

# MUNJAL BIRMINGHAM CITY UNIVERSITY

CENTRE OF INNOVATION AND ENTREPRENEURSHIP



BIRMINGHAM CITY  
University

MBCIE

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MASTER OF SCIENCE

APPLIED  
METAVERSE  
AND

DIGITAL LEADERSHIP





MUNJAL BIRMINGHAM  
CITY UNIVERSITY CENTRE  
OF INNOVATION AND  
ENTREPRENEURSHIP

Munjal Birmingham City University Centre of Innovation and Entrepreneurship (MBCIE) promoted by Munjal family and Birmingham City University (BCU), UK is engaged in promoting Innovation, Industry 4.0 and entrepreneurship.

MBCIE seeks to transform industrial enterprises and promote entrepreneurship through world class education, training and research and development.



**MBCIEVERSE**  
EXTENDED REALITY LABORATORIES



MBCIEverse is North India's first physical Metaverse lab. It is led by VR/AR experts from the UK and equipped with cutting - edge VR/AR headsets for teaching and research.

**MBCIE**



# PROGRAMME INTRODUCTION

Metaverse is the next revolution after the Internet. It is an immersive virtual-reality world where users can communicate and interact with each other and digital 3D environments/assets. The topic and interest in the Metaverse has been very high and has kept increasing rapidly since 2021. World-leading technology companies such as Meta (Facebook), Microsoft, and Apple have all invested and declared their Metaverse ambitions as Metaverse is a completely new area revolutionizing the digital world, there is a growing demand for people how to enterprise in metaverse technology.



In this programme students would discover how to leverage the competitive strengths utilise disruptive technologies into business and implement practices that drive high performance gains, management and leadership skill for sustained competitive growth. This programme allows you to make digital transformation as the core of your business strategy and evolve as a more flexible organization that aligns with firms strategic goal.

## LEARNING OUTCOMES

### INDIA'S 1<sup>ST</sup> MSC IN METAVERSE

02

#### LEADERSHIP SKILLS

To have a deep understanding of the major leadership theories to develop digital leaders in the digitalized world.

04

#### STEAM PEDAGOGY

To foster an interdisciplinary way of thinking using STEAM pedagogy, aimed at finding the most innovative solutions to today's business challenges.

06

#### PLACEMENT EXPOSURE

The Capstone Project will lead you into 3 months placement which would advance your industrial work experience.

01

#### METAVERSE TECHNOLOGIES

To understand the enabling Metaverse technologies (example: AR, VR, Blockchain etc) and existing solutions systematically.

03

#### HANDS-ON PRACTICALS

Develop relevant skills and attributes to understand Metaverse applications which address real world business problems innovatively.

05

#### CRITICAL THINKING

To think critically and be creative in adopting digital business solutions.



# PROGRAMME STRUCTURE

## MSC IN METAVERSE AND DIGITAL LEADERSHIP

The entire programme consists of 180 credits (6 Modules + 1 Capstone Project) over 15 Months. Students will pursue the first semester (60 credits) in Munjal Birmingham City University Centre of Innovation and Entrepreneurship (MBCIE), India. And the remaining (120 credits) in Birmingham City University (BCU), UK. The Capstone project will be an Industrial project.

Semester	Credits
Semester 1 (3 Months) In India, MBCIE Campus	60
Semester 2 (6 Months) In UK, BCU Campus	60
Capstone Project (6 Months) In UK, BCU Campus	60
Total (15 Months)	180

£12,500

\*Terms and Conditions applied

**NO  
IELTS  
REQUIRED**

**MODE  
OF  
STUDY**

**This is a Full-time Programme**

**AWARD**

Student will receive BCU,  
UK Master's Degree  
Certification.



# LIFE AT BCU



The cross-disciplinary nature of the course equip students to be versatile in taking appropriate decision with respect to technology as well as management for Metaverse digital transformation.

This would create a digital business leader by going through the process and addressing the issues of innovation, and creativity. The learning here goes beyond academic knowledge, it's more about joining a network of creative and like minded people. hard working, real, purposeful energy that all merges together.

**Some of the career prospects for Metaverse in leadership roles are:**

- Metaverse Manager
- Metaverse Marketing Specialist
- Metaverse Researcher
- Metaverse Architect
- Metaverse Educator

## PRACTICALITY

Metaverse jobs are highly in demand in India as more and more companies are venturing into this domain to capitalise on the new technological wave and according to industry experts the Indian metaverse job market is estimated to grow steadily in the coming years, creating thousands of new jobs.

The career opportunities for metaverse jobs in the UK are very promising. BCU have many Industry partners and work with big name employers like BBC, the NHS, Jaguar Land Rover, Cisco, Microsoft and the Royal Shakespeare Company.



# CAREER PROSPECT





**BIRMINGHAM CITY**  
University

**MBCIE**

Presented by  
**BIRMINGHAM CITY**  
University

GIVE WINGS TO YOUR DREAM

### **ADMISSION REQUIREMENTS**

UNDER GRADUATE WITH  
**BUSINESS/MANAGEMENT/ENGINEERING/  
ARTS/RELEVANT BACKGROUND.**

**COURSE FEES**

**£ 12,500**

\*TERMS AND CONDITIONS APPLY

### **APPLICATION**

TO APPLY FOR THE PROGRAMME,  
APPLICANTS CAN DIRECTLY  
CONTACT MBCIE VIA  
**WWW.MBCIE.ORG** OR THROUGH  
OUR PARTNER INSTITUTE.

THIS PROGRAMME HAS A QUOTA  
FOR ADMISSION THEREFORE EARLY  
APPLICATION IS STRONGLY  
ENCOURAGED.

MORE INFORMATION CAN BE FOUND AT

**WWW.MBCIE.ORG**

WWW.BCU.AC.UK



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