

# BLOCKCHAIN PROGRAMMES FOR LEADERS AND MANAGERS

From the Pioneers of Executive  
Finance Education and Research in India

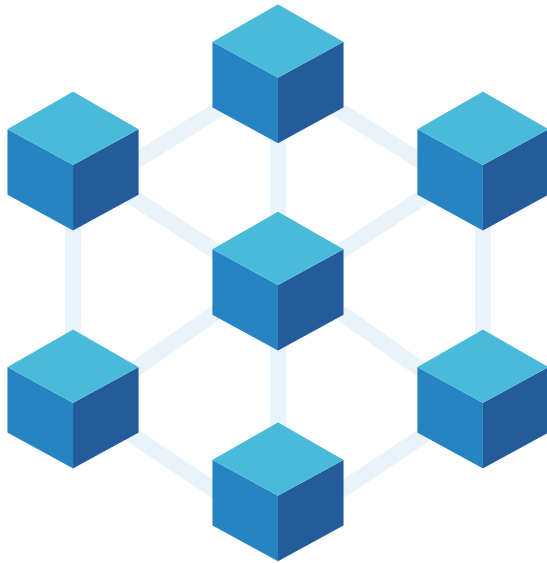
Stay one step ahead • Gain future-ready expertise

# The Blockchain Disruption

The internet altered the world in the early 90s, and Blockchain is set to impact us in similar ways. Blockchain is poised to transform the world as we know it and will revolutionise the world economy.

For starters, Blockchain is encrypted distributed database of digital assets. Blockchain is synonymous with 'trust'. The concept has had its origins in cryptocurrencies; but today, the technology is becoming all pervasive as businesses rely on huge volumes of diverse data from multiple sources, making data security, credibility, and data management efficiencies critical requirements. Innovators have barely tapped into the potential of this technology and the near future will see unique advancements in this direction.

The Blockchain revolution has arrived and it's here to stay. As key decision-makers and enablers across diverse areas, expertise in Blockchain is a game-changer, empowering you to re-shape the way your organisation works.





# Why Blockchain Matters?



**176**

billion USD

business value to be generated by 2025 \*<sup>1</sup>



**40**

million jobs

by 2030 \*<sup>2</sup>



**118%**

growth

growth in jobs from 2020-22



**90**

percent

of major Australian, European, and North American banks experimenting or investing in Blockchain \*<sup>3</sup>



**25+**

governments

actively run Blockchain projects supported by start-ups



**10** percent of global GDP

will be stored on Blockchain by 2027 \*<sup>4</sup>

\*<sup>1</sup> Gartner forecast

\*<sup>2</sup> PwC "Time for Trust" report

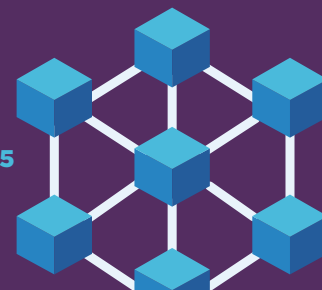
\*<sup>3</sup> McKinsey report

\*<sup>4</sup> World Economic Forum survey

Blockchain technology and Web 3.0 innovations will propel the digital asset economy's value from \$5 billion in 2021 to \$262 billion over an 11-year period

**Expected contribution to India's GD: \$1.1 trillion\*<sup>5</sup>**

\*<sup>5</sup> Cross Tower and US-India Strategic Par Partnership Forum



# Customised learning programmes fit for diverse candidates

Almost all industries and governments will be adopting Blockchain technologies sooner or later, and it is imperative that all employees, managers and leaders engage early in the adoption of Blockchain for their business advantage. At IFMR GSB, Krea university, our programmes are strategically designed to help managers and leaders across various business verticals appreciate the need and impact of Blockchain adoption, and help their organizations transition smoothly, leveraging the technologies for market opportunity realisation.





Choose the one  
that caters to  
your objectives

# Blockchain for Managers

## Certificate in Blockchain Management



Designed by pioneers  
in the field of  
Executive Education



Upskill talent for the  
evolving industry



Flexible learning for  
working professionals



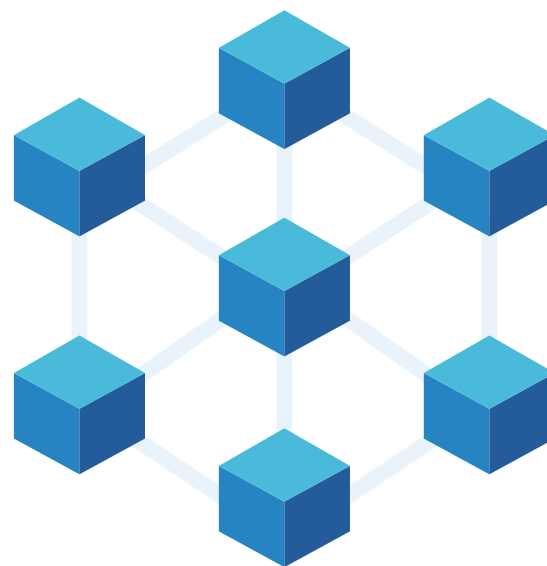
Career-focused with  
post programme  
support



Best of learning led  
by industry experts



Application-driven  
with real time  
projects



## Who is it for?

### Individuals

To get ready for an accelerated  
world fuelled by **Blockchain**

- Professionals aspiring for jobs and careers in Blockchain applications
- Frontline executives with a minimum 5 years of experience in their functions
- Managers with a minimum of 3 years of managerial experience
- Developers with a minimum of 3 years of work experience in software development

# Corporates

To prepare your high-potential professionals for the future of Blockchain

Executives and managers who are responsible for technology adoption in these sectors:



Banking



Financial Markets



Insurance



Logistics and Supply Chain



Healthcare



Food industries



Technology Companies



Governments



# Programme Highlights



## Award

Executive Certificate  
in Blockchain  
Management



## 14 weekends

Live online learning  
with global industry  
experts



## Duration

4 months



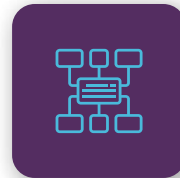
## Live interactions

Weekend online  
classes



## Mentored by the best

Globally reputed  
faculty and industry  
experts as facilitators,  
guest speakers, and  
mentors



## Real time learning

Live Projects  
on Blockchain  
business case /  
implementation plan



## Unique pedagogy

Blockchain use cases across industries, hands-on practice and application-driven approach



## Beyond classrooms

Curated mentoring for projects



## Collaborative learning

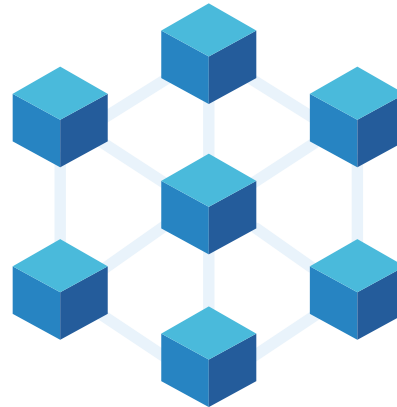
Engagement with the Blockchain communities



## Fee

Rs 20000 + applicable taxes/  
candidate

Programme starts on:  
**23 November 2024**

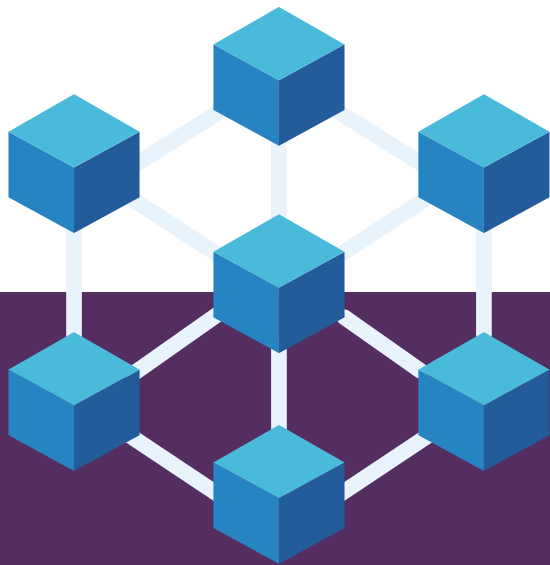


The Blockchain revolution has arrived and it's here to stay. As key decision makers and enablers across diverse areas, expertise in Blockchain implementation is a game-changer, empowering you to re-shape the way your organisation works.



# Programme Outcomes

- Use disruptive technology to improve customer experience
- Reduce/eliminate financial crime / fraud
- Successfully implement Blockchain projects
- Define suitable technology framework for Blockchain projects
- Leverage Blockchain components to address business requirements effectively
- Develop detailed Blockchain business case



# Custom-Designed Curriculum

Course Name - Blockchain for Managers in Finance (The What and How of Blockchain)		
Module	Course Content	Learning Objectives of the Course
1	<b>Banking Industry Evolution</b> <ul style="list-style-type: none"> <li>Disruptive Technologies</li> <li>Competition from non-banking innovative players</li> <li>Expectation for better service at lower costs</li> <li>Regulatory Compliance</li> </ul>	Understand the emerging Trends, Competition and Disruptive Technologies in Banking Industry
2	<b>What is Blockchain</b> <ul style="list-style-type: none"> <li>Smartcontract</li> <li>Timestamp</li> <li>Consensus Mechanism</li> <li>Distributed Ledger</li> <li>Cryptography</li> <li>Block</li> </ul>	Learn Blockchain key components and how to use the same
3	<b>Blockchain Benefits</b> <ul style="list-style-type: none"> <li>Trust</li> <li>Decentralisation, Immutability and Traceability</li> <li>Cost Reduction</li> <li>Counter Fraud by Design</li> <li>Speed of Transaction</li> </ul>	Learn why Blockchain technology is a major game changer for Industry
4	<b>Types of Blockchain Solution Structures</b> <ul style="list-style-type: none"> <li>Public Blockchains</li> <li>Private (or Managed) Blockchains</li> <li>Consortium Blockchains</li> <li>Hybrid Blockchains</li> </ul>	Ability to choose correct Blockchain solution structure for your business
5	<b>Blockchain Platforms</b> <ul style="list-style-type: none"> <li>IBM Blockchain - Fabric Ledger</li> <li>R3 Corda</li> <li>Ethereum</li> <li>MultiChain</li> <li>Tron</li> <li>Stellar</li> </ul>	Ability to choose right Blockchain platform for your business
6	<b>Blockchain Business Case Building</b> <ul style="list-style-type: none"> <li>Usecase Identification</li> <li>Usecase Prioritization</li> <li>Cost sharing / ownership</li> <li>ROI / Breakeven / NPV / IRR (valuation of Blockchain project)</li> </ul>	Learn to build Blockchain business case

7	<b>Blockchain Implementation</b> <ul style="list-style-type: none"> <li>• MVP</li> <li>• Pilot</li> <li>• Production</li> <li>• Agile Methodology</li> <li>• Design Thinking</li> </ul>	Select right SDLC / approaches for implementing Blockchain Projects
8	<b>Blockchain Architecture</b> <ul style="list-style-type: none"> <li>• Cloud</li> <li>• Blockchain Platform</li> <li>• UI - Mobile / Web Technologies</li> </ul>	Learn Blockchain Architecture and components
9	<b>Blockchain Industry Usecases</b> First Blockchain usecase - Cryptocurrencies a. Banking Industry b. Logistics / Inventory c. Healthcare d. Food Quality e. Government	Learn successful Industry adoptions of Blockchain
10	<b>Project work</b> - Identify a Blockchain project for your firm and create a detailed Business Case / implementation plan	Create a high level Business Case / implementation plan for Blockchain project



# Blockchain for Leaders

## Certificate in Blockchain Leadership



Designed by pioneers  
in field of Executive  
Education



Equipping leaders with  
relevant and requisite  
knowledge to aid  
decision making



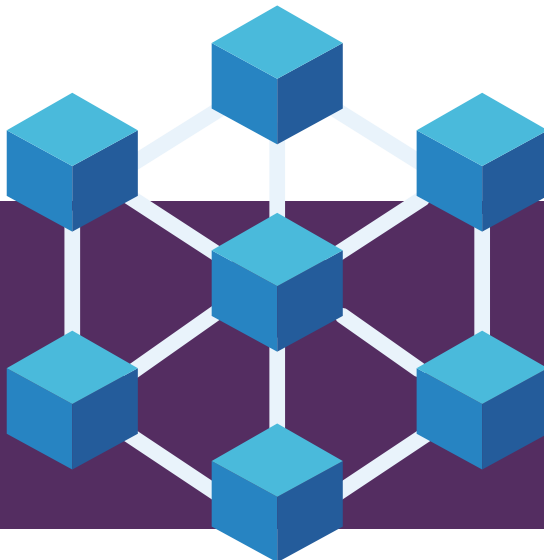
Self-paced learning  
fit for a leader's busy  
schedule



Pedagogy designed  
and executed by  
finest in the field



Live projects  
that help master  
Blockchain principles  
in real time



## Who is it for? Individuals

**To enable value creation for your  
business via Blockchain expertise**

- Business leaders
- MSME entrepreneurs
- Decision-makers seeking to leverage Blockchain advantage in their businesses

# Corporates

To empower decision-makers with focused knowledge

Leaders who are responsible for technology adoption in these sectors:



Banking



Financial Markets



Insurance



Manufacturing



Logistics and supply chain



Healthcare



Governments



# Programme Highlights



## Award

Executive Certificate  
in Blockchain  
Leadership



## 14 weekends

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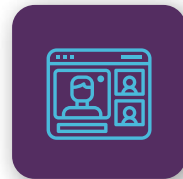
## Immersive interactions

Live virtual classes on  
the weekend



## Designed for decision-makers

Customised for leaders to stay  
ahead in adoption of critical  
technologies for their business



## Fit for team leaders

Learning that aids in  
facilitating teams in  
the transformation  
process



# Programme Highlights



## Classroom to boardroom

Enables critical subject knowledge for decisions and frameworks for immediate application



## Real time application

Live projects to hone skills for the critical implementation steps for Blockchain adoption



## Groomed by world renowned experts

Globally reputed faculty and industry experts as facilitators, guest speakers, and mentors



## Collaborative learning

Engagement with the Block chain communities



## Fee

Rs 20000 + applicable taxes/ candidate

Programme starts on:  
**23 November 2024**





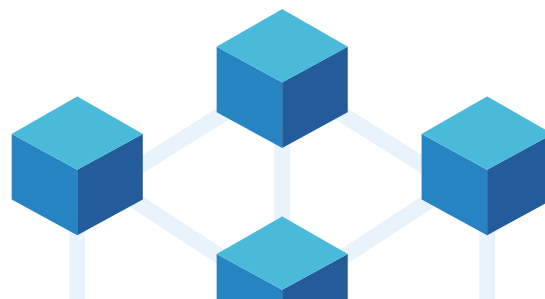
# Programme Outcomes

- Face and succeed competition from banking and non-banking firms
- Align Blockchain strategy with organisational strategy
- Create a high-level blueprint for Blockchain adoption for your business
- Grow business with new Blockchain business models
- Reduce cost of current business with Blockchain technology
- Identify suitable business areas to adopt Blockchain and prioritise
- Effectively collaborate with partners in the ecosystem
- Effectively govern Blockchain initiatives



# Strategically Curated Curriculum

Course Name - Blockchain for Leaders in Finance (The Why and Where of Blockchain)		
Module	Course Content	Learning Objectives of the Course
1	<b>CAN Blockchain Technology help in early dedection and prevention of Banking Financial Crimes</b> <ul style="list-style-type: none"> <li>• Discussion with Indian Examples</li> </ul>	Appreciate the importance of Blockchain Technology
2	<b>Banking Industry Evaluation</b> <ul style="list-style-type: none"> <li>• Disruptive Technologies</li> <li>• Competition from non-banking innovative players</li> <li>• Expectation for better service at lower costs</li> <li>• Regulatory Compliance</li> </ul>	Learn Blockchain key components and how to use the same
3	<b>Why Blockchain</b> <ul style="list-style-type: none"> <li>• Trust</li> <li>• Decentralised</li> <li>• Security and Privacy</li> <li>• Reduced reconciliations / middlemen / costs</li> <li>• Speed of Transaction</li> <li>• Immutability</li> <li>• Traceability</li> <li>• Counter Fraud by Design</li> <li>• Disruptive Technology changing the game (Innovation)</li> </ul>	Learn why Blockchain technology is a major game changer for Industry
4	<b>Blockchain Big-Picture</b> Understanding the network benefits Governance requirements <ul style="list-style-type: none"> <li>• New Company Formation</li> <li>• Participation of Stakeholders</li> <li>• Identification of responsibilities</li> <li>• IT / business Support team</li> </ul>	Learn about Leading Blockchain technology based business Learn about collaborating with the partners in business ecosystem



5	<p><b>Business Areas that can give better results with Blockchain</b></p> <p><b>a. Blockchain Value Creation for Business</b></p> <ul style="list-style-type: none"><li>• Industry Utility</li><li>• New Revenue / Services Models</li><li>• Cost Reduction Models</li></ul> <p><b>b. Blockchain Business Case Building</b></p> <ul style="list-style-type: none"><li>• Usecase Identification</li><li>• Usecase Prioritization</li><li>• Cost sharing / ownership</li><li>• ROI / Breakeven / NPV / IRR (valuation of blockchain project)</li></ul>	<p>Understand the types of Blockchain business models and their usage</p> <p>Learn to build Blockchain business case</p> <p>Align Blockchain strategy with Organizational strategy</p>
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6	<p><b>Blockchain Industry Application Case Studies</b></p> <p><b>a. Blockchain Value Creation for Business</b></p> <ul style="list-style-type: none"> <li>• Trade Finance (we.trade)</li> <li>• Supply chain financing</li> <li>• Bank Gurantees (Lygon PTE)</li> <li>• Web Wallet (Public Mint)</li> <li>• Fractional bond exchange (BondEvalue)</li> <li>• KYC (tieto EVRY)</li> <li>• Financial Inclusion (National Bank of Cambodia)</li> <li>• Digital bond Issue (Society Generale)</li> <li>• Mortgage</li> <li>• Cross Border Payments</li> <li>• Post Trade Clearing and Settlements (Deutsche Börse).</li> </ul> <p><b>b. Logistics / Inventory</b></p> <ul style="list-style-type: none"> <li>• Supply chain with IOT and Blockchain (IBM Trade Lens)</li> </ul> <p><b>c. Healthcare</b></p> <ul style="list-style-type: none"> <li>• Medical data management</li> <li>• DNA Sequencing</li> </ul> <p><b>d. Food Quality</b></p> <ul style="list-style-type: none"> <li>• Food Tracking (Carrefour IBM Food Trust / Walmart)</li> </ul> <p><b>e. Government</b></p> <ul style="list-style-type: none"> <li>• Digital Identity (Passport / Voter ID / etc)</li> <li>• Govt Certificates (Birth / Death / Caste Certificates)</li> <li>• Benefits distribution Tracking (Subsidy etc)</li> <li>• Digital Transformation of Land Registry (Abu Dhabi)</li> </ul>	<p>Learn successful Industry adoptions of Blockchain</p> <p>Develop capabilities to identify best business areas for adopting Blockchain</p>
7	<p><b>Project work</b> - Identification of your business area to adopt Blockchain and a high level business plan</p>	<p>Create a high level business plan for Blockchain adoption</p>



# Say hello to the Lead Facilitator

## Srinivasan Kalyanasundaram

**Professor of Practice, Finance, IFMR GSB**  
**Three decades of experience with premier**  
**Banking, Financial Institutions and**  
**Multinational IT companies**

- An IBM certified Blockchain consultant, Banking Platinum Consultant, Financial Markets Gold Consultant and IBM Consulting Profession Expert
- 3+ decades of industry experience across banking, capital markets, financial risk management and wealth management, having worked with ICICI Bank, Cap Gemini and till recently, IBM, where he led delivery and solutioning of digital transformation, block chain initiatives, fintech, analytics, trading system revamp and banking modernization projects for many global banks and financial institutions
- 10+ years at ICICI Bank's treasury, investments, lending and IT captive (ICICI Infotech)
- Qualified Chartered Accountant (all-India rank 46) and Cost and Management Accountant
- Research interests across liquidity risk in stock exchanges, impact of FRTB on Indian banking sector
- Author of various white papers on transaction banking published by IBM in SIBOS





# Groomed by the best in the Industry

Some of the eminent speakers in the programmes\*:



**Keith Bear**

Fellow at the Centre for Alternative Finance, Judge Business School, University of Cambridge

Keith Bear was the Global Leader for Financial Markets within IBM's Industry Platforms organisation. He has worked with major clients globally on large transformational engagements and innovation initiatives within the industry.

Over the last few years, Keith has focused on Blockchain deployment in the Financial Markets and Trade Finance working with clients such as CLS, LSEG, DTCC and many others.



**Pratap Tambe**

Head of BFSI Cyber & Blockchain Consulting, Tata Consultancy Services, London

Pratap Tambe responsible for developing cyber and Blockchain opportunities. He also manages TCS relationship with a key Blockchain for insurance consortium. He has held senior positions with NIIT, ICICI Bank, CGI, Trigyn Technologies, Ness Technologies and Mastek.



## Jayan Menon

Country Head - India, Traydstream

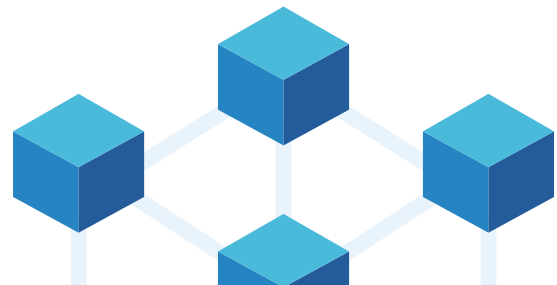
Jayan Menon is a Senior Leader and Chartered Accountant with a demonstrated history of result-oriented work in the banking, information technology and services industry, with Yes Bank, TCS eServe and ICICI Bank Limited. Skilled in business relationship, scaling businesses, revenue and cost optimisation across the three industries.



## Devendra Tripathi

Managing Director & Country Head- FS India  
Market unit, CapGemini

Devendra Tripathi is responsible for Go-To-Market and solutions for banking & FS. He has over 20 years of experience in technology and banking with foremost technology and product companies like IBM, Oracle and Bajaj Auto.





## **Prem Kumar Balasubramanian**

Global Supply Chain And Sustainability Leader  
IBM Consulting, Ireland

Prem Kumar is a seasoned management and technology consulting leader with 20 years of extensive experience in advising client executive management on complex business processes and technology solutions. He has led many complex Blockchain solution designs at IBM. Prem Kumar has worked with HP, Tech Mahindra, 3i InfoTech and Ramco Systems.



## **Bhushan Joshi**

Competency Leader for Financial Markets and Wealth  
IBM CIC India

Bhushan Joshi is a member of the Global Banking Leadership Team at IBM. Bhushan specialises in consulting, digital banking, capital markets and wealth management. He has deep Blockchain project experience in financial markets. He has worked earlier in senior roles with Cap Gemini, Capco and TCS.

# The Krea University: IFMR GSB Edge

## The Legacy

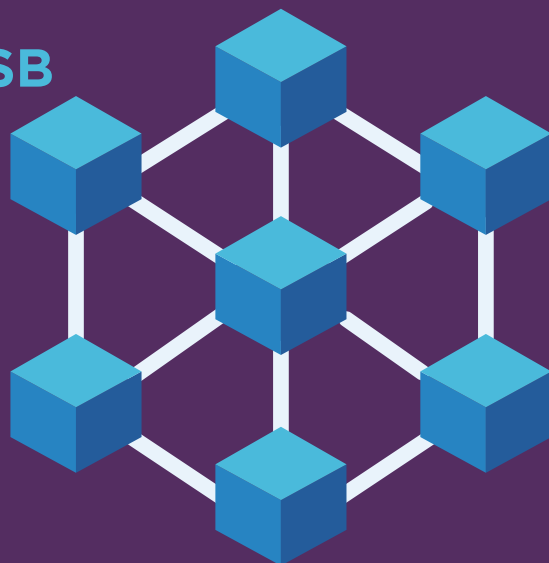
- Asia's 1st Finance training and research institution
- Opened the gates to research in 1970
- Pioneered research support to industry and government in the areas of finance and economics.
- Trained 50,000+ professionals across 500+ organisations in 25+ countries world-wide
- Recognised by the Government of India, as:
  - Institution of Importance across India
  - A Scientific and Industrial Research Organization (SIRO)

## Re-imagining learning- IFMR GSB

- A futuristic business school with a 50+ years strong legacy of IFMR
- Powered by pioneers in finance education
- Pedagogy guided by Krea University's unique Interwoven Learning
- Offering full-time and Executive MBA programmes, management development programmes for experienced professionals and a PhD programme
- Faculty members drawn from both academics and industry; practitioners bring real-world case illustrations
- Shaping business practices through inventive, sharp thinking and cutting-edge research

## Inventive and tailor-made Executive Education at IFMR GSB

- Pioneer in Financial and Management Executive Education in India – SDPs, LDPs, eMBA, customised programmes
- Focus on: Finance, Technology & Sustainability
- Innovative and contemporary pedagogies
- Programmes designed and delivered around specific competencies for development and / or business impact
- Assessment centers for talent assessment and development support
- Application focused design with action projects coaching and project mentoring





# The Vision

Steered by eminent leaders from the world of Finance and Economics \*



**Lakshmi Narayanan**  
Chancellor  
Chairperson  
Governing Council



**Raghuram G Rajan,**  
Former RBI Governor



**S Mahalingam**  
Former Chief Finance Officer  
& Executive Director, Tata  
Consultancy Services



**Kiran Mazumdar-Shaw**  
Chairman and Managing  
Director  
Biocon Limited



**Esther Duflo**  
Nobel Laureate and  
Co-Founder and Co-Director,  
Abdul Latif Jameel Poverty  
Action Lab (J-PAL)



**R Seshasayee**  
Former Chairman  
IndusInd Bank



**Raghu Sundaram**  
Dean, NYU Stern School of  
Business



**Anu Aga**  
Director, Thermax Limited



**Anand Mahindra**  
Chairman  
Mahindra Group



**John W Etchemendy**  
12th Provost of  
Stanford University



**Cyril Shroff**  
Managing Partner  
Cyril Amarchand Mangaldas



**Dr Nirmala Rao**  
Vice Chancellor  
Krea University

\*Some of the members of our Governing Council and Executive Committee

# Under the umbrella of Krea University

## Krea Schools



Among India's  
Top 30 private B-Schools and  
Top 50 B-Schools



BA Honours and BSc Honours  
with a distinct curriculum led by  
Interwoven Learning

### Executive Education:

- Long-term Executive MBA programmes
- Custom-designed executive programmes addressing business and people development needs of client organisations - diploma and certificate programmes - short and medium duration programmes
- Online learning programmes
- Open enrolment programmes on cutting-edge business-critical learning



# Research Centres



Solving complex development challenges to enhance socio-economic prosperity



Research to inform and facilitate the agenda of women's economic empowerment



Nurturing a support ecosystem for tech innovations for underserved communities



Developing and supporting digital innovations for social impact



Ensuring economic justice, social opportunity and environmental protection.



Poverty reduction through policy development informed by scientific evidence



Advanced research across the humanities and social sciences

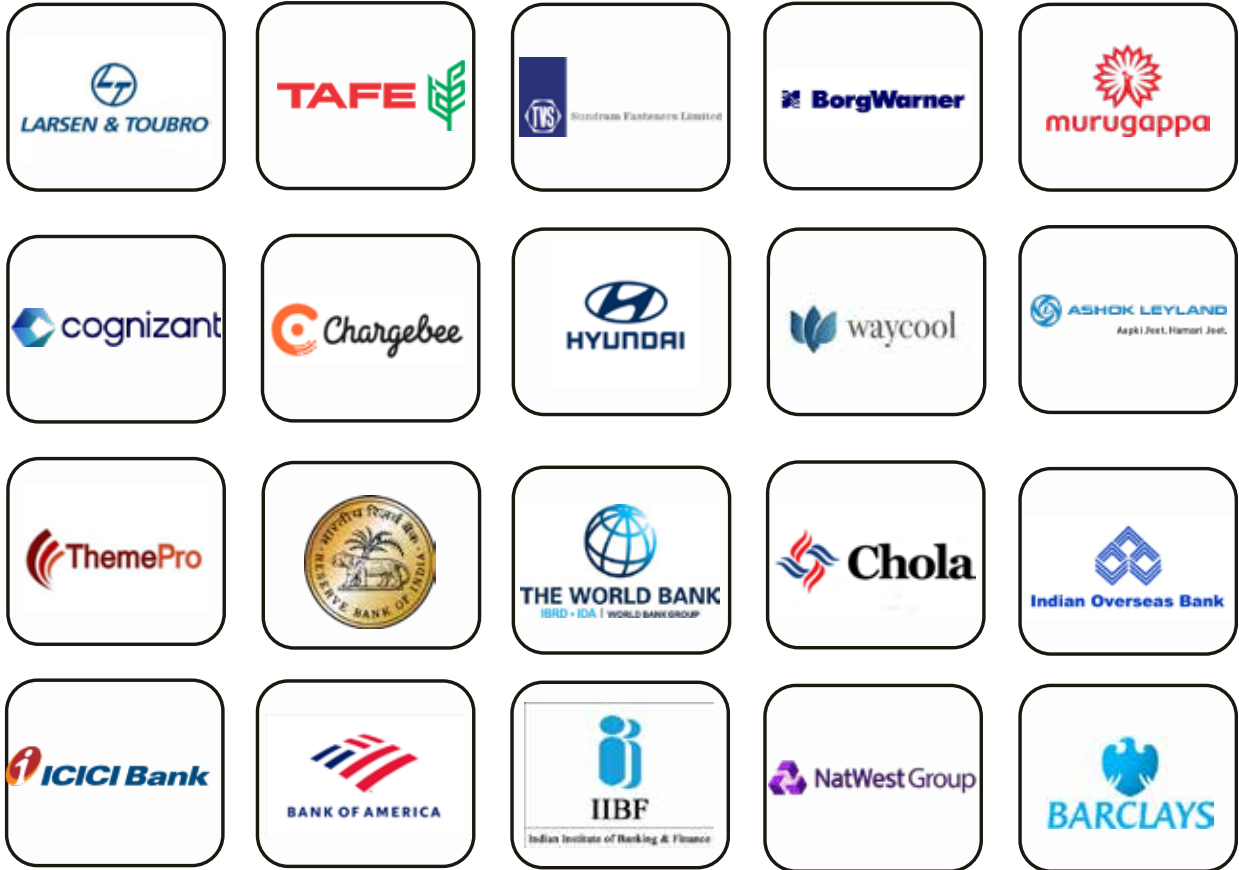


Research and learning related to the human brain and mind





# Some of our clients





Your gateway to

# Blockchain expertise

is just one click away

## CAMPUS LOCATION

5655, Central Expressway, Sri  
City, Andhra Pradesh - 517646  
India

## CHENNAI OFFICE

No: 196, T.T.K. Road,  
Alwarpet, Chennai - 600018  
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