

# Postgraduate Certificate Business Models and Use Cases in the Metaverse



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

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University Graduates, Graduates and Undergraduates who have previously completed any of the programs in the fields of Social and Legal Sciences, Administrative and Business Sciences, as well as technology professionals looking to reinvent their careers in an industry with a bright future.

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

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# 01 Welcome

Today, the metaverse is transforming the digital world and companies must be prepared to embrace this new virtual reality. From education and entertainment, to e-commerce and the creation of online communities, the metaverse has a wide variety of applications in the business world. Due to its enormous importance, a great demand for professionals specialized in this area is generated every day. Therefore, this program becomes the ideal option to specialize in a sector of great projection and to occupy prestigious positions. All this, taught through a 100% online format and the flexibility for students to organize their academic resources and adapt the program to their own pace.



Postgraduate Certificate Business Models and Use Cases in the Metaverse. TECH Global University



“

*Do you want to be a pioneer in the Metaverse and lead the digital transformation of the future? Dive into this program and acquire the skills you need to shine in the virtual world in just 6 weeks!”*

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.





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



### Analysis

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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* methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



### 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 groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### 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"*

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 Global University community.

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

# 04 Objectives

The Postgraduate Certificate in Business Models and Use Cases in the Metaverse is designed to provide students with a complete and updated training on the metaverse and its applications in the business world. Upon completion of the program, students will be able to create and manage high quality business models in the metaverse, allowing them to take full advantage of the opportunities provided by this new virtual reality.



“

*Be part of the educational and job market revolution in the Metaverse, exploring e-learning and educational interoperability on Web 3.0”*

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

The Postgraduate Certificate in Business Models and Use Cases in the Metaverse will enable the student to:

01

Determine the barriers and potential for VR and AI

04

Develop business capacity in the Metaverse in different sectors and industries

02

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

03

Develop the ability to understand advanced programming concepts





05

Analyze different actions with a social impact replicable in the real world

06

Structure a marketing plan in a new universe

07

Develop marketing strategies in the Metaverse

08

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



05

# Structure and Content

The Postgraduate Certificate in Business Models and Use Cases in the Metaverse makes use of the Relearning methodology, which offers a personalized and flexible learning experience to students. It consists of a high quality program, designed for students to acquire valuable skills for today's business world. The combination of innovative educational resources, the flexibility of the program and the expertise of the teaching team ensures a unique educational experience.





*Gain knowledge about DAO in the Metaverse, understanding governance, decision-making power and community loyalty backed by Blockchain technology"*

## Syllabus

In developing the syllabus for the Postgraduate Certificate in Business Models and Use Cases in the Metaverse, the teaching team, composed of industry professionals, has taken into account the specifications and requirements that students need to succeed in the business world of the metaverse. This has resulted in a multidisciplinary, cutting-edge and intensive program that will prepare students to meet the challenges of the metaverse.

The program offers 180 hours of diverse content, ranging from top-notch subject matter to use cases in the metaverse, along with additional material for students to delve deeper into different aspects of the program. Students will learn about the keys to building a decentralized metaverse, the successful business models within this industry and the key players involved in a virtual project.

Upon completion of this program, students will have a high degree of specialization in the metaverse field, which will allow them to achieve their most ambitious career goals and open up to a more prosperous and successful future career. Additionally, the program is delivered online, giving them the flexibility to adapt the program at their own pace and in as little as 6 weeks of training.

This Postgraduate Certificate is developed over 6 weeks and is divided into 1 module:

### Module 1.

Business Models. Metaverse Case Studies



### Where, When and How is it Taught?

TECH Global University offers the possibility of developing this Postgraduate Certificate in Business Models and Use Cases in the Metaverse completely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

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

**Module 1. Business Models. Metaverse Case Studies**

**1.1. The Metaverse, a Business Model**

- 1.1.1. The Metaverse as a Business Model
- 1.1.2. Risk
- 1.1.3. Habit Changes

**1.2. Metaverse Marketing and Advertising Tools**

- 1.2.1. AR&AI. Marketing Revolution
- 1.2.2. VR Marketing
- 1.2.3. Video Marketing
- 1.2.4. Live Streams

**1.3. Company's Virtual Spaces**

- 1.3.1. Connecting the Real and Virtual World
- 1.3.2. Metaverse and Business. Company's Virtual Spaces
- 1.3.3. Brand Impact and Reputation

**1.4. Metaverse: Education and Disruptive Learning. Industry Application**

- 1.4.1. E-Learning
- 1.4.2. Training Interoperability
- 1.4.3. Web 3 and the Metaverse. Labor Market Revolution

**1.5. The Tourism and Cultural Sector Revolution**

- 1.5.1. VR& AR. New Travel Concept
- 1.5.2. Real and Virtual World Impact
- 1.5.3. Geographical Barrier Elimination

**1.6. Product and Service Marketing through Real to Virtual World Connection and Vice Versa**

- 1.6.1. New Sales Channels Creation
- 1.6.2. Improve Purchasing Process User Experience
- 1.6.3. Content Consumption

**1.7. Metaverse Events through Virtual Environments**

- 1.7.1. Content Network
- 1.7.2. New ways of Communication in Interaction
- 1.7.3. Unlimited Range

**1.8. Metaverse Data Management and Security**

- 1.8.1. Management and Security Data Protection
- 1.8.2. Data Interoperability
- 1.8.3. Traceability

**1.9. Visual SEO. Online Positioning**

- 1.9.1. AI, the Basis of the New Positioning
- 1.9.2. Added Value to the Audience
- 1.9.3. Unique and Customized Content

**1.10. DAO in the Metaverse**

- 1.10.1. Blockchain Back-Up
- 1.10.2. Governance and Decision-making Power
- 1.10.3. Community Loyalty



*With TECH you will master Visual SEO and online positioning in the Metaverse, using artificial intelligence to create unique and personalized content"*



# 06

# 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.*



## 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.

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

## 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.



07

# Our Students' Profiles

The Postgraduate Certificate in Business Models and Use Cases in the Metaverse is aimed University Graduates, Graduates and Undergraduates who have previously completed any of the following programs in the field of Social and Legal Sciences, Administration and Economics.

The diversity of participants with different academic profiles and from multiple nationalities makes up the multidisciplinary approach of this program.

Professionals who, being university graduates in any area and have two years of work experience in Management at Metaverse field, may also take the Postgraduate Certificate.







*Enter the Metaverse and stand out in an emerging job market, developing skills and strategies through an updated and flexible syllabus”*

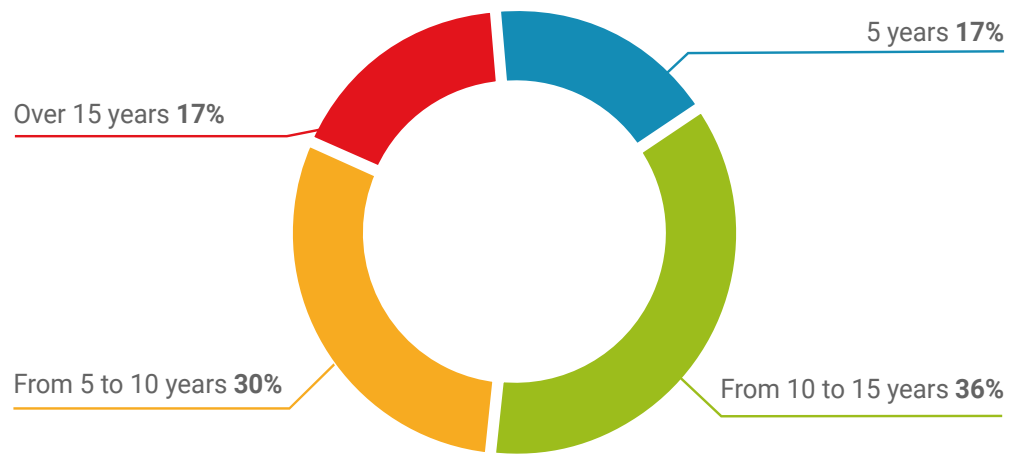
### Average Age

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

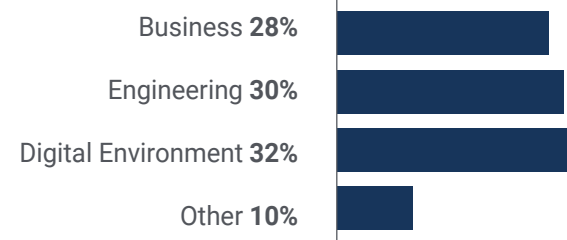
### Years of Experience

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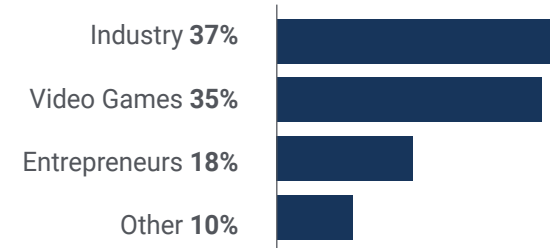
### Training

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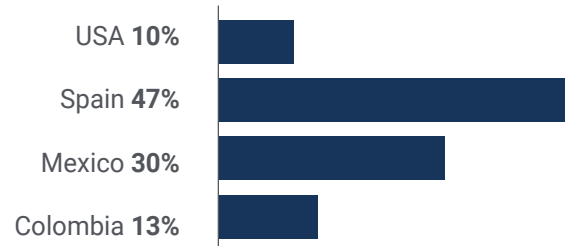
### Educational Profile

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## Geographical Distribution

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## Andrés Felipe Salgado

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UX Designer at Metaverse

*"Studying this very comprehensive program allowed me to acquire valuable skills in the virtual business world. Additionally, the flexibility of the program allowed me to adapt the pace of study and focus on the topics I was most interested in. I highly recommend this program to anyone interested in the metaverse world."*

08

# Course Management

The teaching team of the Postgraduate Certificate in Business Models and Use Cases in the Metaverse is composed of professionals with extensive experience in the business world and in metaverse technology. Each of them has an outstanding professional background, having worked in companies such as IBM, Amazon and in projects such as Second World and TrueSushi. These subject matter experts provide students with knowledge and practical skills in areas such as business development, business strategy and the implementation of emerging technologies.



“

*A teaching panel that will give you the basics to connect the real world with the virtual one, creating virtual spaces for companies and maximizing the impact and reputation of brands"*

## Management



### Mr. Cavestany Villegas, Íñigo

- ♦ Co-Founder & Head of Ecosystem of Second World
- ♦ Web3 and Gaming Leader
- ♦ IBM Cloud Specialist at IBM
- ♦ Advisor at Netspot OTN, Velca and Poly Cashback
- ♦ Teacher in business schools such as IE Business School or IE Human Sciences and Technology.
- ♦ Graduate in Business Administration from IE Business School
- ♦ Master's Degree in Business Development from the Autonomous University of Madrid
- ♦ IBM Cloud Specialist
- ♦ Profession Certification in IBM Cloud Solution Advisor

## Professors

### Mr. López-Gasco, Alejandro

- ♦ Co-founder of SecondWorld and Head of the Metaverse
- ♦ Co-founder of TrueSushi
- ♦ Amazon Business Development Executive
- ♦ Graduate in Law and Marketing from the Complutense University of Madrid.
- ♦ HSK4 Mandarin Chinese by Beijing Language and Culture University
- ♦ Master's Degree in M&A and Private Equity from the IEB
- ♦ Cross border e-commerce bootcamp from Shanghai Normal University



09

# Impact on Your Career

TECH Global University designs this type of qualifications including the most extensive and thorough information. However, one of the most significant characteristics of this Postgraduate Certificate is that the graduate will be able to work on the improvement of their professional skills, as well as on their managerial skills through the resolution of complex situations. In this way, they will be prepared to assume, with total guarantee of success, the management of any project, which will allow them to potentially progress along the way to prestigious positions.





“

*Having this degree on your resume will open many doors in the virtual industry job market and will help you get prestigious positions in the best companies”*

### Are you ready to take the leap?

#### Excellent professional development awaits you

The Postgraduate Certificate in Business Models and Use Cases in the Metaverse from TECH Global University is an intensive program that prepares you to face challenges and business decisions in the Metaverse Management field. The main objective is to promote your personal and professional growth. Helping you achieve success.

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

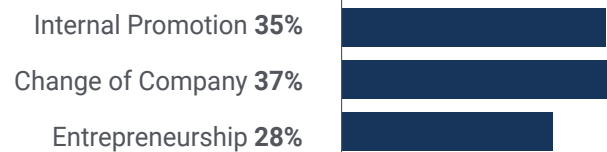
*Ensure the management and protection of data in the Metaverse, guaranteeing the interoperability and traceability of information with this 100% online qualification.*

*Do you aspire to revolutionize the industry with innovation in the Metaverse? This Postgraduate Certificate will provide you with the tools and knowledge to make it happen.*

#### Time of change



#### Type of change



## Salary increase

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



10

# Benefits for Your Company

The specialist who has completed the Postgraduate Certificate in Business Models and Use Cases in the Metaverse can be a significant asset to companies looking to expand their presence in the virtual world. These professionals are prepared to address challenges and make informed decisions in this emerging and highly competitive environment and highly competitive environment, which can result in greater success in marketing and branding.



“

*Become a leader in the Metaverse era and master the skills to create, manage and promote virtual spaces, events and unique experiences"*

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.

11

# Certificate

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





“

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

This program will allow you to obtain your **Postgraduate Certificate in Business Models and Use Cases in the 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.

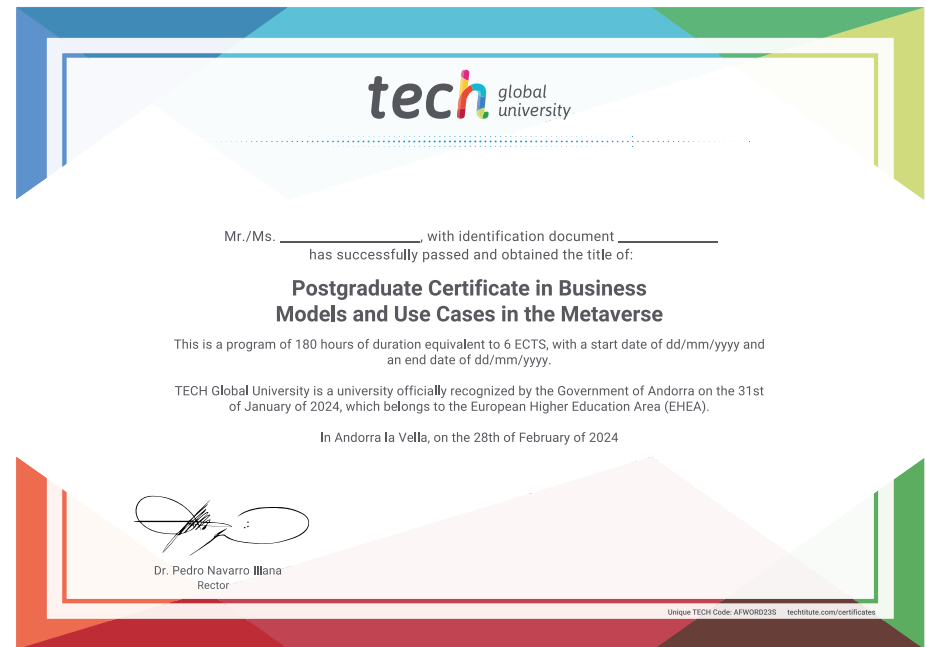
This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

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

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**





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