

Valid for 2023.FS

Module Name: Business Value of Blockchain			
Module Code	w.BA.XX.2BVB.XX		
Module Description	The Bitcoin price surge has led to an extreme hype around blockchain technology. However, blockchain technology is much more than just a technological framework for Bitcoin. It enables new applications in finance, art, community management, and in the Metaverse. This module enables students to explore the technical and economic foundations of blockchains. In the first part, students will gain a thorough understanding of the technology, the economics of blockchains, and the thriving Swiss blockchain ecosystem. In the second part, students will deep-dive into current hot topics such as NFTs, DAOs, blockchain gaming, and many more. In this module, students work in interdisciplinary teams to study different blockchain application fields.		
Program and Specialization	<ul style="list-style-type: none"> § Business Administration - Specialization in Accounting, Controlling, Auditing § Business Administration - Specialization in Banking and Finance § Business Administration - Specialization in Banking and Finance (FLEX) § Business Administration - Specialization in Banking and Finance (PiE) § Business Administration - Specialization in Behavioral Design § Business Administration - Specialization in Economics and Politics § Business Administration - Specialization in General Management § Business Administration - Specialization in General Management (Flex) § Business Administration - Specialization in Marketing § Business Administration - Specialization in Risk and Insurance § Business Information Technology § Business Information Technology - Specialization in Business Information Systems § Business Information Technology - Specialization in Data Science § International Management 		
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009		
Module Category	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Module Type: Compulsory Elective</td> <td style="width: 50%;">Program Phase: Main Study Period</td> </tr> </table>	Module Type: Compulsory Elective	Program Phase: Main Study Period
Module Type: Compulsory Elective	Program Phase: Main Study Period		
ECTS	3		
Organizational Unit	W Institute for Organizational Viability		
Module Coordinator	Florian Spychiger (spyc)		
Deputy Module Coordinator	Michael Lustenberger (luse)		
Prerequisite Knowledge	None		
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> § Professional Competence § Methodological Competence § Social Competence § Self-Competence 		
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> Professional Competence <ul style="list-style-type: none"> § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence <ul style="list-style-type: none"> § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence <ul style="list-style-type: none"> § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence <ul style="list-style-type: none"> § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change 		
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> § are able to identify possible use cases for blockchain technology and to explain its business value. § can explain how blockchain technology works. 		

	§ can name important players of the Swiss blockchain ecosystem and can identify new developments in the field. § learn to analyze the opportunities of blockchain technology within a team. § gain some first hands-on experience with blockchain technology. § expand their critical thinking and the ability to develop "creative solutions." § can evaluate possible future economic systems based on decentralization.		
Module Content	§ High-Level Introduction to Blockchain I § High-Level Introduction to Blockchain II § Consensus & Taxonomy § Smart Contracts § Scaling / Interoperability § Economic Incentives / Governance § The Swiss Blockchain Ecosystem § CBDC / Stablecoins § Decentralized Finance § NFTs § DAOs § Blockchain Gaming § Metaverse § Wrap-Up		
Links to other modules	-		
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Exercises § Problem-Oriented Teaching § Project Work § Explorative Learning § Literature Review	Social Settings Used: § Individual Work § Group Work	
Digital Resources	§ Teaching Materials § Practice and Application Exercises (with Key) § Multiple Choice Tests		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	-	-	
Small Class	28 h	-	
Group Instruction	-	-	
Practical Work	-	12 h	
Seminar	-	-	
Total	28 h	12 h	
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
-	-	-	-
Permitted Resources	-		
Others	Assessment	Length (min.)	Weighting
Talk/oral presentation	Grade	90	70,00 %
Written Assignment	Grade	-	18,00 %
Written Assignment	Grade	-	12,00 %
Classroom Attendance Requirement	Mandatory Attendance: Other The teaching concept of this module requires 100% attendance for the class in Week 14. In the case of an excused absence, a substitute assignment will be defined by the module coordinator. Unauthorized absences or an insufficient substitute assignment will result in a fail grade being awarded for the module.		
Language of Instruction/Examination	English		
Compulsory Reading	-		
Recommended Reading	§ Drescher, D. (2017). Blockchain Basics - A Non-Technical Introduction in 25 Steps. Frankfurt am Main, Germany: Apress. ISBN 978-1484226032. § Antonopoulos, A. (2017). Mastering Bitcoin - Programming the Open Blockchain. 2nd edition. Sebastopol, CA 95472: O'Reilly. ISBN 978-1491954386. § Antonopoulos, A. & Wood, G. (2018). Mastering Ethereum: Implementing Digital Contracts. 1st edition. Sebastopol, CA 95472: O'Reilly. ISBN 978-1491971949. § Tapscott, D. & Tapscott, A. (2016). Blockchain Revolution: How the Technology Behind Bitcoin Is Changing Money, Business, and the World. New York: Portfolio. ISBN 978-0399564062.		
Comments	-		