Advanced Master's Degree

MBA in Metaverse

GMMBAM

tech global university

tech global university

Advanced Master's Degree
MBA in Metaverse

- Modality: **online**
- Duration: **2 years**
- Certificate: **TECH Global University**
- Accreditation: **120 ECTS**
- Schedule: **at your own pace**
- Exams: **online**

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

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01

Welcome

The Metaverse transcends geographic barriers, allowing for meaningful real-time connections between people around the world in real time. It also offers immersive experiences that go beyond physical limitations, from education and entertainment to business collaboration. In the Metaverse, creativity and innovation flourish, as users can participate in 3D environments, create personalized content and experiment with new ideas collaboratively. Likewise, the integration of technologies such as virtual and augmented reality enhances a sense of presence and participation, transforming the way we live and work. For this reason, TECH has created this academic program, 100% online, which will allow professionals to improve their skills in the efficient management of the Metaverse.

MBA in Metaverse
TECH Global University

The Metaverse represents a horizon, where digital connectivity becomes a powerful tool to improve our lives in surprising ways. What are you waiting for to enroll?"

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 center for intensive managerial skills education.

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 Global University

Innovation

The university offers an online learning model that balances 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.

+100000
executives prepared 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 analyses in academia"

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 (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational 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 education of the highest academic level"

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

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 students achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of the company

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

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

You will 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 fields 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

You will be part of an exclusive community

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

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

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

01

Growth of talent and intellectual capital

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

Building agents of change

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

04

Increased international expansion 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 program will equip students with the skills to take on new challenges and drive the organization forward.

04

Objectives

The objectives of this Advanced Master's Degree will focus on preparing professionals to lead in an increasingly digital and globalized business environment. Therefore, this university program will provide graduates with a deep understanding of business dynamics in the Metaverse, exploring innovative strategies and adapting to emerging technologies. In addition, it will focus on developing key skills, such as strategic decision making, change management and leadership in virtual environments.

You will address collaboration and problem solving in a digital context, where effective communication and remote team management are critical"

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

The **MBA in Metaverse** enables students to:

01 Define the latest trends in business management, taking into account the globalized environment that governs senior management criteria

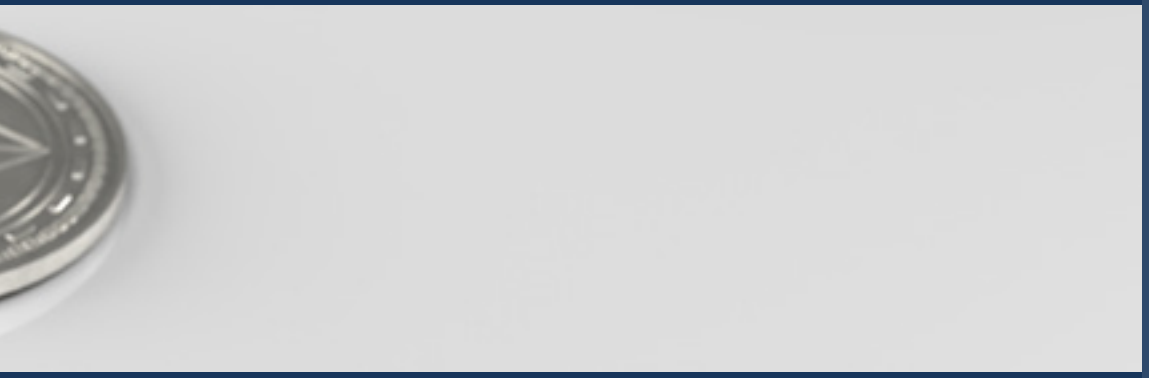
02 Develop the key leadership skills that should define working professionals

03 Delve into the sustainability criteria set by international standards when developing a business plan

04 Encourage the creation of corporate strategies that set the script for the company to follow in order to be more competitive and achieve its own objectives

05 Differentiate the skills required to manage business activities strategically

06 Work more effectively, more agile and more aligned with today's new technologies and tools



07 Design innovative strategies and policies to improve management and business efficiency

08 Define the best way to manage the company's human resources, achieving a better performance of the same

09 Acquire the communication skills that a business leader needs in order to ensure that their message is heard and understood by the members of their community

10 Clarify the economic environment in which the company operates and develop appropriate strategies to anticipate changes

11 Be able to manage the company's economic and financial plan

12 Understand the logistic operations that are necessary in the business environment, so as to manage them appropriately

13 Apply information and communication technologies to the different areas of the company

14 Carry out the marketing strategy that allows to make the product known to potential clients and to generate an adequate image of the company

15 Be able to develop all the phases of a business idea: Design, Feasibility Plan, Execution, Follow-up

16 Establish the appropriate guidelines for the company's adaptation to the changing society

17 Propose a dynamic business model that supports its growth in intangible resources

18 Build a plan for the development and improvement of personal and managerial skills

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

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

21 Determine the barriers and potential for VR and AI

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

23 Achieve a specialized understanding of the current technological landscape as applied to Web 3.0 and the Metaverse

24 Develop the ability to understand advanced programming concepts

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

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

27 Analyze different social impact actions replicable in the real world

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

29 Develop marketing strategies in the Metaverse

30 Determine the opportunities presented by the application of the Metaverse at personal, social and business levels

05

Skills

This academic program will equip professionals with the multifaceted and advanced skills necessary to excel in a digital and global business environment. Therefore, these graduates will possess a solid understanding of the dynamics of the Metaverse and the ability to apply innovative business strategies in virtual environments. They will also gain technical skills in the management of emerging technologies, as well as analytical skills to interpret complex data in real time. In addition, they will be equipped with the ability to lead teams effectively in virtual contexts and to promote collaboration through digital platforms.

A 100% online program that will amplify your professional resume with a triple university program, if you meet the official access requirements"

01 Resolve business conflicts and problems between workers

02 Apply Lean Management methodologies

03 Correctly manage teams to improve productivity and, therefore, the company's profits

04 Exercise economic and financial control of a company

05 Manage tools and methods for the manipulation and better utilization of data, for the delivery of understandable results to the final recipient

06 Control the company's logistics processes, as well as purchasing and procurement

07 Delve into the new business models associated with information systems

08 Implement the keys to successful R+D+I management in organizations

09 Apply the most appropriate strategies to support e-commerce of the company's products

10 Develop and lead marketing plans

11 Develop metrics of goal achievement associated with a digital marketing strategy and analyze them in digital dashboards

12 Focus on innovation in all processes and areas of the company

13 Lead the different projects of the company, from defining when to prioritize and delay their development within an organization

14 Commit to sustainably developing the company, avoiding environmental impacts

15 Decipher business opportunities for users and organizations

16 Navigate from Web 3.0 to the Metaverse

17 Examine the legislation underlying the Metaverses

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

19 Unravel the role of data in the Metaverse

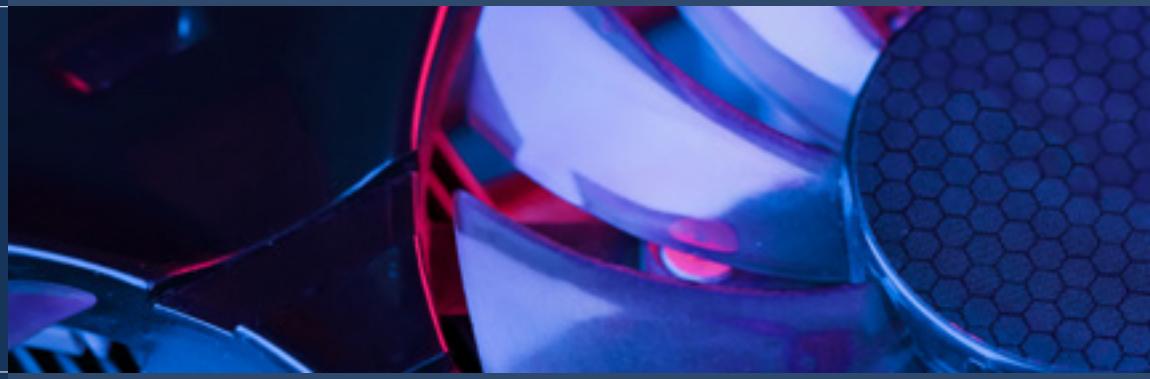
20 Transform Blockchain case studies into value for Metaverse users

21 Develop fundamental concepts of decentralized finance

22 Discover how the main platforms of the ecosystem work

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

24 Enhance the projection capacity of current technologies into the future



25 Distinguish, in detail, interactive experiences from games

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

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

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

29 Organize the participants of the ecosystem and understand their role

30 Further study projects by developing Metaverses together with an ecosystem

31 Monetize the metaverse

32 Develop new disruptive capabilities

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

34 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

06

Structure and Content

The MBA in Metaverse will encompass a diverse range of content, designed to equip professionals with comprehensive knowledge of the complexities of the virtual business environment. As such, the program will include core modules, focused on understanding the Metaverse, Virtual and Augmented Reality, as well as emerging technologies driving digital transformation. In addition, it will delve into crucial topics such as project management in virtual environments, cybersecurity in the Metaverse, data analytics for strategic decision making and the creation and management of digital communities.

You will develop leadership skills adapted to virtual environments, problem solving in digital contexts and practical application of innovative business strategies"

Syllabus

The MBA in Metaverse at TECH Global University is an intensive program that prepares students to face challenges and business decisions both nationally and internationally. Its content is designed to promote the development of managerial skills that enable decision-making with greater rigor in uncertain environments.

Throughout this study, students will analyze a multitude of practical cases through individual work, achieving a high-quality learning that can be applied, later, to their daily practice. It is, therefore, an authentic immersion in real business situations.

This program deals in depth with the related to the Metaverse and is designed for managers to understand business management from a strategic, international and innovative perspective.

A plan designed for students, focused on their professional improvement and that prepares them to achieve excellence in the field of and the management of business management. A program that understands your needs and those of your company through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the competencies to solve critical situations in a creative and efficient way.

This program takes place over 24 months and is divided into 20 modules:

Module 1	Leadership, Ethics and Social Responsibility in Companies
Module 2	and Executive Management
Module 3	People and Talent Management
Module 4	Economic and Financial Management
Module 5	Operations and Logistics Management
Module 6	Information Systems Management
Module 7	Commercial Management, Strategic Marketing and Corporate Communications
Module 8	Market Research, Advertising and Commercial Management
Module 9	Innovation and Project Management
Module 10	Executive Management

Module 11	Web 3.0 Metaverse Database
Module 12	The Metaverse
Module 13	Blockchain: The Key to Building a Decentralized Metaverse
Module 14	Decentralized Finance and Investment (DeFi) in the Metaverse
Module 15	Advanced Technologies for Metaverse Development
Module 16	Industry and eSports as a Gateway to the Metaverse
Module 17	Business Models. Metaverse Case Studies
Module 18	Metaverse Ecosystem and Key Players
Module 19	Metaverse Marketing
Module 20	Current Overview of the Race to Build the Metaverse Future

Where, When and How is it Taught?

TECH offers the possibility of developing this MBA in Metaverse completely online. During the 24 months that the specialization lasts, students will be able to access all the contents of this program at any time, allowing them to self-manage their study time.

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

Module 1. Leadership, Ethics and Social Responsibility in Companies

1.1. Globalization and Governance
1.1.1. Governance and Corporate Governance
1.1.2. The Fundamentals of Corporate Governance in Companies
1.1.3. The Role of the Board of Directors in the Corporate Governance Framework

1.2. Leadership
1.2.1. Leadership A Conceptual Approach
1.2.2. Leadership in Companies
1.2.3. The Importance of Leaders in Business Management

1.3. Cross Cultural Management
1.3.1. Cross Cultural Management Concept
1.3.2. Contributions to Knowledge of National Cultures
1.3.3. Diversity Management

1.4. Management and Leadership Development
1.4.1. Concept of Management Development
1.4.2. Concept of Leadership
1.4.3. Leadership Theories
1.4.4. Leadership Styles
1.4.5. Intelligence in Leadership
1.4.6. The Challenges of Today's Leader

1.5. Business Ethics
1.5.1. Ethics and Morality
1.5.2. Business Ethics
1.5.3. Leadership and Ethics in Companies

1.6. Sustainability
1.6.1. Sustainability and Sustainable Development
1.6.2. The 2030 Agenda
1.6.3. Sustainable Companies

1.7. Corporate Social Responsibility
1.7.1. International Dimensions of Corporate Social Responsibility
1.7.2. Implementing Corporate Social Responsibility
1.7.3. The Impact and Measurement of Corporate Social Responsibility

1.8. Responsible Management Systems and Tools
1.8.1. CSR: Corporate Social Responsibility
1.8.2. Essential Aspects for Implementing a Responsible Management Strategy
1.8.3. Steps for the Implementation of a Corporate Social Responsibility Management System
1.8.4. CSR Tools and Standards

1.9. Multinationals and Human Rights
1.9.1. Globalization, Multinational Companies and Human Rights
1.9.2. Multinational Companies vs. International Law
1.9.3. Legal Instruments for Multinationals in the Area of Human Rights

1.10. Legal Environment and
1.10.1. International Rules on Importation and Exportation
1.10.2. Intellectual and Industrial Property
1.10.3. International Labor Law

Module 2. Strategic Management and Executive Management

2.1. Organizational Analysis and Design
2.1.1. Conceptual Framework
2.1.2. Key Elements in Organizational Design
2.1.3. Basic Organizational Models
2.1.4. Organizational Design: Typologies

2.2. Corporate Strategy
2.2.1. Competitive Corporate Strategy
2.2.2. Types of Growth Strategies
2.2.3. Conceptual Framework

2.3. Strategic Planning and Strategy Formulation
2.3.1. Conceptual Framework
2.3.2. Elements of Strategic Planning
2.3.3. Strategy Formulation: Strategic Planning Process

2.4. Strategic Thinking
2.4.1. The Company as a System
2.4.2. Organization Concept

2.5. Financial Diagnosis
2.5.1. Concept of Financial Diagnosis
2.5.2. Stages of Financial Diagnosis
2.5.3. Assessment Methods for Financial Diagnosis

2.6. Planning and Strategy
2.6.1. The Plan from a Strategy
2.6.2. Strategic Positioning
2.6.3. Strategy in Companies

2.7. Strategy Models and Patterns
2.7.1. Conceptual Framework
2.7.2. Strategic Models
2.7.3. Strategic Patterns: The Five P's of Strategy

2.8. Competitive Strategy
2.8.1. The Competitive Advantage
2.8.2. Choosing a Competitive Strategy
2.8.3. Strategies Based on the Strategic Clock Model
2.8.4. Types of Strategies According to the Industrial Sector Life Cycle

2.9. Strategic Management
2.9.1. The Concept of Strategy
2.9.2. The Process of Strategic Management
2.9.3. Approaches in Strategic Management

2.10. Strategy Implementation
2.10.1. Indicator Systems and Process Approach
2.10.2. Strategic Map
2.10.3. Strategic Alignment

2.11. Executive Management
2.11.1. Conceptual Framework of Executive Management
2.11.2. Executive Management The Role of the Board of Directors and Corporate Management Tools

2.12. Strategic Communication
2.12.1. Interpersonal Communication
2.12.2. Communication Skills and Influence
2.12.3. Internal Communication
2.12.4. Barriers to Business Communication

Module 3. People and Talent Management

3.1. Organizational Behavior
3.1.1. Organizational Behavior Conceptual Framework
3.1.2. Main Factors of Organizational Behavior

3.2. People in Organizations
3.2.1. Quality of Work Life and Psychological Well-Being
3.2.2. Work Teams and Meeting Management
3.2.3. Coaching and Team Management
3.2.4. Managing Equality and Diversity

3.3. Strategic People Management
3.3.1. Strategic Human Resources Management
3.3.2. Strategic People Management

3.4. Evolution of Resources An Integrated Vision
3.4.1. The Importance of HR
3.4.2. A New Environment for People Management and Leadership
3.4.3. Strategic HR Management

3.5. Selection, Group Dynamics and HR Recruitment
3.5.1. Approach to Recruitment and Selection
3.5.2. Recruitment
3.5.3. The Selection Process

3.6. Human Resources Management by Competencies
3.6.1. Analysis of the Potential
3.6.2. Remuneration Policy
3.6.3. Career/Succession Planning

3.7. Performance Evaluation and Compliance Management
3.7.1. Performance Management
3.7.2. Performance Management: Objectives and Process

3.8. Training Management
3.8.1. Learning Theories
3.8.2. Talent Detection and Retention
3.8.3. Gamification and Talent Management
3.8.4. Training and Professional Obsolescence

3.9. Talent Management
3.9.1. Keys for Positive Management
3.9.2. Conceptual Origin of Talent and Its Implication in the Company
3.9.3. Map of Talent in the Organization
3.9.4. Cost and Added Value

3.10. Innovation in Talent and People Management
3.10.1. Strategic Talent Management Models
3.10.2. Talent Identification, Training and Development
3.10.3. Loyalty and Retention
3.10.4. Proactivity and Innovation

3.11. Motivation
3.11.1. The Nature of Motivation
3.11.2. Expectations Theory
3.11.3. Needs Theory
3.11.4. Motivation and Financial Compensation

3.12. Employer Branding
3.12.1. Employer Branding in HR
3.12.2. Personal Branding for HR Professionals

3.13. Developing High Performance Teams
3.13.1. High-Performance Teams: Self-Managed Teams
3.13.2. Methodologies for the Management of High Performance Self-Managed Teams

3.14. Management Skills Development
3.14.1. What are Manager Competencies?
3.14.2. Elements of Competencies
3.14.3. Knowledge
3.14.4. Management Skills
3.14.5. Attitudes and Values in Managers
3.14.6. Managerial Skills

3.15. Time Management
3.15.1. Benefits
3.15.2. What Can be the Causes of Poor Time Management?
3.15.3. Time
3.15.4. Time Illusions
3.15.5. Attention and Memory
3.15.6. State of Mind
3.15.7. Time Management
3.15.8. Being Proactive
3.15.9. Be Clear About the Objective
3.15.10. Order
3.15.11. Planning

3.16. Change Management
3.16.1. Change Management
3.16.2. Type of Change Management Processes
3.16.3. Stages or Phases in the Change Management Process

3.17. Negotiation and Conflict Management
3.17.1. Negotiation
3.17.2. Conflict Management
3.17.3. Crisis Management

3.18. Executive Communication
3.18.1. Internal and External Communication in the Corporate Environment
3.18.2. Communication Departments
3.18.3. The Person in Charge of Communication of the Company.The Profile of the Dircom

3.19. Human Resources Management and PRL Teams
3.19.1. Management of Human Resources and Teams
3.19.2. Prevention of Occupational Hazards

3.20. Productivity, Attraction, Retention and Activation of Talent
3.20.1. Productivity
3.20.2. Talent Attraction and Retention Levers

3.21. Monetary Compensation Vs. Non-Cash
3.21.1. Monetary Compensation Vs. Non-Cash
3.21.2. Wage Band Models
3.21.3. Non-Cash Compensation Models
3.21.4. Working Model
3.21.5. Corporate Community
3.21.6. Company Image
3.21.7. Emotional Salary

3.22. Innovation in Talent and People Management II
3.22.1. Innovation in Organizations
3.22.2. New Challenges in the Human Resources Department
3.22.3. Innovation Management
3.22.4. Tools for Innovation

3.23. Knowledge and Talent Management
3.23.1. Knowledge and Talent Management
3.23.2. Knowledge Management Implementation

3.24. Transforming Human Resources in the Digital Era
3.24.1. The Socioeconomic Context
3.24.2. New Forms of Corporate Organization
3.24.3. New Methodologies

Module 4. Economic and Financial Management

4.1. Economic Environment
4.1.1. Macroeconomic Environment and the National Financial System
4.1.2. Financial Institutions
4.1.3. Financial Markets
4.1.4. Financial Assets
4.1.5. Other Financial Sector Entities

4.2. Company Financing
4.2.1. Sources of Financing
4.2.2. Types of Financing Costs

4.3. Executive Accounting
4.3.1. Basic Concepts
4.3.2. The Company's Assets
4.3.3. The Company's Liabilities
4.3.4. The Company's Net Worth
4.3.5. The Income Statement

4.4. From General Accounting to Cost Accounting
4.4.1. Elements of Cost Calculation
4.4.2. Expenses in General Accounting and Cost Accounting
4.4.3. Costs Classification

4.5. Information Systems and Business Intelligence
4.5.1. Fundamentals and Classification
4.5.2. Cost Allocation Phases and Methods
4.5.3. Choice of Cost Center and Impact

4.6. Budget and Management Control
4.6.1. The Budget Model
4.6.2. The Capital Budget
4.6.3. The Operating Budget
4.6.5. Treasury Budget
4.6.6. Budget Monitoring

4.7. Treasury Management
4.7.1. Accounting Working Capital and Necessary Working Capital
4.7.2. Calculation of Operating Requirements of Funds
4.7.3. Credit Management

4.8. Corporate Tax Responsibility
4.8.1. Basic Tax Concepts
4.8.2. Corporate Income Tax
4.8.3. Value Added Tax
4.8.4. Other Taxes Related to Commercial with the Mercantile Activity
4.8.5. The Company as a Facilitator of the Work of the of the State

4.9. Systems of Control of Enterprises
4.9.1. Analysis of Financial Statements
4.9.2. The Company's Balance Sheet
4.9.3. The Profit and Loss Statement
4.9.4. The Statement of Cash Flows
4.9.5. Ratio Analysis

4.10. Financial Management
4.10.1. The Company's Financial Decisions
4.10.2. Financial Department
4.10.3. Cash Surpluses
4.10.4. Risks Associated with Financial Management
4.10.5. Financial Administration Risk Management

4.11. Financial Planning
4.11.1. Definition of Financial Planning
4.11.2. Actions to be Taken in Financial Planning
4.11.3. Creation and Establishment of the Business Strategy
4.11.4. The Cash Flow Table
4.11.5. The Working Capital Table

4.12. Corporate Financial Strategy
4.12.1. Corporate Strategy and Sources of Financing
4.12.2. Financial Products for Corporate Financing

4.13. Macroeconomic Context
4.13.1. Macroeconomic Context
4.13.2. Relevant Economic Indicators
4.13.3. Mechanisms for Monitoring of Macroeconomic Magnitudes
4.13.4. Economic Cycles

4.14. Strategic Financing
4.14.1. Self-Financing
4.14.2. Increase in Equity
4.14.3. Hybrid Resources
4.14.4. Financing Through Intermediaries

4.15. Money and Capital Markets
4.15.1. The Money Market
4.15.2. The Fixed Income Market
4.15.3. The Equity Market
4.15.4. The Foreign Exchange Market
4.15.5. The Derivatives Market

4.16. Financial Analysis and Planning
4.16.1. Analysis of the Balance Sheet
4.16.2. Analysis of the Income Statement
4.16.3. Profitability Analysis

4.17. Analysis and Resolution of Cases/ Problems
4.17.1. Financial Information on Industria de Diseño y Textil, S.A. (INDITEX)

Module 5. Operations and Logistics Management

5.1. Operations Direction and Management
5.1.1. The Role of Operations
5.1.2. The Impact of Operations on the Management of Companies
5.1.3. Introduction to Operations Strategy
5.1.4. Operations Management

5.2. Industrial Organization and Logistics
5.2.1. Industrial Organization Department
5.2.2. Logistics Department

5.3. Structure and Types of Production (MTS, MTO, ATO, ETO, etc)
5.3.1. Production System
5.3.2. Production Strategy
5.3.3. Inventory Management System
5.3.4. Production Indicators

5.4. Structure and Types of Procurement
5.4.1. Function of Procurement
5.4.2. Procurement Management
5.4.3. Types of Purchases
5.4.4. Efficient Purchasing Management of a Company
5.4.5. Stages of the Purchase Decision Process

5.5. Economic Control of Purchasing
5.5.1. Economic Influence of Purchases
5.5.2. Cost Centers
5.5.3. Budget
5.5.4. Budgeting vs. Actual Expenditure
5.5.5. Budgetary Control Tools

5.6. Warehouse Operations Control
5.6.1. Inventory Control
5.6.2. Location Systems
5.6.3. Stock Management Techniques
5.6.4. Storage Systems

5.7. Strategic Purchasing Management
5.7.1. Business Strategy
5.7.2. Strategic Planning
5.7.3. Purchasing Strategies

5.8. Typologies of the Supply Chain (SCM)
5.8.1. Supply Chain
5.8.2. Benefits of Supply Chain Management
5.8.3. Logistical Management in the Supply Chain

5.9. Supply Chain Management
5.9.1. The Concept of Management of the Supply Chain (SCM)
5.9.2. Supply Chain Costs and Efficiency
5.9.3. Demand Patterns
5.9.4. Operations Strategy and Change

5.10. Interactions Between the SCM and All Other Departments
5.10.1. Interaction of the Supply Chain
5.10.2. Interaction of the Supply Chain. Integration by Parts
5.10.3. Supply Chain Integration Problems
5.10.4. Supply Chain

5.11. Logistics Costs
5.11.1. Logistics Costs
5.11.2. Problems with Logistics Costs
5.11.3. Optimizing Logistic Costs

5.12. Profitability and Efficiency of Logistics Chains: KPIS
5.12.1. Logistics Chain
5.12.2. Profitability and Efficiency of the Logistics Chain
5.12.3. Indicators of Profitability and Efficiency of the Supply Chain

5.13. Process Management
5.13.1. Process Management
5.13.2. Process-Based Approach: Process Mapping
5.13.3. Improvements in Process Management

5.14. Distribution and Transportation and Logistics
5.14.1. Distribution in the Supply Chain
5.14.2. Transportation Logistics
5.14.3. Geographic Information Systems as a Support to Logistics

5.15. Logistics and Customers
5.15.1. Demand Analysis
5.15.2. Demand and Sales Forecast
5.15.3. Sales and Operations Planning
5.15.4. Participatory Planning, Forecasting Replenishment Planning (CPFR)

5.16. International Logistics
5.16.1. Export and Import Processes
5.16.2. Customs
5.16.3. Methods and Means of International Payment
5.16.4. International Logistics Platforms

5.17. Outsourcing of Operations
5.17.1. Operations Management and Outsourcing
5.17.2. Outsourcing Implementation in Logistics Environments

5.18. Competitiveness in Operations
5.18.1. Operations Management
5.18.2. Operational Competitiveness
5.18.3. Operations Strategy and Competitive Advantages

5.19. Quality Management
5.19.1. Internal and External Customers
5.19.2. Quality Costs
5.19.3. Ongoing Improvement and the Deming Philosophy

Module 6. Information Systems Management

6.1. Technological Environment
6.1.1. Technology and Globalization
6.1.2. Economic Environment and Technology
6.1.3. Technological Environment and Its Impact on Companies

6.2. Information Systems and Technologies in the Enterprise
6.2.1. The Evolution of the IT Model
6.2.2. Organization and IT Departments
6.2.3. Information Technology and Economic Environment

6.3. Corporate Strategy and Technology Strategy
6.3.1. Creating Value for Customers and Shareholders
6.3.2. Strategic IS/IT Decisions
6.3.3. Corporate Strategy vs Technological and Digital Strategy

6.4. Information Systems Management
6.4.1. Corporate Governance of Technology and Information Systems
6.4.2. Management of Information Systems in Companies
6.4.3. Expert Managers in Information Systems: Roles and Functions

6.5. Information Technology Strategic Planning
6.5.1. Information Systems and Corporate Strategy
6.5.2. Strategic Planning of Information Systems
6.5.3. Phases of Information Systems Strategic Planning

6.6. Information Systems for Decision-Making
6.6.1. Business Intelligence
6.6.2. Data Warehouse
6.6.3. BSC or Balanced Scorecard

6.7. Exploring the Information
6.7.1. SQL: Relational Databases. Basic Concepts
6.7.2. Networks and Communications
6.7.3. Operational System: Standardized Data Models
6.7.4. Strategic System: OLAP, Multidimensional Model and Graphical Dashboards
6.7.5. Strategic DB Analysis and Report Composition

6.8. Enterprise Business Intelligence
6.8.1. The World of Data
6.8.2. Relevant Concepts
6.8.3. Main Characteristics
6.8.4. Solutions in Today's Market
6.8.5. Overall Architecture of a BI Solution
6.8.6. Cybersecurity in BI and Data Science

6.9. New Business Concept
6.9.1. Why BI
6.9.2. Obtaining Information
6.9.3. BI in the Different Departments of the Company
6.9.4. Reasons to Invest in BI

6.10. BI Tools and Solutions
6.10.1. How to Choose the Best Tool?
6.10.2. Microsoft Power BI, MicroStrategy y Tableau
6.10.3. SAP BI, SAS BI and Qlikview
6.10.4. Prometheus

6.11. BI Project Planning and Management
6.11.1. First Steps to Define a BI Project
6.11.2. BI Solution for the Company
6.11.3. Requirements and Objectives

6.12. Corporate Management Applications
6.12.1. Information Systems and Corporate Management
6.12.2. Applications for Corporate Management
6.12.3. Enterprise Resource Planning or ERP Systems

6.13. Digital Transformation
6.13.1. Conceptual Framework of Digital Transformation
6.13.2. Digital Transformation; Key Elements, Benefits and Drawbacks
6.13.3. Digital Transformation in Companies

6.14. Technology and Trends
6.14.1. Main Trends in the Field of Technology that are Changing Business Models
6.14.2. Analysis of the Main Emerging Technologies

6.15. IT Outsourcing
6.15.1. Conceptual Framework of Outsourcing
6.15.2. IT Outsourcing and its Impact on the Business
6.15.3. Keys to Implement Corporate IT Outsourcing Projects

Module 7. Commercial Management, Strategic Marketing and Corporate Communication

7.1. Commercial Management
7.1.1. Conceptual Framework of Commercial Management
7.1.2. Business Strategy and Planning
7.1.3. The Role of Sales Managers

7.2. Marketing
7.2.1. The Concept of Marketing
7.2.2. Basic Elements of Marketing
7.2.3. Marketing Activities of the Company

7.3. Strategic Marketing Management
7.3.1. The Concept of Strategic Marketing
7.3.2. Concept of Strategic Marketing Planning
7.3.3. Stages in the Process of Strategic Marketing Planning

7.4. Digital Marketing and E-Commerce
7.4.1. Digital Marketing and E-Commerce Objectives
7.4.2. Digital Marketing and Media Used
7.4.3. E-Commerce General Context
7.4.4. Categories of E-Commerce
7.4.5. Advantages and Disadvantages of E-Commerce Versus Traditional Commerce.

7.5. Managing Digital Business
7.5.1. Competitive Strategy in the Face of the Growing Digitalization of the Media
7.5.2. Design and Creation of a Digital Marketing Plan
7.5.3. ROI Analysis in a Digital Marketing Plan

7.6. Digital Marketing to Reinforce the Brand
7.6.1. Online Strategies to Improve Your Brand's Reputation
7.6.2. Branded Content and Storytelling

7.7. Digital Marketing Strategy
7.7.1. Defining the Digital Marketing Strategy
7.7.2. Digital Marketing Strategy Tools

7.8. Digital Marketing to Attract and Retain Customers
7.8.1. Loyalty and Engagement Strategies Through the Internet
7.8.2. Visitor Relationship Management
7.8.3. Hypersegmentation

7.9. Managing Digital Campaigns
7.9.1. What is a Digital Advertising Campaign?
7.9.2. Steps to Launch an Online Marketing Campaign
7.9.3. Mistakes in Digital Advertising Campaigns

7.10. Online Marketing Plan
7.10.1. What Is an Online Marketing Plan?
7.10.2. Steps to Create an Online Marketing Plan
7.10.3. Advantages of Having an Online Marketing Plan

7.11. Blended Marketing
7.11.1. What Is Blended Marketing?
7.11.2. Differences Between Online and Offline Marketing
7.11.3. Aspects to be Taken into Account in the Blended Marketing Strategy
7.11.4. Characteristics of a Blended Marketing Strategy
7.11.5. Recommendations in Blended Marketing
7.11.6. Benefits of Blended Marketing

7.12. Sales Strategy
7.12.1. Sales Strategy
7.12.2. Sales Methods

7.13. Corporate Communication
7.13.1. Concept
7.13.2. The Importance of Communication in the Organization
7.13.3. Type of Communication in the Organization
7.13.4. Functions of Communication in the Organization
7.13.5. Elements of Communication
7.13.6. Communication Problems
7.13.7. Communication Scenarios

7.14. Corporate Communication Strategy
7.14.1. Motivational Programs, Social Action, Participation and Training with HR
7.14.2. Internal Communication Tools and Supports
7.14.3. Internal Communication Plan

7.15. Digital Communication and Reputation
7.15.1. Online Reputation
7.15.2. How to Measure Digital Reputation?
7.15.3. Online Reputation Tools
7.15.4. Online Reputation Report
7.15.5. Online Branding

Module 8. Market Research, Advertising and Commercial Management

8.1. Market Research
8.1.1. Marketing Research: Historical Origin
8.1.2. Analysis and Evolution of the Conceptual Framework of Marketing Research
8.1.3. Key Elements and Value Contribution of Market Research

8.2. Quantitative Research Methods and Techniques
8.2.1. Sample Size
8.2.2. Sampling
8.2.3. Types of Quantitative Techniques

8.3. Qualitative Research Methods and Techniques
8.3.1. Types of Qualitative Research
8.3.2. Qualitative Research Techniques

8.4. Market Segmentation
8.4.1. Market Segmentation Concept
8.4.2. Utility and Segmentation Requirements
8.4.3. Consumer Market Segmentation
8.4.4. Industrial Market Segmentation
8.4.5. Segmentation Strategies
8.4.6. Segmentation Based on Marketing - Mix Criteria
8.4.7. Market Segmentation Methodology

8.5. Research Project Management
8.5.1. Market Research as a Process
8.5.2. Planning Stages in Market Research
8.5.3. Stages of Market Research Implementation
8.5.4. Managing a Research Project

8.6. International Market Research
8.6.1. International Market Research
8.6.2. International Market Research Process
8.6.3. The Importance of Secondary Sources in International Market Research

8.7. Feasibility Studies
8.7.1. Concept and Usefulness
8.7.2. Outline of a Feasibility Study
8.7.3. Development of a Feasibility Study

8.8. Publicity
8.8.1. Historical Background of Advertising
8.8.2. Conceptual Framework of Advertising; Principles, Concept of Briefing and Positioning
8.8.3. Advertising Agencies, Media Agencies and Advertising Professionals
8.8.4. Importance of Advertising in Business
8.8.5. Advertising Trends and Challenges

8.9. Developing the Marketing Plan
8.9.1. Marketing Plan Concept
8.9.2. Situation Analysis and Diagnosis
8.9.3. Strategic Marketing Decisions
8.9.4. Operational Marketing Decisions

8.10. Strategies
8.10.1. Integrated Marketing Communication
8.10.2. Advertising Communication Plan
8.10.3. Merchandising as a Communication Technique

8.11. Media Planning
8.11.1. Origin and Evolution of Media Planning
8.11.2. Media
8.11.3. Media Plan

8.12. Fundamentals of Commercial Management
8.12.1. The Role of Commercial Management
8.12.2. Systems of Analysis of the Company/Market Commercial Competitive Situation
8.12.3. Commercial Planning Systems of the Company
8.12.4. Main Competitive Strategies

8.13. Commercial Negotiation
8.13.1. Commercial Negotiation
8.13.2. Psychological Issues in Negotiation
8.13.3. Main Negotiation Methods
8.13.4. The Negotiation Process

8.14. Decision-Making in Commercial Management
8.14.1. Commercial Strategy and Competitive Strategy
8.14.2. Decision Making Models
8.14.3. Decision-Making Analytics and Tools
8.14.4. Human Behavior in Decision Making

8.15. Leadership and Management of the Sales Network
8.15.1. Sales Management Sales Management
8.15.2. Networks Serving Commercial Activity
8.15.3. Salesperson Recruitment and Training Policies
8.15.4. Remuneration Systems for Own and External Commercial Networks
8.15.5. Management of the Commercial Process. Control and Assistance to the Work of the Sales Representatives Based on the Information

8.16. Implementing the Commercial Function
8.16.1. Recruitment of Own Sales Representatives and Sales Agents
8.16.2. Controlling Commercial Activity
8.16.3. The Code of Ethics of Sales Personnel
8.16.4. Compliance with Legislation
8.16.5. Generally Accepted Standards of Business Conduct

8.17. Key Account Management
8.17.1. Concept of Key Account Management
8.17.2. The Key Account Manager
8.17.3. Key Account Management Strategy

8.18. Financial and Budgetary Management
8.18.1. The Break-Even Point
8.18.2. The Sales Budget Control of Management and of the Annual Sales Plan
8.18.3. Financial Impact of Strategic Sales Decisions
8.18.4. Cycle Management, Turnover, Profitability and Liquidity.
8.18.5. Income Statement

Module 9. Innovation and Project Management

9.1. Innovation
9.1.1. Introduction to Innovation
9.1.2. Innovation in the Entrepreneurial Ecosystem
9.1.3. Instruments and Tools for the Business Innovation Process

9.2. Innovation Strategy
9.2.1. Strategic Intelligence and Innovation
9.2.2. Innovation from Strategy

9.3. Project Management for Startups
9.3.1. Startup Concept
9.3.2. Lean Startup Philosophy
9.3.3. Stages of Startup Development
9.3.4. The Role of a Project Manager in a Startup

9.4. Business Model Design and Validation
9.4.1. Conceptual Framework of a Business Model
9.4.2. Business Model Design and Validation

9.5. Project Management
9.5.1. Project Management: Identification of Opportunities to Develop Corporate Innovation Projects
9.5.2. Main stages or Phases in the Direction and Management of Innovation Projects

9.6. Project Change Management: Training Management
9.6.1. Concept of Change Management
9.6.2. The Change Management Process
9.6.3. Change Implementation

9.7. Project Communication Management
9.7.1. Project Communications Management
9.7.2. Key Concepts for Project Communications Management
9.7.3. Emerging Trends
9.7.4. Adaptations to Equipment
9.7.5. Planning Communications Management
9.7.6. Manage Communications
9.7.7. Monitoring Communications

9.8. Traditional and Innovative Methodologies
9.8.1. Innovative Methodologies
9.8.2. Basic Principles of Scrum
9.8.3. Differences between the Main Aspects of Scrum and Traditional Methodologies

9.9. Creation of a Startup
9.9.1. Creation of a Startup
9.9.2. Organization and Culture
9.9.3. Top Ten Reasons Why Startups Fail
9.9.4. Legal Aspects

9.10. Project Risk Management Planning
9.10.1. Risk Planning
9.10.2. Elements for Creating a Risk Management Plan
9.10.3. Tools for Creating a Risk Management Plan
9.10.4. Content of the Risk Management Plan

Module 10. Executive Management

10.1. General Management
10.1.1. The Concept of General Management
10.1.2. The General Manager's Action
10.1.3. The CEO and Their Responsibilities
10.1.4. Transforming the Work of Management

10.2. Manager Functions: Organizational Culture and Approaches
10.2.1. Manager Functions: Organizational Culture and Approaches

10.3. Operations Management
10.3.1. The Importance of Management
10.3.2. Value Chain
10.3.3. Quality Management

10.4. Public Speaking and Spokesperson Education
10.4.1. Interpersonal Communication
10.4.2. Communication Skills and Influence
10.4.3. Communication Barriers

10.5. Personal and Organizational Communications Tools
10.5.1. Interpersonal Communication
10.5.2. Interpersonal Communication Tools
10.5.3. Communication in the Organization
10.5.4. Tools in the Organization

10.6. Communication in Crisis Situations
10.6.1. Crisis
10.6.2. Phases of the Crisis
10.6.3. Messages: Contents and Moments

10.7. Preparation of a Crisis Plan
10.7.1. Analysis of Possible Problems
10.7.2. Planning
10.7.3. Adequacy of Personnel

10.8. Emotional Intelligence
10.8.1. Emotional Intelligence and Communication
10.8.2. Assertiveness, Empathy, and Active Listening
10.8.3. Self-Esteem and Emotional Communication

10.9. Personal Branding
10.9.1. Strategies to Develop Personal Branding
10.9.2. Personal Branding Laws
10.9.3. Tools for Creating Personal Brands

10.10. Leadership and Team Management
10.10.1. Leadership and Leadership Styles
10.10.2. Leader Capabilities and Challenges
10.10.3. Managing Change Processes
10.10.4. Managing Multicultural Teams

Module 11. Web 3.0 Metaverse Database

11.1. Internet From ARPAnet to WWW
11.1.1. ARPAnet. Military Origin of the Internet
11.1.2. Current Protocols and Search Engines
11.1.3. Digital Revolution Social Networks and E-Commerce

11.2. From Web 2.0 to Web 3.0
11.2.1. Interaction and Social Nature of the Internet
11.2.2. Decentralization and Omnipresence Paradigm
11.2.3. Semantic Web and Artificial Intelligence

11.3. Web 3.0. Best Practices
11.3.1. Security and Privacy
11.3.2. Transparency and Decentralization
11.3.3. Speed and Accessibility

11.4. Web 3.0. Applications
11.4.1. Siri and Other New Virtual Assistant Models
11.4.2. Wolfram Alpha or the Web 3.0 Alternative to Google
11.4.3. Second Life. Advanced 3D Environments

11.5. Technology Companies' Role in Web 3.0
11.5.1. From Facebook to Meta
11.5.2. Hyperfinancing and CEO-Less Companies
11.5.3. "Metaverse Standards Forum" and Web 5.0

11.6. Web 3.0 Regulations and Compliance
11.6.1. Web 3.0 End-Users
11.6.2. User and Organization Business Models
11.6.3. Regulations and Compliance

11.7. Web 3.0 in Business Impact
11.7.1. Impact of Web 3.0 on Business
11.7.2. Social Relationship Between Brands and Users New Environment
11.7.3. E-Commerce Next Level

11.8. Change to Web 3.0. New Social Relationship Environment between Brands and Users
11.8.1. Fraud and Associated Risks
11.8.2. New Social Relationship Environment between Brands and Users
11.8.3. Environmental Impact

11.9. Digital Nomads Web 3.0 Architects
11.9.1. New Users, New Needs
11.9.2. Digital Nomads as Web 3.0 Architects
11.9.3. Web 3.0 Benefits

11.10. No Web 3.0, No Metaverse
11.10.1. Web 3.0 and Metaverse
11.10.2. Virtual Environment: Exponential Technologies
11.10.3. Web 3.0. Connection with the Physical World: Success

Module 12. The Metaverse

12.1. Metaverse Economy: Cryptocurrencies and
12.1.1. Cryptocurrencies and NFTs. Metaverse Economy Basics
12.1.2. Digital Economy
12.1.3. Interoperability for a Sustainable Economy

12.2. Metaverse & Web 3.0 in the Cryptocurrency Space
12.2.1. Metaverse & Web 3.0
12.2.2. Decentralized Technology
12.2.3. Blockchain, Web 3.0 Basis and Metaverse

12.3. Metaverse Advanced Technologies
12.3.1. Augmented Reality and Virtual Reality
12.3.2. Artificial Intelligence
12.3.3. IoT

12.4. Corporate Governance: International Legislation in the Metaverse
12.4.1. FED
12.4.2. Metaverse Legislation
12.4.3. Mining

12.5. Digital Identity for Individuals, Assets and Businesses
12.5.1. Online Reputation
12.5.2. Protection
12.5.3. Digital Identity Impact in the Real World

12.6. New Sales Channels
12.6.1. Business to Avatar
12.6.2. Improve User Experience
12.6.3. Single Environment Products, Services and Content

12.7. Experiences based on Ideals, Beliefs and Likes
12.7.1. Artificial Intelligence as a Driving Force
12.7.2. Personalized Experiences
12.7.3. Power of Mass Manipulation

12.8. VR, AR, AI and IoT
12.8.1. Advanced Technologies Metaverse Success
12.8.2. Immersive Experience
12.8.3. Technological Analysis Uses

12.9. Key Aspects of the Metaverse: Presence, Interoperability and Standardization
12.9.1. Interoperability First Commandment
12.9.2. Metaverse Standardization for Proper Functioning
12.9.3. The Metaverses of the Metaverse

12.10. Metaverse
12.10.1. Leverage Methods in the Metaverse
12.10.2. Borderless Trading in Virtual Spaces
12.10.3. Reduced Physical Space Operation

Module 13. *Blockchain:* The Key to Building a Decentralized Metaverse

13.1. Bitcoin
13.1.1. Satoshi Nakamoto
13.1.2. Bitcoin's Impact on the Economic, Political and Social Context
13.1.3. Bitcoin Ecosystem Case Uses

13.2. Public or Private New Governance Model
13.2.1. Public or Private Blockchains
13.2.2. Blockchain. Governance Model
13.2.3. Blockchain. Case Studies

13.3. Blockchain. The Value of Data
13.3.1. Data Value in a New Digital Paradigm
13.3.2. Blockchain's Data and Value Contribution
13.3.3. Advanced Technologies for Working with Governed Data

13.4. Metaverse Decentralization and Automation
13.4.1. Decentralization and Automation
13.4.2. Technological Response to User Needs
13.4.3. Businesses of the Future

13.5. Metaverse Governance Model through DAOs
13.5.1. DAOs Metaverse Value
13.5.2. DAOs User-Transparent Game Rules
13.5.3. DAOs that Add Value to the Metaverse

13.6. Digital Asset Ownership, Value and Tokenization
13.6.1. Non-Fungible Token (NFTs) Value
13.6.2. Physical or Virtual Asset Tokenization
13.6.3. Digital Assets in the Metaverse. Case Uses

13.7. Metaverse Economy
13.7.1. Storing and Exchanging Value with Cryptocurrencies
13.7.2. User and Organization Business Models
13.7.3. Metaverse Finance Empowered by the Blockchain

13.8. Digital Identity
13.8.1. Our Digital Identity Certification
13.8.2. Metaverse Avatars
13.8.3. Users and Organizations.Digital Identity

13.9. , and the Cryptoverse
13.9.1. Real World vs. Virtual World. Activity Reinvention
13.9.2. Decentralized Applications
13.9.3. Applied Blockchain. New Universe of Possibilities

13.10. The Metaverse. New Internet
13.10.1. Reinventing the Internet through the Metaverse
13.10.2. New Economic and Social Environment
13.10.3. Physical and Virtual World Connection

Module 14. Decentralized Finance and Investment (DeFi) in the Metaverse

14.1. Decentralized Finance and Investment (DeFi) in the Metaverse
14.1.1. Decentralized Finance
14.1.2. Decentralized Finance Environment
14.1.3. Decentralized Finance Application

14.2. Advanced Financial Concepts Applied to DeFi
14.2.1. Money Supply and Inflation
14.2.2. Volume and Margin Business
14.2.3. Warranty and Performance

14.3. DeFi Business Models Applied to the Metaverse
14.3.1. Lending and Yield Farming
14.3.2. Payment Systems
14.3.3. Banking and Insurance Services

14.4. DeFi Platforms Applied to the Metaverse
14.4.1. DEXes
14.4.2. Wallets
14.4.3. Analytical Tools

14.5. Cash Flow in Metaverse-focused DeFi Projects
14.5.1. DeFi Project Cash Flow
14.5.2. Cash Flow Sources
14.5.3. Volume vs Margin

14.6. Metaverse Utility
14.6.1. Token Economics
14.6.2. Token Utility
14.6.3. Token Sustainability

14.7. DeFi Governance Focused on the Metaverse
14.7.1. DeFi Governance
14.7.2. Governance Models
14.7.3. DAO

14.8. DeFi's Meaning in the Metaverse
14.8.1. Synergies Between DeFi and Metaverse
14.8.2. DeFi Metaverse Value
14.8.3. Metaverse Growth through DeFi

14.9. DeFi in the Metaverse. Case Uses
14.9.1. DeFi in the Metaverse Case Uses
14.9.2. Web3 Native Business Models
14.9.3. Hybrid Business Models

14.10. Future DeFi in the Metaverse
14.10.1. Relevant Agents
14.10.2. Development Lines
14.10.3. Mass Adoption

Module 15. Advanced Technologies for Metaverse Development

15.1. State of the Art in the Development of the Metaverse
15.1.1. Technical Aspects for Web2
15.1.2. Technologies Supporting the Metaverse
15.1.3. Technical Aspects for Web3

15.2. Development Environment, Programming Languages and Web 2.0
15.2.1. Web 2.0 Development Environment
15.2.2. Web 2.0 Programming Language
15.2.3. Web2 Frameworks

15.3. Development Environment, Programming Languages and Web 3.0
15.3.1. Web 2.0 Development Environment
15.3.2. Web 2.0 Programming Language
15.3.3. Web 2.0 Frameworks

15.4. Oracles and
15.4.1. Onchain vs. Offchain
15.4.2. Interoperability
15.4.3. Multichain

15.5. Graphics Engines and 3D Design Software
15.5.1. CPU vs. GPU
15.5.2. Graphics Engines
15.5.3. 3D Design Software

15.6. Devices and Platforms
15.6.1. Video Game Hardware
15.6.2. Platforms
15.6.3. Current Competitive Landscape

15.7. and Artificial Intelligence in Metaverse
15.7.1. Data Science.Data Transformation into Information
15.7.2. Big Data. Data Lifecycle Strategy in the Metaverse
15.7.3. Artificial Intelligence. User Experience Personalization

15.8. Augmented Reality, Virtual Reality and Mixed Reality in the Metaverse
15.8.1. Alternative Realities
15.8.2. Augmented Reality vs. Virtual Reality
15.8.3. Mixed Reality

15.9. and 3D Reconstruction
15.9.1. 5G and Telecommunication Networks
15.9.2. Internet of Things
15.9.3. 3D Reconstruction

15.10. The Future of Technology. The 2050 Metaverse
15.10.1. Technological Barriers
15.10.2. Development Pathways
15.10.3. The 2050 Metaverse

Module 16. Industry and eSports as a Gateway to the Metaverse

16.1. Metaverse Through Video Games
16.1.1. Interactive Experiences
16.1.2. Market Growth and Settlement
16.1.3. Industry Maturity

16.2. Breeding Ground for Today's Metaverses
16.2.1. MMOs
16.2.2. Second Life
16.2.3. PlayStation Home

16.3. Multi-Platform Metaverse. Massive Concept Revolution
16.3.1. Neal Stephenson and His Work Snow Crash
16.3.2. From Science Fiction to Reality
16.3.3. Mark Zuckerberg Meta. Massive Concept Revolution

16.4. Video Game Industry State. Metaverse Platforms or Channels
16.4.1. Video Game Industry Figures
16.4.2. Metaverse Platforms or Channels
16.4.3. Economic Projections for the Coming Years
16.4.4. How to Make the Most of the Industry's Great Shape

16.5. Business Models F2P vs. Premium
16.5.1. Free to Play or F2P
16.5.2. Premium
16.5.3. Hybrid Models. Alternative Proposals

16.6. Play-to-Earn
16.6.1. CryptoKitties Success
16.6.2. Axie Infinity. Other Success Stories
16.6.3. The Play-to-Earn Attrition and Play&Earn Creation

16.7. GameFi: Player-Investor Paradigm
16.7.1. GameFi
16.7.2. Video Games as a Job
16.7.3. Classic Entertainment Model Break

16.8. The Metaverse in the Classic Industry Ecosystem
16.8.1. Fans' Prejudices and Generalized Bad Image
16.8.2. Technological and Implementation Difficulties
16.8.3. Lack of Maturity

16.9. Metaverse: Interactivity vs. Playable Experience
16.9.1. Interactivity vs Playable Experience
16.9.2. Types of Experience in Today's Metaverse
16.9.3. Perfect Balance Between the Two

16.10. Metaverse
16.10.1. Equipment Difficulties to Grow
16.10.2. Metaverse: Immersive Experiences, Communities and Exclusive Clubs
16.10.3. Monetization of Users through Blockchain Technology

Module 17. Business Models Metaverse Case Studies

17.1. The Metaverse, a Business Model
17.1.1. The Metaverse as a Business Model
17.1.2. Risk
17.1.3. Habit Changes

17.2. Metaverse Marketing and Advertising Tools
17.2.1. AR & AI Marketing Revolution
17.2.2. VR Marketing
17.2.3. Video Marketing
17.2.4. Live Streams

17.3. Company's Virtual Spaces
17.3.1. Connecting the Real and Virtual World
17.3.2. Metaverse and Business. Company's Virtual Spaces
17.3.3. Brand Impact and Reputation

17.4. Metaverse: Education and Disruptive Learning. Industry Application
17.4.1. E-Learning
17.4.2. Training Interoperability
17.4.3. Web 3.0 and the Metaverse. Labor Market Revolution

17.5. The Tourism and Cultural Sector Revolution
17.5.1. VR& AR. New Travel Concept
17.5.2. Real and Virtual World Impact
17.5.3. Geographical Barrier Elimination

17.6. Product and Service Marketing through Real to Virtual World Connection and Vice Versa
17.6.1. New Sales Channels Creation
17.6.2. Improve Purchasing Process User Experience
17.6.3. Content Consumption

17.7. Metaverse Events through Virtual Environments
17.7.1. Content Network
17.7.2. New Ways of Communication in Interaction
17.7.3. Unlimited Range

17.8. Metaverse Data Management and Security
17.8.1. Management and Security. Data Protection
17.8.2. Data Interoperability
17.8.3. Traceability

17.9. Visual SEO Online Positioning
17.9.1. AI, the Basis of the New Positioning
17.9.2. Added Value to the Audience
17.9.3. Unique and Customized Content

17.10. DAO in the Metaverse
17.10.1. Blockchain Back-Up
17.10.2. Governance and Decision-Making Power
17.10.3. Community Loyalty

Module 18. Metaverse Ecosystem and Key Players

18.1. Open Innovation Ecosystems in the Metaverse Industry
18.1.1. Collaboration in Open Ecosystem Development
18.1.2. Open Innovation Ecosystems in the Metaverse Industry
18.1.3. Ecosystem's Impact on Metaverse Growth

18.2. Projects. Technological Development Catalysts
18.2.1. Opensource as an Innovation Accelerator
18.2.2. Opensource Project Integration. Complete Overview
18.2.3. Open Standards and Technologies as Accelerators

18.3. Web 3.0 Communities
18.3.1. Community Creation and Development Process
18.3.2. Community Contribution to Technological Progress
18.3.3. Most Relevant Web 3.0 Communities

18.4. Social Networks and Online Relationships
18.4.1. Enabling Technologies for New Ways of Relating to Each Other
18.4.2. Physical and Digital Environments to Build Web 3.0 Communities
18.4.3. Evolution from Web 2.0 to Web 3.0 Social Networks

18.5. Users, Companies and Ecosystem. Metaverse Advancement
18.5.1. Metaverses with Web 3.0 Vision
18.5.2. Corporations Investing in the Metaverse
18.5.3. Ecosystem that Offers a Complete Solution

18.6. Metaverse Content Creators
18.6.1. Digital Nomads
18.6.2. Organizations, Builders of New Customer Relationship Channels
18.6.3. Influencers, Streamers or Gamers like Early Adopters

18.7. Metaverse Experience Providers
18.7.1. Reinvented Sales Channels
18.7.2. Immersive Experiences
18.7.3. Fair and Transparent Customization

18.8. Decentralization and Technological Infrastructure in the Metaverse
18.8.1. Distributed and Decentralized Technologies
18.8.2. vs. Proof of Stake
18.8.3. Key Technological Layers for Metaverse Evolution

18.9. Human Interface, Electronic Devices that Enable the Metaverse Experience
18.9.1. The Experience Offered by Existing Technological Devices
18.9.2. Advanced Technologies in Metaverse
18.9.3. Extended Reality (XR) as Metaverse Immersion

18.10. Metaverse Incubators, Accelerators and Investment Vehicles
18.10.1. Metaverse Incubators and Accelerators for Business Development
18.10.2. Metaverse Financing and Investment
18.10.3. "Smart Capital" Attraction

Module 19. Metaverse Marketing

19.1. The Metaverse New Advertising Content Consumption Platform
19.1.1. The Big Bang. Advertising Origins
19.1.2. Serotonin: The Engine that Drives Avatars
19.1.3. Immediacy, A New Satisfaction Measure

19.2. Traffic Redirection to Metaverses: Transition from Funnel to Conversion Atmospheres
19.2.1. Advertising as a Molecule Enveloping Digital Ecosystems
19.2.2. Metaverse Inhabitants
19.2.3. Metaverse Endosphere

19.3. Conversion into Metaverses: Monetization of Atmospheres
19.3.1. Profitability
19.3.2. Awareness, Conversion, Retargeting, and Loyalty
19.3.3. Shopping: The Fuel of the Metaverse

19.4. Traditional Advertising Media Barriers vs. Metaverse
19.4.1. Traditional Advertising. Mediums
19.4.2. Metaverse: Loop of Three-Dimensional Supports
19.4.3. Transformation of Advertising Traditions

19.5. The Metaverse Funnel: A 3D Funnel
19.5.1. Contacts
19.5.2. Prospectus
19.5.3. Customers

19.6. KPI 's in the Metaverse: Measuring the Effect of Your Advertising in an Immersive Space
19.6.1. Attention
19.6.2. Interest
19.6.3. Decision
19.6.4. Action
19.6.5. Memory

19.7. Metaverse Advertising
19.7.1. Metaverse Digital Sense Development: Tricking the Mind
19.7.2. How to Engage Users Through Unseen 3D Experiences
19.7.3. New Three-Dimensional Supports

19.8. NFT's: The New Loyalty Clubs
19.8.1. Buying Loyalty
19.8.2. Showcasing Exclusivity
19.8.3. The NFT as a Metaverse Identifier

19.9. Consumption Experience in the Metaverse
19.9.1. Bringing the Product Closer to the Customer
19.9.2. Limitations of Three-Dimensional Environments: The 6 Senses
19.9.3. Controlled Environment Generation

19.10. Metaverse Marketing Success Stories
19.10.1. Avatars
19.10.2. Economy
19.10.3. Gaming

Module 20. Current Overview of the Race to Build the Metaverse Future

20.1. Industry Vision of the Metaverse
20.1.1. Metaverse Implementation in Existing Structures
20.1.2. Companies Developing Metaverses
20.1.3. Established Companies in the Metaverse

20.2. Metaverse Digital Identity and Social and Ethical Implications
20.2.1. Metaverse Digital Identity
20.2.2. Social Implications
20.2.3. Ethical Implications

20.3. Metaverse Beyond
20.3.1. Gaming as a Contact Point
20.3.2. Sectors that Are Here to Stay
20.3.3. Reinventing Some Businesses

20.4. Metaverse Work and Professional Environment
20.4.1. Metaverse Job Opportunity Identification
20.4.2. New Professional Careers
20.4.3. Current Work Adaptation to the Metaverse

20.5. Metaverse Neuromarketing
20.5.1. Metaverse Consumer Behavior
20.5.2. Experience Marketing
20.5.3. Metaverse Neuromarketing Strategies

20.6. Metaverse and Cybersecurity
20.6.1. Involved Threats
20.6.2. Metaverse Digital Security Changes Identification
20.6.3. Metaverse Real Cybersecurity

20.7. Emotional and Psychological Implications after the Metaverse Experience. Good Practices
20.7.1. Adaptation to a New Experience
20.7.2. Side Effects of Metaverse Interaction
20.7.3. Metaverse Best Practices

20.8. Adapting Legality to the Metaverse
20.8.1. Legal Challenges Posed by Today's Metaverse
20.8.2. Necessary Legal Changes
20.8.3. Contracts, Intellectual Property and Other Relationship Types

20.9. Short-, Medium- and Long-Term Metaverse Roadmap
20.9.1. Short-Term Roadmap
20.9.2. Medium-Term Roadmap
20.9.3. Long-Term Roadmap

20.10. Metaverse, Paradigm of the Future
20.10.1. Unique Growth Opportunity
20.10.2. Metaverse Specialization
20.10.3. Monetization of the Virtual Future

Thanks to this 100% online Advanced Master's Degree, you will take advantage of the opportunities offered by the Metaverse to lead effectively in a constantly evolving business landscape"

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

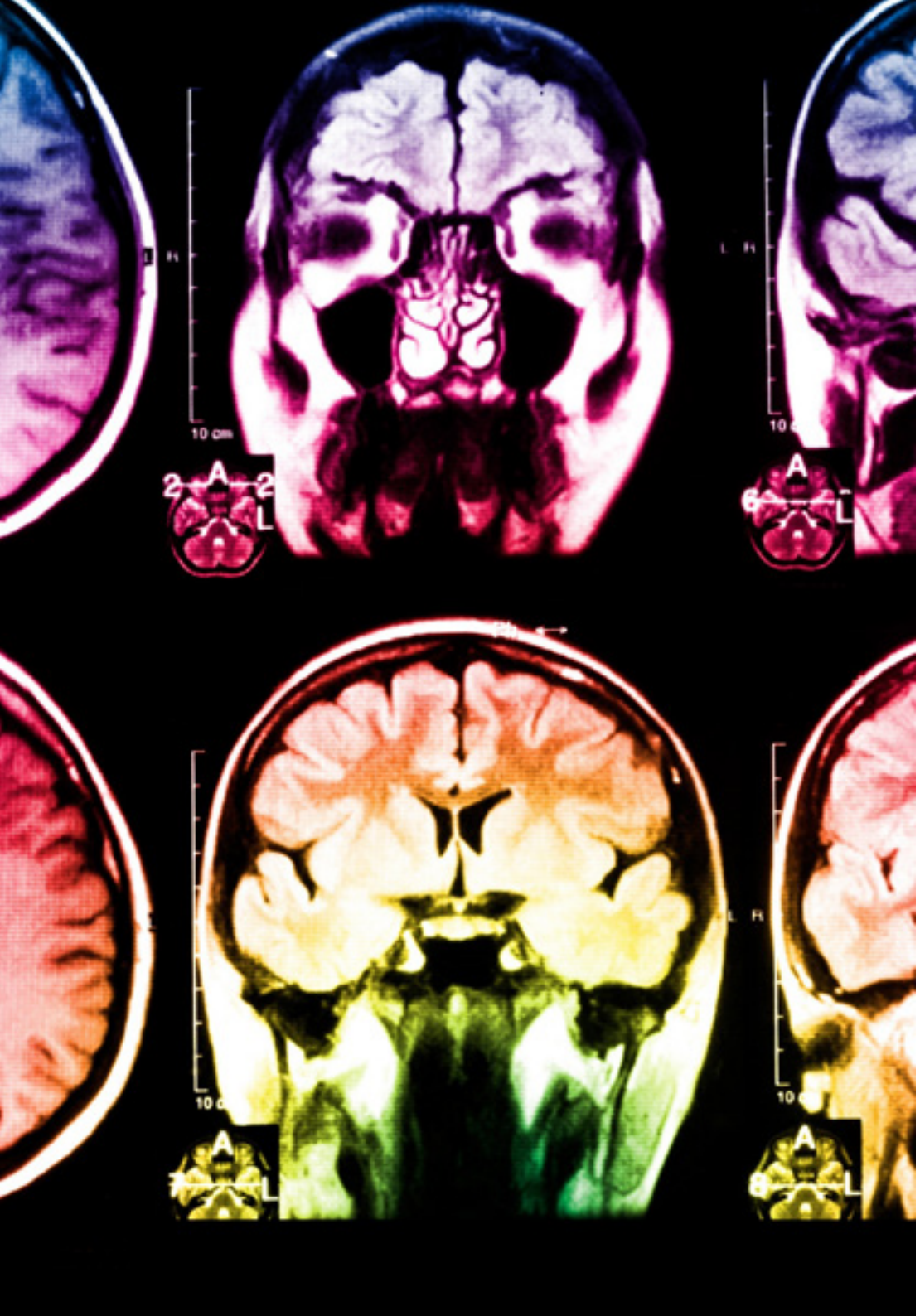
TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

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.

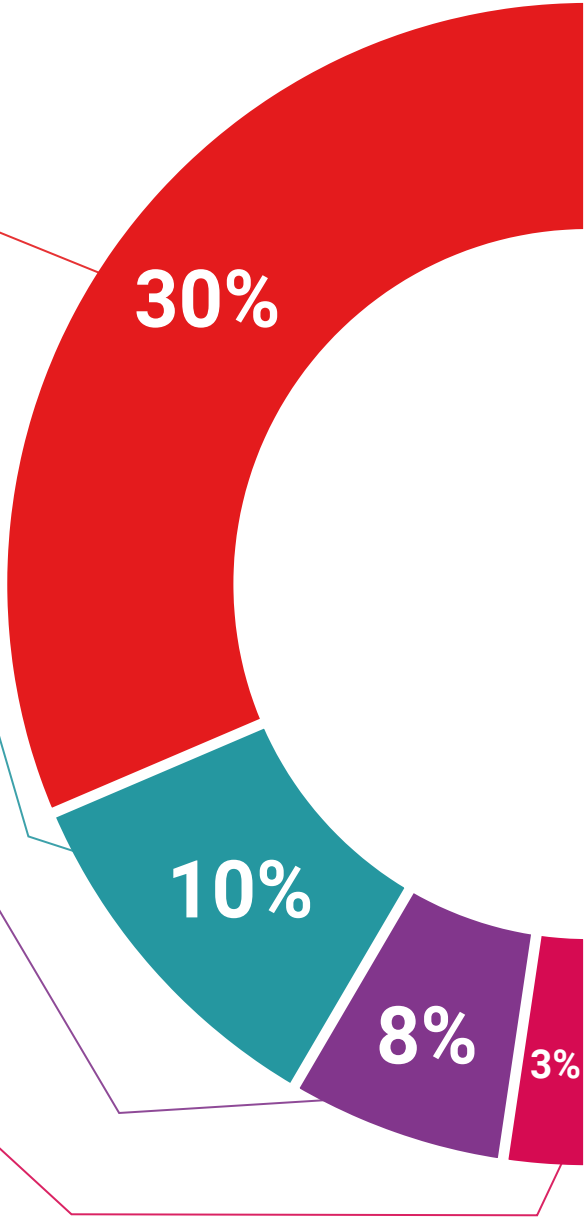
Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

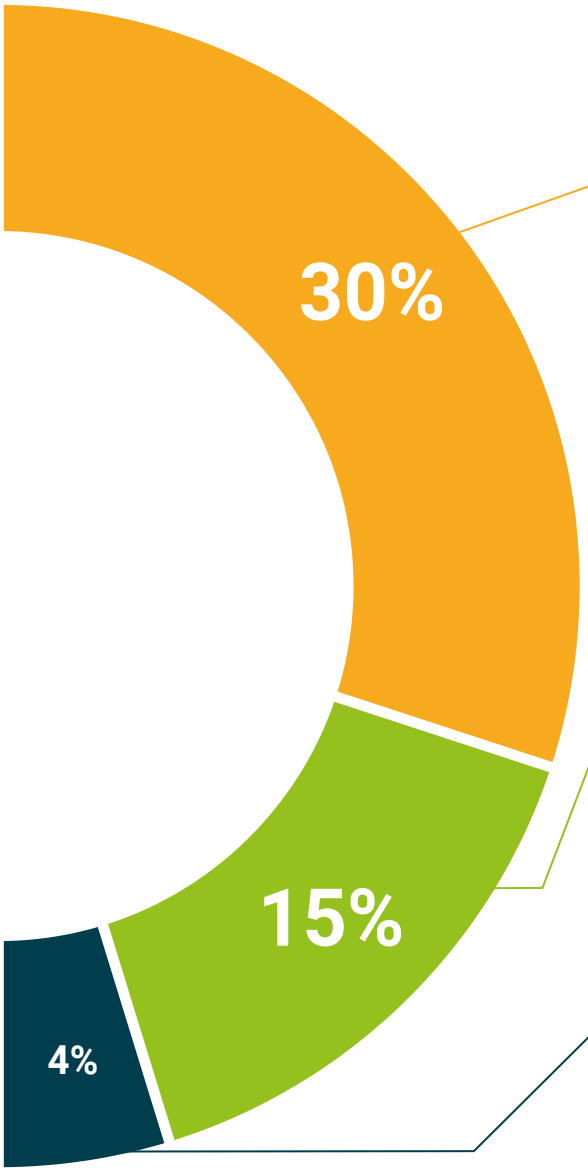
Management Skills Exercises

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

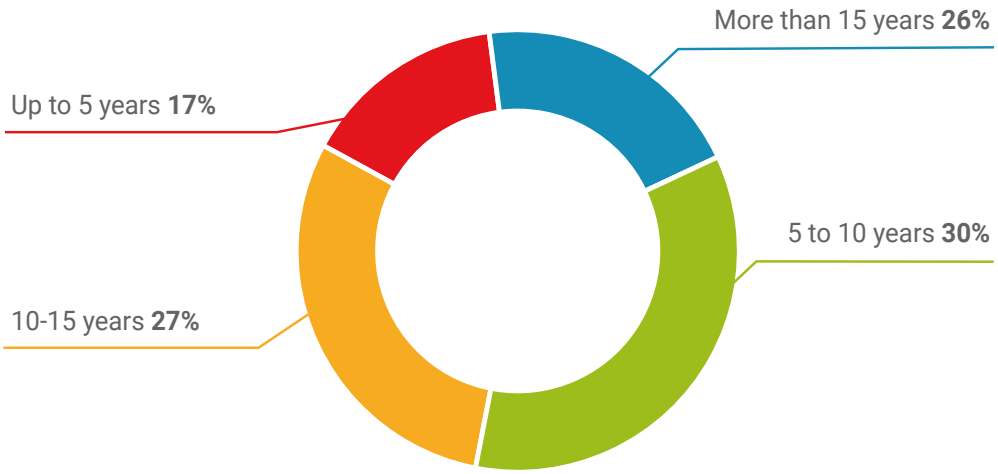
The profile of TECH Global students is that of professionals with extensive specialization and experience, who understand the importance of continuing their studies during their working life. In this particular case, they are professionals with previous knowledge in business management, who want to expand their scope of action to the Metaverse Management, and they will achieve this through a high-quality syllabus.

This program is aimed at people interested in improving their employability, thanks to a first-class study plan"

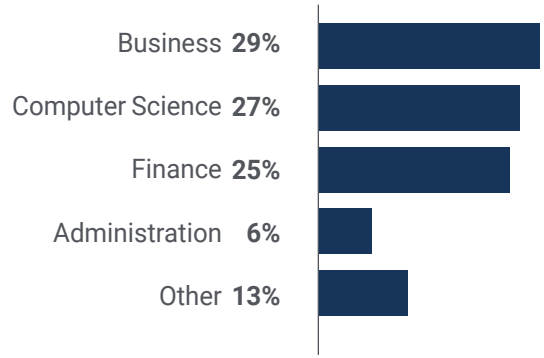
Average Age

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

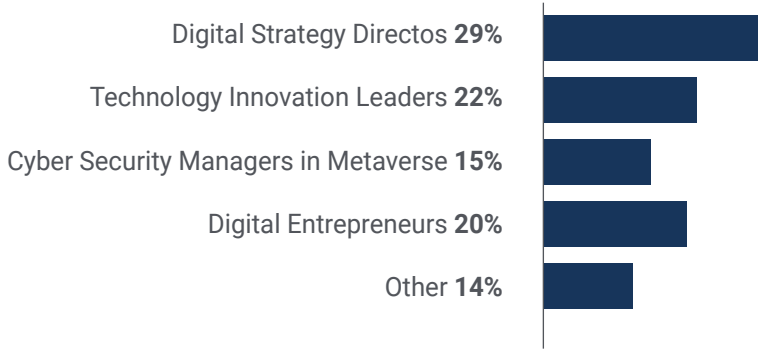
Years of Experience



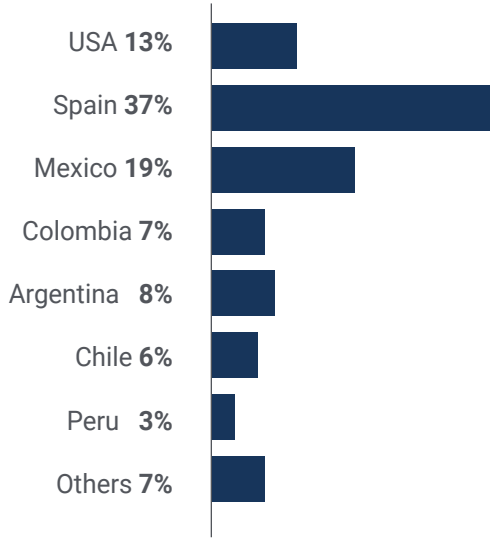
Training



Academic Profile



Geographical Distribution



Roberto Perales

Virtual Project Manager

"As a Virtual Project Manager, my recent MBA in Metaverse has marked a before and after in my career. This great experience has not only broadened my understanding of the business dynamics in the digital environment, but it has also equipped me with specialized skills in project management within Metaverse. I am excited to apply this knowledge in my future projects. I am confident that, going forward, I will contribute even more to the continued success of my company"

09

Course Management

The teaching staff is made up of highly qualified and versatile professionals, who combine solid academic specialization with deep practical experience in the digital and Metaverse domains. These educators are experts in the integration of emerging technologies, such as Virtual and Augmented Reality, into the teaching process, creating immersive and stimulating educational experiences. In addition, they possess advanced pedagogical skills, fostering critical thinking, virtual collaboration and the development of entrepreneurial skills adapted to contemporary challenges.

The teaching team's approach will be characterized by reflecting the latest trends in the Metaverse, providing you with dynamic specialization in the digital business landscape"

International Guest Director

Andrew Schwartz es un experto en innovación digital y estrategia de marca, especializado en la integración del Metaverso con el desarrollo empresarial y las plataformas digitales. De hecho, sus intereses abarcan, desde la creación de contenido y la gestión de startups, hasta la implementación de estrategias en redes sociales y activación de grandes ideas. Así, a lo largo de su carrera, ha liderado proyectos que han buscado generar resultados concretos y medibles, aprovechando la convergencia entre tecnología y negocios.

Durante su trayectoria profesional, ha trabajado en Nike como Director de Ingeniería de Metaverso, liderando un equipo multidisciplinario de desarrolladores, diseñadores y científicos de datos para explorar el potencial del Metaverso en la evolución de la conectividad digital y física. En este mismo rol, ha desarrollado estrategias para la creación de productos y procesos innovadores, además de herramientas Web3 y gemelos digitales que han redefinido la interacción de los consumidores con la marca. También se ha desempeñado como Director de Experiencias de Momentos Deportivos.

Asimismo, ha colaborado como Asesor Estratégico de Innovación de Tecnología Exponencial en la AI MINDSystems Foundation, donde ha contribuido al desarrollo de tecnologías emergentes y ha publicado artículos sobre el impacto del Metaverso y la Inteligencia Artificial en el futuro de los negocios. Y es que su capacidad para anticipar tendencias, así como su visión estratégica lo han posicionado como un profesional influyente en la transformación digital global.

A nivel internacional, ha sido un referente en la aplicación del Metaverso en la industria del deporte y el comercio, contribuyendo en proyectos que han marcado un antes y un después en la manera de entender la relación entre tecnología y marca. En este sentido, su trabajo ha sido reconocido con numerosos premios y ha consolidado su reputación como un innovador que desafía los límites convencionales.

D. Schwartz, Andrew

- Director de Ingeniería de Metaverso en Nike, Boston, Estados Unidos
- Director de Experiencias de Momentos Deportivos en Nike
- Asesor Estratégico en Innovación de Tecnología Exponencial en la AI MINDSystems Foundation
- Director de Innovación en Intralinks
- Líder de Productos Digitales en Blue Cross Blue Shield of Massachusetts
- Jefe de Innovación de Contenidos en Leia Inc.
- Director de Estrategia de Marca en Interbrand
- Director de Desarrollo y Líder de Strata-G Internet Group en Strata-G Communications
- Miembro de:
    - Consejo Asesor de Blockchain en la Universidad Estatal de Portland
    - Comité Escolar del Distrito Escolar Regional Acton-Boxborough

Thanks to TECH, you will be able to learn with the best professionals in the world"

International Guest Director

With over 20 years of experience in designing and leading global **talent acquisition teams**, Jennifer Dove is an expert in **technology recruitment** and **strategy**. Throughout her career, she has held senior positions in several technology organizations within ***Fortune* 50**companies such as **NBCUniversal** and **Comcast**. Her track record has allowed her to excel in competitive, high-growth environments.

As **Vice President of Talent Acquisition** at **Mastercard**she is responsible for overseeing talent onboarding strategy and execution, collaborating with business leaders and **HR Managers** to meet operational and strategic hiring objectives. In particular, she aims to **build diverse**, **inclusive** and **high-perfoming teams** that drive innovation and growth of the company's products and services. In addition, she is adept at using tools to attract and retain the best people from around the world. She is also responsible for **amplifying** Mastercard's **employer brand** and **value proposition** through publications, events and social media.

Jennifer Dove has demonstrated her commitment to continuous professional development by actively participating in networks of **Human Resources** professionals and contributing to the onboarding of numerous employees at different companies. After earning her bachelor's degree in **Organizational Communication**from the University of Miami, she has held management positions in recruitment for companies in various areas.

On the other hand, it has been recognized for its ability to lead organizational transformations, **integrate technologies** into **recruitment processes** and develop leadership programs that prepare institutions for future challenges. She has also successfully implemented **wellness programs** that have significantly increased employee satisfaction and retention.

Ms. Dove, Jennifer

- Vice President of Talent Acquisition at Mastercard, New York, United States
- Director of Talent Acquisition at NBCUniversal, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, USA
- Executive Vice President of the Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
- Graduated in Organizational Communication from the University of Miami

Thanks to TECH you will be able to learn with the best professionals in the world"

International Guest Director

A technology leader with decades of experience in **major technology multinationals**, Rick Gauthier has developed prominently in the field of **clouds**services **and** end-to-end process improvement. He has been recognized as a leader and manager of highly efficient teams, showing a natural talent for ensuring a high level of engagement among his employees.

He possesses innate gifts in strategy and executive innovation, developing new ideas and backing his success with quality data. His background at **Amazon** has allowed him to manage and integrate the company's IT services in the United States. At **Microsoft** he has led a team of 104 people, responsible for providing corporate-wide IT infrastructure and supporting product engineering departments across the company.

This experience has allowed him to stand out as a high-impact manager with remarkable abilities to increase efficiency, productivity and overall customer satisfaction.

Mr. Gauthier, Rick

- Regional IT Director at Amazon, Seattle, USA
- Senior Program Manager at Amazon
- Vice President of Wimmer Solutions
- Senior Director of Productive Engineering Services at Microsoft
- Degree in Cybersecurity from Western Governors University
- Technical Certificate in Commercial Diving from Divers Institute of Technology
- B.S. in Environmental Studies from The Evergreen State College

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

International Guest Director

Romi Arman is a renowned international expert with more than two decades of experience in **Digital Transformation**, **Marketing, Strategy** and **Consulting**. Through that extended trajectory, he has taken different risks and is a permanent **advocate** for **innovation** and **change** in the business environment. With that expertise, he has collaborated with CEOs and corporate organizations from all over the world, pushing them to move away from traditional business models. In this way, he has helped companies such as Shell Energy become **true market leaders,** focused on their **customers** and the **digital world.**

The strategies designed by Arman have a latent impact, as they have enabled several corporations **to improve the experiences of consumers, staff** and **shareholders** alike. The success of this expert is quantifiable through tangible metrics such as **CSAT**, **employee engagement** in the institutions where he has practiced and the growth of the **EBITDA financial indicator** in each of them.

Also, in his professional career, he has nurtured and **led high-performance teams** that have even received awards for their **transformational potential**. With Shell, specifically, the executive has always set out to overcome three challenges: meeting **customers**' complex **decarbonization** demands **supporting** a "**cost-effective decarbonization**" and **overhauling** a fragmented **data**, **digital and technology landscape**. Thus, his efforts have shown that in order to achieve sustainable success, it is essential to start from the needs of consumers and lay the foundations for the transformation of processes, data, technology and culture.

In addition, the executive stands out for his mastery of the **business applications** of **Artificial Intelligence,** a subject in which he holds a postgraduate degree from the London Business School. At the same time, he has accumulated experience in **IoT** and **Salesforce.**

Mr. Arman, Romi

- Digital Transformation Director (CDO) at Shell Energy Corporation, London, UK
- Global Director of E-Commerce and Customer Service at Shell Energy Corporation
- National Key Account Manager (OEM and automotive retailers) for Shell in Kuala Lumpur, Malaysia
- Senior Management Consultant (Financial Services Sector) for Accenture based in Singapore
- Graduate of the University of Leeds
- Graduate Diploma in Business Applications of AI for Senior Executives from London Business School
- CCXP Customer Experience Professional Certification
- IMD Executive Digital Transformation Course

Do you want to update your knowledge with the highest educational quality? TECH offers you the most updated content in the academic market, designed by authentic experts of international prestige"

International Guest Director

Manuel Arens is an **experienced data management professional** and leader of a highly qualified team. In fact, Arens holds the position of **global purchasing manager** in Google's Technical Infrastructure and Data Center division, where he has spent most of his professional career. Based in Mountain View, California, he has provided solutions for the tech giant's operational challenges, such as master **data integrity, vendor data updates** and vendor **prioritization** . He has led data center supply chain planning and vendor risk assessment, generating improvements in vendor risk assessment, resulting in process improvements and workflow management that have resulted in significant cost savings.

With more than a decade of work providing digital solutions and leadership for companies in diverse industries, he has extensive experience in all aspects of strategic solution delivery, including **marketing, media analytics, measurement** and **attribution.** In fact, he has received a number of accolades for his work, including the **BIM Leadership Award**, the **Search Leadership Award**, the **Lead Generation Export Program Award** and the **Export Lead Generation Program Award and the EMEA Best Sales Model Award.**

Arens also served as **Sales Manager** in Dublin, Ireland. In this role, he built a team of 4 to 14 members over three years and led the sales team to achieve results and collaborate well with each other and cross-functional teams. He also served as **Senior Industry Analyst,** Hamburg, Germany, creating storylines for over 150 clients using internal and third party tools to support analysis. He developed and wrote in-depth reports to demonstrate his mastery of the subject matter, including understanding the **macroeconomic and political/ regulatory factors** affecting technology adoption and diffusion.

He has also led teams at companies such as Eaton, Airbus and Siemens, where he gained valuable account management and supply chain experience. He is particularly noted for continually exceeding expectations by **building valuable customer relationships** and **working seamlessly with people at all levels of an organization**, including stakeholders, management, team members and customers. His data-driven approach and ability to develop innovative and scalable solutions to industry challenges have made him a prominent leader in his field.

Mr. Arens, Manuel

- Global Procurement Manager at Google, Mountain View, USA
- Senior Manager, B2B Analytics and Technology, Google, USA
- Sales Director - Google, Ireland
- Senior Industry Analyst at Google, Germany
- Accounts Manager - Google, Ireland
- Accounts Payable at Eaton, UK
- Supply Chain Manager at Airbus, Germany

Bet on TECH! You will have access to the best didactic materials, at the forefront of technology and education, implemented by internationally renowned specialists in the field"

International Guest Director

Andrea La Sala is an **experienced Marketing executive** whose projects have had a **significant impact** on the **Fashion environment**. Throughout his successful career he has developed different tasks related to **Products**, **Merchandising** and **Communication**. All of this linked to with prestigious brands such as **Giorgio Armani**, **Dolce&Gabbana**, **Calvin Klein**, among others.

The results of this **high-profile international executive** have been linked to his proven ability to **synthesize information** in clear frameworks and execute **concrete actions** aligned to **specific business objectives**. In addition, he is recognized for his **proactivity** and **adaptability to fast-paced** work rhythms. To all this, this expert adds a **strong commercial awareness,, market vision** and a **genuine passion** for **products**.

As **Global Brand and Merchandising Director** at **Giorgio Armani**, he has overseen a variety of **Marketing strategies** for **apparel** and **accesories**. His tactics have also focused on the **retail environment** and **consumer needs** and **behavior**. In this La Sala has also been responsible for shaping the commercialization of products in different markets, acting as **team leader** in the **Design**, **Communication** and **Sales departments**..

On the other hand, in companies such as **Calvin Klein** or **Gruppo Coin**, he has undertaken projects to boost the **structure**, and **development** of **different collections**. He has been in charge of creating **effective calendars** for buying and selling **campaings.** He has also been in charge of the **terms**, **costs**, **processes** and **delivery times** of different operations.

These experiences have made Andrea La Sala one of the main and most qualified **corporate leaders** in **Fashion** and **Luxury**. A high managerial capacity with which he has managed to effectively **implement the positive positioning** of **different brands** and redefine their key performance indicators (KPIs).

Mr. La Sala, Andrea

- Global Brand & Merchandising Director Armani Exchange at Giorgio Armani, Milan, Italy
- Merchandising Director at Calvin Klein
- Brand Manager at Gruppo Coin
- Brand Manager at Dolce&Gabbana
- Brand Manager at Sergio Tacchini S.p.A.
- Market Analyst at Fastweb
- Graduate of Business and Economics at Università degli Studi del Piemonte Orientale

The most qualified and experienced professionals at international level are waiting for you at TECH to offer you a first class teaching, updated and based on the latest scientific evidence. What are you waiting for to enroll?"

International Guest Director

Mick Gram is synonymous with innovation and excellence in the field of **Business Intelligence** internationally. His successful career is linked to leadership positions in multinationals such as **Walmart** and **Red Bull.** Likewise, this expert stands out for his vision to **identify emerging technologies** that, in the long term, achieve an everlasting impact in the corporate environment.

On the other hand, the executive is considered a **pioneer** in the **use of data visualization techniques** that simplified complex sets, making them accessible and facilitating decision making. This ability became the pillar of his professional profile, transforming him into a desired asset for many organizations that bet on **gathering information** and **generating concrete actions** from them.

One of his most outstanding projects in recent years has been the **Walmart Data Cafe platform**, the largest of its kind in the world that is anchored in the **cloud** aimed at ***Big Data***analysis. In addition, he has held the position of **Director** of **Business Intelligence** at **Red Bull,** covering areas such as **Sales, Distribution, Marketing and Supply Chain Operations**. His team was recently recognized for its constant innovation regarding the use of Walmart Luminate's new API for Shopper and Channel insights.

As for his training, the executive has several Masters and postgraduate studies at prestigious centers such as the **University of Berkeley,**in the United States, and the **University of Copenhagen**, in Denmark. Through this continuous updating, the expert has attained cutting-edge competencies. Thus, he has come to be considered a **born leader** of the **new global economy**, centered on the drive for data and its infinite possibilities.

Mr. Gram, Mick

- Director of Business Intelligence and Analytics at Red Bull, Los Angeles, United States
- Business Intelligence Solutions Architect for Walmart Data Cafe
- Independent Business Intelligence and Data Science Consultant
- Director of Business Intelligence at Capgemini
- Senior Analyst at Nordea
- Senior Business Intelligence Consultant at SAS
- Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- Executive MBA in e-commerce at the University of Copenhagen
- B.Sc. and M.Sc. in Mathematics and Statistics at the University of Copenhagen

Study at the best online university in the world according to Forbes! In this MBA you will have access to an extensive library of multimedia resources, developed by internationally renowned professors"

International Guest Director

Scott Stevenson is a distinguished expert in the **Digital Marketing** sector who, for more than 19 years, has been linked to one of the most powerful companies in the entertainment industry, **Warner Bros. Discovery.** In this role, he has played a fundamental role in **overseeing logistics** and **creative workflows** across various digital platforms, including social media, search, display and linear media.

This executive's leadership has been crucial in driving in **production strategies** in **paid media**, resulting in a **marked improvement** which has resulted in **company's conversion** rates. At the same time, he has assumed other roles, such as Director of Marketing Services and Traffic Manager at the same multinational during his former management.

Stevenson has also been involved in the global distribution of video games and **digital property campaigns**. He was also responsible for introducing operational strategies related to the formation, completion and delivery of sound and image content for **television commercials** and ***trailers***.

In addition, he holds a Bachelor's degree in Telecommunications from the University of Florida and a Master's Degree in Creative Writing from the University of California, which demonstrates his proficiency in **communication** and **storytelling.**. In addition, he has participated at Harvard University's School of Professional Development in cutting-edge programs on the use of **Artificial Intelligence** in **business.**. Therefore, his professional profile stands as one of the most relevant in the current field of **Marketing** and **Digital Media.**

Mr. Stevenson, Scott

- Director of Digital Marketing at Warner Bros. Discovery, Burbank, United States
- Traffic Manager at Warner Bros. Entertainment
- M.A. in Creative Writing from the University of California
- B.S. in Telecommunications from the University of Florida

Achieve your academic and career goals with the best qualified experts in the world! The faculty of this MBA will guide you through the entire learning process"

International Guest Director

Eric Nyquist is a leading **international sports professional**who has built an impressive career, noted for his **strategic leadership** and ability to drive change and **innovation** in **world-class** sports organizations.

In fact, he has held senior roles such as **Director of Communications and Impact** at **NASCAR**,based in **Florida, USA.** With many years of experience behind him at NASCAR, Mr. Nyquist has also held several leadership positions, including **Senior Vice President of Strategic Development** and **General Manager of Business Affairs,** managing more than a dozen disciplines ranging from **strategic development** to **entertainment marketing.**

Nyquist has also made a significant mark on **Chicago's top** sports franchises. As **Executive Vice President** of the **Chicago Bulls** and **Chicago White Sox** franchises, he has demonstrated his ability to drive **business** and **strategic success** in the world of **professional sports.**.

Finally, it is worth noting that he began his career in **sports** while working in **New York** as a **senior strategic analyst** for **Roger Goodell** in the **National Football League (NFL)** and, prior to that, as a **Legal Intern** with the **United States Football Federation.**

Mr. Nyquist, Eric

- Director of Communications and Impact at NASCAR, Florida, USA
- Senior Vice President of Strategic Development at NASCAR, Florida, United States
- Vice President of Strategic Planning at NASCAR
- Senior Director of Business Affairs at NASCAR
- Executive Vice President at Chicago White Sox Franchises
- Executive Vice President at Chicago Bulls Franchises
- Manager of Business Planning at the National Football League (NFL)
- Business Affairs/Legal Intern with the United States Soccer Federation
- Law Degree from the University of Chicago
- Master's Degree in Business Administration-MBA from the University of Chicago Booth School of Business
- B.A. in International Economics from Carleton College

Thanks to this university program, 100% online, you will be able to combine your studies with your daily obligations, under the guidance of the leading international experts in the field of your interest. Enroll now!"

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 and 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
- Professional Certification in IBM Cloud Solution Advisor

Professors

Mr. Cameo Gilabert, Carlos

- Founder and Chief Technology Officer of Second World
- Co-founder of Netspot
- Co-founder of Banc
- Chief Technology Officer at Jovid
- Full Stack Freelance 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 Second World
- 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 Second World and Head of the Metaverse
- Co-founder of TrueSushi
- Amazon Business Development Executive
- Graduate in Law and Marketing from the Complutense University of Madrid.
- HSK4 Mandarin Chinese by Beijing Language and Culture University
- Master's Degree in M&A and Private Equity from the IEB
- Cross border e-commerce bootcamp from Shanghai Normal University

Mr. Sánchez Temprado, Alberto

- Project Manager at Second World
- Game Evaluation Manager at Facebook
- Game Analyst at PlayGiga
- Level Designer at BlackChiliGoat Studio
- Game Designer at Kalpa Games
- 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 Second World
- Event Manager at The Pokémon Company International
- Manager of Metropolis Ab Alea SL
- PR Communicaction Manager at Cereal Talent Cafe
- Graduate in Business Sciences from the Rey Juan Carlos University
- Computer Systems Administrator with specialization in Networking
- Master's Degree in Commercial Management from Center of Financial Studies
- Master's Degree in Marketing by Center of Financial Studies

Mr. Fernández Ansorena, Nacho

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

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Impact on Your Career

This TECH program will be indispensable for business professionals who wish to turn their careers around, specializing in a complex area such as the Metaverse. Therefore, it is an Advanced Master's Degree that will include the most relevant aspects in this area, and that will mark a plus of quality in the graduates' resume. Undoubtedly, it is the opportunity they were waiting for to advance in their career.

Through an extensive library, with the most innovative multimedia resources, you will learn how to successfully manage your company, implementing the Metaverse as a tool"

You will get the job improvement you want thanks to the specialization that TECH offers you] with this Advanced Master's Degree.

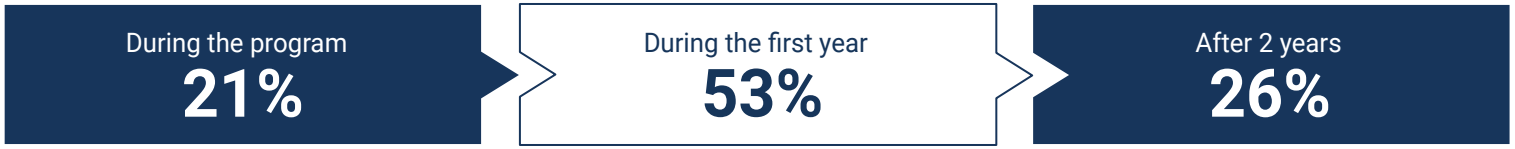
Are you ready to take the leap? Excellent professional development awaits you

The MBA in Metaverse at TECH Global University is an intensive program that prepares students to face challenges and business decisions, both nationally and internationally. Its main objective is to promote personal and professional growth Helping students achieve success.

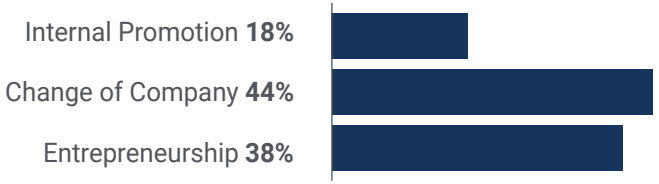
Therefore, those who wish to improve themselves, achieve a positive change at a professional level and interact with the best, will find their place at TECH.

A unique program that will make you more competitive. Bet on TECH and reach the top!

Time of Change



Type of change



Salary increase

This program represents a salary increase of more than **25.22%** for our students

11

Benefits for Your Company

This TECH program has been designed thinking about the specialization needs of business professionals in business management and the Metaverse, but also about what graduates will be able to contribute to the companies in which they work. Therefore, it will not only be a competitive advantage for the students themselves, making them more employable, but also for the companies, where they will be able to contribute all their value and knowledge.

You will bring to the companies in which you work a new model of leadership and management, more current, more competitive and focused on the management of the Multiverse"

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

01

Growth of talent and intellectual capital

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

Building agents of change

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

04

Increased international expansion 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 program will equip students with the skills to take on new challenges and drive the organization forward.

12

Certificate

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

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

This private qualification will allow you to obtain a **MBA in Metaverse** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra (***official bulletin***). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

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

Title: **Advanced Master's Degree MBA in Metaverse**

Modality: **online**

Duration: **2 yeas**

Accreditation: **120 ECTS**


tech global university

Mr./Ms. _____, with identification document _____
has successfully passed and obtained the title of:

Advanced Master's Degree MBA in Metaverse

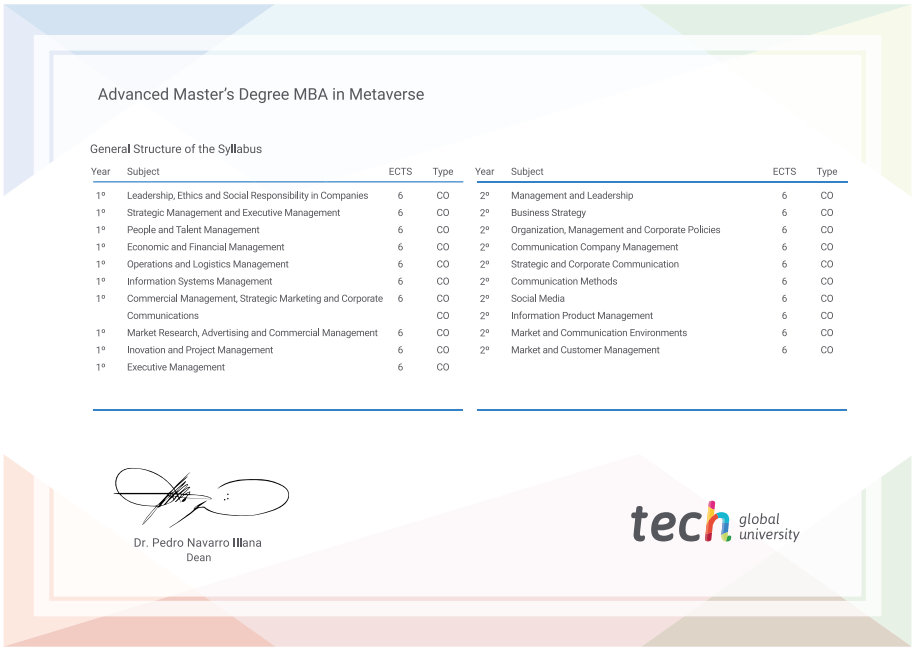
This is a private qualification of 3,600 hours of duration equivalent to 120 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Dean

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country. Unique TECH Code: AFWORD23S techtitute.com/certificates


Advanced Master's Degree MBA in Metaverse

General Structure of the Syllabus

Year	Subject	ECTS	Type
1º	Leadership, Ethics and Social Responsibility in Companies	6	CO
1º	Strategic Management and Executive Management	6	CO
1º	People and Talent Management	6	CO
1º	Economic and Financial Management	6	CO
1º	Operations and Logistics Management	6	CO
1º	Information Systems Management	6	CO
1º	Commercial Management, Strategic Marketing and Corporate Communications	6	CO
1º	Market Research, Advertising and Commercial Management	6	CO
1º	Inovation and Project Management	6	CO
1º	Executive Management	6	CO

Year	Subject	ECTS	Type
2º	Management and Leadership	6	CO
2º	Business Strategy	6	CO
2º	Organization, Management and Corporate Policies	6	CO
2º	Communication Company Management	6	CO
2º	Strategic and Corporate Communication	6	CO
2º	Communication Methods	6	CO
2º	Social Media	6	CO
2º	Information Product Management	6	CO
2º	Market and Communication Environments	6	CO
2º	Market and Customer Management	6	CO

Dr. Pedro Navarro Illana
Dean

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*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.

tech global university

Advanced Master's Degree
MBA in Metaverse

- Modality: **online**
- Duration: **2 years**
- Certificate: **TECH Global University**
- Accreditation: **120 ECTS**
- Schedule: **at your own pace**
- Exams: **online**

Advanced Master's Degree

MBA in Metaverse

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