ASIAN INSTITUTE OF MANAGEMENT

SCHOOL OF EXECUTIVE EDUCATION AND LIFELONG LEARNING

ONLINE CERTIFICATE PROGRAM

Blockchain 101

Learn Its Foundations and Business Applications from Blockchain Experts

Program starts 19 May 2021

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OVERVIEW

With the rising use of Bitcoin, blockchain technologies have been thrown to the limelight. It is a technology that is already here and will affect our day-to-day activities, from obtaining land titles, securing contracts, payments, supply chains, quality control, health, food industry and finance, among others.

You might ask:

- What is blockchain, and how do these technologies work?
- Why is Bitcoin catching on?
- How can I leverage on the benefits of blockchain to help my business?

This program aims to answer these questions and more.

By joining the program, you will understand the underlying technology, the different types of blockchain including and beyond Bitcoin, and its diverse and growing number of applications. You will build your own blockchain use case, starting from the basics, building it up step-by-step into a working prototype. You will also have an opportunity to learn from the blockchain journey of world-renowned speakers who are practitioners using blockchain in their own fields.

SCHEDULE
May 19, 26, June 2, 9, 16, 23, 2021

5:30 PM to 7:30 PM on all dates

FORMAT
Live Online

FEES
PHP 25,000.00 or USD 500.00
*USD 1 = PHP 50.00





PROGRAM OBJECTIVES

In today's competitive environment of "adapt or die", it is imperative that individuals and companies understand and make full use of Blockchain's potential. The program aims to teach participants how to fully maximize blockchain by taking them through building their own blockchain use case, as well as teach blockchain technology, blockchain modes, practical blockchain uses, and insights from key guest speakers who will share their blockchain journey.

KEY BENEFITS

Well-Structured Program and World-Class Faculty

The online program offers a venue for high-impact learning with real-time, experiential, and interactive online sessions. Participants will learn from AIM's world-class faculty and its network of industry leaders and practitioners.

Take Full Advantage of Blockchain

The program will help participants lose their fear of blockchain, identify areas for use in a corporate or business environment, and utilize existing blockchain platforms that they can readily use in their companies.

Learn from the Blockchain Journey of World-renowned Industry Experts in Various Fields

Participants will get to learn and interact with selected guest speakers who will share their own challenges, experiences, and success stories on leveraging blockchain in their respective fields, industries, and businesses.

WHO SHOULD ATTEND

Managers and executives in companies or businesses that wish to leverage on the benefits of blockchain

Technologists that wish to develop applications using Blockchain technologies

The program is highly recommended for those in the areas of logistics, supply chain management, banking and finance, information technology (IT), manufacturing, government agencies, legal, insurance, healthcare, food industry, quality control, commerce, retail and consumer goods, asset management, media and entertainment, marketing, among others.

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FOR INQUIRIES:
School of Executive Education and Lifelong Learning, Asian Institute of Management
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123 Paseo de Roxas, Makati City Philippines 1229
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SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

WHAT YOU WILL LEARN

MODULE A: Introduction to Blockchain, Opportunities and Challenges

MODULE B: The Technology Behind Blockchain

- Concept of Distributed Ledger
- The Double-spend Problem
- Cryptography: Private and Public Keys
- Validation and Blocks
- Hashing

MODULE C: Building a Blockchain

- Private vs. Public
- Governance and Permissions, Validation
- Centralized vs. Decentralized
- Proof of Work, Proof of Stake, Proof of Authority
- Reconciliation
- Settlement

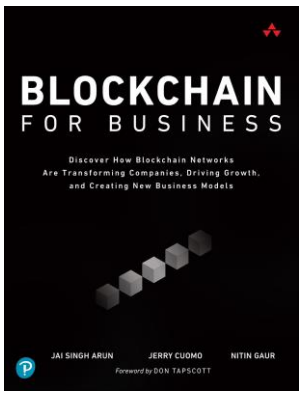
MODULE D: Complementary Technologies

- Analytics
- Cloud
- IOT (Internet of Things)
- System of Records
- ICO

MODULE E: Blockchain Case Studies

- Bitcoin and Other Digital Currencies
- Logistics
- Food Industry
- Sourcing and Quality Assurance
- Insights from Internationally Renowned Speakers on Each Industry

RESOURCES



Blockchain for Business
By Jai Singh Arun, Jerry Cuomo, Nitin Gaur
Published May 9, 2019 by Addison-Wesley Professional.

Blockchain enables enterprises to reinvent processes and business models and to pursue radically disruptive applications. Blockchain for Business is a concise, accessible, and pragmatic guide to both the technology and the opportunities it creates.

Authored by three experts from IBM's Enterprise Blockchain practice, it introduces industry-specific and cross-industry use cases, and reviews best-practice approaches to planning and delivering blockchain projects. With a relentless focus on real-world business outcomes, the authors reveal what blockchain can do, what it cannot do yet, and where it is headed.

Whether you are a senior decision maker, technical professional, customer, or investor, Blockchain for Business will help you cut through the hype and objectively assess blockchain's potential in your business.

Participants to the program will receive a digital copy of "Blockchain for Business" as part of their course reading materials.

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SCHOOL OF EXECUTIVE EDUCATION AND LIFELONG LEARNING

Your Program Faculty



Francisco Castillo, PhD, PMP, PfMP
Adjunct Faculty
Asian Institute of Management

Francisco Castillo, PhD, PMP, PfMP is part of the Adjunct Faculty of the Institute and author of the book, "Managing Information Technology", published by Springer (Germany). He is affiliated with Maynilad Water Services, Inc. as Sr. Vice President and Chief Information Officer and worked previously for a multinational technology consulting company as Managing Consultant for the Asia-Pacific, for Phinma as Assistant to the Sr. Executive Vice President, and for Universität Politecnica de Catalunya as Associate Director. He was recognized as the ASEAN CIO of the Year in 2013 and 2016.

Guest Speakers



Cesar Purisima
Executive-in-Residence, Asian Institute of Management
Asia Fellow, Milken Institute

Mr. Cesar Purisima is an Asia Fellow at the Milken Institute and previously the Secretary of Finance for the Philippines and chair of the economic development cluster of President Benigno Aquino's Cabinet. Mr. Purisima has been widely recognized for his efforts in turning the sick man of Asia into its newest bright star, having been awarded Finance Minister of the Year by various international institutions six consecutive times in six years. He was named Finance Minister of the Year seven times — twice by Emerging Markets and once by Euromoney and the Banker, twice again by FinanceAsia, and most recently by Global Markets (formerly Emerging Markets) — for six consecutive years, a first for the Philippines.

At the end of his term, Mr. Purisima was awarded the Order of Lakandula by President Aquino, the highest civilian award given by the Philippine Government.



Julie Tracy Lockwood
Director at IBM, Global Business Services
Distribution Consultant, University of Colorado Blockchain Solution

Julie Lockwood is currently a Director with IBM Global Business Services (GBS) and manages a collection of distribution assets built on IBM Cloud, including: Blockchain, Internet of Things connectivity solutions, and a Payment Solution. Some clients within her portfolio include The Gap, Inc. brands, Pepsi Co., Mondelez, Abbott Labs, any many others. Her 20 years in IBM include roles in Import, Export, Global Trade, Consulting and Software Services. Prior to IBM, she worked for Abbott Labs in Marketing and Logistics and Maersk in Transportation Management.

Julie is an active member of the Council of Supply Chain Management (CSCMP) and has served as a local chapter President and Treasurer. Additionally, she volunteers with Denver Transportation Club and has hosted an annual case study competition with top U.S. Supply Chain schools.

Julie holds a Master of Science in International Business degree from the University of Colorado Denver.

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Nitin Gaur
Director, IBM Financial Sciences and Digital Assets
Author, "Blockchain for Business"

Nitin Gaur currently serves as Director of IBM WW Digital Asset Labs - serving to device industry standards, use cases and working towards making blockchain for enterprise a reality. He also founded IBM Blockchain Labs and led the effort in establishing blockchain practice for the enterprise. In his 19 years with IBM, he has achieved various industry-recognized certifications. He is also appointed as an IBM Distinguished Engineer As a technical leader, Nitin has been involved in many enterprise project implementations and technical paper presentations at internal and external conferences, with topics ranging from software architectures to improvement of management processes. Nitin holds MS in Management Information systems and MBA in Finance from University of Maryland.



Jorge "Jojy" Azurin
CEO, Innovare Techne
CEO, Pacific Health Depot
Founder and CEO, MediXserve.com
Co-founder, Horsepower.ph Services Inc. / BayaniHealth.com

Jojy Azurin is the CEO or Founder of several technology startups. He is also currently Manila Director for Founder Institute, the world's biggest startup incubator. With over 4,500 startup graduates around the world. He actively promotes entrepreneurship in the region as an adept mentor, and notable speaker in technology and business events. He is very active in the local and ASEAN startup community.

He completed a degree in Mechanical Engineering as a full scholar at the University of the Philippines and took up units in M.A. Economics at the University of Asia and the Pacific. Accepted into PhD in Engineering-Economics Systems program at Stanford University, Jojy switched careers and focused on the Information Technology business where he co-founded several pioneering tech companies in the fields of BPO, IT outsourcing, online content publishing and eCommerce.



Beryl Chavez Li
Founder and CEO, CapchainX
FinTech Entrepreneur

Beryl was Consultant at Unionbank of the Philippines' innovation arm, UBX, where she product owns its investment platform to auction off foreclosed assets and to offer real estate backed digital assets. She was the founding CEO of asset token platform, CapchainX, and was a founding team member and Entrepreneur-in-Residence at Coins.ph, a leading crypto exchange and blockchain payments startup in Asia recently acquired by GoJEk. Her experiences include back testing trading algorithms at BlackRock London as an FX Quants Consultant and authoring the Philippine Roadmap for Digital Startups, a framework in building the Philippine startup ecosystem, as Senior Consultant at the Department of ICT.

She holds a Master of Finance degree from Cambridge University where she sat as President of the Cambridge University Cryptocurrency Society. She attended Stanford University earning an International Management Certificate during the summer quarter and earned her bachelor's in international business, Finance and Economics at Manchester University.



Earning a SEELL Post-Graduate Certificate and Diploma

SEELL offers Post-Graduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual's qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized and more manageable manner.

By successfully completing SEELL's programs, credentials can be earned over time, stacked towards earning a Post-Graduate Certificate in an area of their choice, and ultimately, a Post-Graduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

EARNING CREDENTIALS

Successfully completing the program earns participants **one (1) unit** which can be credited **Post-Graduate Certificate in Data Science and Information Technology**.



Post-Graduate Certificate in Data Science and Information Technology

Our Data Science and Information Technology programs enable business leaders, managers, and professionals to design business strategies and make business solutions using relevant empirical data and research.

*Post-Graduate Certificates require five (5) units earned within two (2) years.

Participants will also earn **one (1)** unit which can be credited to the Post-Graduate Diploma in Management.

*The Post-Graduate Diploma in Management requires a total of twenty (20) units earned within three (3) years.

ELIGIBLE PROGRAMS

For guidance on other eligible programs for Post-Graduate Certificates and designing your learning journey with SEELL, please email us at SEELL@aim.edu or visit our website at https://executiveeducation.aim.edu

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