

# Executive Master's Degree Metaverse Management



## Executive Master's Degree Metaverse Management

- » Modality: Online
- » Duration: 12 months.
- » Certificate: TECH Global University
- » Accreditation: 60 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitude.com/us/school-of-business/master-degree/master-metaverse-management](http://www.techtitude.com/us/school-of-business/master-degree/master-metaverse-management)

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01

# Introduction to the Program

The emergence of the Metaverse is redefining traditional business dynamics, opening new opportunities for innovation and digital interaction. This immersive virtual environment allows organizations to create personalized experiences, generate new business models, and explore disruptive ways of communication. Therefore, experts need to have access to the most advanced techniques for managing digital assets and building business relationships in virtual worlds. In this context, TECH launches an innovative university program focused on Metaverse Management. Therefore is also offered in a convenient fully online format.



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*Thanks to this 100% online Executive Master's Degree, you will optimize digital environments to enhance user interaction and participation”*

Business management is at a turning point due to the rapid evolution of virtual environments, where the Metaverse is revolutionizing organizational and communicative dynamics. This phenomenon is transforming the way businesses operate, creating new opportunities and challenges that require innovative skills to lead in an increasingly digitalized market. As a result, the demand for specialists capable of implementing effective strategies in these environments is growing. For this reason, professionals must update their skills to face the challenges of the digital economy.

With this in mind, TECH launches an innovative Executive Master's Degree in Metaverse Management. The curriculum will provide advanced knowledge on the operation of virtual environments, decentralization, and disruptive technologies that are shaping the future of business. The syllabus covers essential topics such as the impact of blockchain, the opportunities of decentralized finance, and the development of marketing strategies in virtual environments. As such, graduates will be prepared to lead innovative initiatives, manage projects in digital ecosystems, and maximize the opportunities the Metaverse offers in key sectors.

Moreover, this university degree is taught 100% online, with flexible access to content 24/7, adapting to the professional and personal needs of the student. In this regard, all students need is an electronic device with internet access to access the Virtual Campus.

Additionally, a renowned International Guest Director will deliver 10 comprehensive Masterclasses.

This **Executive Master's Degree in Metaverse Management** contains the most complete and up-to-date university program on the market. Its most notable features are:

- ♦ The development of practical cases presented by experts in Metaverse Management.
- ♦ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Special emphasis on innovative methodologies in Metaverse Management
- ♦ 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



*You will design cutting-edge commercial strategies that leverage the opportunities of virtual worlds"*



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*Thanks to the Relearning methodology you will be able to study all the contents of this program from the comfort of your home and without the need to move to a learning center”*

The teaching staff includes professionals from the Metaverse Management field, who bring their work experience to this program, along with recognized specialists from leading organizations 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 an immersive learning experience designed to prepare for real-life situations.

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

*You will apply the most innovative brand positioning, advertising, and sales strategies in the Metaverse.*

*You will efficiently manage cryptocurrencies, non-fungible tokens, and other virtual assets on decentralized platforms.*



02

# Why Study at TECH?

TECH is the world's largest online university. With an impressive catalog of more than 14,000 university programs, available in 11 languages, it is positioned as a leader in employability, with a 99% job placement rate. In addition, it has a huge faculty of more than 6,000 professors of the highest international prestige.





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*Study at the largest online university in the world and ensure your professional success. The future begins at TECH”*

**The world's best online university, according to FORBES**

The prestigious Forbes magazine, specialized in business and finance, has highlighted TECH as "the best online university in the world" This is what they have recently stated in an article in their digital edition in which they echo the success story of this institution, "thanks to the academic offer it provides, the selection of its teaching staff, and an innovative learning method oriented to form the professionals of the future".

**Forbes**

The best online university in the world

The most complete  
**syllabus**

**The most complete syllabuses on the university scene**

TECH offers the most complete syllabuses on the university scene, with programs that cover fundamental concepts and, at the same time, the main scientific advances in their specific scientific areas. In addition, these programs are continuously updated to guarantee students the academic vanguard and the most demanded professional skills. and the most in-demand professional competencies. In this way, the university's qualifications provide its graduates with a significant advantage to propel their careers to success.

**The best top international faculty**

TECH's faculty is made up of more than 6,000 professors of the highest international prestige. Professors, researchers and top executives of multinational companies, including Isaiah Covington, performance coach of the Boston Celtics; Magda Romanska, principal investigator at Harvard MetaLAB; Ignacio Wistumba, chairman of the department of translational molecular pathology at MD Anderson Cancer Center; and D.W. Pine, creative director of TIME magazine, among others.

**TOP**  
international faculty

**The world's largest online university**

TECH is the world's largest online university. We are the largest educational institution, with the best and widest digital educational catalog, one hundred percent online and covering most areas of knowledge. We offer the largest selection of our own degrees and accredited online undergraduate and postgraduate degrees. In total, more than 14,000 university programs, in ten different languages, making us the largest educational institution in the world.

**World's No.1**  
The World's largest online university

**The most effective methodology**

**A unique learning method**

TECH is the first university to use Relearning in all its programs. This is the best online learning methodology, accredited with international teaching quality certifications, provided by prestigious educational agencies. In addition, this innovative academic model is complemented by the "Case Method", thereby configuring a unique online teaching strategy. Innovative teaching resources are also implemented, including detailed videos, infographics and interactive summaries.

#### The official online university of the NBA

TECH is the official online university of the NBA. Thanks to our agreement with the biggest league in basketball, we offer our students exclusive university programs, as well as a wide variety of educational resources focused on the business of the league and other areas of the sports industry. Each program is made up of a uniquely designed syllabus and features exceptional guest hosts: professionals with a distinguished sports background who will offer their expertise on the most relevant topics.

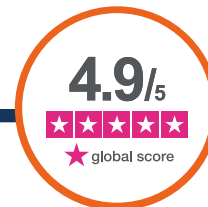
#### Leaders in employability

TECH has become the leading university in employability. Ninety-nine percent of its students obtain jobs in the academic field they have studied within one year of completing any of the university's programs. A similar number achieve immediate career enhancement. All this thanks to a study methodology that bases its effectiveness on the acquisition of practical skills, which are absolutely necessary for professional development.



#### Google Premier Partner

The American technology giant has awarded TECH the Google Premier Partner badge. This award, which is only available to 3% of the world's companies, highlights the efficient, flexible and tailored experience that this university provides to students. The recognition not only accredits the maximum rigor, performance and investment in TECH's digital infrastructures, but also places this university as one of the world's leading technology companies.



#### The top-rated university by its students

Students have positioned TECH as the world's top-rated university on the main review websites, with a highest rating of 4.9 out of 5, obtained from more than 1,000 reviews. These results consolidate TECH as the benchmark university institution at an international level, reflecting the excellence and positive impact of its educational model.



# 03 Syllabus

The educational materials for this university program have been designed by experts in digital environments and business management. The curriculum delves into the value of non-fungible tokens and their impact on the tokenization of physical and virtual assets, exploring relevant use cases in the Metaverse. Furthermore, the dynamics of the digital economy and the opportunities this environment offers are analyzed. This will enable graduates to develop innovative strategies that drive business growth in virtual ecosystems.

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*You will be able to interpret user behavior metrics on virtual platforms to optimize business strategies”*



## 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. Best Practices
  - 1.3.1. Security and Privacy
  - 1.3.2. Transparency and Decentralization
  - 1.3.3. Speed and Accessibility
- 1.4. Web 3.0. Applications of SOFCs
  - 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 Contributions
- 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. Economy in the Metaverse: 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. Use Cases
- 3.2. Public or Private Blockchains. New Governance Model
  - 3.2.1. Public or Private Blockchains
  - 3.2.2. Blockchains. 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. Non-Fungible Token (NFTs) Value
  - 3.6.2. Physical or Virtual Asset Tokenization
  - 3.6.3. Digital Assets in the Metaverse. Use Cases
- 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. Our Digital Identity Certification
  - 3.8.2. Metaverse Avatars
  - 3.8.3. Users and Organizations. Digital Identity
- 3.9. Smart Contracts, dApps and the Cryptoverse
  - 3.9.1. Real World vs. Virtual World. Activity Reinvention
  - 3.9.2. Decentralized Applications
  - 3.9.3. Applied Blockchain. 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 (DeFi) and Investment in the Metaverse

- 4.1. Decentralized Finance (DeFi) and Investment 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. DEXes
  - 4.4.2. *Wallets*
  - 4.4.3. Analytical Tools
- 4.5. Cash Flow in DeFi Projects Focused on the Metaverse
  - 4.5.1. Cash Flow in DeFi Projects
  - 4.5.2. Sources of Cash Flow
  - 4.5.3. Volume vs. 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 the Metaverse
  - 4.8.2. Value of DeFi in the Metaverse
  - 4.8.3. Metaverse Growth through DeFi
- 4.9. DeFi in the Metaverse, Case Studies
  - 4.9.1. DeFi in the Metaverse. Use Cases
  - 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 in Metaverse Development
  - 5.1.1. Technical Aspects for Web 2
  - 5.1.2. Technologies Supporting the Metaverse
  - 5.1.3. Technical Aspects for Web 3
- 5.2. Development Environment, Programming Languages, and Web 2 Frameworks
  - 5.2.1. Web 2 Development Environments
  - 5.2.2. Web 2 Programming Languages
  - 5.2.3. Web 2 Frameworks
- 5.3. Development Environment, Programming Languages, and Web 3 Frameworks
  - 5.3.1. Web 2 Development Environments
  - 5.3.2. Web 2 Programming Languages
  - 5.3.3. Web 2 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. Hardware Applied to Video Games
  - 5.6.2. Platforms
  - 5.6.3. Current Competitive Landscape
- 5.7. Big Data and Artificial Intelligence in the Metaverse
  - 5.7.1. Data Science. Transforming Data into Information
  - 5.7.2. *Big Data*. Strategy for Data Life Cycle in the Metaverse
  - 5.7.3. Artificial Intelligence. Personalization of User Experiences
- 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 E-Sports as a Gateway to the Metaverse

- 6.1. The 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. State of the Video Game Industry. 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. *Play-to-Earn*
  - 6.6.1. CryptoKitties Success
  - 6.6.2. Axie Infinity. Other Success Stories
  - 6.6.3. Wear and Tear of Play-to-Earn and the Creation of Play & Snow Crash
- 6.7. GameFi: Player-Investor Paradigm
  - 6.7.1. GameFi
  - 6.7.2. Video Games as a Job
  - 6.7.3. Break with the Classic Entertainment Model
- 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-Sports Metaverse
  - 6.10.1. Difficulties for Teams to Grow
  - 6.10.2. Metaverse: Immersive Experiences, Communities and Exclusive Clubs
  - 6.10.3. User Monetization by Blockchain Technology

## Module 7. Business Models. Use Cases in the Metaverse

- 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. Videomarketing
  - 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. Backup on the Blockchain
  - 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. Impact of the Ecosystem on Metaverse Growth
- 8.2. Open Source Projects. Technological Development Catalysts
  - 8.2.1. Opensource as an Innovation Accelerator
  - 8.2.2. Opensource Project Integration. 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 Communities
  - 8.4.3. Evolution from Web 2 to Web 3 Social Networks
- 8.5. Users, Companies and Ecosystem. Advance of the Metaverse
  - 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 as 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 the Evolution of the Metaverse
- 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. Advertising Origins
  - 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 Your 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*

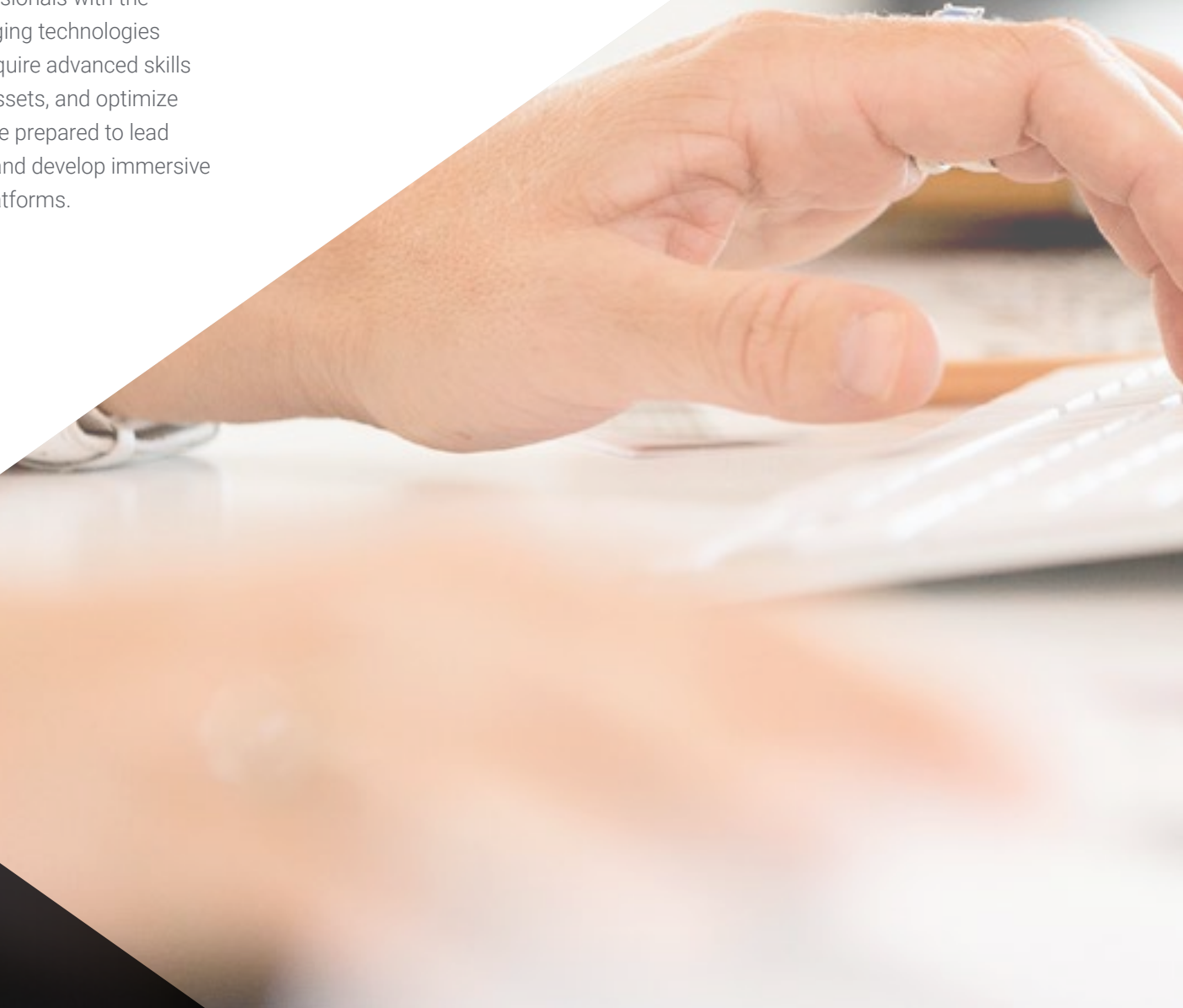
## Module 10. Current Overview of the Race to Build the Metaverse Future

- 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 Best 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

04

# Teaching Objectives

This university program from TECH is designed to provide professionals with the necessary tools to lead in digital environments, integrating emerging technologies into business management. At the same time, graduates will acquire advanced skills to design business strategies in the Metaverse, manage digital assets, and optimize user experiences in virtual environments. Additionally, they will be prepared to lead innovation projects, implement decentralized economy models, and develop immersive solutions that enhance interaction and engagement on digital platforms.



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*You will apply legal principles related to data protection, privacy, and intellectual property rights in the Metaverse”*

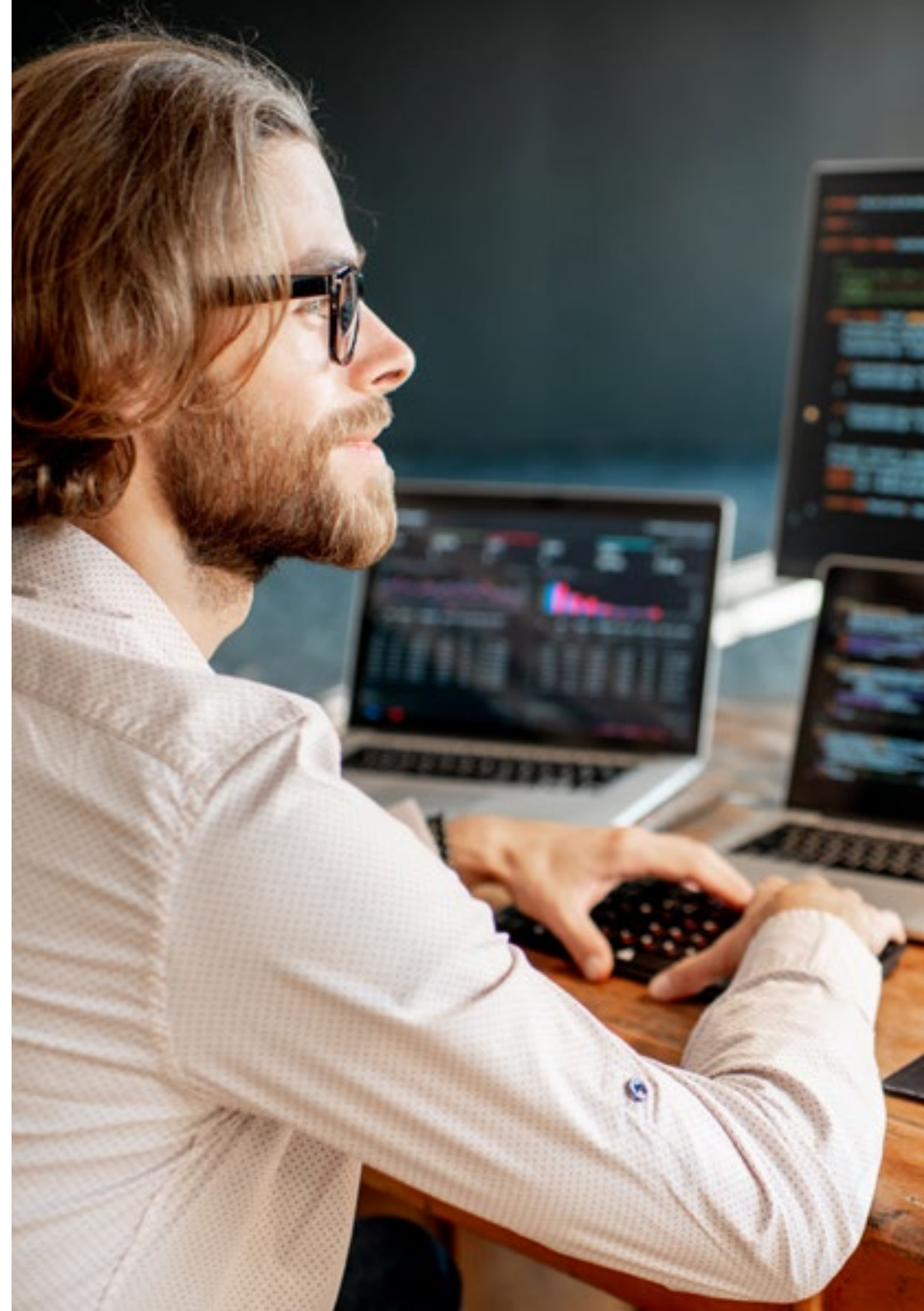




## General Objectives

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- ♦ Develop advanced knowledge in Metaverse management, understanding its impact and potential in the transformation of digital business models
- ♦ Identify blockchain applications in business management, promoting decentralization and transparency in organizational processes
- ♦ Implement innovative strategies in virtual environments, integrating emerging technologies to optimize decision-making and operational efficiency
- ♦ Integrate the use of immersive technologies such as virtual reality and augmented reality to create interactive experiences that enhance user participation
- ♦ Apply data analysis techniques in the Metaverse to improve business and marketing strategies
- ♦ Use decentralized digital platforms to foster new business opportunities and develop sustainable virtual ecosystems
- ♦ Design and manage projects integrating NFTs and decentralized finance (DeFi), enhancing innovation in the digital economy
- ♦ Promote continuous learning in disruptive technologies, ensuring professionals stay up to date with the latest Metaverse trends





## Specific Objectives

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### Module 1. Web 3.0. Metaverse Database

- ♦ Analyze the historical evolution of the Metaverse and Web 3.0, identifying key milestones in the digital transformation
- ♦ Explore the impact of Web 3.0 on business management and its potential in organizational transformation

### Module 2. The Metaverse

- ♦ Examine the role of blockchain as the technological foundation of the Metaverse
- ♦ Analyze the value of non-fungible tokens (NFTs) and their application in the tokenization of physical and virtual assets

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

- ♦ Understand the dynamics of decentralized finance (DeFi) in the Metaverse ecosystem
- ♦ Analyze emerging business models based on DeFi and their impact on financial innovation

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

- ♦ Study the potential of augmented reality (AR), virtual reality (VR), and artificial intelligence (AI) in immersive environments
- ♦ Implement immersive technologies in interactive and commercial experiences

### Module 5. Advanced Technologies for Metaverse Development

- ♦ Analyze the value of Decentralized Autonomous Organizations (DAOs) in the Metaverse ecosystem
- ♦ Understand the transparent governance rules of DAOs and their implications for users

### Module 6. Gaming Industry and E-Sports as a Gateway to the Metaverse

- ♦ Study the role of digital communities in the growth of the Metaverse
- ♦ Analyze the creation and management of open ecosystems from open-source projects

### Module 7. Business Models. Use Cases in the Metaverse

- ♦ Design experiential marketing strategies in immersive virtual environments.
- ♦ Evaluate the impact of neuromarketing on the decision-making of digital users

### Module 8. Metaverse Ecosystem and Key Players

- ♦ Analyze successful cases of companies that have implemented disruptive models in the Metaverse
- ♦ Develop business strategies that integrate the principles of decentralization and tokenization

### Module 9. Metaverse Marketing

- ♦ Gain a comprehensive view of virtual environments and their impact on digital marketing strategies
- ♦ Design personalized ads to increase brand visibility within platforms like Decentraland, Roblox, or Sandbox

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

- ♦ Explore new professional opportunities in the Metaverse ecosystem
- ♦ Lead innovative projects that drive business transformation in the digital context

05

# Career Opportunities

This university degree from TECH is a unique opportunity for professionals looking to update their skills and master the tools of the Metaverse, Web 3.0, and Blockchain, technologies that are transforming business management. Through these innovative insights, graduates will expand their job opportunities in emerging digital sectors, leading disruptive projects and driving the digital transformation of organizations.





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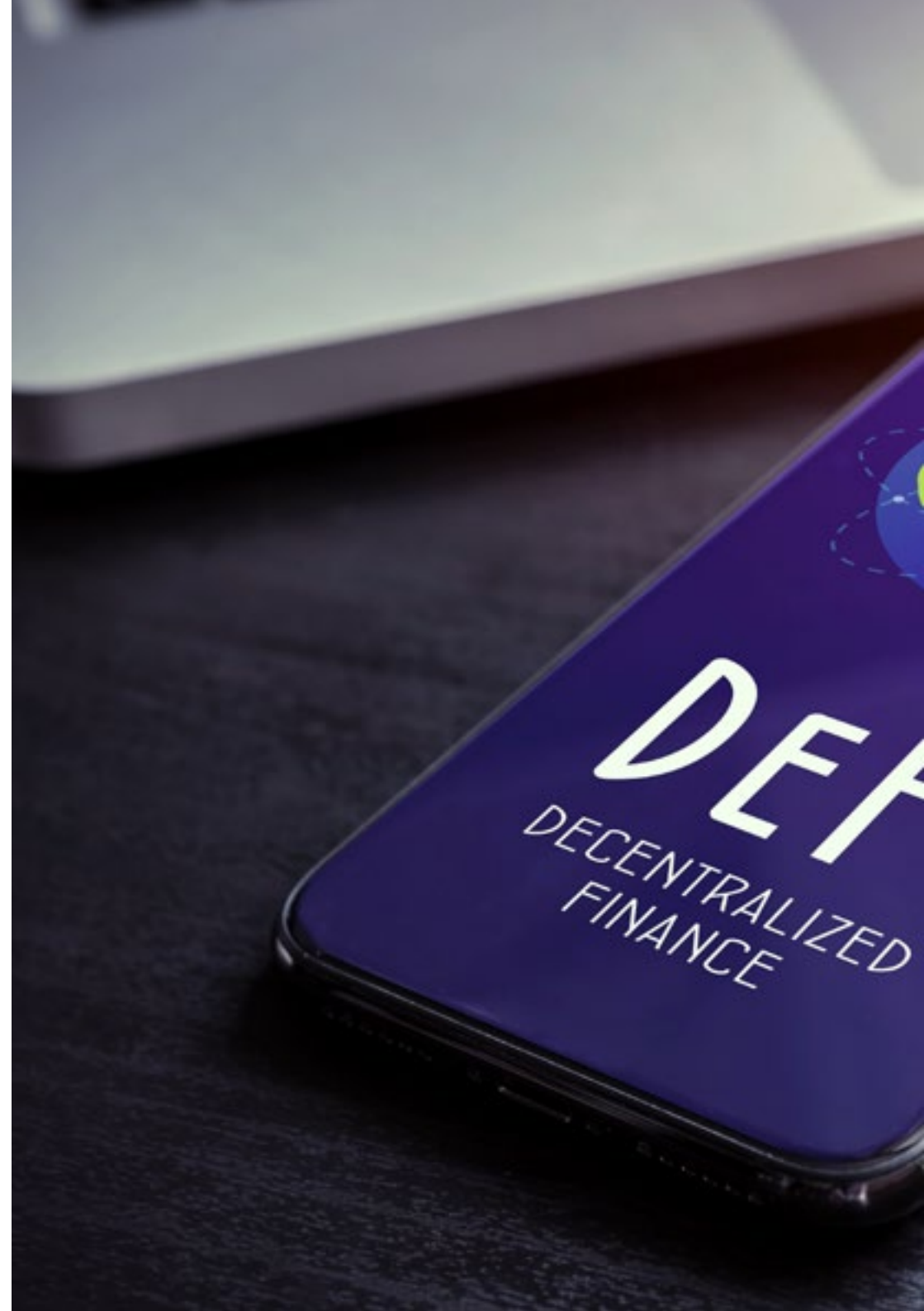
*You will lead multidisciplinary teams focused on creating projects in virtual environments, ranging from events to immersive commercial platforms”*

### Graduate Profile

The graduate of this TECH Executive Master's Degree will be a professional capable of integrating Metaverse technologies into business management, optimizing organizational processes, and generating new business opportunities. Moreover, they will possess skills to design, implement, and evaluate strategies in virtual environments, lead digital innovation projects, and manage communities on decentralized platforms. Additionally, they will be prepared to tackle ethical challenges related to privacy, data security, and transparency in digital environments.

*You will be able to excel in Virtual Project Management, applying disruptive technologies to transform business management.*

- ♦ **Technological Adaptation in Virtual Environments:** Ability to incorporate Metaverse and Blockchain tools into business management, enhancing operational efficiency and generating competitive advantages
- ♦ **Business Problem Solving:** Ability to apply critical thinking in identifying business opportunities and creating innovative solutions in digital environments
- ♦ **Ethical Commitment and Digital Security:** Responsibility in applying ethical principles and privacy regulations, ensuring data protection in virtual platforms
- ♦ **Interdisciplinary Collaboration:** Ability to work in multidisciplinary teams, integrating technical and management knowledge for the development of innovative digital projects





After completing the Executive Master's Degree in Metaverse Management, you will be able to use your knowledge and skills in the following positions:

- 1. Specialist in Project Management in the Metaverse:** Responsible for implementing and overseeing initiatives in virtual environments to maximize interaction and business growth.
- 2. Consultant in Innovation and Decentralized Technology:** Responsible for advising companies on the integration of blockchain technologies and decentralized solutions into their business models.
- 3. Digital Ecosystem Manager:** Expert in creating and managing communities on Web 3.0 platforms, developing growth strategies in virtual environments.
- 4. Specialist in Immersive and Experiential Marketing:** In charge of designing marketing campaigns in the Metaverse, using neuromarketing techniques and interactive experiences.
- 5. Consultant in Tokenization of Assets and NFTs:** Dedicated to the creation, management, and monetization of digital assets through tokenization technologies and Non-Fungible Tokens.
- 6. Director of Decentralized Finance Projects:** Responsible for implementing innovative financial solutions in virtual ecosystems, optimizing resources and investment strategies.
- 7. Expert in Decentralized Governance:** Project manager for implementing decentralized autonomous organizations to promote transparency and democratic decision-making.
- 8. Specialist in Digital Security in the Metaverse:** Responsible for developing data protection strategies and ensuring the integrity of digital and diplomatic platforms.



06

# Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.



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*TECH will prepare you to face new challenges in uncertain environments and achieve success in your career”*



## The student: the priority of all TECH programs

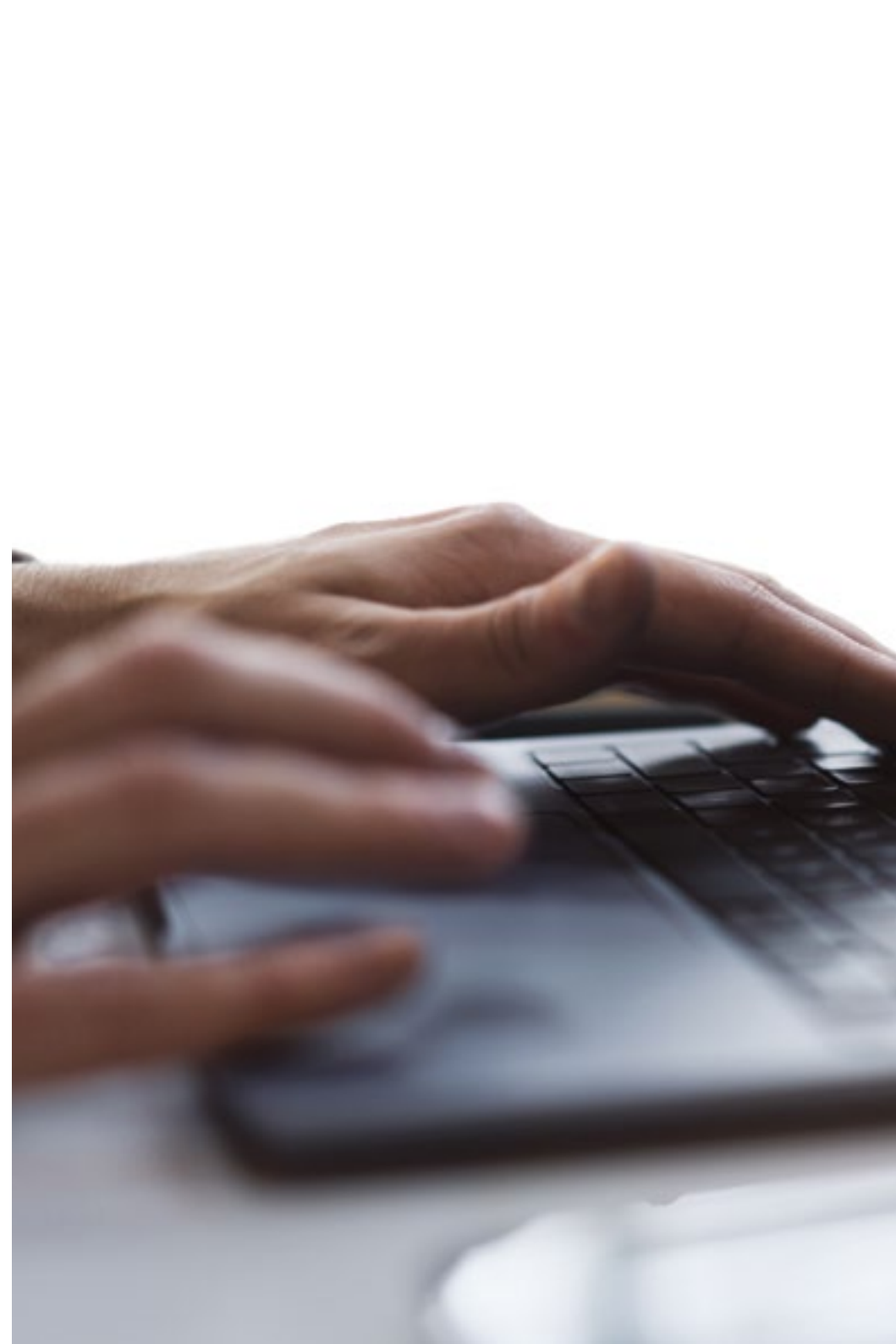
In TECH's study methodology, the student is the main protagonist.

The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

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*At TECH you will NOT have live classes  
(which you might not be able to attend)”*



### The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

“*TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want*”



## Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.



## Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

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



## A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.



*The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule"*

### The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.



## The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

*Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.*

*You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.*



As such, the best educational materials, thoroughly prepared, will be available in this program:



#### 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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



#### Practicing Skills and Abilities

You 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 within the framework of the globalization we live in.



#### Interactive Summaries

We present 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".

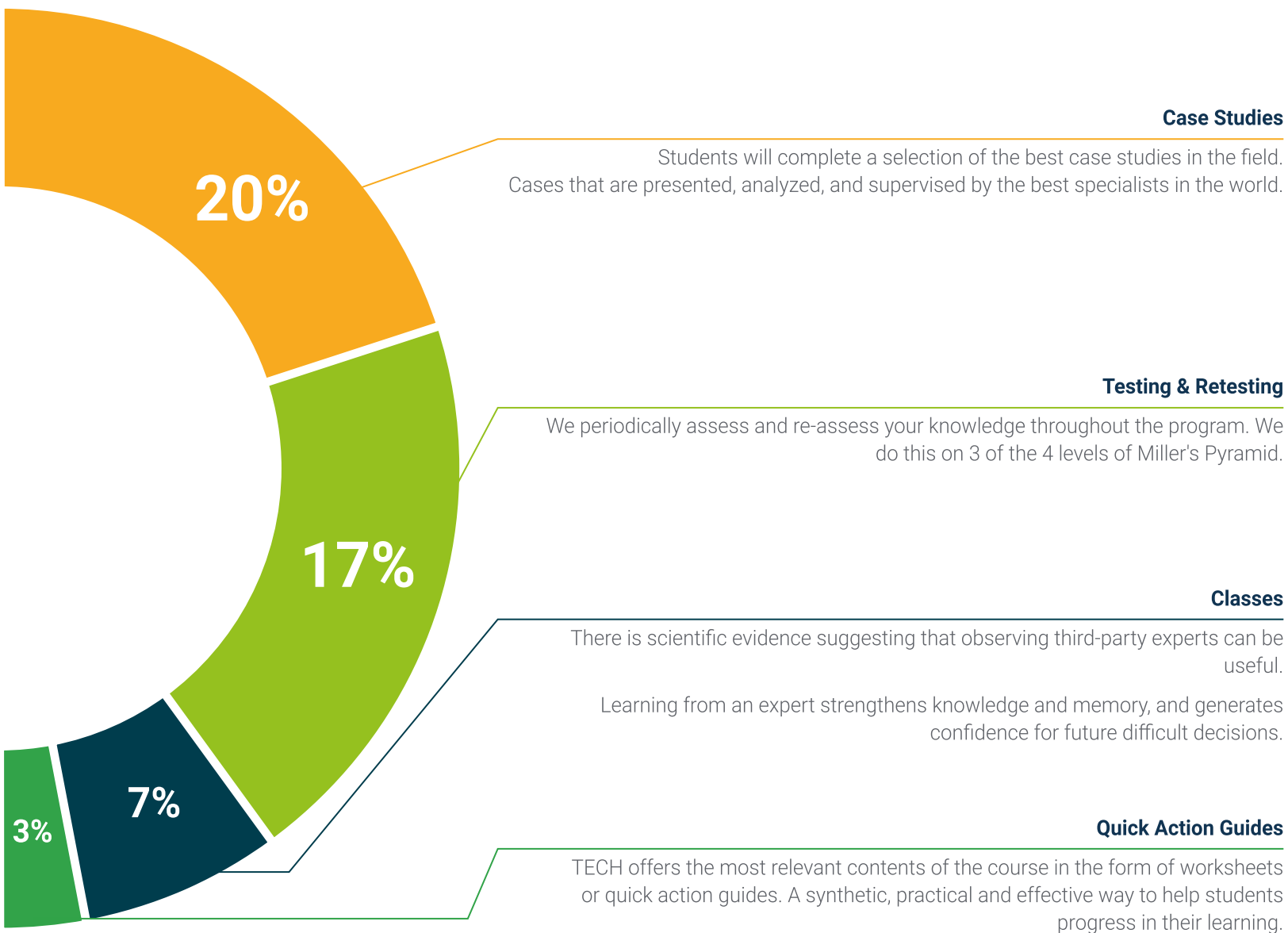


#### Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.







#### Case Studies



#### Testing & Retesting



#### Classes



#### Quick Action Guides



07

# Teaching Staff

TECH, in its commitment to providing the best academic experience, has selected for this Master's Degree a team of professionals from the virtual environment, coming from various specialties but characterized by a broad and extensive track record in the management and direction of projects related to the Metaverse. These are specialists who have also successfully launched their own ventures and reached the highest level in their respective fields. Therefore, graduates will have the opportunity to learn from their strategies and adopt them to bring their professional career to the peak of the industry.





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*Complete this program alongside a teaching staff made up of the best experts”*

## 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 **start-up 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, making the most 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 the **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 and 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
- ♦ Professor at business schools such as IE Business School and IE Human Sciences and Technology
- ♦ Degree in Business Administration from IE Business School
- ♦ Master's Degree in Business Development from the Autonomous University of Madrid
- ♦ IBM Cloud Specialist
- ♦ Professional Certification in IBM Cloud Solution Advisor

## Teachers

### Mr. Cameo Gilabert, Carlos

- ♦ Founder and Chief Technology Officer of Second World
- ♦ Co-founder of Netspot
- ♦ Co-founder of Banc
- ♦ Chief Technology Officer at Jovid
- ♦ Freelance Full Stack Developer
- ♦ Industrial Engineer from the Polytechnic University of Madrid
- ♦ Executive 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 Second World
- ♦ Game Evaluation Manager at Facebook
- ♦ Game Analyst at PlayGiga
- ♦ Level Designer at BlackChiliGoat Studio
- ♦ Game Designer at Kalpa Games
- ♦ Degree in Audiovisual Communication from the Complutense University of Madrid
- ♦ Master's Degree in Game Design, Complutense University of Madrid
- ♦ Master's Degree in Film, Television and Audiovisual Communication from the Complutense 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 by CEF Centro de Estudios Financieros

**Mr. Fernández Ansorena, Nacho**

- ♦ CMO y Co-Founder of Second World
- ♦ Co-Founder and Digital Strategy Manager at Polar Marketing
- ♦ Project Manager at PGS Comunicación
- ♦ Co-Founder and Development Manager at weGroup Solutions
- ♦ Graduate in Business Administration and Management by ESIC



*Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice"*

# 08 Certificate

The Executive Master's Degree in Metaverse Management guarantees students, in addition to the most rigorous and up-to-date education, access to a diploma for the Executive Master's Degree issued by TECH Global University.







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

This private qualification will allow you to obtain **Executive Master's Degree in Metaverse Management** 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.



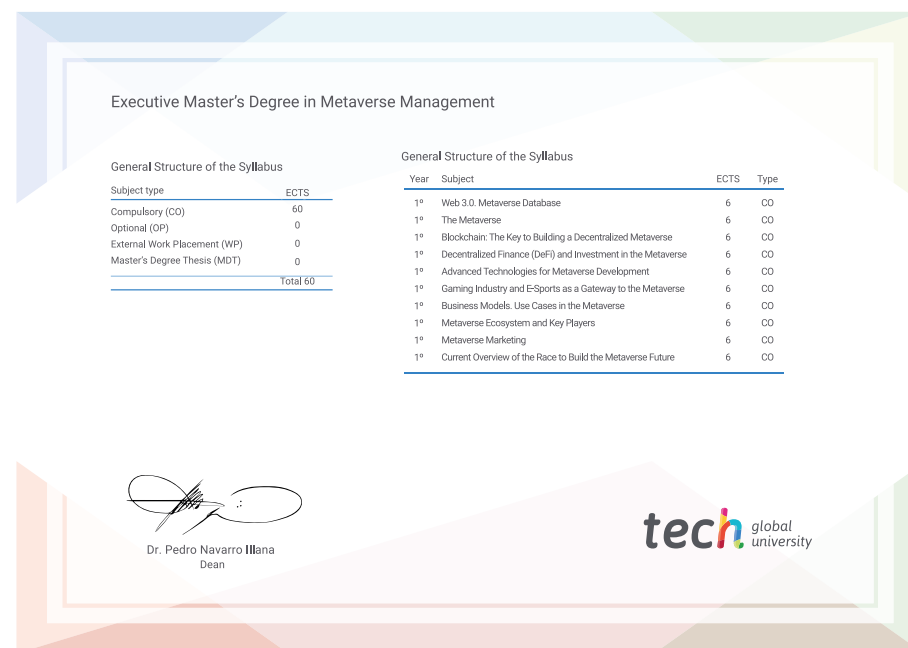
This **TECH Global University** private qualification is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

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

Modality: **online**

Duration: **12 months.**

Accreditation: **60 ECTS**





## Executive Master's Degree Metaverse Management

- » Modality: Online
- » Duration: 12 months.
- » Certificate: TECH Global University
- » Accreditation: 60 ECTS
- » Schedule: at your own pace
- » Exams: online

# Executive Master's Degree Metaverse Management