the Metaverse components in real case studies

### **Module 3. Blockchain: The Key to Building a Decentralized Metaverse**

- ◆ Examine the importance of Blockchain values in a new virtual world
- ◆ Delve into the opportunities that Blockchain offers us as users of the Metaverse
- ◆ Develop Metaverse business models, powered by Blockchain
- ◆ Unravell the role of data in the Metaverse
- ◆ Transform Blockchain case studies into value for Metaverse users
- ◆ Analyze the value of integrating diverse Blockchain case studies into a single environment
- ◆ Assess what the Metaverse means for the new era of the Internet

### **Module 4. 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 Web3 projects
- ◆ Analyze decentralized finance case studies in the Metaverse
- ◆ Develop the ability to extract decentralized finance concepts for the future in the Metaverse

### **Module 5. Advanced Technologies for Metaverse Development**

- ◆ Achieve a specialized understanding of the current technological landscape as applied to Web 3.0 and the Metaverse
- ◆ Develop the ability to understand advanced programming concepts
- ◆ Generate specialized knowledge in advanced blockchain concepts
- ◆ Become familiar with the use of development and design environments applied to the video game industry and programming
- ◆ Analyze the wide variety of technologies that can be applied to the Metaverse
- ◆ Assess the possibilities of interconnection between platforms and providers in the Metaverso ecosystem
- ◆ Enhance the projection capacity of current technologies into the future

### **Module 6. Gaming Industry and eSports as a Gateway to the Metaverse**

- ◆ Determine the most influential video games in history up 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 7. Business Models. Metaverse Case Studies

- ◆ Develop business capacity in the Metaverse in different sectors and industries
- ◆ Analyze different social impact actions replicable in the real world
- ◆ Determine new ways of education through e-learning in the Metaverse
- ◆ Promote brands with their presence in the Metaverse
- ◆ Justify why Business to Avatar is the leading business model for brands
- ◆ Establish the advantages and challenges faced by brands to promote themselves in the Metaverse
- ◆ Analyze business models applied to real cases in the Metaverse

### Module 8. 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 9. Metaverse Marketing

- ◆ Structure a marketing plan in a new universe
- ◆ Develop marketing strategies in the metaverse
- ◆ Locate benefits of the metaverse and immersive marketing for businesses
- ◆ Determine how to exploit the NFT as a bridge to advertising in the metaverse
- ◆ Monetize the metaverse
- ◆ Develop new disruptive capabilities
- ◆ Manage multidisciplinary production teams in metaverses

### Module 10. Current Overview of the Race to Build the Metaverse Future

- ◆ Generate a defined structure for the operation and application of the Metaverse in all the areas in which it will be developed
- ◆ Determine the opportunities presented by the application of the Metaverse at personal, social and business levels
- ◆ Internalize the challenges in the sectors forced to adapt in their immersion in the Metaverse, and how to solve them in order to find the advantages and use them for our own benefit
- ◆ Analyze all the factors that can affect the psychological aspects of our life in an unreal universe in order to apply limits
- ◆ Enhance the ideas already established for the Metaverse and be able to find solutions to the challenges currently encountered in its development
- ◆ Analyze all the actors, areas and opportunities so far raised in the Metaverse idea
- ◆ Be able to react to the social and psychological implications of the Metaverse in the present and to consolidate this knowledge as a basis for future problems in these areas



*TECH will equip you with digital tools that will be useful in the virtual paradigm you will join as multidisciplinary IT professionals”*

# 03 Skills

This Professional Master's Degree in Metaverse Management aims to develop the skills of Computer Science and other IT graduates, to be able to develop Metaverse business models, powered by Blockchain. To achieve this, during the course of this program, students will delve into the gaming industry and eSports as a path to the Metaverse, along with the business models that occur in this virtual paradigm and the ecosystem that surrounds it. This way, the specialist will obtain theoretical or practical knowledge that will facilitate decision making and problem solving in cyberspace marketing.



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*Get a modern, community-oriented NFT qualification now, so you can operate in the cryptocurrency market with confidence"*



## General Skills

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- ◆ Examine the importance of Blockchain values in a new virtual world
- ◆ Delve into the opportunities that Blockchain offers us as users of the Metaverse
- ◆ Establish Web 3.0 as the main component for the creation of a Metaverse
- ◆ Determine the barriers and potential for VR and AI
- ◆ 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
- ◆ Achieve a specialized understanding of the current technological landscape as applied to Web 3.0 and the Metaverse
- ◆ Develop the ability to understand advanced programming concepts
- ◆ Determine the most influential video games in history up 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
- ◆ Develop business capacity in the Metaverse in different sectors and industries.
- ◆ Analyze different social impact actions replicable in the real world
- ◆ Analyze the impact of Opensource on the development of the Metaverse ecosystem
- ◆ Examine the role of communities in the ecosystem's evolution
- ◆ Structure a marketing plan in a new universe
- ◆ Develop marketing strategies in the Metaverse
- ◆ Generate a defined structure for the operation and application of the Metaverse in all the areas in which it will be developed
- ◆ Determine the opportunities presented by the application of the Metaverse at personal, social and business levels





## Specific Skills

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- ◆ Decipher business opportunities for users and organizations
- ◆ Navigate from Web 3.0 to the Metaverse
- ◆ Examine the legislation underlying the Metaverses
- ◆ Analyze the different types of digital identity that support a Metaverse
- ◆ Unravel the role of data in the Metaverse
- ◆ Transform Blockchain case studies into value for Metaverse users.
- ◆ Develop fundamental concepts of decentralized finance
- ◆ Discover how the main platforms of the ecosystem work
- ◆ Assess the possibilities of interconnection between platforms and providers in the Metaverso ecosystem
- ◆ Enhance the projection capacity of current technologies into the future
- ◆ Distinguish, in detail, interactive experiences from games, establish the differences between both concepts to define the objectives to be achieved within the business
- ◆ Apply the tools provided by today's technology to create synergies between specialized markets such as e-Sports and the Metaverse
- ◆ Justify why Business to Avatar is the leading business model for brands
- ◆ Establish the advantages and challenges faced by brands to promote themselves in the Metaverse
- ◆ Organize the participants of the ecosystem and understand their role
- ◆ Further study projects by developing Metaverses together with an ecosystem
- ◆ Monetize the metaverse
- ◆ Develop new disruptive capabilities
- ◆ Enhance the ideas already established for the Metaverse and be able to find solutions to the challenges currently encountered in its development
- ◆ Be able to react to the social and psychological implications of the Metaverse in the present and to consolidate this knowledge as a basis for future problems in these areas



*Enter the virtual context and understand the business models that have proven to be the most successful in recent years. Master the Business to Avatar model with TECH"*

# 04

# Course Management

In the pursuit of academic rigor, TECH Technological University has created this degree with a team of experts who will share their knowledge of Web 3.0, Metaverse and Blockchain with students. This program's teachers are experts in Business Administration, Marketing and Engineering and have their own management projects. Thanks to their collaboration, specialists who enroll will not only enjoy a quality syllabus, but will also be able to discuss and share their experiences in the Metaverse and learn from the teachers entrepreneurship first hand. This way, students will be able to use the latest techniques and strategies in the gaming industry in their technological performance.



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*Don't wait any longer, take advantage of the reliable knowledge of experts with extensive experience in the Metaverse environment that will guide you in the use of DeFi platforms such as Featured By Binance"*

## 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. Cameo Gilabert, Carlos

- ♦ Fundador y 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

### 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

**Mr. López-Gasco, Alejandro**

- ◆ Co-founder of SecondWorld and Head of the Metaverse
- ◆ Co-founder of TrueSushi
- ◆ Amazon Business Development Executive
- ◆ Graduate in Law and Marketing from the Complutense University of Madrid
- ◆ HSK4 Mandarin Chinese by Beijing Language and Culture University
- ◆ Master's Degree in M&A and Private Equity from the IEB
- ◆ Cross border e-commerce bootcamp from Shanghai Normal University

**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. Casero García, Marco Antonio**

- ◆ Chief Operating Officer at SecondWorld
- ◆ Event Manager at The Pokémon Company International
- ◆ Manager of Metropolis Ab Alea SL
- ◆ PR Communication Manager at Cereal Talent Café
- ◆ Graduate in Business Sciences from the Rey Juan Carlos University
- ◆ Computer Systems Administrator with specialization in Networking
- ◆ Master's Degree in Commercial Management from CEF Centro de Estudios Financieros
- ◆ Master's Degree in Marketing from CEF Centro de Estudios Financieros

**Mr. Fernández Ansorena, Nacho**

- ◆ CMO and Co-founder of SecondWorld
- ◆ Co-Founder and Digital Strategy Manager at Polar Marketing
- ◆ Project Manager at PGS Comunicación
- ◆ Cofundador y Development Manager at weGroup Solutions
- ◆ Graduate in Business Administration and Management by ESIC

# 05

# Structure and Content

TECH Technological University stands out in the university sector for applying the innovative Relearning methodology. This system allows students to avoid long hours of memorization, as they will be able to assimilate all the knowledge about the Metaverse in a gradual and simple way. One of the objectives of this program is to facilitate professionals' study without neglecting the rigorous and demanding academic development. In addition, this Professional Master's Degree has multiple pedagogical tools such as video summaries, activities, self-assessment exercises and simulation of real cases, among many others. Therefore, this is a perfect opportunity for those who are looking to get into the development of virtual world projects.





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*The content of this Professional Master's Degree has been developed and structured into a reference guide that can be downloaded for consultation both during and after the program”*

## 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 in 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

## Module 2. The Metaverse

- 2.1. Metaverse Economy: Cryptocurrencies and Non-Fungible Tokens (NFTs)
  - 2.1.1. Cryptocurrencies and NFTs. Metaverse Economy Basics
  - 2.1.2. Digital Economy
  - 2.1.3. Interoperability for a Sustainable Economy
- 2.2. Metaverse & Web 3.0 in the Cryptocurrency Space
  - 2.2.1. Metaverse & Web 3.0
  - 2.2.2. Decentralized Technology
  - 2.2.3. Blockchain, Web 3.0 Basis and Metaverse
- 2.3. Metaverse Advanced Technologies
  - 2.3.1. Augmented Reality and Virtual Reality
  - 2.3.2. Artificial Intelligence
  - 2.3.3. IoT
- 2.4. Corporate Governance: Metaverse International Legislation
  - 2.4.1. FED
  - 2.4.2. Metaverse Legislation
  - 2.4.3. Mining
- 2.5. Digital Identity for Individuals, Assets and Businesses
  - 2.5.1. Online Reputation
  - 2.5.2. Protection
  - 2.5.3. Digital Identity Impact in the Real World



- 2.6. New Sales Channels
    - 2.6.1. Business to Avatar
    - 2.6.2. Improve User Experience
    - 2.6.3. Single Environment Products, Services and Content
  - 2.7. Experiences Based on Ideals, Beliefs and Likes
    - 2.7.1. Artificial Intelligence as a Driving Force
    - 2.7.2. Personalized Experiences
    - 2.7.3. Power of Mass Manipulation
  - 2.8. VR, AR, AI and IoT
    - 2.8.1. Advanced Technologies Metaverse Success
    - 2.8.2. Immersive Experience
    - 2.8.3. Technological Analysis. Uses
  - 2.9. Key Aspects of the Metaverse: Presence, Interoperability and Standardization
    - 2.9.1. Interoperability. First Commandment
    - 2.9.2. Metaverse Standardization for Proper Functioning
    - 2.9.3. The Metaverses of the Metaverse
  - 2.10. Metaverse Real Estate
    - 2.10.1. Leverage Methods in the Metaverse
    - 2.10.2. Borderless Trading in Virtual Spaces
    - 2.10.3. Reduced Physical Space Operation
- Module 3. Blockchain: The Key to Building a Decentralized Metaverse**
- 3.1. Bitcoin
    - 3.1.1. Satoshi Nakamoto
    - 3.1.2. Bitcoin's Impact on the Economic, Political and Social Context
    - 3.1.3. Bitcoin Ecosystem: Case Uses
  - 3.2. Public or Private Blockchains. New Governance Model
    - 3.2.1. Public or Private Blockchains
    - 3.2.2. Blockchain. Governance Model
    - 3.2.3. Blockchain. Case Studies
  - 3.3. Blockchain. The Value of Data
    - 3.3.1. Data Value in a New Digital Paradigm
    - 3.3.2. Blockchain's Data and Value Contribution
    - 3.3.3. Advanced Technologies for Working with Governed Data
  - 3.4. Metaverse Decentralization and Automation
    - 3.4.1. Decentralization and Automation
    - 3.4.2. Technological Response to User Needs
    - 3.4.3. Businesses of the Future
  - 3.5. Metaverse Governance Model through DAOs
    - 3.5.1. DAOs Metaverse Value
    - 3.5.2. DAOs User-Transparent Game Rules
    - 3.5.3. DAOs that Add Value to the Metaverse
  - 3.6. Digital Asset Ownership, Value and Tokenization
    - 3.6.1. The Value of Non-Fungible Tokens (NFTs)
    - 3.6.2. Physical or Virtual Asset Tokenization
    - 3.6.3. Digital Assets in the Metaverse. Case Uses
  - 3.7. Metaverse Economy
    - 3.7.1. Storing and Exchanging Value with Cryptocurrencies
    - 3.7.2. User and Organization Business Models
    - 3.7.3. Metaverse Finance Empowered by the Blockchain
  - 3.8. Digital Identity
    - 3.8.1. Digital Identity Certification
    - 3.8.2. Metaverse Avatars
    - 3.8.3. Digital Identity Users and Organizations
  - 3.9. Smart Contracts, Dapp and the Cryptoverse
    - 3.9.1. Real World vs. Virtual World. Activity Reinvention
    - 3.9.2. Decentralized Applications
    - 3.9.3. Applied Blockchain to New Universe of Possibilities
  - 3.10. The Metaverse New Internet
    - 3.10.1. Reinventing the Internet through the Metaverse
    - 3.10.2. New Economic and Social Environment
    - 3.10.3. Physical and Virtual World Connection

## Module 4. Decentralized Finance and Investment (DeFi) in the Metaverse

- 4.1. Decentralized Finance and Investment (DeFi) in the Metaverse
  - 4.1.1. Decentralized Finance
  - 4.1.2. Decentralized Finance Environment
  - 4.1.3. Decentralized Finance Application
- 4.2. Advanced Financial Concepts Applied to DeFi
  - 4.2.1. Money Supply and Inflation
  - 4.2.2. Volume and Margin Business
  - 4.2.3. Warranty and Performance
- 4.3. DeFi Business Models Applied to the Metaverse
  - 4.3.1. Lending and Yield Farming
  - 4.3.2. Payment Systems
  - 4.3.3. Banking and Insurance Services
- 4.4. DeFi Platforms Applied to the Metaverse
  - 4.4.1. DEXs
  - 4.4.2. Wallets
  - 4.4.3. Analytical Tools
- 4.5. DeFi Metaverse Project Cash Flow
  - 4.5.1. DeFi Project Cash Flow
  - 4.5.2. Cash Flow Sources
  - 4.5.3. Volume Margin
- 4.6. Token Economics Metaverse Utility
  - 4.6.1. Token Economics
  - 4.6.2. Token Utility
  - 4.6.3. Token Sustainability
- 4.7. DeFi Governance Focused on the Metaverse
  - 4.7.1. DeFi Governance
  - 4.7.2. Governance Models
  - 4.7.3. DAO



- 4.8. DeFi's Meaning in the Metaverse
  - 4.8.1. Synergies Between DeFi and Metaverse
  - 4.8.2. DeFi Metaverse Value
  - 4.8.3. Metaverse Growth through DeFi
- 4.9. DeFi in the Metaverse. Case Studies
  - 4.9.1. DeFi in the Metaverse Case Uses
  - 4.9.2. Web3 Native Business Models
  - 4.9.3. Hybrid Business Models
- 4.10. Future DeFi in the Metaverse
  - 4.10.1. Relevant Agents
  - 4.10.2. Development Lines
  - 4.10.3. Mass Adoption

## Module 5. Advanced Technologies for Metaverse Development

- 5.1. State-of-the-art Metaverse Development
  - 5.1.1. Technical Aspects for Web 2.0
  - 5.1.2. Technologies Supporting the Metaverse
  - 5.1.3. Technical Aspects for Web 3.0
- 5.2. Development Environment, Programming Languages and Web 2.0 Frameworks
  - 5.2.1. Web 2.0 Development Environment
  - 5.2.2. Web2 Programming Languages
  - 5.2.3. Web2 Frameworks
- 5.3. Development Environment, Programming Languages and Web 3.0 Frameworks
  - 5.3.1. Web2 Development Environments
  - 5.3.2. Web2 Programming Languages
  - 5.3.3. Web2 Frameworks
- 5.4. Oracles and Multichain
  - 5.4.1. Onchain vs. Offchain
  - 5.4.2. Interoperability
  - 5.4.3. Multichain
- 5.5. Graphics Engines and 3D Design Softwares
  - 5.5.1. CPU vs. GPU
  - 5.5.2. Graphics Engines
  - 5.5.3. 3D Design Software
- 5.6. Devices and Platforms
  - 5.6.1. Video Game Hardware
  - 5.6.2. Platforms
  - 5.6.3. Current Competitive Landscape
- 5.7. Big Data and Artificial Intelligence in Metaverse
  - 5.7.1. Data Science Data Transformation into Information
  - 5.7.2. Big Data. Data Lifecycle Strategy in the Metaverse
  - 5.7.3. Artificial Intelligence User Experience Personalization
- 5.8. Augmented Reality, Virtual Reality and Mixed Reality in the Metaverse
  - 5.8.1. Alternative Realities
  - 5.8.2. Augmented Reality vs. Virtual reality
  - 5.8.3. Mixed Reality
- 5.9. Internet of Things and 3D Reconstruction
  - 5.9.1. 5G and Telecommunication Networks
  - 5.9.2. Internet of Things
  - 5.9.3. 3D Reconstruction
- 5.10. The Future of Technology The 2050 Metaverse
  - 5.10.1. Technological Barriers
  - 5.10.2. Development Pathways
  - 5.10.3. The 2050 Metaverse

## Module 6. Gaming Industry and eSports as a Gateway to the Metaverse

- 6.1. Metaverse Through Video Games
  - 6.1.1. Interactive Experiences
  - 6.1.2. Market Growth and Settlement
  - 6.1.3. Industry Maturity
- 6.2. Breeding Ground for Today's Metaverses
  - 6.2.1. MMOs
  - 6.2.2. Second Life
  - 6.2.3. PlayStation Home
- 6.3. Multi-Platform Metaverse. Massive Concept Revolution
  - 6.3.1. Neal Stephenson and his Snow Crash
  - 6.3.2. From Science Fiction to Reality
  - 6.3.3. Mark Zuckerberg Meta. Massive Concept Revolution
- 6.4. Video Game Industry State Metaverse Platforms or Channels
  - 6.4.1. Video Game Industry Figures
  - 6.4.2. Metaverse Platforms or Channels
  - 6.4.3. Economic Projections for the Coming Years
  - 6.4.4. How to Make the Most of the Industry's Great Shape?
- 6.5. Business Models F2P vs.. Premium
  - 6.5.1. Free to play or F2P
  - 6.5.2. Premium
  - 6.5.3. Hybrid Models. Alternative Proposals
- 6.6. PlaytoEarn
  - 6.6.1. CryptoKitties Success
  - 6.6.2. Axie Infinity. Other Success Stories
  - 6.6.3. PlaytoEarn Attrition and Play & Earn Creation
- 6.7. GameFi: Player-Investor Paradigm
  - 6.7.1. GameFi:
  - 6.7.2. Video Games as a Job
  - 6.7.3. Classic Entertainment Model Break
- 6.8. The Metaverse in the Classic Industry Ecosystem
  - 6.8.1. Fans' Prejudices and Generalized Bad Image
  - 6.8.2. Technological and Implementation Difficulties
  - 6.8.3. Lack of Maturity

- 6.9. Metaverse: Interactivity vs. Playable Experience
  - 6.9.1. Interactivity vs Playable Experience
  - 6.9.2. Types of Experience in Today's Metaverse
  - 6.9.3. Perfect Balance Between the Two
- 6.10. e-Sport Metaverse
  - 6.10.1. Equipment Difficulties to Grow
  - 6.10.2. Metaverse: Immersive Experiences, Communities and Exclusive Clubs
  - 6.10.3. User Monetization by Blockchain Technology

## Module 7. Business Models. Metaverse Case Studies

- 7.1. The Metaverse, a Business Model
  - 7.1.1. The Metaverse as a Business Model
  - 7.1.2. Risk
  - 7.1.3. Habit Changes
- 7.2. Metaverse Marketing and Advertising Tools
  - 7.2.1. AR&AI. Marketing Revolution
  - 7.2.2. VR Marketing
  - 7.2.3. Video Marketing
  - 7.2.4. Live Streams
- 7.3. Company's Virtual Spaces
  - 7.3.1. Connecting the Real and Virtual World
  - 7.3.2. Metaverse and Business. Company's Virtual Spaces
  - 7.3.3. Brand Impact and Reputation
- 7.4. Metaverse: Education and Disruptive Learning. Industry Application
  - 7.4.1. E-Learning
  - 7.4.2. Training Interoperability
  - 7.4.3. Web 3 and the Metaverse. Labor Market Revolution
- 7.5. The Tourism and Cultural Sector Revolution
  - 7.5.1. VR& AR. New Travel Concept
  - 7.5.2. Real and Virtual World Impact
  - 7.5.3. Geographical Barrier Elimination
- 7.6. Product and Service Marketing through Real to Virtual World Connection and Vice Versa.
  - 7.6.1. New Sales Channels Creation
  - 7.6.2. Improve Purchasing Process User Experience
  - 7.6.3. Content Consumption

- 7.7. Metaverse Events through Virtual Environments
  - 7.7.1. Content Network
  - 7.7.2. New Ways of Communication in Interaction
  - 7.7.3. Unlimited Range
- 7.8. Metaverse Data Management and Security
  - 7.8.1. Management and Security Data Protection
  - 7.8.2. Data Interoperability
  - 7.8.3. Traceability
- 7.9. Visual SEO. Online Positioning
  - 7.9.1. AI, the Basis of the New Positioning
  - 7.9.2. Added Value to the Audience
  - 7.9.3. Unique and Customized Content
- 7.10. DAO in the Metaverse
  - 7.10.1. Blockchain Back-Up
  - 7.10.2. Governance and Decision-making Power
  - 7.10.3. Community Loyalty

## Module 8. Metaverse Ecosystem and Key Players

- 8.1. Open Innovation Ecosystems in the Metaverse Industry
  - 8.1.1. Collaboration in Open Ecosystem Development
  - 8.1.2. Open Innovation Ecosystems in the Metaverse Industry
  - 8.1.3. Ecosystem's Impact on Metaverse Growth
- 8.2. Open Source Projects Technological Development Catalysts
  - 8.2.1. Open Source as an Innovation Accelerator
  - 8.2.2. Open Source Integration Projects Complete Overview
  - 8.2.3. Open Standards and Technologies as Accelerators
- 8.3. Web 3.0 Communities
  - 8.3.1. Community Creation and Development Process
  - 8.3.2. Community Contribution to Technological Progress
  - 8.3.3. Most Relevant Web 3.0 Communities

- 8.4. Social Networks and Online Relationships
  - 8.4.1. Enabling Technologies for New Ways of Relating to Each Other
  - 8.4.2. Physical and Digital Environments to Build Web 3.0 Communities
  - 8.4.3. Evolution from Web 2.0 to Web 3.0 Social Networks
- 8.5. Users, Companies and Ecosystem. Metaverse Advancement
  - 8.5.1. Metaverses with Web 3.0 Vision
  - 8.5.2. Corporations Investing in the Metaverse
  - 8.5.3. Ecosystem that Offers a Complete Solution
- 8.6. Metaverse Content Creators
  - 8.6.1. Digital Nomads
  - 8.6.2. Organizations, Builders of New Customer Relationship Channels
  - 8.6.3. Influencers, Streamers or Gamers like Early Adopters
- 8.7. Metaverse Experience Providers
  - 8.7.1. Reinvented Sales Channels
  - 8.7.2. Immersive Experiences
  - 8.7.3. Fair and Transparent Customization
- 8.8. Decentralization and Technological Infrastructure in the Metaverse
  - 8.8.1. Distributed and Decentralized Technologies
  - 8.8.2. Proof of Work vs. Proof of Stake
  - 8.8.3. Key Technological Layers for Metaverse Evolution
- 8.9. Human Interface, Electronic Devices that Enable the Metaverse Experience
  - 8.9.1. The Experience Offered by Existing Technological Devices
  - 8.9.2. Advanced Technologies in Metaverse
  - 8.9.3. Extended Reality (XR) as Metaverse Immersion
- 8.10. Metaverse Incubators, Accelerators and Investment Vehicles
  - 8.10.1. Metaverse Incubators and Accelerators for Business Development
  - 8.10.2. Metaverse Financing and Investment
  - 8.10.3. Smart Capital Attraction

## Module 9. Metaverse Marketing

- 9.1. The Metaverse New Advertising Content Consumption Platform
  - 9.1.1. The Big Bang: Origin of Advertising
  - 9.1.2. Serotonin: The Engine that Drives Avatars
  - 9.1.3. Immediacy, A New Satisfaction Measure
- 9.2. Traffic Redirection to Metaverses: Transition from Funnel to Conversion Atmospheres
  - 9.2.1. Advertising as a Molecule Enveloping Digital Ecosystems
  - 9.2.2. Metaverse Inhabitants
  - 9.2.3. Metaverse Endosphere
- 9.3. Metaverse Conversions: Monetizing Atmospheres
  - 9.3.1. Profitability
  - 9.3.2. Awareness, Conversion, Retargeting, and Loyalty
  - 9.3.3. Shopping: The Fuel of the Metaverse
- 9.4. Traditional Advertising Media Barriers vs. Metaverse
  - 9.4.1. Traditional Advertising. Mediums
  - 9.4.2. Metaverse: Loop of Three-Dimensional Supports
  - 9.4.3. Transforming Advertising Traditions
- 9.5. The Metaverse Funnel: Three-Dimensional Funnel
  - 9.5.1. Contacts
  - 9.5.2. Prospectus
  - 9.5.3. Customers:
- 9.6. KPIs in the Metaverse: Measuring the Effect of the Advertising in an Immersive Space
  - 9.6.1. Attention
  - 9.6.2. Interest
  - 9.6.3. Decision
  - 9.6.4. Action
  - 9.6.5. Memory
- 9.7. Metaverse Advertising
  - 9.7.1. Metaverse Digital Sense Development: Tricking the Mind
  - 9.7.2. How to Engage Users Through Unseen 3D Experiences
  - 9.7.3. New Three-Dimensional Supports

- 9.8. NFT's: The New Loyalty Clubs
  - 9.8.1. Buying Loyalty
  - 9.8.2. Showcasing Exclusivity
  - 9.8.3. The NFT as a Metaverse Identifier
- 9.9. Metaverse Customer Experience
  - 9.9.1. Bringing the Product Closer to the Customer
  - 9.9.2. Three-Dimensional Environment Limitations: The 6 Senses
  - 9.9.3. Controlled Environment Generation
- 9.10. Metaverse Marketing Success Stories
  - 9.10.1. Avatars
  - 9.10.2. Economy
  - 9.10.3. Gaming

## Module 10. Current Overview of the Race to Build the Metaverse Future

- 10.1. Industry Players' Vision of the Metaverse
  - 10.1.1. Metaverse Implementation in Existing Structures
  - 10.1.2. Companies Developing Metaverses
  - 10.1.3. Established Companies in the Metaverse
- 10.2. Metaverse Digital Identity and Social and Ethical Implications
  - 10.2.1. Metaverse Digital Identity
  - 10.2.2. Social Implications
  - 10.2.3. Ethical Implications
- 10.3. Metaverse Beyond Gaming
  - 10.3.1. Gaming as a Contact Point
  - 10.3.2. Sectors that Are Here to Stay
  - 10.3.3. Reinventing Some Businesses
- 10.4. Metaverse Work and Professional Environment
  - 10.4.1. Metaverse Job Opportunity Identification
  - 10.4.2. New Professional Careers
  - 10.4.3. Current Work Adaptation to the Metaverse
- 10.5. Metaverse Neuromarketing
  - 10.5.1. Metaverse Consumer Behaviour
  - 10.5.2. Experience Marketing
  - 10.5.3. Metaverse Neuromarketing Strategies



- 10.6. Metaverse and Cybersecurity
  - 10.6.1. Involved Threats
  - 10.6.2. Metaverse Digital Security Changes Identification
  - 10.6.3. Metaverse Real Cybersecurity
- 10.7. Emotional and Psychological Implications after the Metaverse Experience Good Practices
  - 10.7.1. Adaptation to a New Experience
  - 10.7.2. Side Effects of Metaverse Interaction
  - 10.7.3. Metaverse Best Practices
- 10.8. Adapting Legality to the Metaverse
  - 10.8.1. Legal Challenges Posed by Today's Metaverse
  - 10.8.2. Necessary Legal Changes
  - 10.8.3. Contracts, Intellectual Property and Other Relationship Types
- 10.9. Short-, Medium- and Long-Term Roadmap of the Metaverse
  - 10.9.1. Short-Term Roadmap
  - 10.9.2. Medium-Term Roadmap
  - 10.9.3. Long-Term Roadmap
- 10.10. Metaverse, Paradigm of the Future
  - 10.10.1. Unique Growth Opportunity
  - 10.10.2. Metaverse Specialization
  - 10.10.3. Monetization of the Virtual Future



*Thanks to this program you will have access to all the metaverse knowledge that will allow you to join the digital labor market with an advantage"*

06

# 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.





A close-up photograph of a person's hands typing on a laptop keyboard. The image is partially obscured by a large teal diagonal graphic that covers the top right and bottom right portions of the page. The lighting is soft, highlighting the texture of the skin and the keys.

“

*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.*



*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 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.



# 07 Certificate

This Professional Master's Degree in Metaverse Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Professional Master's Degree issued by TECH Technological University.





“

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

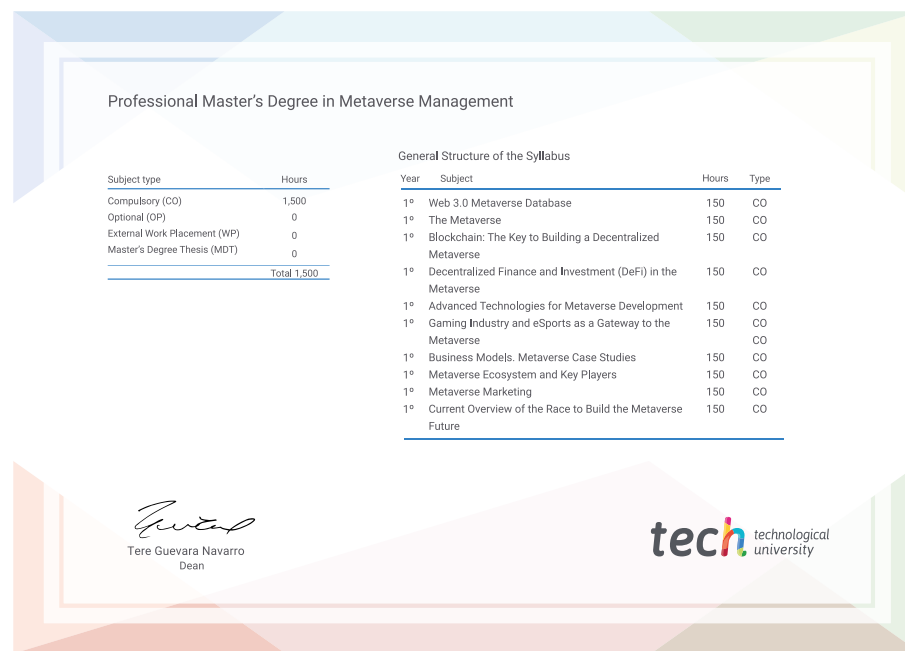
This **Professional Master's Degree in Metaverse Management** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Professional Master's Degree diploma** issued by **TECH Technological University** via tracked delivery\*.

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

Title: **Professional Master's Degree in Metaverse Management**

Official N° of Hours: **1,500 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.



## Professional Master's Degree Metaverse Management

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

# Professional Master's Degree Metaverse Management

