

Postgraduate Certificate

Challenges and Opportunities in the Race to Build the Metaverse Future



Postgraduate Certificate

Challenges and Opportunities in the Race to Build the Metaverse Future

- » Modality: **online**
- » Duration: **6 weeks**
- » Certificate: **TECH Global University**
- » Credits: **6 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: www.techtute.com/us/information-technology/postgraduate-certificate/challenges-opportunities-race-build-metaverse-future

Index

01

Introduction

p. 4

02

Objectives

p. 8

03

Course Management

p. 12

04

Structure and Content

p. 18

05

Methodology

p. 22

06

Certificate

p. 30

01

Introduction

In the race to build the future Metaverse, the interests of various companies are already clashing. The first to reconvert his own business worldwide was Zuckerberg, who renamed his conglomerate of digital applications, Meta. Along the way, experts will undoubtedly encounter a number of security and digital identity breaches. Therefore, companies are focused on covering the latent problems in this field. The specialists who are professionally dedicated to this area must have, in an essential way, a constant update that brings them closer to the best practices in the Metaverse and allows them to counteract the cyber attacks to which companies are exposed by joining this paradigm. In response to this demand, TECH has developed a 100% online program that focuses on the current panorama of this scenario, in order to expand and improve the skills of IT graduates.



“

With this Postgraduate Certificate you will master DeFi governance focused on the Metaverse and its possibilities in only 6 weeks"

The growing interest in the Metaverse directly involves the threats to security, copyright and even the legal challenges that companies will have to face due to the decentralization of finances in this environment. For this reason, today's computer scientists must master all the keys to neuromarketing in cyberspace in order to be able to intervene in a future that is getting closer and closer.

For this reason, TECH has developed a fully digital program that delves into the Metaverse, beyond Gaming and its future trends, as well as the challenges and opportunities it presents. It is a program whose main objective is to expand and update the knowledge of graduates in Computer Science, so that they specialize in consumer behavior in Web 3.0. All of this, through the learning offered by experienced professionals TECH has selected to develop the contents of the program and teach them to the students. In this way, they will have a direct communication channel through which they will be able to resolve all their questions regarding the subject matter.

Additionally, TECH applies the innovative Relearning methodology in order to exempt students from long hours of memorization, enabling the gradual and easy assimilation of the contents. The development in this sector requires the understanding of the different agents involved in this ecosystem and TECH achieves this by betting on a 100% online education that has all the tools and facilities to specialize in Metaverse. A rigorous and dynamic program that adapts perfectly to new technologies to offer an immersive experience at the height of today's computer scientists.

This **Postgraduate Certificate in Challenges and Opportunities in the Race to Build the Future Metaverse** contains the most complete and up-to-date educational program on the market. Its most outstanding features are:

- ◆ Case studies presented by experts in Metaverse, Blockchain and 3.0 Web
- ◆ The graphic, schematic, and practical contents with which they are created, provide practical information on the disciplines that are essential for professional practice
- ◆ The practical exercises where the self-evaluation process can be carried out 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



Project your professional future towards the social and ethical implications of the Metaverse and foresee the behavior of the Metaverse in only 180 hours of academic qualification"

“

Join now a Postgraduate Certificate that will provide you with the main tools to establish strategies around Roadmaps in the short, medium and long term”

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

Its multimedia content, developed with the latest educational technology, will allow the professional a situated and contextual learning, that is, a simulated environment that will provide an immersive training programmed to train in real situations.

The design of this program focuses on Problem-Based Learning, in which the professional will have to try to solve the different professional practice situations that will arise throughout the academic course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

This Postgraduate Certificate offers you all the knowledge about the legal challenges posed today by the Metaverse.

By updating your knowledge, you will become one of the leading professionals at the forefront of this market.



02 Objectives

This program has been designed under the foundations of a group of experts who will educate graduates in Computer Science and other professionals interested in the work and professional environment in the Metaverse, so that they can be more competitive and master the keys to implement the Metaverse in current structures. All this, with special emphasis on the challenges associated with digital identity and the social and ethical implications. Likewise, in this course, students will identify the key elements that are part of neuromarketing and will acquire the necessary knowledge to face the legal challenges that the Metaverse poses today.



“

Still not familiar with the emotional implications of the Metaverse experience? Discover how to adapt to new cyber experiences”



General Objectives

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





Specific Objectives

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

“

Don't wait any longer, analyze all the actors, areas and opportunities so far raised in the Metaverse idea and become an up-to-date specialist in this sector"

03

Course Management

TECH has called on a teaching team specialized in the Metaverse to transmit all the keys of an industry to students who wish to join the sector or those specialists who are already working in it. Thanks to their extensive experience, the teachers guarantee the correct instruction of the students in a simple and fast way, through an orientation that not only offers them theoretical knowledge, but also gives them the keys to act in practice. In this way, the students have at their disposal prestigious professionals who will guide them at all times to acquire the necessary skills to understand and manage the growth of the Metaverse.



01010

01010 011

“

Now you can count on a qualified team that will show you the main tools and strategies to ensure the success of your personal and professional project"

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 **startup 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, taking advantage 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 **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

- 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
 - 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
- ◆ 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. 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 Universidad Rey Juan Carlos
- ◆ Computer Systems Administrator with specialization in Networking
- ◆ Master's Degree in Commercial Management by CEF Centro de Estudios Financieros
- ◆ Master's Degree in Marketing by CEF Centro de Estudios Financieros

“

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

04

Structure and Content

The syllabus of this program has been carefully designed by a team specialized in the virtual environment. The teaching team endorses the contents of this Postgraduate Certificate in Challenges and Opportunities in the Race to Build the Metaverse Future, which aims to expand and update the academic and professional knowledge of IT specialists and other professionals interested in the subject. The content of this program explores from the vision of the Metaverse by the industry of Players to the future trends of the Metaverse. To achieve this, TECH dedicates a special section to the legal adaptation of this cybernetic field. All this, in order to improve the professional skills of Computer Science graduates who wish to specialize in this virtual field.



“

TECH brings you closer to knowledge through the professional experiences of the teachers who teach this program. Sign up now and enjoy it!"

Module 1. Current Overview of the Race to Build the Metaverse Future

- 1.1. Industry *Players* Vision of the Metaverse
 - 1.1.1. Metaverse Implementation in Existing Structures
 - 1.1.2. Companies Developing Metaverses
 - 1.1.3. Established Companies in the Metaverse
- 1.2. Metaverse Digital Identity and Social and Ethical Implications
 - 1.2.1. Metaverse Digital Identity
 - 1.2.2. Social Implications
 - 1.2.3. Ethical Implications
- 1.3. Metaverse Beyond *Gaming*
 - 1.3.1. *Gaming* as a Contact Point
 - 1.3.2. Sectors that Are Here to Stay
 - 1.3.3. Reinventing Some Businesses
- 1.4. Metaverse Work and Professional Environment
 - 1.4.1. Metaverse Job Opportunity Identification
 - 1.4.2. New Professional Careers
 - 1.4.3. Current Work Adaptation to the Metaverse
- 1.5. Metaverse Neuromarketing
 - 1.5.1. Metaverse Consumer Behaviour
 - 1.5.2. Experience Marketing
 - 1.5.3. Metaverse Neuromarketing Strategies
- 1.6. Metaverse and Cybersecurity
 - 1.6.1. Involved Threats
 - 1.6.2. Metaverse Digital Security Changes Identification
 - 1.6.3. Metaverse Real Cybersecurity
- 1.7. Emotional and Psychological Implications after the Metaverse Experience Good Practices
 - 1.7.1. Adaptation to a New Experience
 - 1.7.2. Side Effects of Metaverse Interaction
 - 1.7.3. Metaverse Best Practices





- 1.8. Adapting Legality to the Metaverse
 - 1.8.1. Legal Challenges Posed By Today's Metaverse
 - 1.8.2. Necessary Legal Changes
 - 1.8.3. Contracts, Intellectual Property and Other Relationship Types
- 1.9. Short-, Medium- and Long-Term Roadmap of term the Metaverse
 - 1.9.1. Short-Term Roadmap
 - 1.9.2. Medium-Term Roadmap
 - 1.9.3. Long-Term Roadmap
- 1.10. Metaverse, Paradigm of the Future
 - 1.10.1. Unique Growth Opportunity
 - 1.10.2. Metaverse Specialization
 - 1.10.3. Monetization of the Virtual Future

“Enroll now in a program that will give you the keys to future trends in Metaverse and keep you ahead of the curve in cyberspace”

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.

“

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.



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

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 Challenges and Opportunities in the Race to Build the Metaverse Future guarantees, in addition to the most rigorous and updated training, access to a Postgraduate Certificate issued by TECH Global University.





“

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

This program will allow you to obtain your **Postgraduate Certificate in Challenges and Opportunities in the Race to Build the Metaverse Future** 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** title 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: **Postgraduate Certificate in Challenges and Opportunities in the Race to Build the Metaverse Future**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



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

future
health confidence people
education information tutors
guarantee accreditation teaching
institutions technology learning
community comm
personalized service innovation
knowledge prese
online
development la
classroom



Postgraduate Certificate

Challenges and Opportunities in the
Race to Build the Metaverse Future

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Postgraduate Certificate

Challenges and Opportunities in the
Race to Build the Metaverse Future

