

WINTER SCHOOL

BLOCKCHAIN

*and its impact in business
and society*

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Lecturers

Nir Kshetri

Ph.D in Business Administration
Associate Professor
University of North Carolina- Greensboro
Research Fellow
Kobe University
United States

Diana Carolina Rojas Torres

Ph.D in Management, Innovation, Services
and Sustainability
Associate Professor and Head of the
Academic Department of Innovation and
Entrepreneurship
Universidad de La Sabana
Colombia



Universidad de
La Sabana

COURSE DESCRIPTION



Blockchain—a kind of distributed ledger technology has been described in the popular press as the next big thing. Blockchain is considered to have the potential to cause major economic, political and social transformations. The industries that are likely to be impacted by blockchain--- finance, healthcare, defense, supply chain management, luxury goods, food and beverage, government, to name a few- will be worth in the order of tens of trillions of dollars. Unsurprisingly it is the most talked-about and discussed topic in technology.

In light of the above observations, this course examines key concepts and main features of blockchain, analyzes the evolution of this technology and reviews present and potential applications. Economic, organizational, social and political impacts of blockchain are explored. An improved understanding of the driving forces and motivations behind organizations' adoption of blockchain-based applications will be provided. Tailoring the main concepts and theories to the situations in which nations, industries and organizations function, the course offers in-depth case studies that explore contexts, mechanisms and processes related to the development and deployment of blockchain. Examples, special cases, and applications at the national, industry, functional area and organizational levels are laid out in detail. It offers a fresh and unique perspective on the opportunities and challenges that lie ahead for the pervasiveness and widespread use of blockchainbased smart contracts.

STUDENT LEARNING OUTCOMES

- 1 Identify the characteristics of blockchain that are likely to play key roles transforming business models and impacting the societies.
- 2 Describe economic, organizational, social, ethical and political impacts of blockchain.
- 3 Analyze the impact of blockchain in the developing world.
- 4 Analyze the key challenges, barriers and limitations of blockchain.
- 5 Explain the current and planned uses of blockchain in various economies, industries and organizational functions.

COURSE METHODOLOGY



Lectures



Discussion



Case Analysis



Group Presentations



Research and Final Paper

COURSE EVALUATION

Course grades will be based on the final research paper and oral group presentations.



COURSE SCHEDULE

PART I: CONCEPTS, EVOLUTION AND BUSINESS MODEL DISRUPTION

- What is Blockchain?
- Main concepts and characteristics
- Cryptocurrencies
- Technological infrastructure
- Blockchain-based business models
- Challenges, barriers and limitations



PART II: ECONOMIC, ORGANIZATIONAL, SOCIAL, ETHICAL AND POLITICAL IMPACTS

- Efficiency gains and economic success
- Social, political and environmental impacts
- Implications for corporate governance
- Poverty reduction
- Security and privacy



PART III: CASES AND APPLICATIONS

- Country cases: Colombia, China and India
- Applications in the finance, banking and insurance industries
- Applications in international trade
- Applications in supply chains and networks
- What did we learn in this course?



INFORMATION ABOUT THE INSTRUCTORS

NIR KSHETRI

Professor at University of North Carolina-Greensboro and a research fellow at Kobe University. He has authored eight books. His 2014 book, *Global Entrepreneurship: Environment and Strategy* (Routledge: New York) has been selected as an Outstanding Academic Title by Choice Magazine. He has published about 130 articles in various journals. In 2017-2018.



Nir worked as a consultant for the Asian Development Bank. He also Participated as lead discussant at the Peer Review meeting of the UN's Information Economy Report 2013 and 2015. In 2018, his article, "Can Blockchain Strengthen the Internet of Things?" published at IEEE IT Professional in 2017 won the Most Popular Paper Award from the Journal's editorial board. Nir is the winner of 2016 Bryan School Senior Research Excellence Award. He is also a two-time winner of the Pacific Telecommunication Council's Meheroo Jussawalla Research Paper Prize (2010 and 2008).



Nir has been quoted/interviewed and/or his work has been featured by hundreds of media outlets worldwide such as Wall Street Journal, Foreign Policy, Scientific American, Bloomberg TV, CBS News, TV Mundo (Peru), ABF TV (Brazil), Fortune, Time, Christian Science Monitor, SF Gate, U.S. News & World Report, New Boston Post, Observer and Salon. In March 2018, he gave a TED Talk about the Potential roles of cryptocurrencies in fighting poverty.

INFORMATION ABOUT THE INSTRUCTORS

DIANA CAROLINA ROJAS TORRES

Diana Carolina Rojas Torres is an Assistant Professor of Entrepreneurship and Innovation at Universidad de La Sabana, Colombia. Currently, she is the Head of the Academic Department of Innovation and Entrepreneurship at International School of Economic and Administrative Sciences. She is working on the development of the entrepreneurial ecosystem at Sabana Centro Region In Cundinamarca - Colombia. She holds a Ph.D in Management, Innovation, Services and Sustainability from Laboratorio Management e Sanità MeS, Istituto di Management, Scuola Superiore Sant'Ann, Pisa Italy.



From December 2013 to June 2014, Diana worked as the coordinator of the Network of Scientific - Technological Convergence, which was proposed by the Colombian Government to develop biregional projects involving East Asian and Latin American countries. The first meeting was held in Bogota, as part of the Science and Technology Working Group of the Forum for East Asia-Latin America Cooperation (FEALAC). She has published papers on the topic of non-economic remittances. In this area, she has published an article titled, "Diaspora networks, noneconomic remittances and entrepreneurship development: Evidence from some economies in Latin America" in the Journal of Developmental Entrepreneurship (2015). Diana recently published the book Big Data and Cloud Computing for Development: Lessons from Key Industries and Economies in the Global South with Prof. Nir Kshetri and Tobjorn Fredriksson (Routledge: New York).

CONTACT THE INTERNATIONALIZATION TEAM FOR MORE INFORMATION



Daniela Sierra

Head of Internationalization
International School of Economic and
Administrative Sciences
daniela.sierra@unisabana.edu.co



María Carolina Álvarez

Coordinator of Internationalization
International School of Economic and
Administrative Sciences
maria.alvarez1@unisabana.edu.co



Lorena Ovalle

PAT Student of Internationalization
International School of Economic and
Administrative Sciences
internacionales.eicea@unisabana.edu.co