

# Postgraduate Diploma

## Web 3.0: The Foundation of the Metaverse





## Postgraduate Diploma Web 3.0: The Foundation of the Metaverse

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 18 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/information-technology/postgraduate-diploma/postgraduate-diploma-web-3-0-foundation-metaverse](http://www.techtute.com/us/information-technology/postgraduate-diploma/postgraduate-diploma-web-3-0-foundation-metaverse)

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# 01

# Introduction

The multiverse has made possible assumptions that, a few years ago, were not feasible to materialize. At that time, Berners-Lee coined the term "Semantic Web" to designate a web in which devices would process content just like humans and in which data would be connected and contextualized. Thanks to AI and the work being conducted by professionals of the cyber sector, this breakthrough has been able to become a reality. However, every day new computing and digitization tools emerge that these specialists must implement, so the market presents a growing demand for them. For this reason, TECH Global University offers a 100% online program that delves into the Metaverse, online business models and the third era of the web.





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*With this Postgraduate Diploma, you will delve into the Metaverse and master all the business possibilities of it, in just 6 months”*

Today, we speak of the fourth industrial revolution, a paradigm in which life is no longer conceivable without technology. Citizens are dependent on digital tools on a daily basis, as their automation has led to everyday processes being transferred to the Web. From the economic point of view, cyberspace is a fast and modern opportunity for transactions with less control. Moreover, it already has its own exchange currencies, an example of which is the well-known Bitcoin. These cryptocurrencies have highly positive balances with a growth rate of more than 180%.

This is an opportunity for business projection that all organizations want to join. Therefore, the demand for professionals who are dedicated to this sector and master the tools of the Metaverse is high. With the help of these specialists, companies will be able to maximize their profits and, above all, will not be left behind in a market that is becoming more and more obsolete with each passing day.

TECH Global University offers a program to IT specialists and other professionals interested in the intricacies of Web 3.0. This program explores the opportunities offered by technology in solving needs, the relevance of Avatars as a starting point in a Metaverse, as well as the advantages and challenges faced by brands to promote themselves in this space, among many other issues. In addition, TECH Global University applies the Relearning methodology, through a 100% online program that will facilitate the study, avoiding long hours of memorization and speeding up their training process towards the virtual space.

This **Postgraduate Diploma in Web 3.0: The Foundation of the Metaverse** contains the most complete and up-to-date program on the market. The most important features include:

- ◆ Case studies presented by experts in cryptocurrencies, Blockchain and video games
- ◆ 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



*Project your future towards investments and fluctuations derived from the value of virtual currencies and understand the importance of applying Blockchain technology"*

“ *Study wherever you wish with just one click, thanks to this 100% online program and all the facilities that TECH offers you to combine your studies with your personal and professional life*”

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.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

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

*Still not betting on cryptocurrencies? Discover the advantages of the economic decentralization of states and succeed in the digital market.*

*Use Blockchain tools so that, once you have completed the program, you can act with confidence in a booming market that promises great success.*



# 02 Objectives

The latest trends in digital consumption are directly related to the foundations of the Metaverse. From social interaction to business projects that are developed on the Web, they offer many advantages over the usual processes in real life. For this reason, TECH Global University has designed a complete and rigorous program for the IT professional and other professionals of related disciplines, so that, upon its completion, they will be able to develop themselves without difficulty in future virtual scenarios. This is a unique opportunity that is supported by experienced teachers in Metaverso and that will lead the qualification of specialists at a high level.





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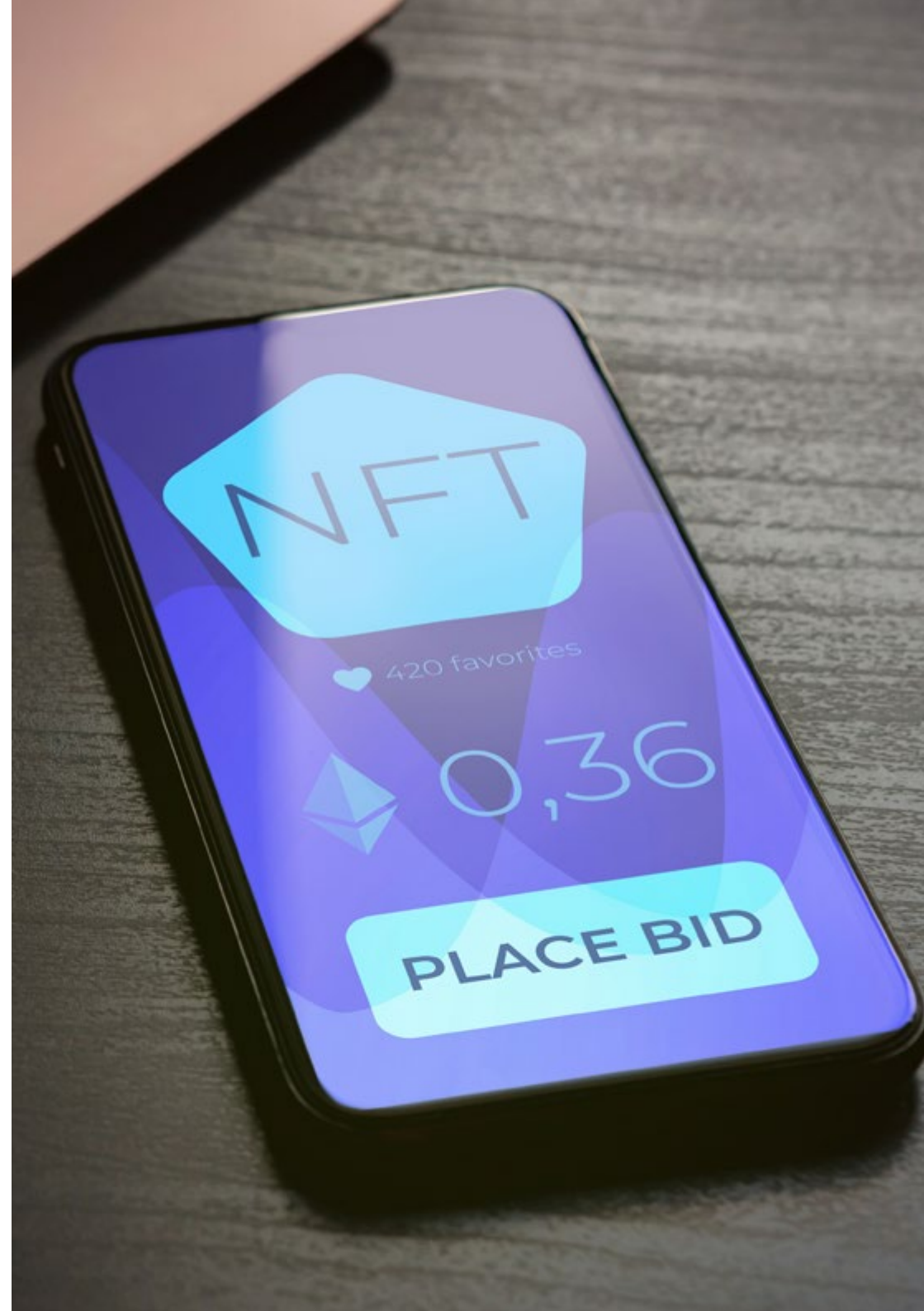
*Gain an advantageous position over other IT professionals and be part of the evolution of the Web towards Web 3.0, thanks to this Postgraduate Diploma"*



## General Objectives

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





## Specific Objectives

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### Module 1. Web 3.0. Metaverse Database

- ◆ Analyze the evolution of Web up to Web 3.0
- ◆ Substantiate the importance of the values and principles that support Web 3.0
- ◆ Explore technology opportunities by solving needs
- ◆ Examine technology layers of Web 3.0 and their function
- ◆ Determine the role of users in the progress of Web 3.0
- ◆ Decipher business opportunities for users and organizations
- ◆ Navigate from Web 3.0 to the Metaverse

### Module 2. The Metaverse

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

### Module 3. Business Models. Metaverse Case Studies

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



*Are you interested in mastering the new models of virtual assistants? TECH gives you the keys to enter 3D environments and be part of the professional vanguard of cyberspace"*

# 03

# Course Management

TECH Global University has called upon a group of expert teachers in virtual environments and web creation to develop and teach the contents of this program. Thanks to their experience, students will not only have theoretical knowledge, but will also be able to discuss and acquire advice from specialists who are already working in this sector. Thus, the content of the syllabus is endorsed by the teachers and presents great rigor by delving into Metaverse and Web 3.0, in addition to the space of cryptocurrencies and all the agents that are around this virtual sphere.



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*Put your knowledge of advanced technologies into practice and obtain optimal results thanks to AI, augmented reality and IoT”*

## 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. 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

# 04

## Structure and Content

The syllabus of this Postgraduate Diploma in Web 3.0: The Foundation of the Metaverse has been developed together with a team of specialists with extensive experience in Metaverse. As it is a 100% online program, it has great accessibility, since students can study wherever they are with just an electronic device and Internet connection. In addition, the reference guide can be downloaded from the virtual campus so that students can refer to it even without Internet connection. TECH Global University has designed the best educational plan in 3 academic modules, so that, upon completion, the student will be prepared to take on new business and personal challenges.







“

*Enjoy all the teaching materials offered by TECH dedicated, among other aspects, to digital identity so that you can act under professional ethics and protect your clients in this environment"*

## Module 1. Web 3.0 Metaverse Database

- 1.1. Internet From ARPANet to www
  - 1.1.1. ARPANET: Military Origin of the Internet
  - 1.1.2. Current Protocols and Search Engines
  - 1.1.3. Digital Revolution. Social Networks and E-Commerce
- 1.2. From Web 2.0 to Web 3.0
  - 1.2.1. Interaction and Social Nature of the Internet
  - 1.2.2. Decentralization and Omnipresence Paradigm
  - 1.2.3. Semantic Web and Artificial Intelligence
- 1.3. Web 3.0. Good Practices
  - 1.3.1. Security and Privacy
  - 1.3.2. Transparency and Decentralization
  - 1.3.3. Speed and Accessibility
- 1.4. The Web 3.0: Applications
  - 1.4.1. Siri and other New Virtual Assistant Models
  - 1.4.2. Wolfram Alpha or the Web 3.0 Alternative to Google
  - 1.4.3. Second Life. Advanced 3D environments
- 1.5. Technology Companies' Role in Web 3.0
  - 1.5.1. From Facebook to Meta
  - 1.5.2. Hyperfinancing and CEO-Less Companies
  - 1.5.3. Metaverse Standards Forum and Web 5.0
- 1.6. Web 3.0 Regulations and Compliance
  - 1.6.1. Web 3.0 End-Users
  - 1.6.2. User and Organization Business Models
  - 1.6.3. Regulations and Compliance
- 1.7. Web 3.0 in Business: Impact
  - 1.7.1. Impact of Web 3.0 in Business
  - 1.7.2. Social Relationship Between Brands and Users. New Environment
  - 1.7.3. E-Commerce, Next level
- 1.8. Change to Web 3.0. New Social Relationship Environment between Brands and Users
  - 1.8.1. Fraud and Associated Risks
  - 1.8.2. New Social Relationship Environment between Brands and Users
  - 1.8.3. Environmental Impact

- 1.9. Digital Nomads. Web 3.0 Architects
  - 1.9.1. New Users, New Needs
  - 1.9.2. Digital Nomads as Web 3.0 Architects
  - 1.9.3. Web 3.0 Benefits
- 1.10. No Web 3.0, No Metaverse
  - 1.10.1. Web 3.0 and Metaverse
  - 1.10.2. Virtual Environment: Exponential Technologies
  - 1.10.3. Web 3.0, Connection with the Physical World: Success

## Module 2. The Metaverse

- 2.1. Metaverse Economy: Cryptocurrencies and Non-Fungible Tokens (NFTs)
  - 2.1.1. Cryptocurrencies and NFTs. Metaverse Economy Basics
  - 2.1.2. Digital Economy
  - 2.1.3. Interoperability for a Sustainable Economy
- 2.2. Metaverse & Web 3.0 in the Cryptocurrency Space
  - 2.2.1. Metaverse and 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. Business Models. Metaverse Case Studies**
- 3.1. The Metaverse, a Business Model
    - 3.1.1. The Metaverse as a Business Model
    - 3.1.2. Risk
    - 3.1.3. Habit Changes
  - 3.2. Metaverse Marketing and Advertising Tools
    - 3.2.1. AR&AI. Marketing Revolution
    - 3.2.2. VR Marketing
    - 3.2.3. Video Marketing
    - 3.2.4. Live Streams
  - 3.3. Company's Virtual Spaces
    - 3.3.1. Connecting the Real and Virtual World
    - 3.3.2. Metaverse and Business. Company's Virtual Spaces
    - 3.3.3. Brand Impact and Reputation
  - 3.4. Metaverse: Education and Disruptive Learning. Industry Application
    - 3.4.1. E-Learning
    - 3.4.2. Training Interoperability
    - 3.4.3. Web 3 and the Metaverse. Labor Market Revolution
  - 3.5. The Tourism and Cultural Sector Revolution
    - 3.5.1. VR& AR. New Travel Concept
    - 3.5.2. Real and Virtual World Impact
    - 3.5.3. Geographical Barrier Elimination
  - 3.6. Product and Service Marketing through Real to Virtual World Connection and Vice Versa
    - 3.6.1. New Sales Channels Creation
    - 3.6.2. Improve Purchasing Process User Experience
    - 3.6.3. Content Consumption
  - 3.7. Metaverse Events through Virtual Environments
    - 3.7.1. Content Network
    - 3.7.2. New Ways of Communication in Interaction
    - 3.7.3. Unlimited Range
  - 3.8. Metaverse Data Management and Security
    - 3.8.1. Management and Security Data Protection
    - 3.8.2. Data Interoperability
    - 3.8.3. Traceability
  - 3.9. Visual SEO. Online Positioning
    - 3.9.1. AI, the Basis of the New Positioning
    - 3.9.2. Added Value to the Audience
    - 3.9.3. Unique and Customized Content
  - 3.10. DAO in the Metaverse
    - 3.10.1. Blockchain Back-Up
    - 3.10.2. Governance and Decision-making Power
    - 3.10.3. Community Loyalty

# 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.



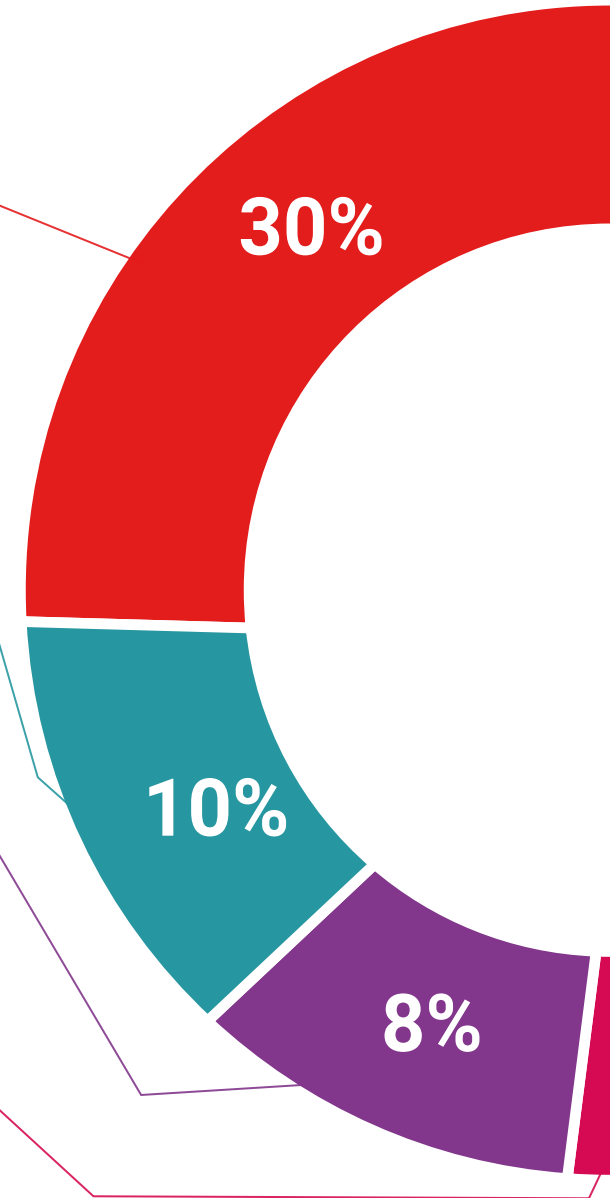
### Practising Skills and Abilities

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

This Postgraduate Diploma in Web 3.0: The Foundation of the Metaverse guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Global University.



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

This program will allow you to obtain your **Postgraduate Diploma in Web 3.0: The Foundation of the Metaverse**, 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.

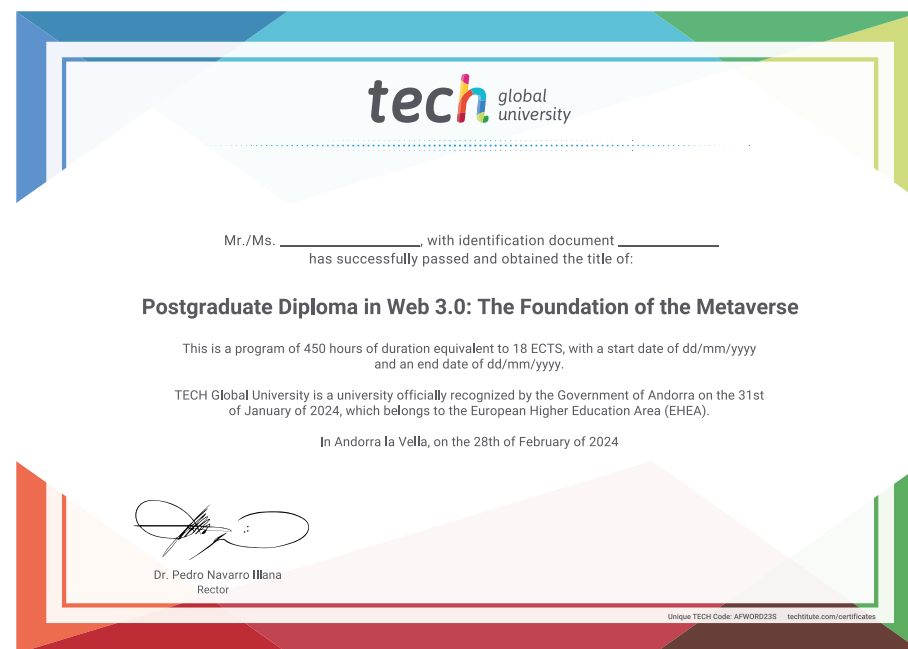
This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Diploma in Web 3.0: The Foundation of the Metaverse**

Modality: **online**

Duration: **6 months**

Accreditation: **18 ECTS**



\*Apostille Convention. In the event that the student wishes to have their paper diploma 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 commitment

personalized service innovation

knowledge present

online training

development language

virtual classroom

**tech** global  
university

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