



Course Syllabus

Course Code	Course Title	ECTS Credits
BLOC-515	Blockchain and Entrepreneurship Management	10
Prerequisites	Department	Semester
BLOC-511	Digital Innovation	Fall / Spring
Type of Course	Field	Language of Instruction
Required	Blockchain	English
Level of Course	Lecturer(s)	Year of Study
2 nd Cycle	Prof. Marinos Themistocleous	1 st
Mode of Delivery	Work Placement	Corequisites
Face to face	N/A	N/A

Course Objectives:

Blockchain technology is disruptive in nature and this course seeks to introduce the students to Blockchain entrepreneurship and innovation management. The course evolves with a series of lectures and case studies of successful business ideas, but emphasis focuses on the practical application of theory through the parallel engagement of students in the project of the course. The project concerns the identification and development of a blockchain-based business idea and its transformation into a business plan.

The main objectives of the course are:

- Guide students to recognize a business opportunity, to design and develop new blockchain-enabled services and to set up and grow a successful business
- Help students develop ideas and innovation strategies
- Assist the students in developing business models that aligned with the principles of the digital currencies, decentralization and the rise of peer-to-peer transactional relationships between producers and consumers
- Introduce students to business plan development, project management and financing
- Demonstrate an overview of concepts on managing innovative issues related to human resources within an organization
- Discuss the importance of ways of improving the organization's marketplace position from a human resources perspective using disruptive technologies

The course is structured around three broad areas:

- Understand the disruptive nature of blockchain technology
- Learn how to manage innovation
- Utilise business techniques and tools used in entrepreneurship management

Learning Outcomes:

After completion of the course students are expected to be able to:

- Explore entrepreneurship in blockchain
- Recognize a blockchain business opportunity
- Design and develop new blockchain-enabled services
- Set up and grow a successful business
- Develop ideas and innovation strategies
- Build business models that aligned with the principles of the blockchain and digital currencies
- Develop business plans and whitepapers
- Design and create the Tokenomics for a blockchain organization
- Identify and manage risks associated with the implementation of a blockchain project

Course Content:

Main Topic/Thematic Areas

Session 1: Explaining the importance of innovation

Session 2: Transforming a blockchain idea into a business plan

Session 3: Sources of innovation - where do we begin?

Session 4: Understanding the disruptive nature of blockchain, digital currencies, NFTs and Metaverse

Session 5: Blockchain and Tokenization

Session 6: Algorithmic Governance and DAOs

Session 7: Utilizing business model canvas in blockchain projects

Session 8: Strategic entrepreneurship and blue ocean strategy in blockchain projects

Session 9: The art and science of writing a whitepaper

Session10: Blockchain innovation management, diffusion and new product development

Session 11: Identifying, analyzing and managing blockchain related risks

Session 12: Cryptocurrencies, NFTs and crime

Learning Activities and Teaching Methods:

BLOC515DL utilizes various teaching methods and learning activities such as:

- Faculty lectures
- Guest-lectures and seminars
- Directed and background reading
- Case study analysis
- Academic paper discussion
- Simulations
- Student-led presentations
- In-class exercises

Assessment Methods:

- Interactive activities
- Assignments
- Final exams

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Managing Innovation: Integrating	Tidd, J., and Bessant J.,	Wiley	2013	978-1-118-53859-3

Technological, Market and Organizational Change				
Blockchain Fundamentals for Web 3. 0	Lacity, M., Lupien, S.	Epic Books, The University Arkansas of Press	2022	9781610757904

Recommended Textbooks / Readings:

- Antonopoulos, A., and Wood, G., 2018, "Mastering Ethereum: building smart contracts and dapps", O'Reilly Media, 2018
- Barringer, B. Ireland, D., 2015, "Entrepreneurship: Successfully Launching New Ventures", Pearson Education Limited, 9780273761402
- Christensen, C., 2013, "The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail", Harvard Business Review Press, ISBN: 978-1-4221-9602-1
- Crouhy, M., Galai, D., and Mark, R. 2014 "The Essentials of Risk Management", Second Edition, Mac Graw Hill Education ISBN-13: 978-0071818513
- Drucker, P, 2014, "Innovation and Entrepreneurship" Routledge, UK, ISBN-13: 978-1138019195
- Lacity, M., 2018, A Manager's Guide to Blockchains for Business: From Knowing What to Knowing How, Sb Publishing, ISBN: 978-0995682047
- Modi, R., 2018, "Solidity Programming Essentials: A beginner's guide to build smart contracts for Ethereum and blockchain", Packt Publishing Ltd, 2018.
- Mukhopadhyay, Mayukh, 2018, "Ethereum Smart Contract Development: Build blockchain-based decentralized applications using solidity" Packt Publishing Ltd
- Reed, J., 2016, "Blockchain: The Essential Guide to Understanding the Blockchain Revolution", Create Space Independent Publishing Platform, ISBN-13: 978-1539710639
- <https://entrepreneurshandbook.co/how-to-use-the-blockchain-as-a-competitive-advantage-for-your-startup-d1ede4220754>