University of Applied Sciences and Arts Northwestern Switzerland
School of Business

Course Outline

Virtual Exchange Spring Semester 2026

Course Title: Web 3.0: Gaming, Community Management und Krypto Assets (in German)

Number of ECTS-Credits: 3

Format of the course:

☒ synchronous online course (FIX timeslots)

☐ asynchronous online course (NO fix timeslots)

☐ mix of synchronous and asynchronous online course

☐ synchronous hybrid course (students can choose online OR on campus in FIX timeslots)

☐ asynchronous hybrid course (students can choose online OR on campus in NON-fix timeslots)

☐ mix of synchronous and asynchronous hybrid course

☐ other, namely:

Number of Students accepted

☒ Total number of students is limited to 30

☐ Total number of students is unlimited

☒ Total number of virtual exchange students is limited to 10

☐ Total number of virtual exchange students is unlimited

Responsible lecturer: Marco Casanova

Link to lecturer's profile at FHNW: Marco Casanova | FHNW

Table of Contents

1. Course content

This course follows a **hands-on, future-oriented approach**. It blends business theory with emerging Web 3.0 technologies, promoting entrepreneurial thinking and digital literacy. Emphasis is placed on **practical application**, peer learning, and real-world relevance through use cases presented by experts in the various fields and topics covered.

The course is designed to foster **strategic insight** into decentralized ecosystems and to understand the huge potential of the platform economy. Through live webinars, guest speakers from the Web 3.0 industry, and collaborative project work, students gain firsthand exposure to the opportunities and challenges in WEB 3.0 - based businesses.

The module aligns with FHNW's values of innovation, responsibility, and practical relevance—equipping students to responsibly lead in the next digital era.

2. Learning objectives

After completing this module, students will be able to:

Knowledge & Understanding

- Explain the technological foundations and societal impact of Web 3.0
- Understand blockchain mechanics, token standards, and smart contracts
- Describe the mechanics of the Gaming and eSports Industry and NFT-based economies

Analytical Skills

- Evaluate different cryptoassets and their use in gaming and community ecosystems
- Assess the risks and opportunities in decentralized platforms
- Analyze tokenomics, governance models, and incentive structures

Practical Skills

- Operate crypto wallets, interact with dApps, and participate in NFT marketplaces
- Design and simulate a token economy or governance model
- Develop strategies for community building and user engagement

Communication & Collaboration

- Pitch a Web 3.0 concept effectively to stakeholders
- Work in interdisciplinary teams to develop a project using Web 3.0 principles
- Navigate cultural and behavioral dynamics in online and decentralized communities

This module prepares students for business roles in innovative digital ecosystems, startups, and blockchain-based ventures.

Goals related to intercultural and international aspects of the topic

- Explain the dimensions of culture and how they impact aspects of the topic
- Evaluate international aspects of the topic, consider cross-cultural implications
- Collaborate in various cultural settings, achieving specific and desired results
- Reflect on own intercultural awareness, cultural orientation and own communication preferences

3. Prior knowledge and entry requirements

- As this module requires participants to be able to discuss complex issues fluently, a good level of German is required min. B2/C1 (CEFR), IELTS 5.5, TOEFL iBT 46-59 or equivalent
- There are no further formal entry requirements for this course.

4. Course structure and dates

Thursdays, 17:30 - 20:15

19th February	Kick Off Course Organization Fundamentals of Web 3.0 and decentralization	Marco Casanova, lic.rer.pol.
26th February	Development from Web 1.0 to Web 2.0 and 3.0 Case studies: Decentraland, Sandbox, etc.	Fabian Wicki (Gestalt, Bern) / tbc
5th March	Gaming & eSports ecosystems	Executive from MYI (https://myi.agency/) / tbc
12th March	Community management through Digital Branding and Stakeholder Engagement	Marco Casanova, lic.rer.pol.
19th March	Legal and regulatory implications in Switzerland and globally	Prof. Dr. Andres Furrer / tbc
26th March	Token economies and NFTs	Toni Caradonna (ESG meets Blockchain Summit, Award Winner 2024 Category Game Changing) / tbc
9th April	Blockchain and smart contracts Best Practive Example: Hypercube.eco	Pietro Gorgazzini (Founder and CEO Hypercube, ESG meets Blockchain Summit Award Winner 2025 Category Game Changing) / tbc
16th April	Crypto wallets, exchanges, and asset management Best Practice Example: https://www.cvlabs.com/	Mathias Ruch (Founder and CEO, Chairman Expert Council Swiss Blockchain Federation and ESG meets Blockchain Summit Award Winner 2024 Category Visionary) / tbc
30th April	DAOs (Decentralized Autonomous Organizations) Startup: www.mecarreira.com	Alessandro Pecorelli (CTO) / tbc
7th May	Growth strategies and governance models in Web 3.0 projects	Marco Casanova, lic.rer.pol.
28th May	Group Presentations (Part 1)	
4th June	Group Presentations (Part 2)	

5. Assessment

☒ Assessment with (online)presentation, report, groupwork, test etc. during semester
☐ Final written test on campus can be replaced for remote students with an additional assignment
☐ Final written test on campus can be replaced for remote students with oral testing

6. Literature

Required reading (at the beginning): Pop-Up-Brands.com – Business Excellence in Brand Management in the Industry 4.0 Era by Marco Casanova
Various current white papers on compelling articles, projects and initiatives.
Further literature.

7. Grading

☐Pass-fail

☒According to swiss grading system (see below)

Mark	6.0	5.5	5.0	4.5	4.0	below 4
In words	excellent	very good	good	satisfactory	pass	fail