

# BLOC3 - EXECUTIVES

Executive Briefing for the Busy Professional



**Audience:** Executives, Entrepreneurs, Government, Strategic Decision Makers

**Prerequisites:** **BLOC1**

**Time:** 3 Hours Per Week for 4 Weeks

**Delivery:** In person.

**Price:** \$3,797 + GST

## Summary

Gives strategic decision makers a sound foundation for understanding the technology and its strategic implications. Blockchain Foundation for Executives is aimed at professionals with insight into their respective fields. The course covers enough technical details so that you can seriously assess the strengths, weaknesses, opportunities and threats of the technology in regard to your field.

Blockchain technology is uniquely suited to solve some very specific problems. It can be helpful for a few more. And it is definitely not suited for a broad range of use cases. In this course you will explore different case studies and learn why blockchain technology was or was not used.

As part of the course you will work on your own case study. The course is graded and students reaching an average grade of higher than 80% will receive a certificate.

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## Syllabus

### What is Blockchain and how does it work?

In the first module we are looking at how the technology developed, how it works and who is driving the development and adoption today. As part of this you will get an overview of existing protocols and what to look out for.

- A slightly technical introduction
- Smart contracts
- Existing technologies
- Who to watch in Blockchain
- History of Blockchain

### **Business models in the crypto economy**

Blockchain technology, when applied in its originally intended form, is decentralised and resists traditional business models based on intermediaries and information asymmetry. Who is experimenting with new business models and what could that lead to? How can we build new models based on game theory?

- What is a public Blockchain?
- Game theory
- Crypto funding models
- Marketplace business models
- Case studies

### **Blockchain for the traditional economy**

When applied to companies operating on current business models Blockchain can still be useful in some cases. We will cover which use cases have been identified so far and how this could apply to your industry.

- How do private Blockchains work?
- Looking at Blockchain Consortia
- Case studies

### **Future Developments: Technical, Legal, Social**

What does the future hold? What are the likely developments in this technology? How do regulators respond and how is that going to change in the future?

- Blockchain Scaling
- Mapping legislation and regulation
- Ethical considerations

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