

# From Bitcoin to NFTs, surviving the natural selection

Field of study:  
Economy and Finance



## Dates:

**Option 1:** 03 July 2023 - 07 July 2023

**Option 2:** 10 July 2023 - 14 July 2023

**Language of instruction:** English 🇬🇧

**Duration:** 1 week (30 hours)

**Cost:** 900€ (single payment)

**Campus:** ESIC University (Madrid)

**Aimed at:** National and international university students and recent graduates



## Course content

### 1.- Blockchain technology

There is a lot of talk about Blockchain, cryptocurrencies and metaverse, but very often it is not properly understood how this technology works. A review of the following aspects is proposed:

- **1.1 History:** Understanding where we are, requires knowing where we came from
- **1.2 Technological evolution:** From Bitcoin to the Metaverse
- **1.3 Objects of the metaverse:** Cryptocurrencies, NTFs, contracts and other realities that are currently operating under this technological layer.
- **1.4 Future Perspectives:** What can we expect from technological evolution

### 2.- Economic dimension of the Blockchain

- **2.1 History:** Economic evolution of Blockchain Technologies
- **2.2 Valuation models:** Ground for an objective valuation of Blockchain Technologies
- **2.3 DeFi:** Decentralized Finances projects. Overview and perspectives

### 3.- Legal dimension of Blockchain

- **3.1 Regulatory aspects:** We will see what regulations affect this sector
- **3.2 Tax aspects:** How these assets are taxed

### 4.- The metaverse

- **4.1 History:** We will analyze the historical realities that have led us to what we understand today by metaverse
- **4.2 Concept:** We will see where the limits of this concept are and what realities can be contemplated within its boundaries
- **4.3 Typology:** The main current metaverses and their characteristics
- **4.4 Practice:** Create your own avatar in the metaverse and interact.
- **4.5 Economic potential:** We will try to answer questions such as, how much is a metaverse worth? How can you make money in the metaverse? What is the value of the assets of the metaverse?
- **4.6 Future perspectives:** We will analyze the potential lines of evolution of this technology



## Learning objectives

- Understanding the historical background that explains the rise of these new technologies
- Grasping the technological basis of Blockchain and crypto assets
- Be able to economically assess the realities that have arisen
- Understanding the legal and tax implications derived
- Be able to manage the metaverse, the lines that define it, the activities that are carried out within, its economic value and legal aspects, as well as its relationship with Blockchain technology
- Immersive Metaverse experience. Create your own avatar with ESIC-Tech



## Additional activities

- Potential collaboration with Bet2Me
- Immersive experience in the metaverse, design your own avatar, with ESIC TECH



# COURSES CALENDAR

**MONDAY**

**TUESDAY**

**WEDNESDAY**

**THURSDAY**

**FRIDAY**

From 08:30h to 14:30h

- Welcoming session
- Introduction

- Conferences

- Classes
- Visits to companies and institutions

- Classes

- Closing ceremony
- Social event

- ESIC University summer courses will be credit bearing (3 ects/course)
- Each course can be completed in one week (July, 3rd-7th or July, 10th-14th)
- Interested students can be enrolled in two courses (one per week), having optional social programmes on the 9th and 10th.