zh aw School of Management and Law

Valid for 2024.FS

Module Name: Business Value of Blockchain

Module Code	w.BA.XX.2BVB.XX
Module Description	The Bitcoin price surge has led to extreme hype surrounding 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 explore in depth issues such as NFTs, DAOs, DeFi and many others. In this module, students work in interdisciplinary teams to study different blockchain application fields.
Program and Specialization	§ 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 Financial Management § 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 § 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	**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)	§ Professional Competence § Methodological Competence § Social Competence § Self-Competence
Contribution to Program Learning Objectives	Professional Competence § 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 § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change
Module Learning Objectives	Students... § 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 initial hands-on experience with blockchain technology.
	§ expand their critical thinking and the ability to develop "creative solutions" by designing a workshop.
	§ can evaluate possible future economic systems based on decentralization.
Module Content	§ High-level introduction to Blockchain I
	§ High-level introduction to Blockchain II
	§ Consensus and taxonomy
	§ Smart contracts
	§ Scaling/Interoperability
	§ Economic incentives/Governance
	§ The Swiss blockchain ecosystem & mid-term exam
	§ DeFi
	§ NFTs
	§ DAOs
	§ Enterprise blockchains
	§ Blockchain scams and hacks
	§ Metaverse
	§ Wrap-up
Links to other modules	-

Methods of Instruction		Social Settings Used:
§ Lecture		
§ Interactive Instruction		§ Individual Work
§ Application Tasks		§ Group Work
§ Exercises		
§ Problem-Oriented Teaching		
§ Project Work		
§ Explorative Learning		
§ Literature Review		

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**	**50 h**

Performance Assessment

End-of-module exam	Form	Length (min.)	Weighting
-	-	-	-
Permitted Resources	-		

Others	Assessment	Length (min.)	Weighting
Written Assignment	Grade	-	20,00 %
Talk/oral presentation	Grade	90	50,00 %
Written Assignment	Grade	-	30,00 %
Written Assignment	Pass/Fail	-	-

Classroom Attendance Requirement	Mandatory Attendance: Other
	The teaching concept for this module requires on-site attendance for classes in Weeks 7 & 14.
	In addition, students are required to attend 4 of the 6 workshops (in Weeks 8-13) on-site in the second half of the module.
	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	-