



## **Executive Program Blockchain Technologies and Application For Business**

**(Non-Technical)**

# About ImaginXP

**ImaginXP** is addressing the quality, curriculum and skill gap that exists in the higher education market with well-trained faculty, industry focused curriculum, a virtual university platform and **1250+** corporate coaches. We partner with universities to enable both full time degree programmes delivered offline at the university campus as well as online through the virtual university platform. The platform is enabled with live classroom access, projects and challenges, short term certification academy, events and corporate mentors to guide and teach the students across the six years of graduation and post-graduation.



We are currently catering to **2000+** full-time students at leading universities PAN India and certified **15000+** students with our short term certification courses in digital & design courses.

We also partner with leading corporates to train their workforce in future skills.

We are a leading organization for UX Design, Design Thinking and Future Skills offering Short Term Certification Courses, Undergraduate & Postgraduate degree programs. We cater & foster students and working professionals aspiring to learn Future Skills through our network of university alliance programs, short-term certification courses, corporate workshops & online programs. We offer currently 6 full-time degree programmes & also 50+ short term certification courses in the field of design, technology & coding and product management through the platform.

- **50+** Corporate Partnerships
- **150+** Design Workshops
- **13+** Retails Centers Across India

- **15000+** Students Certified
- **18+** University Partnerships
- **1000+** Hours of Video Content

- **2000+** Full-time Students
- **100+** Faculty as best instructors
- **80000+** Community Members



# About IBA

The India Blockchain Alliance was established with the purpose of mutual assistance in the field of business development, networking, cooperation and a joint approach to defending the interests of the members of the alliance. It also seeks to raise Awareness of the importance of the blockchain technology among the professional and lay public and therefore, organizes various events and training courses. It also cooperates with the government authorities in the field of the relevant legislation.

The India Blockchain Alliance is a key player in the process of creating a setting that will transform India into a global blockchain destination. The members work harmoniously and in unison for the benefit of the individual and collective business development of blockchain companies.

Established in **2015**, The India Blockchain Alliance (BA) is the most influential voice in the blockchain industry. It is a not-for-profit organization that promotes evidence-based adoption of Blockchain and Distributed Ledger Technologies (DLT) across the public and private sectors.

**Our alliance is drawn from the worlds of Blockchain, Academia, Information Technology. Computer Science, regulators and policymakers in the field of distributed ledger technologies. IBA is a close-knit network of experts and organizations connecting policymakers, academics, blockchain engineers, venture capitalists and visionaries**

- Certified by FTI - largest Certification Agency in Emerging Technology that is recognized Globally
- Partnership with Disney Dragonchain
- Add-on Dragonchain Courses certification for top meritorious students
- Top notch International Faculty as Mentors for 360 degree learning
- International Mentor Pool
- Live Projects (90% International Projects)
- Live Virtual Internships
- Placement Opportunities provided - India and Internationally

## Mission



IBA aspires to see an India that leads the world in the adoption of blockchain technology that has transformed the economy and society to achieve significantly greater competitiveness efficiency, service quality, social engagement and employment. IBA aims to encourage the responsible adoption of blockchain technology by industry and governments across India as a means to drive innovation in service delivery across all sectors of the economy.

## Vision



India Blockchain Alliance was founded on the premise that blockchains have the potential to transform many aspects of India's financial social, and governance systems in ways that make them more decentralized, open, and equitable. Such transformations, however, will affect all country men and it's important to ensure that all classes of stakeholders (private, public regulatory, academic, and more) are connected in open conversations about how use this science to benefit Indians and build India as a leader in blockchain technology.

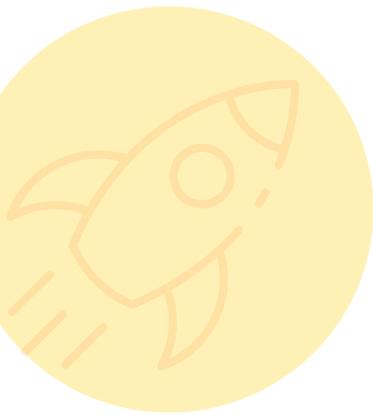


# IMAGINXP MISSION AND VISION



## Vision

To impart quality education in future skills



## Mission

- ▣ To overcome gaps between industry and academia through skilling the students in relevant fields.
- ▣ To ensure updated world class industry ready curricula and content delivered by quality faculty and corporate coaches.
- ▣ Increase employability in higher education by improving the quality of pedagogy in universities.
- ▣ Focus on learning while doing and applications of concept through live projects and internships.
- ▣ To ensure online learning on Virtual University Platform through renowned industry experts across the world.



# OVERVIEW

Blockchain and cryptocurrencies grab a lot of headlines in the media. But is it just hype or are there some practical applications for your industry, for your organization? In the same way that personal computers, open source software, and the internet promised enormous potential in their early days, blockchain technology offers ample possibilities to benefit both business and society at large.

The annual business value of blockchain technologies is forecast to exceed \$3 trillion by 2030, according to Gartner. In addition, a PwC survey of 600 executives on the state of blockchain today reveals that 84 percent reported that they are “actively involved” in blockchain technologies in some way. That response spans a spectrum from being in a research phase to launching a pilot or running live systems. But these figures show that blockchain has left the station at full steam ahead.

But what about the broader societal impact — can blockchain improve the quality of life for people around the world? In a word, yes. Hundreds of organizations, including non-profits, non-government organizations, and governments, are using blockchain technology to drive massive social good. That change includes financial inclusion; building more efficiency into currency exchanges; building wealth independent of a country’s inflation; and securing environmental land rights in developing countries, to level the playing field.

In Executive Education’s online program offered by IBA in collaboration with ImaginXP, Blockchain Technologies and Applications for Business, we’ll explore the myriad of applications for blockchain technology, the architecture that supports cryptocurrencies such as Bitcoin and more than a thousand other digital currencies. The program covers cryptocurrencies, but also ventures into broader topics, exploring:

**01.**

Regulatory and policy considerations

**02.**

How a company can re-invent itself or enter new markets using blockchain technologies

**03.**

How entrepreneurs can tap into the emerging blockchain ecosystem and find new ideas

**04.**

Privacy and risk considerations

This module is designed to provide the student with a foundational understanding of blockchain and cryptocurrency. It is not a full certificated blockchain course and it does not drive deep into the technology of blockchains, however it does provide a basic understanding so the student can begin the journey of exploring the big-gest technology since the internet.

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**“An incorruptible digital ledger of economic transactions that can be programmed to record not just financial transactions but virtually everything of value”**



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**ALEX TAPSCOTT**, Author  
“Blockchain Revolution”

# WHO IS THIS PROGRAM FOR?

Progressive leaders in both the public and private sectors need to understand what new digital technologies such as blockchain can and can't do for their organizations. If you find yourself asking what the opportunities and the limitations of blockchain are, then this program is for you. Representative roles and industries that can benefit include:

- ✓ Financial and banking professionals, including those in risk management and regulatory roles  
Government officials, policy makers, and civil servants from around the globe, as this program takes a truly global perspective
- ✓ Insurance and real estate professionals  
Investors who want to understand the developing blockchain ecosystem to inform investment decisions
- ✓ Supply chain management professionals
- ✓ Entrepreneurs who are interested in launching new ventures relating to blockchain or cryptocurrency
- ✓ Business/technology strategists and consultants
- ✓ IT and security professionals

## YOUR LEARNING JOURNEY

During this online journey, you'll connect with the very best of faculty, industry leaders, and peers from every corner of the globe, taking a deep dive into the applications of blockchain technology for business and society. Taking a case-based approach featuring use cases from finance, healthcare, supply chain management, and consumer products, you'll collaborate through moderated discussion boards and join faculty for live interviews with industry leaders, including Q&A. In addition there are live office hours to supplement the live and recorded sessions.

**Blockchain could change your world more than people can imagine.**

**Jack MA**  
Founder | Alibaba



## Blockchain Fundamentals

 10 Hours

### What is blockchain technology and where did it come from?

- The Fundamentals of Blockchain & Crypto
- Introduction to Blockchain
- Gartner's Hype Curve & Evolution of Blockchain Technology
- Blockchain Need and Genesis
- Key Characteristics of Blockchain
- How Blockchain Works
- Centralization and Decentralization
- Wallets, Transactions, Public & Private keys
- Merkle tree, Mining, PoW, Nonce difficulty level
- Double spending attack: Physical & digital world with history

### Who owns, manages, and governs blockchain and cryptocurrencies?

- Story of mysterious Satoshi
- Bitcoin Whitepaper
- Understanding Bitcoin
- Components of a Block
- How they are joined together through Blockchain
- Different forks from Bitcoin
- How bitcoin can fix this, history of attacks on Bitcoin and crypto
- What are the broad implications for business, society, & governments?

## Blockchain and Core Applications

 5 Hours

- Blockchain Need and Genesis Key
- Characteristics of Blockchain
- P2P System Cryptography, Hashing and Transactions
- Digital Signatures
- Blockchain Structure
- Mining and Consensus
- Centralization and Decentralization
- Byzantine General Problems
- Forks: soft & hard forks, Unmature blocks
- Different forks from Bitcoin Wallets, Transactions, Public & Private keys

## Cryptocurrencies and The Crypto Network

 10 Hours

- Overview of the more than 1,000 cryptocurrencies including Bitcoin and Ripple
- What are the major cryptocurrencies in the global market and what makes one more secure, popular, or volatile?
- What exchanges are out there for trading, and liquidity?
- Cryptocurrencies: A Paradigm Shift
- Public-Key vs Symmetric Cryptography
- Cryptographic Hash Functions Explained
- How Cryptocurrency Exchanges Support the Digital Economy
- What Will Cryptocurrency Give to the Digital Economies of the Future?
- Internet of Things, Blockchain and Shared Economy Applications
- What is Cryptocurrency
- Introduction to how Bitcoin works
- An explanation of Cryptocurrencies
- Where and how to buy bitcoins
- How to store bitcoins?
- How bitcoin transactions work
- Various roles you can play in bitcoin ecosystem

## Strategic Applications of Blockchain Technology in Existing Businesses

 10 Hours

- Use cases on a variety of blockchain applications including supply chain, healthcare, consumer, and social impact
- Learn how companies can use new technologies such as blockchain to enter new markets or turn around a lagging business
- Supply Chain - Blockchain Use Cases
- Manufacturing - Blockchain Use Cases
- Financial Industry - Blockchain Use Cases
- CFA Institute
- Ripple blockchain
- Healthcare - Blockchain Use Cases
- Automobiles - Blockchain Use Cases
- Cyber Security - Blockchain Use Cases
- Retail - Cyber Security - Blockchain Use Cases

## Entrepreneurial Ventures Using Blockchain

 5 Hours

- Overview of the developing blockchain ecosystem from service providers to initial coin offerings
- Insights for entrepreneurs and investors on the market and how it's evolving
- Identifying new opportunities in the blockchain ecosystem

## Regulatory and Policy Considerations of Blockchain Technology

 8 Hours

- Latest regulatory and policy developments and governance of blockchain in major economies
- Smart contracts and why they're increasing in popularity for a variety of applications
- What is a smart contract?
- Smart contracts and why they're increasing in popularity for a variety of applications
- Contract Dimensions
- Legal Considerations
- Security Challenges & Measures
- Smart contract platforms
- Smart Contract Implementation Ricardian Contracts & Smart Contracts Practice: Deploy a Smart Contract

## Privacy and Risks in Using Blockchain Technology

 7 Hours

- Risks associated with adopting new technologies such as blockchain, including hacking
- Privacy considerations around the blockchain
- Blockchain and Cryptocurrency Regulation
- Blockchain Regulation
- Advantages and Challenges to Overcome when Integrating Blockchain Technology
- Second-level Transport System
- Routes to Blockchain Integration
- Privacy considerations around the blockchain

MODULE 07

## The Business Applications and Blockchain

 12 Hours

- Use cases on a variety of blockchain applications including supply chain, healthcare, consumer, and social impact
- Learn how companies can use new technologies such as blockchain to enter new markets or turn around a lagging business
- Overview of the developing blockchain ecosystem from service providers to initial coin offerings
- Insights for entrepreneurs and investors on the market and how it's evolving
- Identifying new opportunities in the blockchain ecosystem
- Regulatory and Policy Considerations of Blockchain Technology
- Latest regulatory and policy developments and governance of blockchain in major economies
- Privacy and Risks in Using Blockchain Technology
- Risks associated with adopting new technologies such as blockchain, including hacking
- Future of Blockchain Technology
- Trends to keep your eye on
- Ways to apply these emerging technologies to your organization through a final capstone project

MODULE 08

## New Generation Technology & Shift of Blockchain

 5 Hours

- Top Global companies and their work in Blockchain technology
- New developments in Blockchain technologies
- Case Study: EOS
- Case Study: Auxledger Integration of Blockchain with other technologies: IoT, AIML and BigData

MODULE 09



# CAPSTONE PROJECT

The last module of the program will help you learn, evaluate and implement all the learnings in a practical real-world problem with end to end project execution. This hands-on project will ensure you are prepared for any challenges you might face during product pre-sales, development and deployment.

# PARTICIPANT PROFILE

You'll be in good company on your blockchain journey. Past participants come from a wide range of industries, job functions, and management levels.



## OTHERS INCLUDE



Advertising



Agriculture



Civil Construction



Ecommerce



Industrial Goods



Media



Retails



Electronics/  
Hardware



Energy



Telecommunications



Transport  
Logistics



Real Estate

# UNIQUE PROGRAM FEATURES

01

1-1 Mentoring



02

Gain in-depth subject knowledge and expert insights from industry-driven comprehensive curriculum



03

24/7 access to study material and video lectures



04

Global Faculty



05

Live interactions with Blockchain experts and Corporate leaders



06

Hands-on experience to solve corporate level Blockchain issues



07

Live Projects



08

Career guidance and support through leading recruitment partners



09

Free Lifetime IBA Membership



# LEARNING METHODOLOGY



Interactive Lectures



High-quality Recorded Video Lectures



E-learning Activities



Illustrative Presentations



Case Studies, Mini-projects & Assignments



Industry Workshops



Live Projects



Case Studies, Mini-projects & Assignments



Instructor-led Practice Sessions On Platforms



# THE FACULTY



**RAJ KAPOOR**

Founder  
India Blockchain Alliance



**TREY RUTLEDGE**

Director  
Disney Dragonchain



**DANIEL SLOAN**

Founder  
Future Tech Blockchain



**PELLI WANG**

Managing Partner  
Deer Creek Inc



**PETER REICHTER**

Manufacturing Specialist  
Three Fold



**LINDA GETZE**

CEO  
Blockchain Chamber Of  
Commerce



# CERTIFICATION

On successful completion of the program, earn an Executive Program in Blockchain Technologies and Applications for Business from BlockEdu and IBA certified by FTI, the largest certification body in emerging technologies worldwide.

Certification From



**ADD THE CERTIFICATE  
TO YOUR CV AND IMPROVE  
YOUR JOB/BUSINESS PROSPECTS.**

Get recognized! Upon successful completion of the program, IBA - FTI grants a verified digital certificate of completion to participants. This program is graded as a pass or fail; participants must receive 80% to pass and obtain the certificate of completion.

**NOTE** After successful completion of the program, your verified digital certificate will be emailed to you in the name you used when registering for the program.

All certificate images are for illustrative purposes only and may be subject to change at the discretion of FTI-IBA

## PROGRAM SYNOPSIS



Practical  
Online Training



1 on 1  
Support



Job Assistance  
& Career



Mentorship



Lifetime Access  
& Updates

[IMAGINXP.COM](http://IMAGINXP.COM)

# BLOCKCHAIN IN THE NEWS



NEWS ANALYSIS

## Demand for blockchain engineers is 'through the roof'

A new jobs report shows software engineers with blockchain skills are in higher demand than at any time in the past, and the number of positions has grown more than fivefold in the past year.



By Lucas Mearian

Senior Reporter, Computerworld | 28 FEBRUARY 2019 16:30 IST



THE ECONOMIC TIMES | tech

English Edition • | E-Paper

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Business News • Tech • Software • Sky-high salaries for blockchain pros

ETPrime

## Sky-high salaries for blockchain pros



## 'Blockchain developers likely to earn double or triple compared to pay offered in other streams'

The blockchain ecosystem is expanding at a healthy rate in India, after having gained a strong foothold in the market over the past few years. In an interview with DataQuest, E





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# WHY BLOCKCHAIN DEVELOPERS ARE THE HIGHEST PAID TODAY



THE BUSINESS LINE  
**BusinessLine**

TATA AIG Save upto\* **75%** on Tata AIG Car Ins

HOME NEWS MARKETS COMPANIES ECONOMY INFO-TECH OPINION SPECIALS PORTFOLIO PREMIUM MORE +

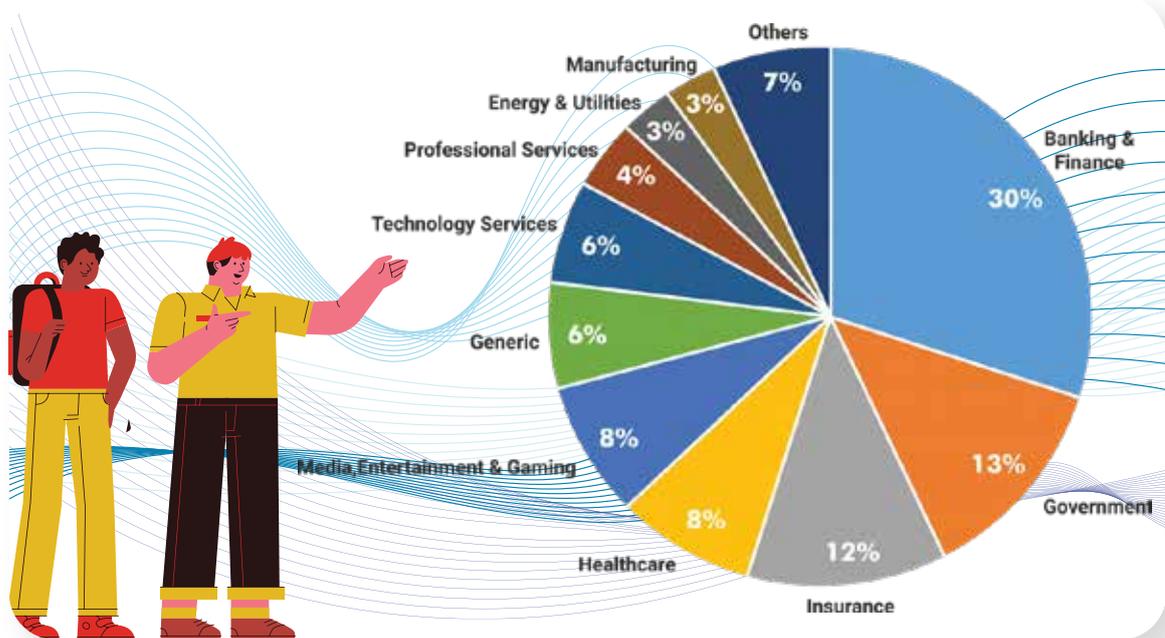
LATEST NEWS | PORTFOLIO | BLINK | ECONOMY | BL ON CAMPUS | MONEY & BANKING | DATA FOCUS | CARTOONS | RESOURCES | KNOWLEDGE SERIES

### Economy

## Keen to use blockchain, machine learning and open APIs in public service: FinMin

Our Bureau | New Delhi | Updated on December 09, 2020 | Published on December 09, 2020

SECTORS USING BLOCKCHAIN



# NON TECH JOBS IN BLOCKCHAIN

- ◀ Blockchain Project Managers
- ◀ Blockchain Tech Recruiter
- ◀ Crypto Journalists
- ◀ Blockchain Bus. Development
- ◀ Blockchain Attorney
- ◀ Blockchain Product Manager
- ◀ Analyst Relations Manager
- ◀ Ico Advisors

## TYPE OF NON TECH JOBS



Research Analyst



Blockchain Data Scientist



Blockchain Risk Analyst



Entrepreneurs



# FRESHER BLOCKCHAIN SALARY

The salary of blockchain developers varies depending on several factors such as job location, company, number of years experience, skills. The jobs in this domain are increasing at the rate of **2000-6000%**. The blockchain developers salary in india is seen to be **50-100%** higher than other developer jobs. On a broad scale, the salary ranges between **5,00,000-30,00,000 lpa** depending on the various factors mentioned above.



### Blockchain Technology Average by Job

| Job   | Average    |
|---|------------|
| Project Manager, (Unspecified Type / General) | ₹1,200,000 |
| Principal Software Engineer                   | ₹1,950,000 |
| Portfolio Manager                             | ₹4,200,000 |
| Full Stack Software Developer                 | ₹700,000   |
| Data Scientist                                | ₹1,600,000 |
| Content Writer                                | ₹336,000   |
| Software Designer                             | ₹666,654   |

### Blockchain Technology Average by Job

| Job                                    | Average    |
|--|------------|
| Software Development Engineer (SDE)    | ₹350,000   |
| Associate Partner, Consulting Services | ₹3,750,000 |
| Technology Analyst                     | ₹750,000   |
| Senior Technical Consultant            | ₹1,400,000 |
| Senior Systems Analyst                 | ₹930,000   |
| Research Scientist                     | ₹4,300,000 |
| Quality Assurance (QA) Director        | ₹4,250,000 |

### Blockchain Technology Average by Job

| Job  | Average    |
|--|------------|
| Sr. Software Engineer / Developer / Programmer | ₹1,650,000 |
| Associate Software Engineer                    | ₹507,000   |
| Solutions Architect                            | ₹3,200,000 |
| Technical Consultant                           | ₹1,800,000 |
| Team Leader, IT                                | ₹1,250,000 |
| Systems Analyst                                | ₹415,000   |
| Software Development Manager                   | ₹3,000,000 |



| Company            | Blockchain Developer                             | Average Salary        | Min   | Max     |
|--------------------|--|-----------------------|-------|---------|
| Meta               | Blockchain Developer - Data Consultancy Services | ₹3,33,105/yr          | ₹171k | ₹713k   |
| Amazon             | Blockchain Developer - Associate                 | About ₹988K - ₹1,308K | ₹120k | ₹1,200k |
| SOCIO Technologies | Blockchain Developer - Monthly                   | About ₹26K - ₹57K     | ₹20k  | ₹67k    |
| IBM                | Blockchain Developer - Tech Manager              | About ₹955K - ₹1,042K | ₹195k | ₹1,342k |
| LTI                | Blockchain Developer - LTI                       | About ₹381K - ₹417K   | ₹181k | ₹617k   |

| Company | Blockchain Developer                        | Average Salary        | Min   | Max     |
|---------|---|-----------------------|-------|---------|
| Meta    | Blockchain Developer                        | About ₹32K - ₹52K     | ₹12k  | ₹64k    |
| Amazon  | Blockchain Developer - Associate            | About ₹887K - ₹1,532K | ₹147k | ₹1,524k |
| IBM     | Blockchain Developer - Webpacker Technology | About ₹283K - ₹301K   | ₹127k | ₹398k   |
| IBM     | Blockchain Developer - Monthly              | About ₹23K - ₹23K     | ₹23k  | ₹24k    |
| IBM     | Blockchain Developer - Monthly              | About ₹62K - ₹90K     | ₹62k  | ₹90k    |

| Company | Blockchain Developer          | Average Salary      | Min   | Max   |
|---------|-------------------------------|---------------------|-------|-------|
| Meta    | Blockchain Developer - Myself | About ₹132K - ₹154K | ₹12k  | ₹164k |
| Amazon  | Blockchain Developer - Myself | About ₹23K - ₹23K   | ₹23k  | ₹24k  |
| IBM     | Blockchain Developer - Myself | About ₹465K - ₹504K | ₹166k | ₹704k |
| IBM     | Blockchain Developer - Myself | About ₹256K - ₹323K | ₹156k | ₹523k |
| IBM     | Blockchain Developer - Myself | About ₹788K - ₹852K | ₹188k | ₹952k |

# REASONS WHY YOU NEED TO DO A BLOCKCHAIN CERTIFICATION



Cutting Edge  
Technology



Very High  
Demand



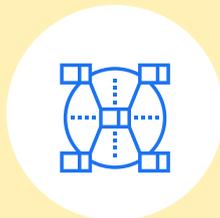
Vast  
Infrastructure



Multiple Industries  
On Blockchain



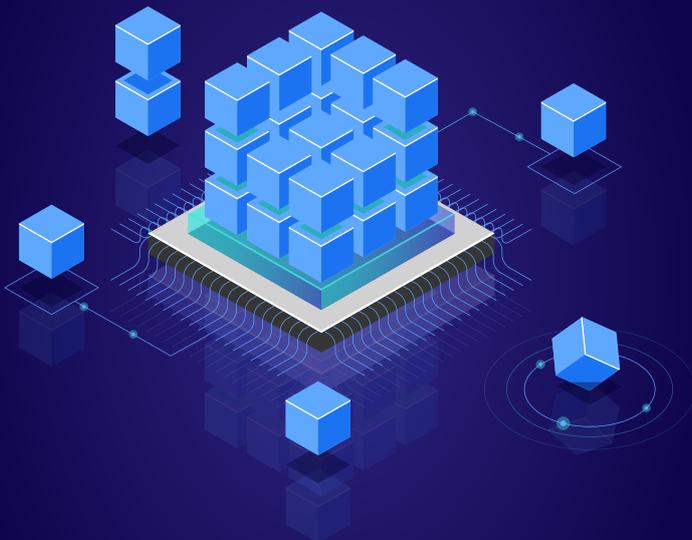
Integration With  
New Age Technology



Inflection Point  
Of Today



Good Pay & Great  
Career Prospects



A black and white photograph of a young man with dark hair and glasses, wearing a white button-down shirt. He is looking down at a laptop he is holding with both hands, with his fingers on the keyboard. The background is white with a faint geometric pattern of lines and circles in the top left corner.

#NEVERSTOPLEARNING

**ImaginXP**

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To know more give a missed call at



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