Syllabus

Kursbeschreibung

Titel der Lehrveranstaltung	Introduction to Block Chain
Code der Lehrveranstaltung	27519
Zusätzlicher Titel der Lehrveranstaltung	
Wissenschaftlich-disziplinärer Bereich	ECON-06/A
Sprache	Englisch
Studiengang	Master in Data Analytics for Economics and Management
Andere Studiengänge (gem. Lehrveranstaltung)	
Dozenten/Dozentinnen	
Wissensch. Mitarbeiter/Mitarbeiterin	
Semester	Zweites Semester
Studienjahr/e	2
KP	6
Vorlesungsstunden	36
Laboratoriumsstunden	-
Stunden für individuelles Studium	-
Vorgesehene Sprechzeiten	18
Inhaltsangabe	This course introduces students to the fundamentals of blockchain technology, covering key concepts, terminology, and mechanisms, and explores its potential applications in real-world contexts. Students will acquire a foundational understanding that enables them to discover how blockchain innovations work and their implications.
Themen der Lehrveranstaltung	
Stichwörter	

Empfohlene Voraussetzungen	
Propädeutische Lehrveranstaltungen	
Unterrichtsform	
Anwesenheitspflicht	Attendance is recommended, but not mandatory.
Spezifische Bildungsziele und erwartete Lernergebnisse	Intended Learning Outcomes (ILO) ILO 1 Knowledge and understanding: ILO 1.1 Within the Business Analytics track, students will acquire knowledge of tools and methodologies essential for analysing and interpreting corporate and organisational data. This includes understanding business performance measurement, business models and their evolution, decision-support techniques, and performance measurement systems aligned with digitalisation and sustainability processes. Furthermore, students will develop competencies in managing marketing processes, with particular emphasis on digital and interactive marketing, and assessing the impact of digitalisation on marketing activities. ILO 3 Making judgements: ILO 3.1 The student acquires the ability to apply acquired knowledge to interpret data in order to make directional and operational decisions in a business context. ILO 3.2 The student acquires the ability to apply acquired knowledge to support processes related to production, management and risk promotion activities and investment choices through the organisation, analysis and interpretation of complex databases. ILO 4 Communication skills: ILO 4.1 The student acquires the ability to communicate effectively in oral and written form the specialised content of the individual disciplines, using different registers, depending on the recipients and the communicative and didactic purposes, and to evaluate the formative effects of his/her communication.

	ILO 5 Learning skills: ILO 5.1 The student acquires knowledge of scientific research tools. He/she will also be able to make autonomous use of information technology to carry out bibliographic research and investigations both for his/her own training and for further education. Furthermore, through the curricular teaching and the activities related to the preparation of the final thesis, she will be able to acquire the ability - to identify thematic connections and to establish relationships between methods of analysis and application contexts; - to frame a new problem in a systematic manner and to implement appropriate analysis solutions; - to formulate general statistical-econometric models from the phenomena studied.
Spezifisches Bildungsziel und erwartete Lernergebnisse (zusätzliche Informationen)	
Art der Prüfung	
Bewertungskriterien	
Pflichtliteratur	
Weiterführende Literatur	
Weitere Informationen	Lecturer TBA
Ziele für nachhaltige Entwicklung (SDGs)	Hochwertige Bildung, Menschenwürdige Arbeit und Wirtschaftswachstum, Partnerschaften zur Erreichung der Ziele, Nachhaltiger Konsum und Produktion, Frieden, Gerechtigkeit und starke Institutionen, Industrie, Innovation und Infrastruktur