Oxford Blockchain Strategy Programme

Developed for business leaders, innovators, and future thinkers with an interest in blockchain, this programme gives you a fundamental understanding of blockchain, and its implications and effects on your business strategy.

The context of this programme

When addressing blockchain, programmes or educational materials cater to either a high-level, superficial discussion, or a low-level, granular and deeply technical explanation of blockchain technology. Learning experiences such as these don't cater to the needs of business leaders and executives, who have little need for technical knowledge, but require enough understanding to guide organisational decisions. Managers, directors and professionals are therefore left to draw on information from a variety of sources to shape some sense of cohesive understanding of blockchain.

The Oxford Blockchain Strategy Programme is designed to cohesively integrate relevant information on blockchain that speaks to this category of business decision-makers, by showcasing the best use cases, value propositions, and innovation strategies in the blockchain industry.

What the programme covers

The global market cap for the cryptocurrency market was calculated to be over US$180 billion in late October 2017.[1] Cryptocurrencies are only one of the applications of blockchain technology. Global experts and innovators continue to discover greater potential, and a plethora of uses, for the technology originally known for underpinning cryptocurrencies; and the industry is still very young.

Blockchain is proliferating, and evermore organisations are exploring how to incorporate blockchain into existing strategies, as well as the exciting potential of its use in various industries.

Over the duration of this programme, you'll explore the potential of the blockchain industry, as well as the effects of the technology on other industries, enhancing your understanding of blockchain, and arming you with the knowledge and insights to incorporate blockchain into your business strategy.

[1]coinmarketcap.com

£2,200

6 weeks
excluding orientation

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

*The recommended weekly time commitment for core content is 8-10 hours, taking into account the busy lifestyles of working professionals, with an additional 4-5 hours recommended for collaborative group work.

> "When the internet was born, people used it to email one another. Things like Amazon and Uber were inconceivable. Blockchain is a revolution of similar proportions, with unexplored potential, ramifications and opportunities.

– DAVID SHRIER
ASSOCIATE FELLOW AT SAID BUSINESS SCHOOL, UNIVERSITY OF OXFORD
PROGRAMME CO-CONVENOR

OXFORD BLOCKCHAIN STRATEGY PROGRAMME

Key programme takeaways

A foundational understanding of how blockchain works, and its potential impact on economies, financial structures, business, and your business strategy

The Oxford Blockchain Strategy framework, the Oxford Blockchain Regulation framework – two strategy frameworks developed specifically for this programme – and expert insights you can apply to any business strategy context

A network of business leaders and innovators across the globe, with whom you'll interact and collaborate throughout the programme

A certificate of attendance from Saïd Business School, University of Oxford; powerful proof of your enhanced skills and thinking abilities

Who should take this programme?

This programme is designed to give business leaders, managers and influencers the insights and knowledge to anticipate the effects of blockchain on both short- and long-term business strategy. It's therefore suitable for anyone in a managerial, executive or director position. Simultaneously, corporate professionals in technology, innovation, and new product design – holding mid to senior positions – as well as anyone with a keen interest in blockchain technology, will be able to use these frameworks and understandings to evaluate opportunities and innovation potential within their organisation or industry. Anyone in the midst of, or aspiring towards, a career transition (or looking for future-fit skills) will also benefit from knowledge of blockchain technology and examples of its use.

> Blockchain technology will usher in new models
> for economies and marketplaces, governance, identity,
> and more. While we're still in the early stages of building
> and developing the technology and use cases, it's critical that
> practitioners understand and refine the economic, behavioral,
> and technical design criteria for these new systems.
>
> **– MELTEM DEMIRORS**
> **DIRECTOR OF DIGITAL CURRENCY GROUP**
> **BLOCKCHAIN EXPERT**

What you will learn

This online programme integrates rich, interactive media such as videos, infographics, and e-learning activities as well as traditional didactic components such as written study guides (programme notes). There are also opportunities for collaborative learning through discussion forums. The following breakdown outlines what will be covered over the duration of the programme.

ORIENTATION MODULE

Welcome to your Online Campus
Explore the navigation and tools of your Online Campus, become comfortable with your new online classroom, meet your technical and administrative support teams, and fellow classmates.

MODULE 1

Blockchain as technology and industry
Discover the technology underpinning blockchain, understand the structure of blockchain, and explore the scope of the blockchain industry by analysing the scale of investment in the industry, the sociopolitical and economic context, key stakeholders, and the evolution of the industry landscape.

MODULE 2

The impact of blockchain and blockchain trends on industries
Explore blockchain trends, investigating the market disruptions caused by technology and the impact of blockchain in industries worldwide, and develop your understanding of the Oxford Blockchain Strategy framework - which you will apply to a blockchain use case.

MODULE 3

Market growth and sizing for a blockchain venture
Identify and analyse the scope of the blockchain market, using your knowledge of business strategy and blockchain principles, and think strategically about the market growth and sizing for a blockchain use case. In addition to comparing near-term and total potential markets, you'll address the interplay between blockchain, artificial intelligence, and quantum computing as disruptive forces in the industry.

MODULE 4

Competitive assessment and threats to a blockchain venture

Explore the competitive forces present in the blockchain industry by enhancing your understanding of competitive strategy, defining the different strategic features of blockchain technology, and discussing industry regulation (you'll be exposed to the Oxford Blockchain Regulation framework, developed exclusively for this programme). Using this knowledge, you'll analyse the competition for a blockchain use case.

MODULE 5

Defining opportunity and cultivating growth

Consider how to strategically grow and scale a blockchain venture by reviewing various blockchain industry business models, defining the market opportunity, assessing the competitive landscape, and identifying the technological and regulatory challenges to scaling up in a blockchain use case.

MODULE 6

Future directions in blockchain

Explore the future of blockchain as you identify emerging trends in the industry, and the directions of growth across industries. Working individually, you'll use your own idea for a blockchain use case, and apply the Oxford Blockchain Strategy framework to analyse the strengths and pitfalls of your concept.

This Oxford Blockchain Strategy Programme is still being developed. The names and nature of modules may vary, however the programme outcomes and deliverables will remain unchanged.

*Your certificate will be issued in your legal name and couriered to you, at no additional cost, upon successful completion of the programme, as per the stipulated requirements. All certificate images are for illustrative purposes only and may be subject to change at the discretion of the University.

WHAT IS OXFORD SAID?

Find out more about
SAID BUSINESS SCHOOL

Who you'll learn from

Your Programme Co-Convenors

These subject matter experts guide the programme design and appear in a number of programme videos, along with a variety of industry professionals.

Professor Nir Vulkan

Nir Vulkan is Associate Professor of Business Economics at Saïd Business School and Fellow of Worcester College, both at the University of Oxford. He is a leading authority on e-commerce and market design, and on applied research and teaching on hedge funds.

David Shrier

David Shrier is an Associate Fellow at Saïd Business School, University of Oxford, and is a futurist, author, entrepreneur and CEO at Distilled Analytics. He has driven over $8.5 billion of growth initiatives for various Fortune 1000 companies, and has served as CEO or COO/CFO for seven privately-funded companies.

Your Blockchain Expert

Meltem Demirors

Meltem Demirors is the Director of Development at Digital Currency Group (DCG), a firm focused on building and supporting bitcoin and blockchain companies by leveraging its insights, network, and access to capital. In her role, Meltem leads the team that drives growth, network, and strategy across a portfolio of 100 companies across 27 countries, dozens of strategic investors, three operating subsidiaries, and DCG's corporate partners and leading academic institutions.

> " Technology and the mobile revolution are rapidly transforming financial markets, institutions, and business models. Drawing upon the expertise of leading academics and practitioners from Oxford Saïd and colleagues from across the University our new digital programmes, supported by GetSmarter, 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 AND PROFESSOR OF FINANCE AT SAID BUSINESS SCHOOL, UNIVERSITY OF OXFORD

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

Teppo Felin is a Professor of Strategy at Saïd Business School, University of Oxford and the Director of the Oxford Diploma in Strategy and Innovation. His research focuses on the origins of organisational capabilities and markets, the microfoundations of strategy, decision-making, and innovation in decentralised multi-agent systems.
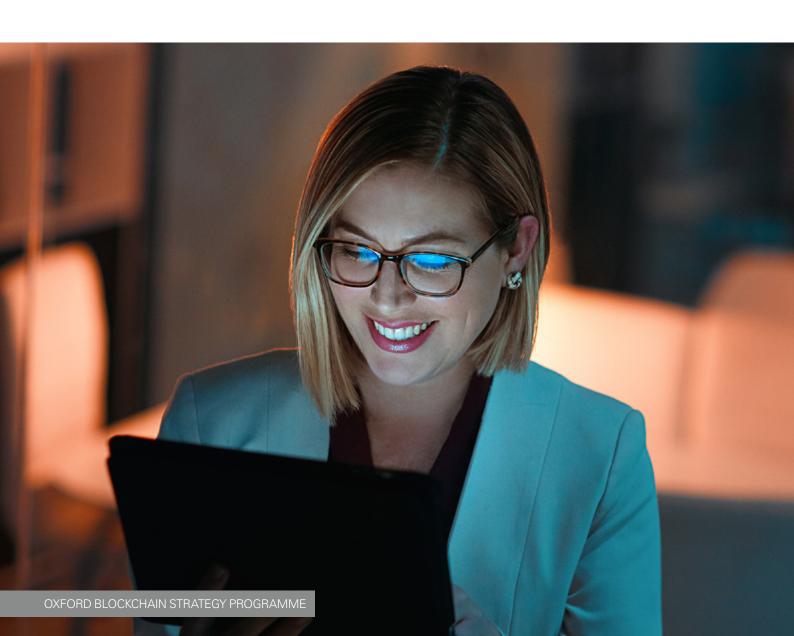
Professor Alex 'Sandy' Pentland

Alex Pentland is a Visiting Professor of Management Science at Saïd Business School, University of Oxford, as well as a Professor 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, and 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.

Who you'll learn with

Online, open enrolment programmes lend themselves to a broad international audience, and the Oxford Saïd brand attracts business directors and aspirational leaders. Throughout this programme, you'll engage and interact with a global cohort of likeminded professionals and innovators. You'll also collaborate in small groups and teams to achieve programme deliverables, and will be assigned to these teams using an algorithm that groups people of similar interests and varied working experience - ensuring maximum benefit for all. As a result, you'll walk away with:

- An international network of likeminded business leaders and innovators
- The ability to collaborate in diverse groups, and to see strategic opportunities or threats from multiple perspectives
- Access to the official Oxford Executive Education Alumni group on LinkedIn*

*This is an official Saïd Business School, University of Oxford alumni group for all open, online and executive programmes. Should you fail to successfully complete the programme, group access will be revoked.

Your Success Team

Head Facilitator
A subject expert who'll guide you through content -related challenges

Success Manager
Your one-on-one support available during University hours (8am - 5pm UTC/GMT +1) 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

Saïd Business School at the University of Oxford is collaborating with online education provider, GetSmarter, 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

Saïd Business School blends the best of new and old. Deeply embedded in an 800-year-old world-class University, Oxford Saïd strives to educate people for successful business careers. As a community, Oxford Saïd seeks to use business acumen and global networks to address long-horizon phenomena like demographic change, new technologies and natural resource scarcity. Saïd Business School is committed to delivering cutting-edge education and ground-breaking research that transforms individuals, organisations, business practice and society.

About GetSmarter

GetSmarter is home to the Online Campuses of some of the world's leading universities. Their team of experienced online Learning Designers travel far and wide to work with esteemed University Faculty Members to transform their world-class education content into equally meaningful and engaging educational experiences — in the form of career-focused online programmes. Their people-driven approach to online learning — centered around the importance of human support — has proven itself as a highly effective educational model. This uniquely personalised approach has resulted in an aggregate completion rate consistently above 90% serving more than 50,000 students over almost a decade.

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 tutors through weekly class-wide forums and graded small group discussions
- Enjoy a wide range of interactive content, including video lectures, infographics, live polls, and more
- Investigate rich, real-world case studies

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. You should be familiar with using a computer and accessing the internet, as you may need to be able to read documents in Adobe PDF Reader, view Microsoft PowerPoint presentations, and read and create documents in Microsoft Word. In addition, you will need to install Adobe Flash

Player to view the video lectures, resources and activities available in each programme module. Both Adobe applications are available for download:

Click here for Adobe Reader
Click here or Adobe Flash Player

Browser requirements

We recommend that you use Google Chrome as your internet browser when accessing the Online Campus. Although this is not a requirement, we have found that 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 Course Consultant before registering for this programme if you have any concerns about this affecting your experience with the Online Campus.

OXFORD BLOCKCHAIN STRATEGY PROGRAMME