

international
summer
school 2023

COURSE SYLLABUS
SUMMARY



BUSINESS IN METAVERSE: APPLICATIONS AND IMPLICATIONS

Professor

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June 5 – June 17

Monday-Friday Section 1* (9:00 am – 12:00 m)
*Thursday June 8th (2:00 pm – 5:00 pm)
Section 2 (6:00 pm – 9:00 pm)

Saturday Section 1 (9:00 am – 12:00 m)
Section 2 (1:00 pm – 4:00 pm)

ON CAMPUS

DESCRIPTION

The world is swiftly preparing for the metaverse as it rapidly evolves from a sci-fi concept into a reality, which brings turbulence in the technology driven world. Metaverse has been touted to form the next generation of business applications and models, which will have significant implications for society and organisational functions. It has gained traction from technology companies like Microsoft, Facebook and Nvidia, and retailers like Nike and Ralph Lauren, offering a blend of online and offline experiences occurring in several alternative worlds. The proliferation of technologies such as virtual reality, augmented reality, mixed reality, artificial intelligence, blockchain applications such as smart contract and non-fungible tokens (NFTs) and cloud computing (5G networks) are playing a pivotal role in accelerating the adoption and virtual immersive experiences of users, causing business model disruption as well as innovation in the metaverse ecosystem. The aim of the course is to immerse the learners in the world of metaverse, to understand its various dimensions and current applications, capability to innovate and disrupt business functions, models and processes, reflect on the developing new business strategies so that physical and virtual business ecosystems can co-exist and seamlessly complement each other.

OBJECTIVES

The key learning objectives of the course are:

1. Understand what is metaverse, various dimensions, and applications in various business contexts, including fashion, retail, B2B, operations and supply chain management, health care, advertising, work and employment.
2. Reflect on the existing business applications in metaverse to critically assess the role and implications for organisations, workforce, consumers, and policymakers.
3. Comprehend how various emerging technologies such as blockchain, virtual and augmented reality, will be used in metaverse, and implications for businesses and consumers.
4. Outline and identify strategies that will help organisations to effectively operate in metaverse to achieve productivity and sustainability.

METHODOLOGY

Each three-hour session will be split into small teaching blocks

- 1 hour: Lecture followed by a short break
- 1 hour: Case-study discussion or Team activity and a short break
- Final hour: All groups to present their work and wrap up

EVALUATION

- Individual quizzes during sessions: 25%
- Individual blog: 25%
- Team project: 50%

PRE-REQUISITES

N/A