

Blockchain Strategies and Applications (vLearn Programme)

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CONNECTION TECHNOLOGY 裝備未來
FUTURE SKILLS

vLearn
HKPC Virtual Learning

This programme will explore blockchain fundamentals, its evolution, and key characteristics. Discover the latest applications for business and manufacturing while addressing challenges.

Enrol now to learn how blockchain can drive innovation and create value for your organisation.

Programme Code	10017879-01
Programme Duration	47 minutes (Valid until December 2027)
Platform	HKPC Academy vLearn
Medium	Cantonese and Putonghua version (with English and Chinese subtitles)
Course Fee	HK\$100 (with 9 vLearn programs for free)
Certificate Award	A *Certificate of Accomplishment will be awarded to participants who have completed the course

*Only English version of Certificate of Accomplishment is provided

Training Objectives

- Gain a basic understanding of blockchain technology
- Explore the latest applications of blockchain across various sectors, assessing their impacts on innovation
- Address challenges and explore solutions for effective implementation within organisations

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Course Outline

1. Blockchain Basics

- Brief history and evolution of blockchain 1.0 to 3.0
- Key characteristics of blockchain: Decentralisation, transparency, security, and immutability

2. Business Applications

- Supply Chain Management: Enhancing traceability and transparency
- Financial Services: Innovations in payments, remittances, and asset tokenisation
- Identity Management: Securing digital identities and KYC (Know Your Customer)
- Smart Retail: Improving customer loyalty and journey-based experiences

3. Other Applications

- Journey-based Digital Identity: Enhancing data integrity, security, privacy and protection against breaches
- Central Bank Digital Currency (CBDC): Facilitating cross-border trading
- ESG Initiatives: Creating a green blockchain footprint and implementing offset strategies like Monitoring, Reporting and Verification (MRV)

4. Challenges and Considerations

- Limitation of Blockchain in business
- Turnkey solutions for easily Web3 transformation

Enrolment Method

Scan the QR code to complete the enrolment and payment online.



<http://u.hkpc.org/bz6>

Course Title	Learning Objective/Outcomes	Duration
Agile Project Management	- Differentiate between Waterfall and Agile Project Management, noting their pros and cons - Examine the rise and uses of Agile Project Management - Uncover Agile Project Management's significance, mindset, and team structure - Inspire "Empathy" and "Innovation" in Agile Project Management implementation	Around 60 minutes divided into several learning sessions
Customer Centric Marketing: From User Interface to User Experience	- Define good customer experience - Explore the importance of Customer Experience in the Experience Economy - Learn about 4P, 4C, and 4E in marketing and their relationships - Differentiate User Experience (UX), User Interface (UI), and Customer Experience (CX) - Define good UX and the Design Thinking Process	Around 60 minutes divided into several learning sessions
Cyber Security Essentials	- Stay updated on cybersecurity news and trends - Learn about internet security measures to safeguard digital assets - Recognise and prevent phishing attacks - Understand preventive measures to counter cyber threats	Around 60 minutes divided into several learning sessions
ESG in Business Applications	- ESG definition and worldwide/local trends - Impact of global climate change on business sustainability - Implementation of sustainable practices in your company - Employee contributions to company sustainability goals	Around 60 minutes divided into several learning sessions
Understand Artificial Intelligence (AI)	- Gain a foundational understanding of the core technology – AI and its relevance in today's business landscape - Explore real-world examples and case studies demonstrating how various industries leverage the technology to solve problems and drive innovation - Discuss the challenges and ethical considerations associated with this technology	Around 54 minutes divided into several learning sessions
Understand Blockchain Technologies	- Gain a foundational understanding of the core technology – Blockchain and its relevance in today's business landscape - Explore real-world examples and case studies demonstrating how various industries leverage the technology to solve problems and drive innovation - Discuss the challenges and ethical considerations associated with this technology	Around 53 minutes divided into several learning sessions
Understand Cloud Computing	- Gain a foundational understanding of the core technology – Cloud and its relevance in today's business landscape - Explore real-world examples and case studies demonstrating how various industries leverage the technology to solve problems and drive innovation - Discuss the challenges and ethical considerations associated with this technology	Around 50 minutes divided into several learning sessions
Understand Big Data and Data Analytics	- Gain a foundational understanding of the core technology – Big Data and its relevance in today's business landscape - Explore real-world examples and case studies demonstrating how various industries leverage the technology to solve problems and drive innovation - Discuss the challenges and ethical considerations associated with this technology	Around 60 minutes divided into several learning sessions
AI Gym	- Understand the basic concept of AI Gym - Learn about the AI principles for effectively prompting - Apply the AI framework to make a PowerPoint Presentation	Around 22 minutes