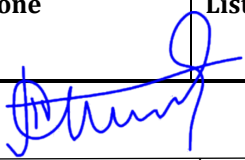
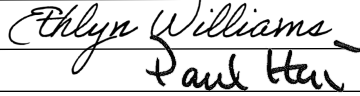
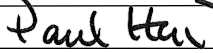
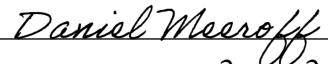
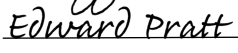
 FLORIDA ATLANTIC UNIVERSITY	NEW COURSE PROPOSAL Undergraduate Programs		UUPC Approval <u>10-11-21</u> UFS Approval _____ SCNS Submittal _____ Confirmed _____ Banner Posted _____ Catalog _____	
	Department College (To obtain a course number, contact erudolph@fau.edu)			
Prefix Number	(L = Lab Course; C = Combined Lecture/Lab; add if appropriate) Lab Code	Type of Course	Course Title	
Credits (Review Provost Memorandum)	Grading (Select One Option) Regular Pass/Fail Sat/UnSat	Course Description (Syllabus must be attached; Syllabus Checklist recommended; see Guidelines)		
Effective Date (TERM & YEAR)				
Prerequisites, with minimum grade*		Corequisites	Registration Controls (Major, College, Level)	
*Default minimum passing grade is D-. Prereqs., Coreqs. & Reg. Controls are enforced for all sections of course				
WAC/Gordon Rule Course Yes No WAC/Gordon Rule criteria must be indicated in syllabus and approval attached to proposal. See WAC Guidelines .		Intellectual Foundations Program (General Education) Requirement (Select One Option) General Education criteria must be indicated in the syllabus and approval attached to the proposal. See GE Guidelines .		
Minimum qualifications to teach course				
Faculty Contact/Email/Phone		List/Attach comments from departments affected by new course		
Approved by Department Chair <u></u> College Curriculum Chair <u></u> College Dean <u></u> UUPC Chair <u></u> Undergraduate Studies Dean <u></u> UFS President _____ Provost _____		Date <u>Sep 10, 2021</u> <u>09/27/2021</u> <u>9 - 28 - 2021</u> <u>10-11-21</u> <u>10-11-21</u> _____ _____		

Email this form and syllabus to mjenning@fau.edu seven business days before the UUPC meeting.

ISM 4451 - Blockchain: Business Implications

Section number and CRN: (TBA), Spring 2022
3 credits

Spring, 2022
Prof. XXXXX YYYYY

Office: XXXXX

Office hours: TBA

Classroom: XXXX

Telephone: 561-297-XXXX

Email: zzzzz@fau.edu



TA name	xxxxxx xxxxxxxxx
Office	xxxxxx
Office hours	MWF xx:xx – xx:xx
Telephone	561-297-xxxx
Email	xxxxxx@fau.edu

Course Description

The course provides an introductory analysis of Blockchain and its implications for business and society. Analysis of business models and strategies are discussed in the context of Blockchain and similar technological innovations. Appropriate for all Business disciplines.

Instructional Method

TBD – One of below:
In-Person w/Live Remote Option
Online Live Lecture
Fully Online Class

Prerequisites/Corequisites

No prerequisites

Course Objectives/Student Learning Outcomes

By the end of the course, students will be able to:

- Learn the language of Blockchain through industry and business terms
- Learn to communicate and discuss issues, benefits, and risks of Blockchain adoption

COVID-19 Statement

Due to the surge in COVID-19 cases and the delta variant, all students regardless of vaccination status are expected to wear masks while indoors in any FAU facilities, including classrooms and laboratories. Students experiencing flu-like symptoms (fever, cough, shortness of breath), or students who have come in contact with confirmed positive cases of COVID-19, should immediately contact FAU Student Health Services (561-297-3512). Symptomatic students will be asked to leave the classroom to support the safety and protection of the university community. For additional information visit <https://www.fau.edu/coronavirus/>. In classes with face-to-face components, quarantined or isolated students should notify me immediately as you will not be able to attend class. I will not be able to offer an online version of the class but will make reasonable efforts to assist students in making up the work. Vaccinated students have much lower chances of needing to quarantine and a much lower chance of missing class time.

- Understand the implications of Blockchain for Supply Chain Management and various business and government sectors
- Understand Ethereum's impact in creating a fertile ground for new innovations like Decentralized Finance (DeFi), Non-Fungible Tokens (NFTs) and others
- Understand trust and risks in Blockchain transactions

Supplemental Course Description

Continuous major technology innovations like the Internet, Social Media, Mobile technology, Artificial Intelligence, and Blockchain have had major influences on businesses through the past twenty years. Given the events of the past few years, the rate of innovation and adoption has increased in an unprecedented rate, and there are strong indications that this trend is continuing to accelerate for the foreseeable future. One of the major themes of innovation is around the decentralization, and democratization of data through the wide-ranging use of Blockchain, artificial intelligence (AI), and Internet of Things. Blockchain fuels for Web 3.0 and the phase three of the digital economy. As such, Blockchain, cryptocurrency, smart contracts, and cloud services will continue to drive the competition for a adoption. These factors are compelling organizations to restructure and redefine the role of Information Technology practitioners, leaders, and experts alike as the custodians of modernization. Furthermore, in many cases successful adoption, implementation, and utilization of technology innovation, specifically Blockchain and AI, are becoming a differentiator in various vertical markets, and a major key to expansion and competitiveness.

This course provides an introductory analysis of Blockchain and its implications for business and society. Implications for businesses are discussed through the lens of concept-to-action framework: innovation, disruption, adoption, abandonment, and maturity matrix. Topics include but are not limited to cryptocurrency and financial models, smart contracts, fungible tokens, supply chain blockchains, organizational models to support Blockchain and other innovations, changes to business models driven by Blockchain and other disruptive technologies, organizational transformation to support digital business strategies. In addition, various just-in-time contemporary emerging technologies will be discussed to prepare current and aspiring business professionals to remain competitive and strategic in the age of Blockchain and digital business.

This course does not cover coding, programming, cryptology, systems design, or comprehensive system development. Prior knowledge of information technology, computer science, or mathematical concepts is not required. The emphasis of this course is on business guiding principles and approaches, analysis of Blockchain's adoption and implications for business to drive growth as well as real-world examples and application of blockchain and technology innovations.

Course Resources

Students are expected and required to have Internet access, Microsoft Office (or compatible products), and email account for this course. This course uses Canvas extensively for communications, file distribution and testing. Please make every effort to ensure that you have access to Canvas and that you receive and read your FAU email regularly.

Course Evaluation Method

This course is from 1000 possible points.

Harvard Case Write-up -- 7 cases each is worth 20 points	14% (140 points)
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Case study presentation	10% (100 points)
Chapter Assessments (Quizzes) - 14 (each is 40 points)	56% (560 points))
Special topic write-up: Blockchain and Business implications	15% (150 points)
Special topic presentation: Blockchain and Business implications	5% (50 points)

Detailed description of each of the above course evaluation components is discussed in class and/or on Canvas.

Course Grading Scale

Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F
Cutoff	930	900	870	830	800	770	730	700	670	630	600	0

Policy on Makeup Tests, Late Work, and Incompletes

Missing Quizzes

Except in the cases of religious or university-approved events, making up missing exams will not be allowed.

Late Assignments

Based on the nature of the course, all assignments must be submitted on Canvas (final project, etc.) Submission on Canvas will be logged automatically. Except in the cases of religious or university-approved events, late assignments will not be accepted unless explicit prior permission is issued, in which case a penalty may be assessed to maintain fairness among students.

Anti-plagiarism Software

All submitted work or class presentations are expected to be of graduate-level quality. Unprofessional, incomprehensible, or sloppy format, writing, or presentation will result in lower grades. All submission may be filtered by the university anti-plagiarism system and using APA format. State if any requirements are associated with the course, such as mandatory field trips or film viewings, special fees, or purchase of course-related materials.

Policy on the Recording of Lectures

Because of a new Florida Statute in 2021, the following model language is suggested for inclusion in course syllabi, at the discretion of individual faculty:

Students enrolled in this course may record video or audio of class lectures for their own personal educational use. A class lecture is defined as a formal or methodical oral presentation as part of a university course intended to present information or teach students about a particular subject. Recording class activities other than class lectures, including but not limited to student presentations (whether individually or as part of a group), class discussion (except when incidental to and incorporated within a class lecture), labs, clinical presentations such as patient history, academic exercises involving student participation, test or examination administrations, field trips, and private conversations between students in the class or between a student and the lecturer, is prohibited. Recordings may not be used as a substitute for class participation or class attendance and may not be published or shared without the written consent of the faculty member. Failure to adhere to these requirements may constitute a violation of the University's Student Code of Conduct and/or the Code of Academic Integrity.

Attendance Policy

This course is designed to accommodate flexible schedule to a limited extent; however, classroom/online environment and participation is an important aspect of this, and it is highly recommended that you do every effort to attend all lectures. You are expected to do all your assigned work during the assigned session. Use your own judgment if you have to miss a class or session due to your personal or professional commitment.

If you miss two (2) or more sessions (with the exception of true emergencies or university-approved disasters), your grade could be impacted. Students are expected to attend all of their scheduled University classes and to satisfy all academic objectives as outlined by the instructor. The effect of absences upon grades is determined by the instructor, and the University reserves the right to deal at any time with individual cases of non-attendance. Students are responsible for arranging to make up work missed because of legitimate class absence, such as illness, family emergencies, military obligation, court-imposed legal obligations or participation in University-approved activities. Examples of University-approved reasons for absences include participating on an athletic or scholastic team, musical and theatrical performances and debate activities. It is the student's responsibility to give the instructor notice prior to any anticipated absences and within a reasonable amount of time after an unanticipated absence, ordinarily by the next scheduled class meeting. Instructors must allow each student who is absent for a University-approved reason the opportunity to make up work missed without any reduction in the student's final course grade as a direct result of such absence.

Counseling and Psychological Services (CAPS) Center

Life as a university student can be challenging physically, mentally and emotionally. Students who find stress negatively affecting their ability to achieve academic or personal goals may wish to consider utilizing FAU's Counseling and Psychological Services (CAPS) Center. CAPS provides FAU students a range of services – individual counseling, support meetings, and psychiatric services, to name a few – offered to help improve and maintain emotional well-being. For more information, go to <http://www.fau.edu/counseling/>

Disability Policy

In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS) and follow all SAS procedures. SAS has offices across three of FAU's campuses – Boca Raton, Davie and Jupiter – however disability services are available for students on all campuses. For more information, please visit the SAS website at www.fau.edu/sas/.

Code of Academic Integrity

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see [University Regulation 4.001](#).

Disruptive Behavior Policy Statement

Disruptive behavior is defined in the FAU Student Code of Conduct as “... activities which interfere with the educational mission within classroom.” Students who behave in the classroom (online) such that the educational experiences of other students and/or the instructor’s course objectives are disrupted are subject to disciplinary action. Such behavior impedes students’ ability to learn or an instructor’s ability to teach. Disruptive behavior may include, but is not limited to: non-approved use of electronic devices (including cellular telephones, leaving Mic on); cursing or shouting at others in such a way as to be disruptive; or, other violations of an instructor’s expectations for classroom conduct.

Faculty Rights and Responsibilities

Florida Atlantic University respects the right of instructors to teach and students to learn. Maintenance of these rights requires classroom conditions which do not impede their exercise. To ensure these rights, faculty members have the prerogative:

- To establish and implement academic standards
- To establish and enforce reasonable behavior standards in each class
- To refer disciplinary action to those students whose behavior may be judged to be disruptive under the Student Code of Conduct

Required Texts/Readings

- Don Tapscott and Alex Tapscott, Blockchain Revolution: How the Technology Behind Bitcoin and Other Cryptocurrencies Is Changing the World, Portfolio, 2018, ISBN-10: 1101980141, ISBN-13: 978-1101980149
- Alison Davis and Matthew C. Le Merle, Blockchain Competitive Advantage, Fifth Era Media, 2019, ISBN-10: 1950248046, ISBN-13: 978-1950248049
- Harvard Business School case studies package – More information will be provided in class
Cases link: <https://hbsp.harvard.edu/>
- BlockGeek <https://blockgeeks.com/guides/what-is-blockchain-technology/> * No cost *
- Evan McFarland, Blockchain Wars: The Future of Big Tech Monopolies and the Blockchain, Evan McFarland 2021 * No cost *

Supplementary/Recommended Readings (if applicable)

- Jai Arun, Jerry Cuomo, Nitin Gaur, Blockchain for Business 1st Edition, Addison-Wesley Professional; 1st edition, 2020, ISBN-13: 978-0135581353
- Schilling, Strategic Management of Technological Innovation, 6e, 2020, McGraw Hill, ISBN: 978-1260565799
- Bashir, Mastering Blockchain: A deep dive into distributed ledgers, consensus protocols, smart contracts, 2020, ISBN:978-1839213199,
- Drescher, Blockchain Basics: A Non-Technical Introduction in 25 Steps, 2017, ISBN: 978-1484226032
- Knapp, Blockchain 2035: The Digital DNA of Internet 3.0, 2019, ISBN: 978-0578474502
- Mehta, Agashe & Detroja, Blockchain Bubble or Revolution: The Future of Bitcoin, Blockchains, and Cryptocurrencies, 2019, ISBN: 978-0578528151

- Sahota & Ashley, Own the AI Revolution, Unlock your Artificial Intelligence Strategy to disrupt your competition., 2019, McGraw Hill Publications.
ISBN: 978-1-260-45837-4
- Iansiti & Lakhani, Competing in the Age of AI, Strategy and Leadership when Algorithms and Networks Run the World., 2020, Harvard Publications
- Armstrong, Disruptive Technologies: Understand, Evaluate, Respond, Kogan Page, 2017,
ISBN: 978-07494-77288
- The Technology Takers: Leading Change in the Digital Era
- Juma, Innovation and Its Enemies: Why People Resist New Technologies, 2016, Oxford Press
ISBN: 978-01904-67036
- Knaflic, Storytelling with Data: A Data Visualization Guide for Business Professionals, 2015, Wiley
ISBN: 978111905-5259
- Diamandis & Kotler, Bold: How to Go Big, Create Wealth, and Impact the World, by Peter H. Diamandis, 2016, Simon & Schuster ISBN: 978-14767-09567
- Schwartz, A Seat at the Table: IT Leadership in the Age of Agility, ITRevolution, 2017,
ISBN: 978-194278-8119
- Crouch, Will the gig economy prevail, 2019, Polity Press ISBN:978-150953-2445
- Osann, Mayer & Wiele The Design Thinking Quick Start Guide: A 6-Step Process for Generating and Implementing Creative Solutions, 2019, Wiley ISBN: 978-1119679899

Course Topical Outline

Date	Topic	Discussion	Reading and Quiz
Week 1	Course Discussion Innovation-Based Competitive Advantage. The Unfinished Digital Revolution. Trust in Business Transactions	Introduction to Technological Innovations and Trust in Business. Blockchain Questions from Business Leaders	Tapscott & Tapscott, Ch 1 Davis & Le Merle, Introduction. Ch 1, 3
Week 2	Blockchain: The Beauty of Blockchain. Concepts and Design principles of Blockchain-driven Economy	Why Blockchain matters?	Tapscott & Tapscott, Ch 2 Davis & Le Merle, Ch 4, 7 Quiz 1
Week 3	Understanding the Technology Landscape and Types of Blockchains	Student Special topic Presentations	Tapscott & Tapscott, Ch 3 Davis & Le Merle, Ch 8, 9 Quiz 2
Week 4	The Business Model and Enterprise Structure: re-architecting the company. Building Effective Teams and Projects	Case Study 1: Blockchain Is Changing How Companies Can Engage with Customers	Tapscott & Tapscott, Ch 4 Davis & Le Merle, Ch 11, 15 Quiz 3
Week 5	The Business Model: Path to Blockchain Enterprise Adoption. Hype vs Adoption	Student Special topic Presentations	Tapscott & Tapscott, Ch 5 Davis & Le Merle, Ch 12 Quiz 4
Week 6	The Decentralized Economy: Power to the People and Governance Structure of Blockchain	Case Study 2: A Decentralized Token Economy: How Blockchain and Cryptocurrency Can Revolutionize Business	Tapscott & Tapscott, Ch 6 Quiz 5

Week 7	Catch Me If You Can: Security and Risks of Blockchains	Student Special topic Presentations	Davis & Le Merle, Ch 2 Quiz 6
Week 8	The Future of Blockchain Blockchain Financial Models and Smart Contracts Frameworks.	Case Study 3: Ripple: The Business of Crypto	Davis & Le Merle, Ch 5, 6 Quiz 7
Week 9		Spring Break	
Week 10	Prosperity and Economic Inclusion opportunities	Case Study 4: Government, Governance, Data, and You	Tapscott & Tapscott, Ch 7 Quiz 8
Week 11	Government, Governance, and Democracy opportunities.	Student Special topic Presentations	Tapscott & Tapscott, Ch 8 Davis & Le Merle, Ch 16 Quiz 9
Week 12	Freedom and Privacy	Case Study 5: Maersk: Betting on Blockchain	Tapscott & Tapscott, Ch 9 Quiz 10
Week 13	Implementation and Growth Challenges.	Student Special topic Presentations	Tapscott & Tapscott, Ch 10 Quiz 11
Week 14	Leadership for the Next Era. Gaining Competitive Advantage. Key Success Factors	Case Study 6: Ethereum: Navigating the Blockchain's Sustainability Versus Profit Dilemma	Tapscott & Tapscott, Ch 11 Davis & Le Merle, Ch 13 Quiz 12
Week 15	Competing in the Age of Blockchain	Case Study 7: Alibaba in Blockchain: Integrating Blockchain-based Remittances into Cloud Services.	Quiz 13
Week 16	Competing in the Age of Blockchain	Student Special topic Presentations	Quiz 14

Selected Harvard Business Case Studies

- 1- Blockchain Is Changing How Companies Can Engage with Customers. HBR Case #: H06369-PDF-ENG
- 2- A Decentralized Token Economy: How Blockchain and Cryptocurrency Can Revolutionize Business. HBR Case #: BH1014-PDF-ENG
- 3- Ripple: The Business of Crypto. HBR Case #: 719506-PDF-ENG
- 4- Maersk: Betting on Blockchain. HBR Case #: 518089-PDF-ENG
- 5- Ethereum: Navigating the Blockchain's Sustainability Versus Profit Dilemma. HBR Case #: B5964-PDF-E
- 6- A Crisis of Ethics in Technology Innovation. HBR Case #: SMR797-PDF-ENG
- 7- Alibaba in Blockchain: Integrating Blockchain-based Remittances into Cloud Services. HBR Case #: IN1547-PDF-ENG