

NEWS

Peggy Johnson Talks “Business in the Metaverse Economy” with The Wharton School

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The Aresty Institute of Executive Education at the Wharton School of the University of Pennsylvania recently announced the launch of its newest online program, [Business in the Metaverse Economy](#).

This six-week Wharton certificate program is designed for business and technology professionals seeking to learn how metaverse technology can be applied to their businesses and unlock value for the global economy. With the launch of this course, Wharton becomes the first Ivy League business school to launch a program on the topic of metaverse technology.

Magic Leap CEO Peggy Johnson participated in an interview that is included in two parts of the course. In the first part, she helps explain the difference between adoption

decisions by businesses and those by consumers. She further discusses how this difference impacts customer targeting by a company such as Magic Leap. The course features a case study about Magic Leap's transition in focus from consumer to enterprise. In the second part of the course, Johnson illustrates, through examples, how augmented reality is used by companies in their operations and how that can impact processes and management.

"I was honored when Wharton approached Magic Leap and asked for us to participate in this new business course. I think it shows that the metaverse and augmented reality are increasingly seen as technologies that will shape our future and better our world," said Johnson.

For more information about the Business in the Metaverse Economy certificate program from Wharton, including the course outline, visit <https://www.web3.wharton.upenn.edu/metaverse>.



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Peggy Johnson • Following

Chief Executive Officer at Magic Leap

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I am excited to announce my involvement in **The Wharton School's** flagship online program: Business in the Metaverse Economy. Complete with 50+ lecture videos, 6 industry case studies, & interactive metaverse learning experiences. Learn more at: <https://whr.tn/3v1DegE> #whartonmetaverse



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