Executive Master's Degree

Metaverse Management

MMM

tech technological university

tech technological university

Executive Master's Degree
Metaverse Management

- Modality: **online**
- Duration: **12 months**
- Certificate: **TECH Technological University**
- Dedication: **16h/week**
- Schedule: **at your own pace**
- Exams: **online**
- Target Group: **University Graduates who have previously completed any of the degrees in the field of Social and Legal Sciences, Administration and Business, as well as technology professionals who are looking to reinvent their careers in an industry with many possibilities for the future.**

Website: **www.techtitute.com/us/school-of-business/professional-master-degree/master-metaverse-management**

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01

Welcome

Cyberspace has been invaded in the last decade by dozens of projects based on virtual spaces that generate millions of dollars every year. In addition, the development of augmented reality, hyperconnectivity and the accelerated growth of Web 3.0 invite the user to enter a parallel universe. It is, therefore, a field in which, if you have the right knowledge, it is easy to succeed. For this reason, this program has been created to enable graduates to specialize in this field through an avant-garde, dynamic and 100% online educational experience. Thus, you will master the keys to build and manage a decentralized metaverse in just 12 months and with the endorsement of a great university such as TECH.

Executive Master's Degree in Metaverse Management.
TECH Technological University

Would you like to elevate your knowledge to the level of a metaverse giant like Mark Zuckerberg? Then, opt for a program like this one, which will provide you with everything you need to achieve it in just 12 months"

02

Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.

TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"

At TECH Technological University

Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.

The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% | **of TECH students successfully complete their studies**

Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

100,000+ executives trained each year

200+ different nationalities

Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

500+ | **collaborative agreements with leading companies**

Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.

Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.

Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.

"At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"

TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:

Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.

Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.

Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

03

Why our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"

This program will provide students with a multitude of professional and personal advantages, particularly the following:

01

A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of participants achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06

Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

20% of our students develop their own business idea.

07

Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08

Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Technological University community.

We give you the opportunity to train with a team of world renowned teachers.

04

Objectives

The broad business opportunities that arise from the metaverse are the reason why TECH has considered it necessary to develop a program that allows professionals interested in this field to acquire specialized and useful knowledge about its intricacies. That is why the objective of the Executive Master's Degree is to provide graduates with the most comprehensive and innovative information related to virtual environments, their technological needs and the requirements of the current market. In this way they will be able to implement to their professional profile the possibility of directing with total guarantee of success any project related to this field.

If your objectives include mastering the electronic devices that enable the metaverse experience, look no further: this Executive Master's Degree will give you that and much more"

TECH makes the goals of their students their own goals too. Working together to achieve them.

The Executive Master's Degree in Metaverse Management enables students to:

01 Examine the importance of Blockchain values in a new virtual world

02 Delve into the opportunities that Blockchain offers us as users of the Metaverse

03 Establish Web 3.0 as the main component for the creation of a Metaverse

04 Determine the barriers and potential for VR and AI

05 Gain a general understanding of the traditional financial landscape, along with its strengths and weaknesses

06 Determine the motivation for decentralized finance and the solutions they provide

07 Achieve a specialized understanding of the current technological landscape as applied to Web3 and the Metaverse

08 Develop the ability to understand advanced programming concepts

09 Determine the most influential video games in history up until the Metaverse concept

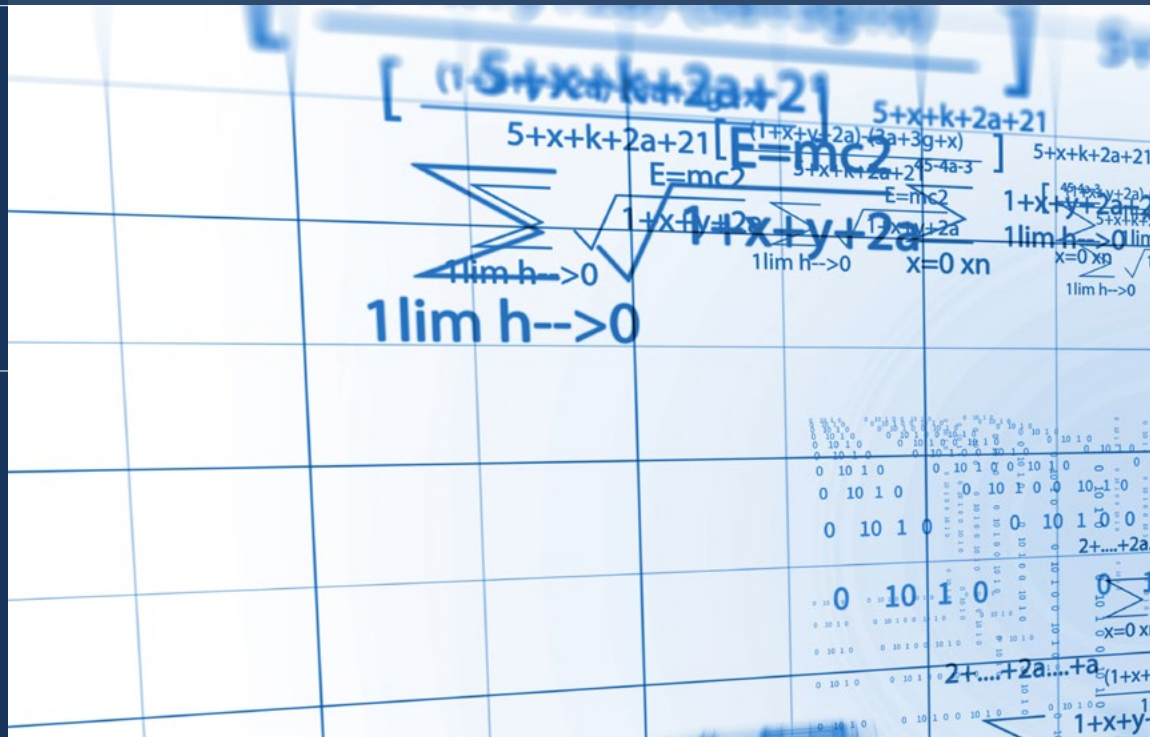
10 Establish how online multiplayer video games emerged and what they brought as they became popular and what experiences they have carried over into virtual environments today

11 Develop business capacity in the Metaverse in different sectors and industries

12 Analyze different social impact actions replicable in the real world

13 Analyze the impact of Opensource on the development of the Metaverse ecosystem

14 Examine the role of communities in the ecosystem's evolution



15 Structure a marketing plan in a new universe

16 Develop marketing strategies in the Metaverse

17 Generate a defined structure for the operation and application of the Metaverse in all the areas in which it will be developed

18 Determine the opportunities presented by the application of the Metaverse on personal, social and business levels

05

Skills

This program and its multidisciplinary nature allow TECH to offer a 100% online educational experience through which the graduates will be able, in a guaranteed way, to improve and expand their professional skills. The program will provide a multitude of use cases based on real business situations, so that, through effective problem solving, they will have to put their skills into practice and apply strategies and guidelines for success that will improve their leadership skills considerably in just 12 months.

The ideal program to work on perfecting your product and service marketing skills by connecting the real world with the virtual world in the purest Meta style"

01 Decipher business opportunities for users and organizations

02 Navigate from Web 3.0 to the Metaverse

03 Examine the legislation underlying the Metaverses

04 Analyze the different types of digital identity that support a Metaverse

05 Unravel the role of data in the Metaverse

06 Transform Blockchain case studies into value for Metaverse users

07 Develop fundamental concepts of decentralized finance

08 Discover how the main platforms of the ecosystem work

09 Assess the possibilities of interconnection between platforms and providers in the Metaverse ecosystem

10 Enhance the projection capacity of current technologies into the future

11 Distinguish in detail, interactive experiences from games Establish the differences between both concepts to define the objectives to be achieved within our business

12 Apply the tools provided by today's technology to create synergies between specialized markets such as e-Sports and the Metaverse

13 Justify why Business to Avatar is the leading business model for brands

14 Establish the advantages and challenges faced by brands to promote themselves in the Metaverse

15 Organize the participants of the ecosystem and understand their role

16 Further study projects by developing Metaverses together with an ecosystem

17 Monetize the metaverse

18 Develop new disruptive capabilities

19 Enhance the ideas already established for the Metaverse and be able to find solutions to the challenges currently encountered in its development

20 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

06

Structure and Content

TECH is a pioneer in higher education for the use of the Relearning methodology in the development of its programs. This pedagogical strategy consists of reiterating the most important concepts throughout the syllabus, so that the student attends to a progressive acquisition of knowledge. Based on this and the quality and quantity of material included, this Executive Master's Degree is the best educational option that the graduates can choose to specialize in the metaverse environment and the management of projects related to virtual worlds.

TECH offers you with this Executive Master's Degree the international legislation of the metaverse, so that you can develop your projects effectively and without administrative obstacles"

Syllabus

For the development of the syllabus of this Executive Master's Degree in Metaverse Management, TECH has taken into account the recommendations of the teaching team, which, being composed of professionals in the industry know in detail its specifications and the requirements that the graduates must meet to succeed in it. Thanks to this, it has been possible to create a multidisciplinary, avant-garde and intensive degree that will prepare you to face complex challenges and decisions in the business environment of the Gaming industry.

It is an educational experience composed of 1,500 hours of diverse content, from the best syllabus to study cases in the metaverse, and including the additional material that the students can use to delve, in a personalized way, into the different sections of the program. Thus, students will be able to delve into aspects such as the keys to building a decentralized metaverse, the successful business models within this industry and the main actors involved in a virtual project.

In this way, you will acquire a very high degree of specialization, at the level of the best experts in this field. In addition, including this degree in your resume will open the doors to a more prosperous and successful working future, in which you will be able to achieve even your most ambitious professional goals. It is, therefore, a unique educational opportunity to become the next Mark Zuckerberg in just 12 months of preparation in a 100% online format.

This program takes place over 12 months and is divided into 10 modules:

Module 1.	Web 3.0 Basis of the Metaverse
Module 2.	The Metaverse
Module 3.	Blockchain: The Key to Building a Decentralized Metaverse
Module 4.	Decentralized Finance and Investment (DeFi) in the Metaverse
Module 5.	Advanced Technologies for Metaverse Development
Module 6.	Gaming Industry and eSports as a Gateway to the Metaverse
Module 7.	Business Models. Metaverse Case Studies
Module 8.	Metaverse Ecosystem and Key Players
Module 9.	Metaverse Marketing
Module 10.	Current Overview of the Race to Build the Metaverse Future

Where, When and How is it Taught?

TECH offers the possibility of developing this Executive Master's Degree in Metaverse Management entirely online. Throughout the 12 months of the program, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.

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. 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 Basis
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. Non Fungible Token (NFTs) Value
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. 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 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. DEXes
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 Web2
5.1.2. Technologies Supporting the Metaverse
5.1.3. Technical Aspects for Web3

5.2. Development Environment, Programming Languages and Web2 Frameworks
5.2.1. Web2 Development Environments
5.2.2. Web2 Programming Languages
5.2.3. Frameworks Web2

5.3. Development Environment, Programming Languages and Web3 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 Software
5.5.1. AIH 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 Metaverses
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: Application to Industry
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. Opensource 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 for Building Web3 Communities
8.4.3. Evolution from Web2 Social Networks to Web3

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. 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. Metaverse Funnel: A 3D 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. NFTs: 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. Consumption Experience in Metaverse
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 Behavior
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

07

Methodology

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

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

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

TECH Business School uses the 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"

This program prepares you to face business challenges in uncertain environments and achieve business success.

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

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. 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 business reality is taken into account.

> *You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments"*

The case method has been the most widely used learning system among the world's leading business 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 we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

Relearning Methodology

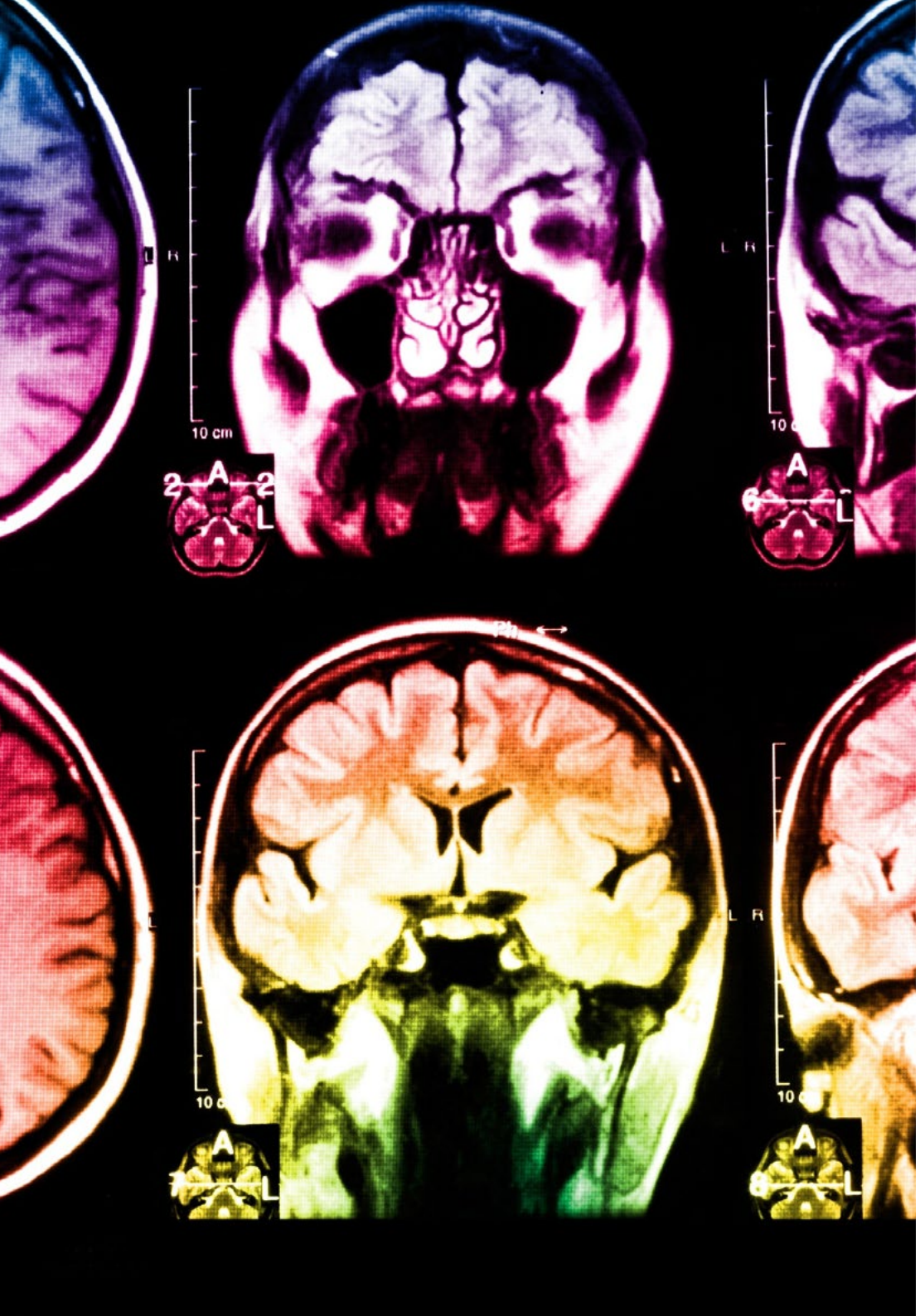
TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

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

Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.

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 online business school is the only one in the world licensed to incorporate 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. With this methodology we have 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, markets, and financial 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 specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to 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.

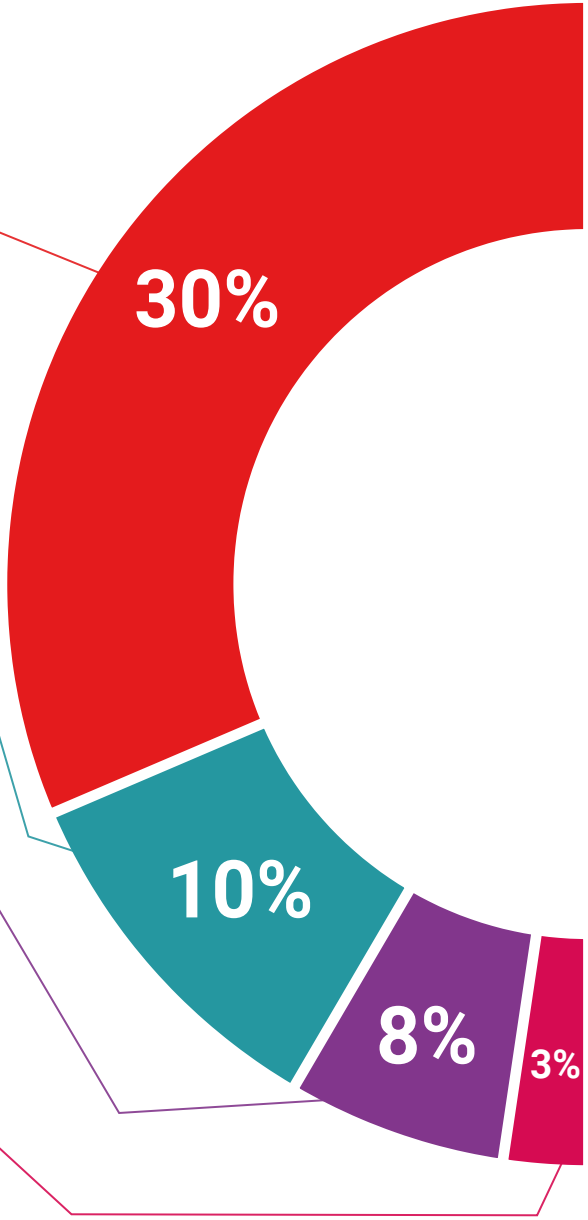
Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

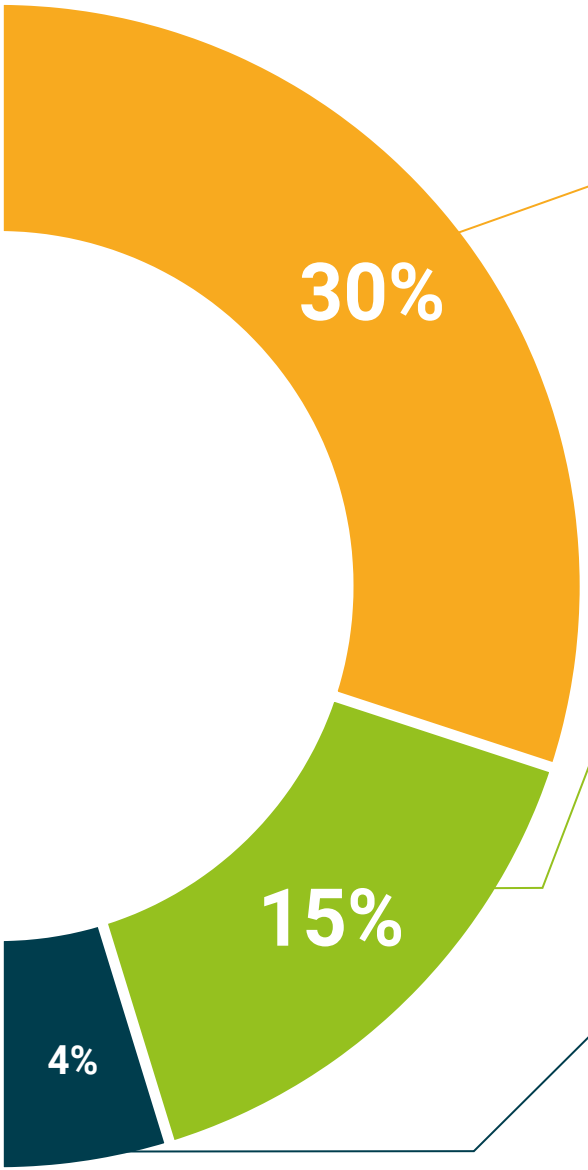
Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.

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 senior management 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.

08

Our Students' Profiles

This Executive Master's Degree is aimed at graduates, professionals with Postgraduate Diploma, and Bachelor´s Degree, who have previously completed any of the following degrees in the field of Social and Legal Sciences, Administration and Economics, as well of those specialized in the fields of Engineering and IT with interest in Gaming.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

Professionals with a university degree in any field and two years of work experience in the IT field of virtual and digital contexts may also take the Executive Master's Degree.

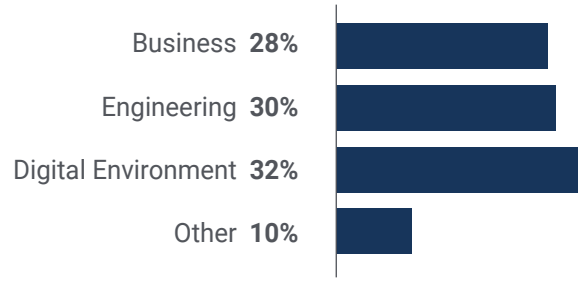
Would you like to stay informed on the current situation in the race to build the future metaverse? Choose this degree and find out the latest developments from real experts in the industry"

Average Age

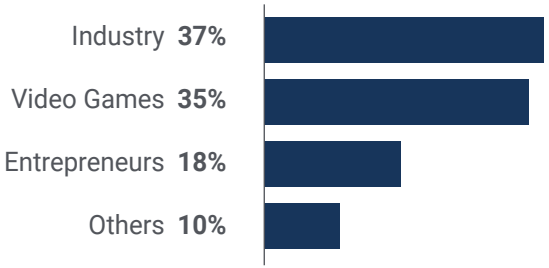
Between **35** and **45** years old

Years of Experience

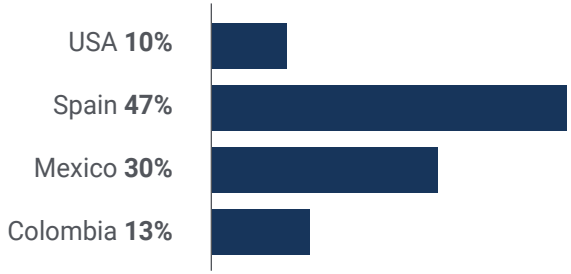
Training



Educational Profile



Geographical Distribution



Raúl Rodríguez

Chief Marketing Officer of a digital company

"After competing this comprehensive program, I know that I will be able to contribute to the construction of the metaverse from now on, since I understand the needs of users and I have the knowledge to handle the tools that provide high-value technological solutions. In addition, it is an unparalleled, dynamic and entertaining educational experience and without a doubt, I recommend to all professionals who wish to specialize in the direction and management of companies related to the virtual world"

09

Course Management

TECH, in its commitment to offer the best educational experience, has selected for this Executive Master's Degree a group of professionals in the virtual environment from different specialties, but characterized by a broad and extensive experience in the management and direction of projects related to the metaverse. These are specialists who, in addition, have successfully undertaken their own plans and have reached the highest level in their respective areas. Therefore, the graduates will be able to learn from their strategies and make them their own to take their career to the top of the industry.

What universities offer their students such a professional faculty as the one TECH offers you with this program? Without a doubt, none. Are you going to pass up the opportunity to grow with the best?

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

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

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

10

Impact on Your Career

This Executive Master's Degree in Management in Metaverse has been designed in order to provide the graduate's professional career with all the information that will allow them, in just 12 months, to reach their most ambitious professional goals within the business field of digital and virtual gaming environments. In addition, the inclusion of this program in your resume will serve as a distinctive asset in any selection process, being able to demonstrate their skills and having the endorsement of a great university like TECH.

Enroll in a program like this one, which will open the doors to a successful future in the gaming industry through a cutting-edge, dynamic, multidisciplinary and innovative specialization"

Would you like to lead decentralized finance and investment projects in the metaverse? Choose this program and implement the most cutting-edge and effective Cash Flow techniques to your strategies.

Are you ready to take the leap?
An excellent professional development awaits you.

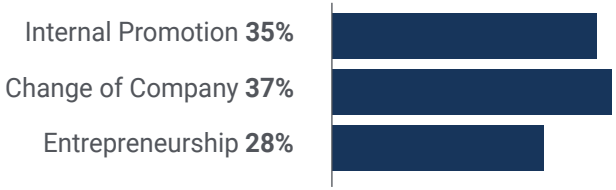
TECH's Executive Master's Degree in Metaverse Management is an intensive program that prepares you to face challenges and business decisions in the field of international economics and politics. The main objective is to promote personal and professional growth. Helping students achieve success.

If you want to improve yourself, make a positive change at a professional level and interact with the best, this is the place for you.

The investment you make in this Executive Master's Degree will be rewarded by a notorious salary increase, which you will be able to access thanks to the degree of specialization you will achieve with it.

Time of Change

Type of Change



Salary Increase

The completion of this program represents a salary increase of more than **27.32%** for our students.

11

Benefits for Your Company

The course of this Executive Master's Degree will provide the graduates with a series of unique knowledge based on the latest advances carried out in the development of the metaverse. Thanks to this, they will be able to manage with guaranteed success any project related to virtual environments, providing the company they are part of with a series of skills and competences that will make it grow in the Gaming industry.

A unique educational opportunity to position your company at the same level of industry giants such as Nvidia, Epic Games or Roblox"

Developing and retaining talent in companies is the best long-term investment.

01

Intellectual Capital and Talent Growth

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

Implementation of Effective Strategies and Techniques

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04

Increased Intervention Possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.

05

Project Development

The professional can work on a real project or develop new projects in the field of R&D or Business Development of your company.

06

Increased Competitiveness

This Executive Master's Degree will equip students with the skills to take on new challenges and drive the organization forward.

12

Certificate

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

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

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

Official N° of Hours: **1,500 h.**


tech technological university

Awards the following

DIPLOMA

to

Mr./Ms. _____, with identification number _____.

For having successfully passed and accredited the following program

EXECUTIVE MASTER'S DEGREE

in

Metaverse Management

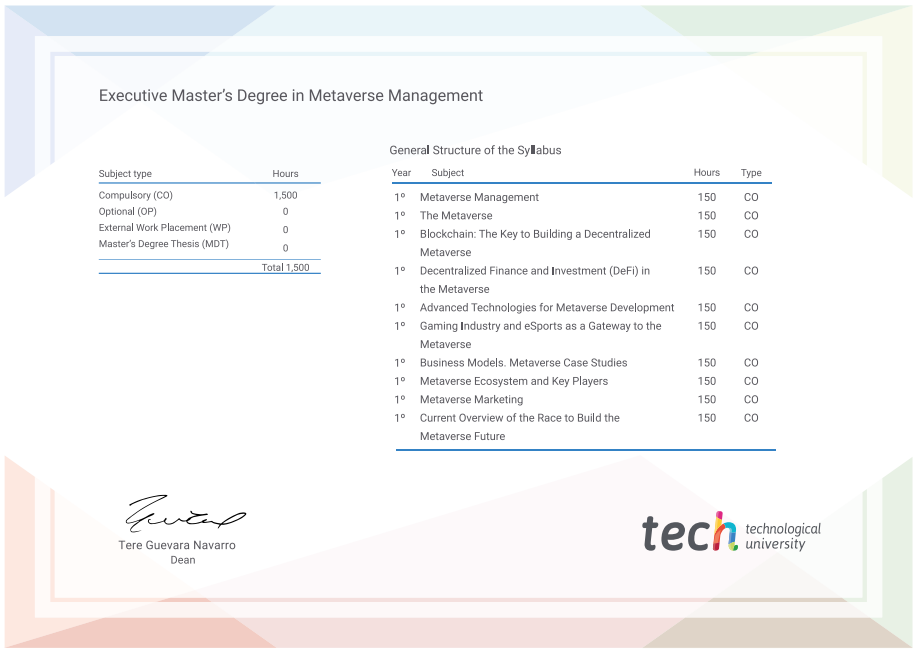
This is a qualification awarded by this University, equivalent to 1,500 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S techtitute.com/certificates


Executive Master's Degree in Metaverse Management

Subject type	Hours
Compulsory (CO)	1,500
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
	Total 1,500

General Structure of the Syllabus

Year	Subject	Hours	Type
1°	Metaverse Management	150	CO
1°	The Metaverse	150	CO
1°	Blockchain: The Key to Building a Decentralized Metaverse	150	CO
1°	Decentralized Finance and Investment (DeFi) in the Metaverse	150	CO
1°	Advanced Technologies for Metaverse Development	150	CO
1°	Gaming Industry and eSports as a Gateway to the Metaverse	150	CO
1°	Business Models. Metaverse Case Studies	150	CO
1°	Metaverse Ecosystem and Key Players	150	CO
1°	Metaverse Marketing	150	CO
1°	Current Overview of the Race to Build the Metaverse Future	150	CO

Tere Guevara Navarro
Dean

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*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.

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Executive Master's Degree
Metaverse Management

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

Executive Master's Degree

Metaverse Management

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