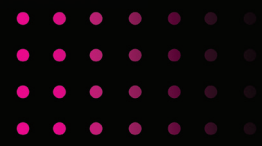


# MBA IN BLOCKCHAIN MANAGEMENT

## Course Specification



# CONTENTS

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<b>1.0. ATHENA GLOBAL EDUCATION</b>	4
<b>2.0. GUGLIELMO MARCONI UNIVERSITY</b>	5
<b>3.0. CAMBRIDGE INTERNATIONAL QUALIFICATIONS</b>	6
<b>4.0. MASTER OF BUSINESS ADMINISTRATION - BLOCKCHAIN MANAGEMENT</b>	7
Postgraduate Diploma in Blockchain Management	8
4.1. Aim of the Course	8
4.2. Grading Structure	8
4.3. Enrolment and Equal Opportunity	9
4.4. Access and Recruitment	9
4.5. Access Arrangement and Special Consideration	10
4.6. Admission Requirments	10
4.7. Guidance on Assessment	10
4.8. Methods of Assessment	11
<b>5.0. MODULES AND COMBINATIONS</b>	11
<b>5.1. SUSTAINABILITY AND BUSINESS</b>	12
Module Description	12
Learning Outcomes	12
Content Covered	12
Assessment	13
<b>5.2. SRATEGIC LEADERSHIP AND HR PRACTICES IN ORGANIZATION</b>	13
Module Description	13
Learning Outcomes	14
Content Covered	14
Assessment	15
<b>5.3. INTERNATIONAL MARKETING MANAGEMENT</b>	15
Module Description	15
Learning Outcomes	15

# CONTENTS

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Content Covered	16
Assessment	16
<b>5.4. OPERATION AND PROJECT MANAGEMENT</b>	17
Module Description	17
Learning Outcomes	17
Content Covered	17
Assessment	18
<b>5.5. BLOCKCHAIN FUNDAMENTALS</b>	18
Module Description	18
Learning Outcomes	19
Content Covered	19
Assessment	20
<b>5.6. APPLICATION OF BLOCKCHAIN</b>	20
Module Description	20
Learning Outcomes	20
Content Covered	21
<b>5.7. CAPSTONE PROJECT</b>	21
Module Description	21
Learning Outcomes	21

## 1.0. ATHENA GLOBAL EDUCATION

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Athena Global Education is a subsidiary of Westford Education Group, a higher education services provider since 2009, providing quality UK, Italian and Spanish Bachelor and Master level degrees. We have helped thousands of learners from around the world achieve their higher education goals and through that, their professional goals.

Westford Education Group has partnered with many internationally accredited universities, Awarding Organizations and Professional Bodies, enabling us to provide high quality and fully accredited programs worldwide. Westford is currently partnered with Cardiff Metropolitan University from UK, University of Wolverhampton from UK, Guglielmo Marconi University from Italy, Fort Hays State University from USA, Pearson Education from UK and the Scottish Qualification Authority (SQA) of UK to name a few.

Athena Global Education is the latest venture of Westford Education Group. It is built upon our core values: That quality higher education is an undeniable right of all, not of few, and should be affordable by all. Our key pillars of this venture are Accessibility and Affordability, and we have made sure that the courses developed in this platform support and reflect these key values.

This MBA in Blockchain Management programme offered by Athena Global Education is a Dual Certification programme delivered in partnership with Guglielmo Marconi University, Italy and Cambridge International Qualifications, UK.

## **2.0. GUGLIELMO MARCONI UNIVERSITY**

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Guglielmo Marconi University (GMU) is based in Rome, Italy and recognised by the Ministerial Decree of March 1, 2004. GMU's main campuses are based in Rome and are located around Prati and Vatican neighborhoods. Currently, GMU has more than 16,000 students enrolled in graduate and postgraduate programs, 300 faculty members and a team of 200 expert advisors.

The central administrative offices, studios, academic departments and the majority of the university facilities are situated on the main campus. GMU distinguishes itself by the operational blended format that implements both online and traditional academic programs. This format provides students with a valuable experience both online and offline, by preserving face-to-face interactions with professors, seminars and lessons within the athenaeum, and by granting access to intranet and institutional resources.

Since 1999 Italian Universities have abided by the 'Bologna Process', launched with the Bologna Declaration of 1999 and defined by the European Higher Education Area (EHEA). In relation to this reform, the university is system organized in 3 cycles: Bachelor's degree, Master degree and Doctorates in different schools.

### 3.0. CAMBRIDGE INTERNATIONAL QUALIFICATIONS

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Cambridge International Qualifications (CIQ) is a professional awarding organization incorporated in the UK and its subsidiary of Westford Education Group which has been in higher education since 2009. CIQ aims to develop and accredit qualifications which meet the ongoing needs of learners and the corporate sector ensuring individuals have access to opportunities for personal and professional development.

CIQ offers credit rated programmes under Scottish Credit Qualification Framework (SCQF) through the credit rating agency Scottish Qualification Authority which enables the student to attain UK regulated qualifications. Apart from the credit rated programmes, CIQ also offers stand-alone professional diploma and certification programmes which has been developed based on the current need of the industry. CIQ also partnered with NCFE-UK (Northern Council for Further Education) and TQUK (Training Qualifications, UK) for joint certification for the courses developed by CIQ.

CIQ has gained a reputation for the high-quality support services provided to the education sector. We work with Schools, Colleges, Universities, and corporate bodies as well as Government agencies to provide relevant, effective, and flexible programmes. Our qualification and assessment framework is up-to-date, result oriented and meets the defined values as per international standards. CIQ qualifications are approved for progression to higher qualifications offered by International Universities around the globe.

The CIQ qualification and assessment framework have been developed in consultation with leaders from various corporate bodies, government agencies, and Universities around the world. CIQ programmes are frequently assessed to enhance quality and ensure they are relevant for the rapidly changing global market as well as career opportunities for ambitious individuals. The CIQ Qualification and assessment framework is available throughout the world and may be accessed via our “Approved Centre Network”

## **4.0. MASTER OF BUSINESS ADMINISTRATION- BLOCKCHAIN MANAGEMENT**

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This Master of Business Administration - Blockchain Management program is designed in partnership with Guglielmo Marconi University, Italy. The programme is delivered through our online platform, which provides learners with the flexibility to decide their learning schedule based on work and family commitments. Blockchain technology is a powerful resource that needs knowledge about the management and feasibility of the technology, in order to fully realize the potential. This course equips the learner to properly navigate, take crucial business decisions, and demonstrate resourcefulness in the field of Blockchain through the in-depth understanding of how the Blockchain economy operates, manages, and succeeds.

This qualification is delivered and assessed in English Language and the course is offered through the self-learning platform at [www.athena.edu](http://www.athena.edu). On successful completion of the online program, learners will be awarded the Master's Degree issued by Guglielmo Marconi University, Italy. This specification contains the details of all courses that constitute the full qualification and its associated guidance. Each module in this course sets-out the required learning outcome (LO), assessment criteria, recommended reading and other important information which will be helpful for the learner.

## 4.1. AIM OF THE COURSE

The Master of Business Administration - Blockchain Management course introduces our learners to Blockchain Technology and lets them understand the importance and value of such a technology in the current era. This course prepares you to tackle and handle the Blockchain economy, management, trading, and other operations effectively.

Learners will also be able to understand and apply concepts that are beneficial to the technologies surrounding Blockchain, as well as improve the economy through the management of societal problems that the economy presents. Moreover, completing this course lets the learner explore various career and professional development paths, showcasing the flexibility of this sector.

## 4.2. GRADING STRUCTURE

The following grading criteria will be applicable for Master of Business Administration - Blockchain Management

Marks	Grades
70 to 100	Distinction
60 to 69	Merit
50 to 59	Pass
40 to 49	Fail with Re-sit
9 0 to 3	Fail with Retake



### 4.3. ENROLMENT AND EQUAL OPPORTUNITY

Athena Global Education confirms its commitment to equal opportunities in all its activities. It is intended that all students should receive equal treatment irrespective of political belief, gender, sexual orientation, age, disability, marital status, race, nationality, ethnic origin, religion or social background. We have implemented an adequate and transparent system in place, in order to ensure that equal opportunity is given to all prospective learners of the course.

### 4.4. ACCESS AND RECRUITMENT

Our policy with regard to access to our programs is that:

- They should be available to everyone who is capable of reaching the required standard
- They should be free from any barriers that restrict access and progression
- There should be equal opportunities for all wishing to access the qualifications

We follow ethical practices in our communication and business with all our partners. This will include ensuring that all learners are given accurate information and advice about the program. We have deployed appropriate systems to assess a learner's suitability for a program and make a professional judgment about their ability to successfully achieve the designated qualification. This assessment takes into account any support available to the learner within the system during the course of study and any support that may be required to allow the learner to access the evaluations for the units within the program

## 4.5. ACCESS ARRANGEMENTS AND SPECIAL CONSIDERATIONS

Our policy on access arrangements and special consideration aims to enhance access to the qualifications/programs for learners with disabilities and other difficulties (as defined by the Equality Act 2011) without compromising the assessment of skills, knowledge and understanding.

## 4.6. ADMISSION REQUIREMENTS

Students seeking admission to the course may have to fulfill the following criteria/requirement

- A Bachelor's degree in any discipline
- Proficiency in English language equivalent to IELTS 5.5 or more
- The learners without Bachelor's Degree will be considered subject to having minimum three years of managerial/supervisory experience.

## 4.7. GUIDANCE ON ASSESSMENT

For this qualification, all the assessments are completed through the submission of internally assessed student work. To achieve a pass for a unit, a learner must have successfully achieved the learning outcomes as per the standards set by the assessment criteria for that unit. An assignment can relate to a single unit or an integrated assignment incorporating more than one unit can be used; provided the content of the assignment is clearly mapped to show which assessment criteria from which units are being covered.

## 4.8. METHODS OF ASSESSMENT

We use a range of assessment vehicles that will engage learners and give them an opportunity to both demonstrate their knowledge and understanding of a topic and to evaluate how they might apply that knowledge in a given context.

This might include assessment through:

- A research activity resulting in the compilation of a report
- An academic paper or article for publication
- The compilation of a case study
- A critical review and evaluation of a chosen company's policies, procedures and systems
- A set project completed for an employer (also known as an 'employer-engagement activity')
- The production of a portfolio of evidence relating to a particular unit
- This list is by no means is exhaustive but gives examples of some creative assessment methods that could be adopted.

## 5.0. MODULES AND COMBINATIONS

To be awarded the Master of Business Administration - Blockchain Management, the learners are required to complete all the following modules.

Module Name	Module type	Credits
Sustainability and Business	Core	8
International Marketing Management	Core	8
Strategic Leadership and HR Practices in Organizations	Core	8
Operations and Project Management	Core	8
Blockchain Fundamentals	Core	8
Application of Blockchain	Core	8
CAPSTONE PROJECT	Core	12

## 5.1. SUSTAINABILITY AND BUSINESS

Level of study : Masters

Credits : 8 ECTS

### Module Description

Organisations within modern-day business are required to redesign their strategies and policies to be in alignment with a sustainability agenda. Corporate social awareness for many organisations now see it necessary to address economic , social issues from a sustainability standpoint, extending the traditional reach of CSR. Sustainability awareness creates the environment for a more innovative organisation and supply chains, with emphasis on biodiversity and close loop supply strategies. The module will critically review sustainability challenges and opportunities for organisations in a global context.

### Learning Outcomes

LO1: Appraise the multiple dimensions of sustainability for business in the context of global challenges

LO2: Critically review, evaluate and develop sustainability strategies of organisations

LO3: Critically analyse the strategy alignment of the business functions to sustainability

LO4: Critically analyse an organisation's global sustainability and your contribution to the impact on global sustainability

### Content Covered

- Incremental challenges of international management
- Sustainability and leadership
- Sustainability and innovation
- Sustainability development goals
- The pillars of sustainability
- Circles of sustainability

- Organisational identity and corporate image
- Core values and sustainability
- Strategy formulation and sustainability
- Corporate social responsibility
- Data roadmaps for sustainable development
- HR role in sustainable strategy
- Sustainability in production and design

## Assessment

Assessment 1: Coursework (weightage 100%, Approximate 3000 Words)

## 5.2. STRATEGIC LEADERSHIP AND HR PRACTICES IN ORGANIZATIONS

Level of study : Masters

Credits : 8 ECTS

### Module Description

The purpose of this module is to discuss and explain the role of strategic HRM and leadership practices in an organization and their influence on the overall performance and competence of the organization. This module is designed to develop an understanding about the contemporary practices of strategic human resource management and the paradigm shift in the approaches and methods related to various functions of HRM like strategic recruitment and selection, strategic leadership, strategic performance management, employee development to name a few. It also endeavors to highlight the role and significance of leadership styles and practices during the planning and implementation of change in the organization. Upon successful completion of the module, the participants will be able to have comprehensive knowledge about the wider business context in which the manager has to lead and perform and make effective decisions..

## Learning Outcomes

LO1: Critically analyze the significance of Strategic Human Resources Management and its changing landscape in organizations.

LO2: Critically discuss the impact of Human Resources Management activities on Organisational Performance.

LO3: Evaluate various leadership styles and practices in organizations.

LO4: Plan how to implement change in an organization.

## Content Covered

- Fundamentals of strategic HRM (SHRM),
- HRM – an Introduction to the basic concepts
- An interdisciplinary approach to HRM
- Strategic HRM – evolution and basic concepts
- Functional roles of HRM in business
- HRM goals, objectives, and practices
- Strategic linkage of HRM: Cost leadership and differentiation strategy
- Rhetoric of SHRM and performance
- Strategic HRM functions, Strategic human resource planning and process, job analysis, demand and supply analysis, Strategic recruitment and selection, discuss various SHRM models.
- Understanding core theories in understanding people and their role in organisations
- Strategic learning and development
- Organisational behaviour and its impact on organisational performance
- Employee involvement and engagement at workplace
- Regulatory environment and workplace relationships
- Leadership: Fundamentals and approaches,
- Leadership theories: Trait theory, behavioral styles theories, situational theories, shared leadership, servant leadership,

- The Leader-Member Exchange model of leadership
- Leadership and organizational development
- Modern organizations : context, drivers, characteristics and challenges
- Types of change
- Resistance to change and the strategies for overcoming the resistance
- Strategic leadership and change management
- Management of change, with reference to culture, conflict, managing self, power, politics

## Assessment

Assessment 1: Coursework (weightage 100%, Approximate 3000 Words) including quiz.

## 5.3. INTERNATIONAL MARKETING MANAGEMENT

Level of study : Masters

Credits : 8 ECTS

### Module Description

Module Description This module demonstrates knowledge and understanding of contemporary theories and their applications in the research field of international marketing and management that provides with opportunity for originality in developing, applying and implementing ideas in the areas of international management and international marketing.

### Learning Outcomes

LO1: Analyse the changing business environment(s) globally and how they pose challenges to marketing management functions in organisations.

LO2: Develop marketing plans with application of appropriate marketing models, tools and techniques.

LO3: Evaluate the processes involved in brand management and how they influence consumer behaviour.

LO4. Decide how to launch new products/services in a dynamic global marketplace.

## Content covered

- Introduction to global environment
- Introduction to marketing
- Marketing process
- International entry modes
- Scope of marketing
- Marketing mix
- Market segmentation
- SWOT analysis
- PESTEL analysis
- Ansoff Matrix
- BCG matrix
- Porter's five forces
- Marketing communications
- Consumer decision making process
- Product life cycle strategies
- New product development process
- Customer needs Distribution strategy
- Pricing approaches and objectives

## Assessment

Assessment 1: Coursework (weightage 100%, Approximate 3000 Words)



## 5.4. OPERATIONS AND PROJECT MANAGEMENT

Level of study : Masters

Credits : 8 ECTS

### Module Description

Module Description The module is designed to help students understand the strategic role of operations management and its competitive advantage for organizational survival. It brings out the relationships between the operations function and other functional areas of a business such as marketing, finance, and information systems and how they can work together to achieve the business strategy.

### Learning Outcomes

LO1: Know the various tools, techniques and apply suitable tools and techniques in different alternative scenarios of Operations Management.

LO2: Apply information management techniques and evaluate them in context of operational functions to achieve competitive advantage and make the organization globally competitive.

LO3: Apply and critically evaluate the importance of project management to given business situations (Using PERT / CPM).

LO4: Demonstrate operations strategy in domestic and global context and evaluate how the use of technology has impacted the operational functions.

### Content Covered

- Understanding OM:
- Evolution of OM
- Introduction to OM
- Role and Scope of Operations Management to Business

- Tools and techniques in OM
- Planning, Forecasting, Scheduling, Cause and Effect Diagram
- Gaining competitive advantage through Information management
- Need and benefits of Information System in OM
- Value adding role of IT to Operations
- Concept and role of ERP and SAP in OM, Integrating IT into Manufacturing and Services  
POMS (Production and Operations Management Systems)
- Building required capabilities into the OM strategy to be competitive
- Operations Strategy as a competitive Weapon, Hayes and Wheelwright's Four Stage Model  
for Operations Strategy
- Link between Corporate Strategy, Business and Operations Strategy

## Assessment

Assessment 1: Coursework (weightage 100%, Approximate 3000 Words)

## 5.5. BLOCKCHAIN FUNDAMENTALS

Level of study : Masters

Credits : 8 ECTS

### Module Description

The Blockchain Fundamentals module is designed for learners to gain understanding and clarity on the various concepts and terminologies of Blockchain Technology taking Bitcoin Blockchain as the reference. Topics such as the History of Blockchain, definition of Blockchain, core attributes of Blockchain, cryptographic methods and evolution of Blockchain Technology and a high level overview of the two most widely adopted Blockchain frameworks – Ethereum and Hyperledger Fabric.

## Learning Outcome:

Learners will be able to state and explain in simple language what Blockchain technology is?

As well as the 4 core attributes of Blockchain technology,

LO 1: Its characteristics and offerings and the phases in a Bitcoin transactions flow.

LO 2: Will gain an understanding of the types of cryptographic methods used in Blockchain by taking Bitcoin Blockchain as the reference.

LO 3: Will be able to differentiate between a Public (Permissionless) and Private (Permissioned) Blockchain networks.

## Content covered

- Blockchain Overview
- Cryptography in Blockchain
- Characteristics & Evolution of Blockchain
- Blockchain Network & Nodes
- Blockchain Transaction Lifecycle
- Elements of Blockchain Transaction
- Accounting methods & Wallets
- Types of Bitcoin Blockchain nodes
- Consensus Mechanism & Its types
- Genesis Block, types of Forking & Mining in Blockchain
- Ethereum Components & Its Evolution
- Types of Transactions in Ethereum
- Ethereum Networks, Dapps & Token standards
- Hyperledger Project Introduction
- Hyperledger Fabric framework concepts

## Assessment

Assessment 1: Coursework (weightage 100%, Approximate 3000 Words)

## 5.6. APPLICATION OF BLOCKCHAIN

Level of study : Masters

Credits : 8 ECTS

### Module Description:

The Blockchain Applications across Industry module is designed for learners to gain an in-depth insight into the various applications of Blockchain Technology in Finance as well as the Non-Finance industry such as Manufacturing, Healthcare, E-Governance Education sector etc. by understanding the different use-cases in both the industries, their adoption level and the industry success stories across the globe.

### Learning Outcome

LO 1: Learners will gain insights into the adoption level, success stories and potential of Blockchain technology across various industries.

LO 2: Learners will be able state the different applications and use-cases of Blockchain technology in the BFSI sector.

LO 3: Learners will be able to state the different applications and use-cases of Blockchain technology in Supply Chain, Contract and Warranty Management, Healthcare and Pharma industry as well as in the Education sector.

## Content covered:

- Blockchain Potential & Adoption
- Blockchain Use-Cases
- Decentralized Finance (DeFi)
- Blockchain Frameworks
- Blockchain Use-Cases in BFSI
- Blockchain in Trade Finance
- Blockchain in Insurance Industry
- Blockchain Applications in Asset Track and Trace
- Blockchain Applications in Asset Provenance
- Blockchain in General Industry

## 5.7. CAPSTONE PROJECT

Level of study : Masters

Credits : 8 ECTS

### Module Description

Capstone Project will equip learners to create a usable project through which they can integrate, synthesize, and demonstrate all their knowledge in a multi-faceted way to potential employers. Projects will be drawn from real-world situations. Project is an opportunity for students to demonstrate their ability to investigate issues of their own choice over a significant period of time. Essentially this is an individual effort but it is carried out under the guidance and advice of a supervisor.

### Learning Outcomes

The student needs to use his/her discretion in handling various aspects of the research investigation. Nevertheless, in presenting your work it is important that you process and order infor

mation sequentially. The following list highlights the essential parts which the completed work should contain,

- Front Cover
- Title Page
- Acknowledgments
- Contents Page (Contents, List of Tables, Figures and Appendices)
- Abstract/Executive Summary Introduction Aim and Objectives
- Literature Review
- Methodology
- Investigation: Results
- Investigation: Analysis
- Investigation: Analysis
- Conclusion (with suggestions for further work)
- Recommendations (if appropriate)
- References / Bibliography
- Appendices



# uniathena

Flexible | Affordable | Accessible

**ATHENA** >  
GLOBAL  
EDUCATION

## Middle East

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