

Blockchain Entrepreneurship Program

The Blockchain Entrepreneurship Program is an online, three level educational series focused on preparing graduates to master blockchain and cryptocurrencies as required for employment, as well as how these technologies can be used as an entrepreneur. Blockchain has been named the #1 Job Skill for the year 2020 by LinkedIn, and has also been one of the most active areas of focus driving billions of dollars in startup investments globally.

At the end of the program attendees should leave with the knowledge, vocabulary and skills needed to manage blockchain and cryptocurrencies in professional situations, as well as understand and apply valuable entrepreneurial concepts as they work hands-on with blockchain and cryptocurrency focused projects, and in the development of business essential deliverables.

Why Blockchain?

- The impact of blockchain technology is being felt across a wide range of industries including banking, healthcare, entertainment and supply chain management.
- Blockchains are fast becoming the backbone for the new digital economy.
- It is a disruptive technology that is rapidly generating new opportunities for employment.
- There is a global shortage of talent trained in blockchain technology and application development.

Admission Requirements

- You need a computer (with at least 8 GB RAM and 100 GB free space) Linux, MacOS Or Windows
- Access to the internet

Level 1 - Introduction

Blockchain Certificate Description:

The Blockchain Certificate program is designed to provide students with solid, professionally focused knowledge of blockchain, the #1 Job Skill according to LinkedIn for the year 2020. This online program is



designed for students at all levels of experience, and no previous computer experience is required. The course delivers a solid, professionally focused knowledge of blockchain across a wide range of business-critical areas. It also includes a strong focus on entrepreneurship and how blockchain technology is driving a massive investment opportunity and countless startups leveraging the disruptive nature of this technology.

Learning Outcomes:

By the end of this course you will be able to:

- Describe the origin of blockchain technology
- Define blockchain including its purpose
- Describe the difference between public, private, consortium and permissioned Blockchain networks
- Explain the purpose of cryptocurrencies
- Define how cryptocurrencies fit into the digital economy
- Understand the concept of "Disruptive Technologies" and it applies to blockchain and cryptocurrencies
- Explore multiple opportunities to use blockchain and cryptocurrency as an entrepreneur

Course Contents Week by Week:

Week 1 - Blockchain: A New World of Value and Business Opportunities

Week 2 - Understanding Blockchain

Week 3 - Cryptocurrencies

Week 4 - Blockchain Real World Use Cases

Week 5 - Blockchain Platforms and Networks

Week 6 - Blockchain Network Security

Week 7 - Disruptive Innovation and Blockchain

Week 8 - Entrepreneurship in the Age of Blockchain

Level 2 – Advanced

Blockchain Advanced Level Certificate Description:

The Blockchain Advanced Level Certificate program is designed to provide students with deeper understanding and mastery of blockchain and cryptocurrencies.

This online program is designed for students who have a solid understanding of blockchain and cryptocurrency, but wish to take their expertise to a higher level.

A strong understanding of blockchain and cryptocurrency is required to participate, and topics covered will dive deeper into technical elements and platform specific subjects.

Learning Outcomes:

By the end of this course you will be able to:

- Explain and apply the concepts of tokenization
- Understand and describe how Bitcoin transactions work
- Describe the various elements of cryptography used in blockchain and Cryptocurrencies and how they work.
- Describe in depth the use and application of Smart Contracts

Course Contents Week by Week:

Week 1 - Blockchain Advanced Concepts... Moving Beyond Bitcoin

Week 2 - Tokenization

Week 3 – Cryptocurrencies Deep Dive

Week 4 – Bitcoin Advanced Level Transactions

Week 5 - Blockchain and Supply Chain Management

Week 6 - Cryptography Elements in Blockchain & Cryptocurrency

Week 7 – Smart Contracts

Week 8 - Blockchain Advanced Level Use Cases

Level 3 – Making It Work

Blockchain Project

This final level in the Blockchain Entrepreneurship Certificate Program is where the student will create working models of the four key components for becoming a blockchain entrepreneur or in introducing new ways to do business utilizing blockchain technology.

Learning Objectives:

By the end of this course you will be able to:

- Explain, understand, and conduct trades in Cryptocurrency, tokens and digital assets.
- Explain, understand, and create a whitepaper for an Initial Coin Offering (ICO) approach for raising capital
- Create a fully functional business plan
- Create a approach for marketing, selling and advertising your business.

Course Contents Week by Week:

Week 1-2: Understanding Cryptocurrency accounts and exchange by establishing a account and conducting transactions (read)

Week 3-4: Understanding the goal and propose of Initial Coin Offerings (ICO), the relationship to capital raising. Strengths, Weakness and regulations. Students will create whitepaper for an ICO.

Week 5-6: Based on the ICO whitepaper the student will create a business plan

Week 7-8: Based on the business plan the student will create a marketing, advertising, and sales plan