



Syllabus. Introduction to crypto & sport



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Module 1. Introduction to Blockchain & Crypto

Module 2. Introduction to NFT

Module 3. Gaming and Metaverse

Module 4. Blockchain & Sports

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Justification

The sports industry has been taken by storm by crypto and non-fungible tokens (NFTs). Crypto and NFTs are providing clubs, athletes, fans, and companies with new business models leading to new opportunities.

The course "The Future of Crypto and Sports" is designed to provide the student with a basic understanding of how blockchain and crypto is applied in the sports industry.

The student will get hands-on skills to understand what blockchain is, how it works, and why it is revolutionary in the sports industry. At the end of the course, you will be able to determine the specific use cases where blockchain technology is innovating the sports world and solves important problems.

This course begins with an introduction to blockchain and crypto and how blockchain works. Throughout the course, the student will gain insights on the leading use cases of blockchain in sports, including NFTs and the metaverse, and understand the business models behind.

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Objectives

By establishing objectives, we give ourselves a clear idea of what we want to achieve once the teaching and learning process of this course has finished. But our aims are even more specific: we also want to establish what you will need to accomplish in order for this new knowledge to contribute to your educational goals.

To achieve these objectives, you must complete the entire process laid out in the different stages of the course.

Thus, if you work in the way suggested, you will be well-positioned to meet the following objectives:

General objective

The overall objective is to provide the student with the understanding of the basic principles of blockchain and crypto and how they are applied in the sports industry to bring new revenue streams to the industry and new ways of fan engagement.

Specific objectives

1

Understand what blockchain and crypto are and how they work.

2

Learn about the leading blockchain use cases in the sports industry.

3

Learn about the new business models behind the use cases of blockchain and crypto in sports.

4

Understand how the use of blockchain is leading to fan engagement and to the creation of new online communities

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Skills

The skills we hope you will develop throughout this course are:

General skills

- 1** **Group and collaborative work:** the ability to work with colleagues in order to accomplish shared goals and to achieve the synergy typical of a high performance group.
- 2** **The capacity of analysis/reflection:** the capacity to methodically examine the different aspects of a certain reality or situation and to carry out an assessment of that situation.
- 3** **Creativity and innovative, knowledge-based solutions:** the capacity to find alternative solutions to existing problems based on formal knowledge.

Specific skills

The student that completes the course will acquire a solid foundation in blockchain and crypto in order to understand and predict the tendencies in the industry, and specifically understand how they can impact and change the sports industry.

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Criteria for participation and approval

Participation criteria

During the month of course, the student is expected to:

- Browse the multimedia contents of each of the modules that make up the course.
- Solve the evaluations assigned in each module.
- Carry out the proposed activities, whether group or individual.
- Take the final exam.

Approval criteria

For the approval of the course, the student is required to complete the (4) proposed activities in the course and pass the final exam. The student must obtain a final score of 70% or more. This grade will be the average between the activities and the final exam.

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