

Syllabus

Course Description

Course Title	Introduction to Block Chain
Course Code	27519
Course Title Additional	
Scientific-Disciplinary Sector	ECON-06/A
Language	English
Degree Course	Master in Data Analytics for Economics and Management
Other Degree Courses (Loaned)	
Lecturers	
Teaching Assistant	
Semester	Second semester
Course Year/s	2
CP	6
Teaching Hours	36
Lab Hours	-
Individual Study Hours	-
Planned Office Hours	18
Contents Summary	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.
Course Topics	
Keywords	
Recommended Prerequisites	
Propaedeutic Courses	
Teaching Format	
Mandatory Attendance	Attendance is recommended, but not mandatory.

Specific Educational Objectives and Learning Outcomes	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.
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	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.
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	
Evaluation Criteria	
Required Readings	
Supplementary Readings	
Further Information	Lecturer TBA
Sustainable Development Goals (SDGs)	Quality education, Decent work and economic growth, Partnerships for the goals, Responsible consumption and production, Peace, justice and strong institutions, Industry, innovation and infrastructure