

# BLOCKCHAIN FOR BUSINESS

## Why has blockchain been called a bigger disruptor than the internet?

As competition grows, margins decrease and our reliance on technology increases. Learning how to perform correct assessments and choosing the most profitable technology projects becomes critical to any business. Blockchain has emerged as the technology with the most potential for impact. Organizations are joining blockchain alliances and big technology firms are rolling out their solutions, all in an attempt to learn quickly and be the first to market with a new competitive edge.

This program brings together business leaders and experienced executives for an in-depth analysis of blockchain and how it can be used to solve innovative business needs and goals. Join us in this blended learning program to learn what blockchain is, the opportunities it could bring, and how to advance a blockchain project from idea to execution.

## WHO WILL BENEFIT

Professionals and organizations interested in understanding and identifying blockchain opportunities or who are looking to augment their speciality with blockchain and maintain a competitive advantage in accounting, engineering, supply chain, law, and audit.

## LEARNING OBJECTIVES

This program provides an overview of blockchain, addresses associated risks, explains how this emerging technology can be utilised in a range of industries, and provides a structured approach to implementing it within your organization.

**Program Delivery:** Blended

**Commitment:** 21 hours (14 in-class;  
7 hours online)

**Investment:** \$2,250

## LEARNING OUTCOMES

Upon completing this blended learning program, you will be able to:

- Gain a non-technical understanding of industrial blockchain, a distributed ledger technology which facilitates tamper-proof business transactions
- Assess the differences between industrial blockchain transactions and cryptocurrency
- Apply distributed ledger principles, the backbone of blockchain, to current business models
- Evaluate the impact of blockchain to current business needs in industries such as oil and gas, manufacturing, health, science, and retail
- Devise a strategy for developing a blockchain project for your business

## LEARNING JOURNEY

A blended program comprised of two days of face-to-face learning supported with online resources before and after the classroom sessions. Covering the following topics:

### BLOCKCHAIN PRINCIPLES

An overview of blockchain for business, how it relates to your company, and what the risks and benefits are. Hear from a cybersecurity expert with over 30 years' operational experience.



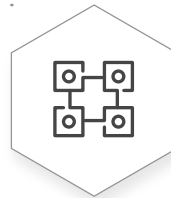
### PRODUCT DEMONSTRATIONS

Live blockchain demonstrations showcasing products built using blockchain for business (beyond cryptocurrencies), such as smart contracts.



### KEY APPLICATIONS

Apply blockchain principles and solutions to your organization. Examine four key blockchain principles and explore when it makes sense to implement each.



### GLOBAL TRENDS

A detailed look at blockchain products from around the world, lessons learned by early adopters, and product roadmaps from top blockchain solution providers.



### LEGAL AND AUDIT

Discussion of legal and regulatory issues surrounding blockchain, including enforceability of smart contracts, allocation of liability, data privacy and security, due diligence and inter-jurisdictional contracts.



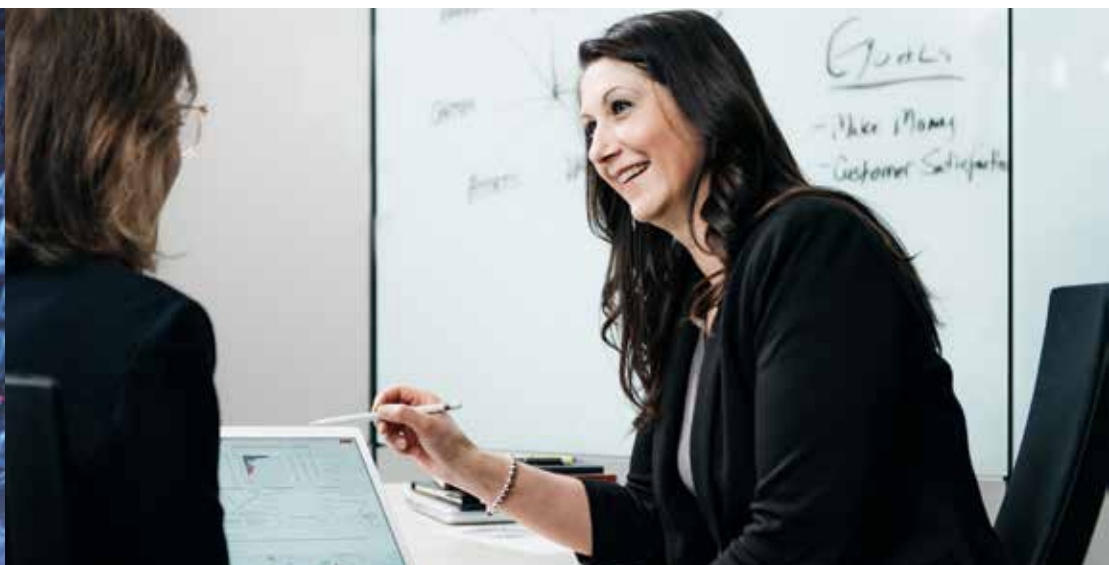
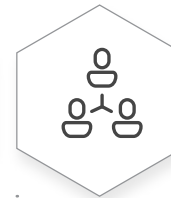
### IDEATION

Problem space exploration to identify the most valued opportunities and potential solutions for your organization. An opportunity to flesh out your ideas and frame a value statement.



### CAPSTONE PROJECT

Working in teams, develop the strategy for a mock blockchain project. A blockchain specialist is available to guide the team through the project.



## PROGRAM SCHEDULE: FEBRUARY – MARCH 2020\*

Date	Learning Activities	Format	Commitment
February 24	<b>Program launch webinar</b>	Live webinar <sup>†</sup>	1 hour
Week of Feb 24	<b>Unit One:</b> Blockchain Basics	Online <sup>†</sup>	1 hour
	<b>Unit Two:</b> Is it Worth the Hype?	Online <sup>†</sup>	1 hour
	<b>Unit Three:</b> Blockchain by Industry	Online <sup>†</sup>	1 hour
March 2	<b>Module One:</b> Blockchain Principles <i>Overview, history, associated risks</i>	In class	4 hours
	<b>Module Two:</b> Legal and Audit	In class	2 hours
	<b>Module Three:</b> Ideation and Key Applications	In class	2 hours
Week of March 2	<b>Capstone Project Research</b> <i>Select a topic from the Ideation session and prepare a short pitch</i>	Self-directed	2 - 4 hours
March 9	<b>Module Four:</b> Verified by TerraHub, an interactive blockchain product launch and transaction execution	In class	2 hours
	<b>Module Five:</b> Capstone Project	In class	4 hours
	<b>Module Six:</b> Global Trends	In class	2 hours
March 23	<b>Follow up webinar:</b> What other emerging technology trends fit nicely with blockchain? <i>A look at Robotic Process Automation and Artificial Intelligence.</i>	Live webinar <sup>†</sup>	1 hour

\* Program schedule and content is subject to change. Please visit [haskayneexeced.ca](http://haskayneexeced.ca) the most up-to-date program information.

<sup>†</sup> Online

## PROGRAM INVESTMENT

Program investment is \$2,250 per participant and includes the following:

- 2 webinars, 3 self-study units, 2 days of face-to-face (classroom) sessions, 1 capstone team project
- All program materials including copyright and learning activities
- Certificate of completion from the Haskayne School of Business

## GRANT FUNDING

By registering for this program, your organization could be eligible to receive the Canada Alberta Job Grant, which will cover up to 2/3 of the program costs. The funding model for this program is an initial investment of \$2,250. The grant will reimburse approximately \$1,485 of that investment, making the final investment approximately \$765.

An Executive Education team member will be able to assist with the grant application process.

For more information visit:

[execed@haskayne.ucalgary.ca](mailto:execed@haskayne.ucalgary.ca)

## FACULTY

**Elena Dumitrascu**, *Co-founder, TerraHub*

Elena is recognized as an international speaker and advocate for industrial blockchain education and innovation. She is the driving force in helping organizations navigate blockchain and understand the business opportunities that can be had by embracing this technology. She has authored numerous articles and delivered keynotes across North America. She was recently recognized as the Expert in Blockchain and Machine Learning during the Inventures Conference held by Alberta Innovates, in Calgary, AB. With a background in emerging tech and entrepreneurship, Elena has held leadership roles in oil and gas, supply chain, automotive and ecommerce. Elena has a Bachelor's of Computer Science from the University of Windsor and is a Director with the A100 and Chic Geek, as well as an Entrepreneur in Residence at Platform Calgary.

**Dr. Ryan Henry**, *Assistant Professor, Computer Science, University of Calgary*

Dr. Henry's research focuses on the system challenges of applied cryptography, with an emphasis on using cryptography to build secure systems that protect the privacy of their users. He recently co-authored "Blockchain Access Privacy: Challenges and Directions." IEEE Security and Privacy Magazine: Special Issue on blockchain. In addition to analyzing, designing and implementing privacy-enhancing systems, Ryan's work expands into theoretical matters like devising number-theoretic attacks against non-standard cryptographic assumptions and developing new models and theories to understand just how concretely efficient "heavy-weight" cryptographic primitives can be.

**Melissa M. Smith**, *Partner with BLG in the Securities and Capital Markets Group*

Melissa's practice includes advising buyers, sellers and boards of directors in relation to mergers and acquisitions, corporate and securities law matters, including corporate governance, director and officer liability issues, and continuance disclosure obligations; advising both underwriters and issuers in various types of equity and debt financings and initial public offerings.

Melissa acts for companies offering blockchain solutions and has advised in respect of security law considerations related to cryptocurrency offerings. In addition, Melissa has presented on legal and ethical issues related to blockchain and other emerging technologies, including the Internet of Things.

## REGISTER NOW

### **Haskayne Executive Education**

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