

# Postgraduate Certificate Business Models and Use Cases in the Metaverse



## Postgraduate Certificate Business Models and Use Cases in the Metaverse

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

Website: [www.techtute.com/us/information-technology/postgraduate-certificate/business-models-use-cases-metaverse](http://www.techtute.com/us/information-technology/postgraduate-certificate/business-models-use-cases-metaverse)

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Course Management

---

*p. 12*

04

Structure and Content

---

*p. 16*

05

Methodology

---

*p. 20*

06

Certificate

---

*p. 28*

# 01

# Introduction

Traditional marketing in Web 3.0 has disappeared to make way for new sales formulas that offer an experience. Like the *gaming* industry, companies that intervene with advertising in cyberspace seek to generate an experience for the buyer in this case. The idea is that the user spends as much time as possible on the website. In fact, in many multinational fashion companies, the Internet user can already try the *look* they are interested in via a photograph or the live image itself thanks to AI. This is the reason why organizations are forced to rely on professionals who are proficient in new Metaverse technology. TECH responds to the qualification of computer scientists with this 100% online program. A qualification that explores virtual environments and the management of companies in it in order to improve the skills of specialists.





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*With this course you will broaden your understanding of future business in the Metaverse and anticipate trends in just 6 weeks"*

AI and Big Data are just some of the tools that have exponentially driven the integration of brands and companies in cyberspace. The new advertising is just around the corner and applies strategies to capture the user with greater expectations using virtual spaces and new communication channels. It is an opportunity to strengthen the link between the real world and the virtual world and, above all, to bring unique shopping experiences to every household. User interaction with products is one of the strengths that new technologies have incorporated in the Metaverse, which has also broken down geographical barriers and welcomes more buyers worldwide, regardless of their situation.

For this reason and in response to the strong demand of the market in general, TECH has designed a degree designed for computer scientists and other professionals interested in the development of marketing and advertising in the virtual world. By taking this program, students will be able to develop business models in the Metaverse across different sectors and industries, enhance brands in this new digital context and face the digital limitations of some companies.

All this will be possible through a 100% online modality that allows study to be adapted to the personal and professional needs of the students. In addition, the *Relearning* learning method guarantees the assimilation of the contents in a gradual way, in order to exempt students from long hours of memorization through audiovisual materials in different formats and with additional contents that make the subject dynamic.

This **Postgraduate Certificate in Business Models and Use Cases in the Metaverse** contains the most complete and up-to-date program on the market. The most important features include:

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



*identify new methods of education through e-learning about the Metaverse, thanks to TECH"*

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*With this 100% online qualification, you can enjoy your daily life and continue to grow in your current role whilst learning”*

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

Its 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 education programmed to learn in real situations.

The design of this program focuses on Problem-Based Learning, by means of which the professional must try to solve the different professional practice situations that are presented throughout the academic course. For this purpose, students will be assisted by an innovative, interactive video system created by renowned and experienced experts.

*Expand your skills in IT development so that you can enhance the presence of brands in cyberspace.*

*Delve into the benefits and challenges companies face in integrating into the Metaverse and respond with the best solutions.*



# 02 Objectives

This Postgraduate Certificate in Business Models and Use Cases in the Metaverse aims to expand and update Computer Science graduates' knowledge and understanding of the field, to turn them into experts in the possibilities of commerce in cyberspace. In turn, the program explores the impact of companies integrating into the Metaverse and how the marketing process has changed by merging the virtual and real worlds. In this way, students will acquire the necessary concepts to get up-to-date with the new methods of communication in marketing and advertising to meet the demands of today's industry.





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*Get educated now on a booming trend that foresees a great digital leap in companies wanting to approach the most powerful form of modern Marketing”*



## General Objectives

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





## Specific Objectives

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

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*Join now and set yourself apart from other professionals with a Metaverse-oriented qualification that will give you all the keys to apply them in practice"*

# 03

# Course Management

TECH has called on specialists versed in Metaverse who, moreover, correspond to the founders and CEOs in gaming and business. Thanks to this teaching team, the students will not only have theoretical knowledge, but will also be able to acquire tips for professional performance in their business development. Besides, students will have a direct communication channel, through which they will be able to resolve all doubts and questions regarding the subject. All this, through an innovative pedagogical system and all the facilities and flexibility required by the most demanding experts.





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*What are you waiting for? Here you can learn about visual SEO and CAD in the Metaverse from experts with years of experience in the industry”*

## 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. 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



# 04

## Structure and Content

The structure of this Postgraduate Certificate in Business Models and Use Cases in the Metaverse has been designed in collaboration with the team of expert teachers in the virtual world. In fact, this feature is in addition to all the academic facilities offered by TECH, such as the 100% online modality. All this, so that the program can be followed from any place and at any time, without taking away from other activities. Likewise, from the first module, students will work with the Relearning methodology, which will facilitate the assimilation of the syllabus, without depending on long hours of memorization.





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*You're one click away from enjoying a rigorous and up-to-date curriculum which will allow you to master the basics of online branding to reach a wider audience"*

## Module 1. Business Models. Metaverse Case Studies

- 1.1. The Metaverse, a Business Model
  - 1.1.1. The Metaverse as a Business Model
  - 1.1.2. Risk
  - 1.1.3. Habit Changes
- 1.2. Metaverse Marketing and Advertising Tools
  - 1.2.1. AR&AI. Marketing Revolution
  - 1.2.2. VR Marketing
  - 1.2.3. Video Marketing
  - 1.2.4. Live Streams
- 1.3. Company's Virtual Spaces
  - 1.3.1. Connecting the Real and Virtual World
  - 1.3.2. Metaverse and Business. Company's Virtual Spaces
  - 1.3.3. Brand Impact and Reputation
- 1.4. Metaverse: Education and Disruptive Learning. Industry Application
  - 1.4.1. E-Learning
  - 1.4.2. Training Interoperability
  - 1.4.3. Web 3 and the Metaverse. Labor Market Revolution
- 1.5. The Tourism and Cultural Sector Revolution
  - 1.5.1. VR& AR. New Travel Concept
  - 1.5.2. Real and Virtual World Impact
  - 1.5.3. Geographical Barrier Elimination
- 1.6. Product and Service Marketing through Real to Virtual World Connection and Vice Versa
  - 1.6.1. New Sales Channels Creation
  - 1.6.2. Improve Purchasing Process User Experience
  - 1.6.3. Content Consumption



- 1.7. Metaverse Events through Virtual Environments
  - 1.7.1. Content Network
  - 1.7.2. New ways of Communication in Interaction
  - 1.7.3. Unlimited Range
- 1.8. Metaverse Data Management and Security
  - 1.8.1. Management and Security Data Protection
  - 1.8.2. Data Interoperability
  - 1.8.3. Traceability
- 1.9. Visual SEO. Online Positioning
  - 1.9.1. AI, the Basis of the New Positioning
  - 1.9.2. Added Value to the Audience
  - 1.9.3. Unique and Customized Content
- 1.10. DAO in the Metaverse
  - 1.10.1. Blockchain Back-Up
  - 1.10.2. Governance and Decision-making Power
  - 1.10.3. Community Loyalty

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*Join now and enjoy all the academic materials that TECH has prepared for you to make your learning experience an easy and enriching process”*

# 05 Methodology

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

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





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

## Case Study to contextualize all content

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

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



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



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

### A learning method that is different and innovative

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

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

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

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

## Relearning Methodology

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

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

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

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

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





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

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

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

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

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



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



### Study Material

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

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



### Classes

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

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



### Practising Skills and Abilities

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



### Additional Reading

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





#### Case Studies

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



#### Interactive Summaries

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

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



#### Testing & Retesting

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



# 06 Certificate

The Postgraduate Certificate in Business Models and Use Cases in the Metaverse guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



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

This Postgraduate Certificate in Business Models and Use Cases in the Metaverse contains the most complete and up-to-date program on the market.

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

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

Title: **Postgraduate Certificate in Business Models and Use Cases in the Metaverse**

Official N° of Hours: 150 h.



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



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- » Certificate: **TECH Technological University**
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- » Schedule: **at your own pace**
- » Exams: **online**

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