Oxford Blockchain Strategy Programme

6 weeks. Online.

Incorporate blockchain technology into your business strategy.
About this programme

As an open-source technology that enables fast, secure, and transparent peer-to-peer digital transfers, blockchain is changing the way we do business across a broad range of industries. Drawing on the expertise of industry leaders, the Oxford Blockchain Strategy Programme gives you a comprehensive understanding of this transformative digital technology. By exploring what it is, how it works, and its organisational and industry implications, you’ll gain the knowledge and insights to incorporate blockchain into your own business strategy.

What the programme covers

Out of a thousand senior executives surveyed across the globe, more than 50% say that blockchain is a critical priority for their business.¹ As the technology matures, business leaders need to build towards practically implementing it within their organisations, in order to harness its ability to enable innovative business solutions. Over the duration of this programme, you’ll explore what exactly blockchain is and the impact it has on multiple industries, arming you with the insight to incorporate this technology into your business strategy. Take a deeper dive into the latest innovations in value transfer, dapps and tokens, and consider expert predictions for the future of blockchain. Upon completion, you’ll walk away with a practical roadmap for blockchain implementation, allowing you to apply your knowledge and skills to any business strategy scenario.

¹Deloitte (2019).

£2,350

6 weeks excluding orientation

12–15 hours/week of self-paced learning, entirely online

Each module is released weekly, allowing a flexible but structured approach to learning. You’ll be supported as you engage in individual activities and group discussions, ensuring you feel confident to submit your best work at each weekly deadline.

Over 50% of senior executives believe that blockchain will be essential to achieving their top five strategic priorities in 2019, a 10% increase compared to 2018.*

*Deloitte (2019).
This programme is for you if you want to:

- Gain a comprehensive understanding of how blockchain works, and its potential impact on economies, financial structures, and business.
- Gain expert insights that you can apply to any business strategy context by learning two frameworks designed for this programme: the Oxford Blockchain Strategy framework and the Oxford Blockchain Regulation framework.
- Drive innovation by integrating blockchain applications into your business strategy.
- Interact and collaborate with a network of business leaders and innovators across the globe.

Who should take this programme?
This programme is designed to give business leaders, managers, and professionals in a broad variety of industries, the insight to understand the effects and value of blockchain on both short and long-term business strategies.

Anyone with an interest in blockchain technology will be able to use these frameworks to evaluate opportunities for innovation within their organisation or industry, and incorporate blockchain into their greater business strategy. Professionals undergoing or planning a career transition will also benefit from improving their knowledge of blockchain technology and preparing for market disruption.

“Ask good questions, and engage. A lot of people will get involved on a surface level. Lean into it. Even the parts of it that scare you.”

– MELTEM DEMIRORS,
CHIEF STRATEGY OFFICER AT COINSHARES.
What you’ll learn

This online programme integrates rich, interactive media such as videos, infographics, and e-learning activities, as well as traditional didactic components such as downloadable programme notes. There are also opportunities for collaborative learning through discussion forums. The following modules contribute to the holistic approach your learning path takes:

**ORIENTATION**

**Welcome to your Online Campus**
One week
You’ll be welcomed to the programme and begin connecting with fellow students, while exploring the navigation and tools of your Online Campus. Be alerted to key milestones in the learning path, and review how your results will be calculated and distributed. You’ll be required to complete your student profile, confirm your certificate delivery address, and submit a digital copy of your passport/identity document.

**MODULE 1**

**Understanding blockchain**
Discover the wide-reaching potential of blockchain and gain a basic understanding of its underlying technology.

- Recognise the scale of investment in blockchain technology and the significance of the blockchain industry
- Review the historical context that fostered the emergence of blockchain
- Identify the key properties of blockchain technology and its components
- Identify current applications of blockchain technology across different industries
- Outline a clear definition of blockchain and explain the potential effects this technology may have on business and society

**MODULE 2**

**The blockchain ecosystem**
Explore the blockchain ecosystem, learn more about the impact of decentralisation and disruption on business strategy, and use the Oxford Blockchain Strategy Framework to analyse a blockchain use case.

- Recall the different stakeholders in the Oxford Blockchain Ecosystem Map
- Identify the role of ecosystem participants, their motivations, and their interactions with one another
- Interpret the strategic implications of decentralisation in businesses
- Discuss how businesses can respond to technological disruption, specifically to the disruption caused by blockchain
- Assess whether a blockchain provides a solution for a use case
- Investigate the most important factors to consider when applying blockchain to a use case

**MODULE 3**

**Innovations in value transfer**
Analyse this thematic area of blockchain, including the different business applications within it, related core technological features, and the strategic dynamics of the area. You’ll also complete part one of your ongoing group project by sizing the market for your blockchain strategy.

- Interpret the role of blockchain applications for emerging forms of value transfer
- Identify key technological components for digital currencies, tokenisation, and other blockchain-based means of value transfer
- Investigate applications of blockchain in value transfer innovation, and opportunities and challenges with regulation, compliance, and decision-making in this industry
- Evaluate how blockchain-based innovations in value transfer may impact business strategy
- Compile part one of your blockchain strategy roadmap by analysing the scope, scale, and trajectory of a particular market
MODULE 4
Decentralised apps and smart contracts
Discover how blockchain is enabling new forms of management and organisation through decentralised applications, smart contracts, and new frameworks for identity and data sharing. You will complete the next step in your ongoing project by analysing the competitive and regulatory landscapes for your blockchain strategy.

• Define the concepts, characteristics, and different types of smart contracts and decentralised applications
• Identify key risks of integrating dapps (decentralised applications) and smart contracts into business operations
• Investigate the benefits of dapps, including the value of decentralised networks and enhanced data integrity
• Analyse the regulatory challenges and legal uncertainty surrounding blockchain technology
• Evaluate how blockchain-based innovations in smart contracts and dapps may impact business strategy
• Compile part two of your blockchain strategy roadmap by analysing the competitive and regulatory landscapes

MODULE 5
Transforming enterprise business models
Explore how blockchain technologies and other change drivers are transforming the way businesses operate; learn how organisations can achieve sustained progress with these innovations; and recommend pathways for growth and scalability with regard to your group’s blockchain strategy on the programme.

• Recall how distributed ledger technology can fundamentally transform particular aspects of enterprise businesses
• Discuss opportunities and challenges related to Distributed Ledger Technology (DLT) powered enterprise platforms
• Review the origins of strong business strategies geared toward innovation and growth
• Articulate the capabilities approach within a business strategy aimed at innovation and growth
• Evaluate how dynamic capabilities can be leveraged to advance a blockchain strategy for business
• Compile part three of your blockchain strategy roadmap by proposing avenues for further growth and development
Module 6

Blockchain frontiers

Discover expert predictions for the future of blockchain, explore tips and advice to prepare yourself for potential challenges and opportunities, and conduct your own analysis of a blockchain use case.

- Discuss predictions regarding the future of blockchain and distributed ledger technology
- Share advice for how individuals and companies can equip themselves to make an impact in the blockchain space
- Articulate the importance of being open to change, aware of talent needs, and focused on great user experience
- Justify why blockchain can help solve for your own use case
- Propose ways of navigating the key considerations for planning and implementing your blockchain use case
Who you’ll learn from

Your Programme Co-Convenors

Subject matter experts from Saïd Business School, University of Oxford guide the programme design and appear in a number of programme videos, along with a variety of industry professionals.

**Professor Nir Vulkan**
Associate Professor of Business Economics at Saïd Business School, University of Oxford

Nir is a leading authority on e-commerce, market design, applied research, and hedge funds. Alongside his role at Oxford Saïd, he is also a Fellow of Worcester College.

**David Shrier**
Associate Fellow at Saïd Business School, University of Oxford

David is a futurist, author, entrepreneur and CEO of Distilled Analytics. He has driven over $8.5 billion of growth initiatives for various Fortune 1000 companies, and has served as CEO, COO or CFO for six privately-funded companies.

Your Blockchain Expert

**Meltem Demirors**
Chief Strategy Officer at CoinShares

Meltem has specialist knowledge of blockchain in the form of the crypto asset class which she applies to offering consulting services to investment firms and early stage developers of digital currencies. Between 2015 and 2018, she was the Development team leader at Digital Currency Group where she was responsible for the investment portfolio of 120 companies across the world. She is a member of the World Economic Forum Blockchain Council, and holds a BA in Mathematical Economics from Rice University and an MBA from MIT Sloan.

"Technology and the mobile revolution are rapidly transforming financial markets, institutions, and business models. The programme will provide entrepreneurs and executives with the insights and knowledge necessary to navigate this changing landscape, and adapt and progress in their careers."

– Peter Tufano, Peter Moores Dean at Oxford Saïd.
Your Programme Instructors

You’ll learn from global experts and industry pioneers, who will share their experience and in-depth subject knowledge with you throughout the programme, via video lectures and interviews. These Instructors contribute to the programme by providing case studies and industry-specific content and information.

**Professor Teppo Felin**
Professor of Strategy at Said Business School, University of Oxford and the Director of the Oxford Diploma in Strategy and Innovation

Teppo’s research focuses on the origins of organisational capabilities and markets, the microfoundations of strategy, decision-making, and innovation in decentralised multi-agent systems.

**Alex Pentland**
Visiting Professor of Management Science at Said Business School, University of Oxford

Alex holds a triple appointment at the Massachusetts Institute of Technology (MIT). He has been a member of the Advisory Boards for Google, Nissan, Telefonica, Tencent, and a variety of start-up firms. For several years he co-led the World Economic Forum Big Data and Personal Data initiatives.

Guest Experts

You’ll also hear from a number of renowned industry professionals and global experts during the programme, who will share their insights and opinions through video interviews and lectures. These include, but are not limited to:

- **Ashley Lannquist**
  Project Lead, Blockchain & DLT at World Economic Forum

- **Maya Parbhoe**
  Chief Executive Officer at Ourox

- **Caitlin Long**
  Co-Founder of Wyoming Blockchain Task Force

- **Zaki Manian**
  Director of Tendermint Labs at Tendermint, Executive Director of the Trusted IoT Alliance, and Co-Founder of Iqlusion

- **Mary Saracco**
  Co-Founder and CFO at Ubanx

- **E. David Burt**
  Premier of Bermuda

- **Dipul Patel**
  Chief Technology Officer at Soluna

- **Greg Schvey**
  CEO at Axoni

- **Eva Kaili**
  Member of the European Parliament

- **Gilad Shai**
  Founder of BOUND API
Your Success Team

GetSmarter, with whom Saïd Business School, University of Oxford is collaborating to deliver this online programme, provide a personalised approach to online education which ensures you’re supported throughout your learning journey.

**Head Tutor**
A subject expert who’ll guide you through content-related challenges.

**Success Manager**
Your one-on-one support available during University hours (9am–5pm BST) to resolve technical and administrative challenges.

**Global Success Team**
Available 24/7 to solve your tech-related and administrative queries and concerns.
A powerful collaboration

Said Business School at the University of Oxford is collaborating with digital education provider, GetSmarter, a brand of 2U, Inc., to create a new class of learning experience – one that is immersive, collaborative, and designed for optimal accessibility to the busy working professional.

About Saïd Business School, University of Oxford

Said Business School blends the best of new and old. As part of one of the world’s leading universities, Oxford Said strives to educate people for successful business careers.² As a community, Oxford Said seeks to use business acumen and global networks to address long-horizon phenomena like demographic change, new technologies and natural resource scarcity.³ Said Business School is committed to delivering cutting-edge education and ground-breaking research that transforms individuals, organisations, business practice and society.

Said Business School, University of Oxford certificate of attendance

Upon successful completion of the programme, you’ll receive a certificate of attendance from Oxford Saïd as validation of your blockchain understanding.

Assessment is continuous and based on a series of practical assignments completed online. In order to be issued with a Said Business School, University of Oxford certificate of attendance you will need to meet the requirements outlined in the programme handbook. The handbook will be made available to you as soon as you begin the programme.

Your certificate of attendance will be issued in your legal name and couriered to you at no additional cost. All certificate images are for illustrative purposes only and may be subject to change at the discretion of the University.

² Top Universities (2019).
³ Oxford University (Jan, 2019).

What is GetSmarter?

GetSmarter, a brand of 2U, Inc., partners with the world’s leading universities to select, design and deliver premium online programmes with a data-driven focus on learning gain.

Technology meets academic rigour in our people-mediated model which enables lifelong learners across the globe to obtain industry-relevant skills that are certified by the world’s most reputable academic institutions.
How you’ll learn

Every programme is broken down into manageable, weekly modules, designed to accelerate your learning process through diverse learning activities:

• Work through your downloadable and online instructional material
• Interact with your peers and learning facilitators through weekly class-wide forums and reviewed small group discussions
• Enjoy a wide range of interactive content, including video lectures, infographics, live polls, and more
• Investigate rich, real-world case studies
• Apply what you learn each week, culminating in a strategy roadmap – allowing you to apply your knowledge, insights, and skills to any business strategy scenario

Technical Requirements

Basic requirements

In order to complete a programme, you’ll need a current email account and access to a computer and the internet, as well as a PDF Reader. You may need to view Microsoft PowerPoint presentations, and read and create documents in Microsoft Word or Excel. Installing Adobe Flash Player will give you full access to certain course content, such as interactive infographics. However, you’ll still have access to this content in the form of a downloadable PDF transcript if you’d prefer not to use Flash.

Browser requirements

We recommend you use Google Chrome as your internet browser when accessing the Online Campus. Although this is not a requirement, we have found this browser performs best for ease of access to programme material. This browser can be downloaded here.

Additional requirements

Certain programmes may require additional software and resources. These additional software and resource requirements will be communicated to you upon registration and/or at the beginning of the programme. Please note that Google, Vimeo, and YouTube may be used in our programme delivery, and if these services are blocked in your jurisdiction, you may have difficulty in accessing programme content. Please check with a Programme Consultant before registering for this programme if you have any concerns about this affecting your experience with the Online Campus.
Oxford Blockchain Strategy Programme
6 weeks. Online.

Inform your strategic decision-making with blockchain technology.

REGISTER NOW

CONTACT US
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