

379001: Blockchain Business Applications

MGMT-X 497.41

Winter 2021 Section 1 4 Credits 01/05/2021 to 03/16/2021 Modified 12/28/2020

Meeting Times

Classes are asynchronous. Follow the instructions on Canvas to watch the video class in reference to each week of content.

Description

This course lays the foundation to gaining competitive advantage in the Blockchain space by providing an understanding of the competitive implications and business opportunities associated with how Blockchain is affecting global industries such as finance, real estate, retail, healthcare, arts & entertainment, government, legal, food, energy, hospitality, education, insurance, and supply chain, among others. Through field experts, guest speakers, case studies, and a group project, the course aims to cover the factors and principles that govern the planning, organizing, and managing of a Blockchain based company or venture. Topics and group projects focus on discussing and understanding how Blockchain will change the way we think about money, disrupt the role central banks have in conducting monetary policy, and eliminate high-cost money transfer services and transactions costs imposed by current intermediaries. In addition to addressing the disruption in current financial markets, the course aims to uncover near-term business opportunities to bring value to society and increase social inclusion through eliminating the time-consuming and expensive notary and escrow services, shrink the settlement time of financial contracts, and transform the landscape of legal contracts and procedures. Students should leave the course with a comprehensive understanding of the global competitive landscape and core concepts of how Blockchain can affect a company's future performance.

Outcomes

At completion of the course, the student should be able to:

- Describe the differences between various crypto currencies such as Bitcoin, Ethereum, Litecoin, Ripple etc.
- Understand the differences and relationships between Cryptocurrency, Blockchain, and Smart Contracts.
- Comprehend the business applications and opportunities of Blockchain in various industries.
- Grasp a basic understanding of fundraising through security tokens, utility tokens and ICOs.
- Develop and pitch a new entrepreneurial idea that involves the use of Blockchain, Cryptography and/or Smart Contracts.

Materials

The STO Financial Revolution: How Security Tokens Change Businesses Forever

Author: Alex Nascimento

Publisher: Amazon KDP

Edition: 3rd Edition

Price: US\$ 0,99

Book is available on Amazon: <https://www.amazon.com/STO-Financial-Revolution-Security-Businesses-ebook/dp/B083BF9BNX>

Evaluation

Criteria

Type	Weight	Topic	Notes
Participation	40%		
FINAL PROJECT	60%		

Breakdown

Grade:	Range:	
A+	100 %	to 97.0%
A	< 97.0 %	to 94.0%
A-	< 94.0 %	to 90.0%
B+	< 90.0 %	to 87.0%
B	< 87.0 %	to 84.0%
B-	< 84.0 %	to 80.0%
C+	< 80.0 %	to 77.0%
C	< 77.0 %	to 74.0%
C-	< 74.0 %	to 70.0%
F	< 70.0 %	to 0.0%

* Course Policies

PLEASE NOTE THAT ALL COURSE GRADES ARE FINAL

- Receiving an "I" does not entitle a student to retake all or any part of the course at a later date.
- Student Behavior involving cheating, copying other's work, and plagiarism are not tolerated and will result in disciplinary action.
- Students are responsible for being familiar with the information on Student Conduct in the General Information Section of the UCLA Extension Catalog or on the website at www.uclaextension.edu (<http://www.uclaextension.edu>)

Institutional Policies

Student Conduct

Students are subject to disciplinary action for several types of misconduct or attempted misconduct, including but not limited to dishonesty, such as cheating, multiple submission, plagiarism, or knowingly furnishing false information to the University; or theft or misuse of the intellectual property of others or violation of others' copyrights. Students are encouraged to familiarize themselves with policy provisions which proscribe these and other forms of misconduct at:

<https://www.uclaextension.edu/pages/str/studentConduct.jsp> (<https://www.uclaextension.edu/pages/str/studentConduct.jsp>)

Services for Students with Disabilities

In accordance with the Americans with Disabilities Act of 1990, UCLA Extension provides appropriate accommodations and support services to qualified applicants and students with disabilities. These include, but are not limited to, auxiliary aids/services such as sign language interpreters, assistive listening devices for hearing-impaired individuals, extended time for and proctoring of exams, and registration assistance. Accommodations and types of support services vary and are specifically designed to meet the disability-related needs of each student based on current, verifiable medical documentation. Arrangements for auxiliary

aids/services are available only through UCLA Extension's Service for Students with Disabilities Office at (310) 825-7851 or by email at access@uclaextension.edu. For complete information see:

<https://www.uclaextension.edu/pages/str/studentswithDisabilities.jsp>
(<https://www.uclaextension.edu/pages/str/studentswithDisabilities.jsp>)

Incompletes

Your instructor may post the interim grade *Incomplete/I* if at the end of the class your overall work is of passing quality but a portion could not be submitted for understandable reasons (e.g. illness). It is your responsibility to petition your instructor for permission to submit work late and to provide an explanation, and it is his or her sole decision whether to accept the explanation. If permitted, the *Incomplete/I* grade will be posted and a time frame defined for you to submit the missing work, ranging from one to twelve weeks. *Incomplete/I* grades that remain unchanged after twelve weeks will lapse to *F*, *NP* or *U*. Receiving an *I* grade entitles you to submit only the missing work your instructor has agreed to accept late, and does not allow other work to be retaken or oblige UCLA Extension to provide continuing access to course materials via Canvas. The *Incomplete/I* grade is not an option for courses that do not bear credit, such as 700, 800, or 900-level courses. For complete information, see:

<https://www.uclaextension.edu/pages/str/grading.jsp> (<https://www.uclaextension.edu/pages/str/grading.jsp>)

All Grades are Final

No change of grade may be made by anyone other than the instructor, and then, only to correct clerical errors. No term grade except *Incomplete* may be revised by re-examination. The correction of a clerical error may be authorized only by the instructor of record communicating directly with personnel of Student and Alumni Services.

Sexual Harassment

The University of California is committed to creating and maintaining a community where all individuals who participate in University programs and activities can work and learn together in an atmosphere free of harassment, exploitation, or intimidation. Every member of the community should be aware that the University prohibits sexual harassment and sexual violence, and that such behavior violates both law and University policy. The University will respond promptly and effectively to reports of sexual harassment and sexual violence, and will take appropriate action to prevent, to correct, and when necessary, to discipline behavior that violates our policy.

All Extension students and instructors who believe they have been sexually harassed are encouraged to contact the Department of Student and Alumni Services for complaint resolution: UCLA Extension, 1145 Gayley Ave., Los Angeles, CA 90024; Voice/TTY: (310) 825-7031. View the University's full Policy on Sexual Harassment and Sexual Violence at <http://policy.ucop.edu/doc/4000385/SHSV> (<http://policy.ucop.edu/doc/4000385/SHSV>).

Additional Items

Course and Instructor Evaluation

UCLA Extension values your feedback on course and instructor evaluations. We ask all students to take a few minutes to complete an end-of-course evaluation survey. Updates to the course and instruction are influenced by your feedback. Understanding your student experience is essential to ensure continuing excellence in the online classroom and is appreciated by your instructor and the UCLA Extension academic leadership.

Your participation in a survey is voluntary, and your responses are confidential. After instructors submit grades, they will be given an evaluation report, but this report will not contain your name.

About Your Online Course Materials

Please note the following about online course components at UCLA Extension:

- Students must have basic computer skills, including the use of word processing software, email, and the ability to use internet browsers, such as Safari, Firefox, or Chrome.
- Students are responsible for meeting the technical requirements of Canvas and familiarizing themselves with the Canvas Learning Management System.
 - What are the basic computer specifications for Canvas? - <https://community.canvaslms.com/docs/DOC-10721>

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- Which browsers does Canvas support? - <https://community.canvaslms.com/docs/DOC-10720>
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- Students are responsible for keeping a copy of all assignments and work submitted, and to be aware of all assignments, due dates, and course guidelines.
- Students are encouraged to keep and/or download a local copy of their assignment files, as access to the online environment of a specific course is limited to 30 days after the final course date, as listed in the course catalog.

To download all your assignment submissions in Canvas, please refer to the [online support guide](#).
<https://community.canvaslms.com/docs/DOC-10606> for more information or contact Canvas Support via the help menu within Canvas.

UCLA Extension Canvas and Learning Support

For immediate 24/7 Canvas technical support, including holidays, click on **Help** (located on the menu to the left) where you can call or chat live with a Canvas Support representative.

UCLA Extension Instructional Design and Learning Support

The UCLA Extension Learning Support staff assists both students and instructors with Canvas-related technical support, as well as general and administrative questions.

Learning Support staff is available Monday through Friday, from 8 AM to 5 PM (Pacific Time), except holidays:

- Email: support@unexonline.zendesk.com
- Website: <http://support.uclaextension.edu> (<http://support.uclaextension.edu/>)

Campus Safety Escorts

For students taking classes held on the UCLA campus and in and around Westwood Village, the UCLA Police Department provides a free walking escort service every day of the year from dusk until 1 a.m. Community Service Officers (CSOs) are available to walk students, faculty, staff members and visitors to and from anywhere on campus, in Westwood Village, and in the village apartments. CSOs are uniformed students who have received special training and are employed by the UCLA Police Department. To obtain an escort, please call (310) 794-9255 and allow 15 to 20 minutes for your escort to arrive. For complete information, see: <https://www.ucpd.ucla.edu/services/community-service-officers-csos/evening-escorts>
(<https://www.ucpd.ucla.edu/services/community-service-officers-csos/evening-escorts>)

Schedule

When	Module Title	Notes
Week #1 01/05/2021 7:00 PM - 10:00 PM ONLINE CLASS	Introductions	<ul style="list-style-type: none">• History of Bitcoin• Cryptocurrencies• Blockchain• Smart Contracts <p>Review Final Project - New Business Venture using Blockchain, Cryptography and/or Smart Contracts.</p> <p>Homework - Submit QUIZ on Canvas</p>

When	Module Title	Notes
Week #2 01/12/2021 7:00 PM - 10:00 PM ONLINE CLASS	Basics of Cryptography & Cryptocurrencies	<ul style="list-style-type: none"> • Bitcoin • Ethereum • Litecoin • Bitcoin Cash • Ripple • Forks and Alt-Coins <p>Review Final Project</p> <p>- New Business Venture using Blockchain, Cryptography and/or Smart Contracts.</p> <p>- Group Selection.</p>
Week #3 01/19/2021 7:00 PM - 10:00 PM ONLINE CLASS	The foundation of how Blockchain work	<ul style="list-style-type: none"> • The Idea of Decentralization • Elements of Blockchain Platform • DApps being built on Ethereum • Hyperledger <p>Homework</p> <p>- Submit QUIZ on Canvas</p>
Week #4 01/26/2021 7:00 PM - 10:00 PM ONLINE CLASS	Smart Contracts and their Applications	<ul style="list-style-type: none"> • How Smart Contacts Work • Smart Contracts Autonomy, Trust, Backup, Savings and Accuracy • Smart Contracts Business Applications in Real Estate, HealthCare, Supply Chain • Ethereum Smart Contracts <p>Homework</p> <p>- Submit Group Discussion</p>
Week #5 02/02/2021 7:00 PM - 10:00 PM ONLINE CLASS	Blockchain Disruption of the Finance Industry	<ul style="list-style-type: none"> • Cryptocurrencies Vs. Fiat Currencies • Blockchain Vs. Banks • ICOs and Exchanges • Fintech Disruption <p>Homework</p> <p>- Study for MIDTERM</p>
Week #6 02/09/2021 7:00 PM - 10:00 PM ONLINE CLASS	Other Industries Disrupted by Blockchain	<ul style="list-style-type: none"> • Supply Chain • Healthcare • Insurance • Real Estate • Arts & Entertainment <p>SUBMIT MIDTERM</p> <p>- Submit MIDTERM QUIZ on Canvas</p>

When	Module Title	Notes
Week #7 02/16/2021 7:00 PM - 10:00 PM ONLINE CLASS	Other Industries Disrupted by Blockchain	<ul style="list-style-type: none"> • Retail • Energy • Legal • Food • Hospitality • Education
Week #8 02/23/2021 7:00 PM - 10:00 PM ONLINE CLASS	Fundraising for Blockchain Projects	<ul style="list-style-type: none"> • Fundamentals of an ICO • Utility Token Vs. Security Token • Current Regulatory landscape in the US and the rest of the World • SEC Regulation D506c and Regulation A+ and SAFTS • Coinlisting on Exchanges • Whitepapers <p>Discussion about Smart Contracts</p> <ul style="list-style-type: none"> • Discussion about corporate law and securities law. <p>Guest Speaker: Jor Law, STO Attorney & Co-Founder at VerifyInvestor.com</p> <p>As Co-Founder of VerifyInvestor.com, Jor Law led the company to become the world's most used accredited investor verification service and obtained a successful exit in under 5 years. His portfolio of clients and investments includes a high percentage of companies recognized as leaders in their industries. Jor is also a pioneer in creating the ecosystem for digitizing and trading securities on the blockchain and other distributed ledger technologies and has helped many notable companies build out their products or business units.</p> <p>Homework</p> <p>- Submit Group Discussion</p>
Week #9 03/02/2021 7:00 PM - 10:00 PM ONLINE CLASS	Blockchain, Tokens and Smart Contracts	<ul style="list-style-type: none"> • Why Tokenization of Assets • Basics of Token Development • Smart Contracts (Ethereum, EOS, NEO) • Legal Issues <p>Homework</p> <p>- Submit Group Discussion</p>

When	Module Title	Notes
Week #10 03/09/2021 7:00 PM - 10:00 PM ONLINE CLASS	Introduction to DEFI	<ul style="list-style-type: none"> • Concept and application of Decentralized Finance (DEFI) • DeFi Case Studies <p>Guest Speaker: Felix Mago, Co-Founder at Dash NEXT</p> <p>Felix is an expert on DeFi, crypto payments and decentralized business. He is the Co-Founder of multiple entities within Dash, the leading cryptocurrency for real-life payments. With Dash NEXT, he drives biz-dev and partnerships, with Dash Thailand, he has established the first crypto payment ecosystem in Asia. Felix published the "Bitcoin Handbook", is Co-Founder of the consulting company FUTERIO and the Blocktech Institute.</p> <p>Homework</p> <p>- Submit Group Discussion</p>
Week #11 03/16/2021 7:00 PM - 10:00 PM ONLINE CLASS	SUBMIT Final Project	<p>New Business Venture using Blockchain, Cryptography and/or Smart Contracts. Each Group will present a Power Point Presentation or PDF covering the following topics:</p> <ul style="list-style-type: none"> - Executive Summary - Why Blockchain - Description of the Decentralized Application - Competitors on Centralized Applications - Marketing Launching Strategy - Conclusion