Postgraduate Certificate
Utility Tokens

tech technological university

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Postgraduate Certificate
Utility Tokens

- Modality: **online**
- Duration: **12 weeks**
- Certificate: **TECH Technological University**
- Schedule: **at your own pace**
- Exams: **online**

Website: www.techtitute.com/us/information-technology/postgraduate-certificate/utility-tokens

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01

Introduction

Utility tokens have reshaped the IT industry by driving the adoption of new technologies, democratizing access to services, fostering the collaborative economy and changing the way projects are financed. These advances have led to further development and innovation in the IT industry, opening up new possibilities for professionals in this field. Consequently, the role played in the design, development, and maintenance of technological platforms and systems that support security is crucial. For this reason, a 100% online program has been developed with the flexibility to combine learning with daytime activities, since it is not subject to fixed timetables.

You will explore how Utility Tokens can transform business projects and manage communities efficiently"

Utility tokens have undergone a remarkable evolution from their inception to the present day. Previously, these were mainly used as units of value within specific platforms, allowing users to access exclusive services or functionalities. Their use was limited to the ecosystem of the platform on which they were issued.

However, as blockchain technology and cryptocurrencies gained popularity, Utility Tokens expanded beyond the boundaries of an individual platform. Now, they have become a broader and more versatile means of exchange. They are used for transactions in a variety of decentralized environments, allowing users to access a wide range of digital services and products.

Consequently, with this, IT managers are responsible for ensuring the security and integrity of transactions made with Utility Tokens. This involves implementing robust security measures, performing code audits and constantly monitoring the network for potential vulnerabilities. Their expertise in programming, IT security and technologies allows them to contribute to the development of smart contracts, protocols, and applications.

With this in mind, a Postgraduate Certificate in Utility Tokens has been designed to provide the computer scientist with the necessary tools to contribute to the success and adoption of these innovative technological solutions in various industry sectors.

To achieve this, TECH offers a series of multimedia resources under a 100% online methodology, which gives the student total freedom to access from anywhere and at any time since it is not subject to rigid schedules, and can be done from any device with a network connection.

This **Postgraduate Certificate in Utility Tokens** contains the most complete and up-to-date program on the market. The most important features include:

- The development of practical cases presented by experts in finance and Blockchain
- The graphic, schematic and practical contents of the book provide technical and practical information on those disciplines that are essential for professional practice
- Practical exercises where self-assessment can be used to improve learning
- Its special emphasis on innovative methodologies
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- Content that is accessible from any fixed or portable device with an Internet connection

Dive into the world of Utility Tokens through concrete examples, such as Fan Tokens, and understand the process of issuance, tokenomics and placement"

You will learn about the advantages of liquidity, security, and community management that Utility Tokens offer"

You will write a White Paper and learn about the placement and allocation of Tokens.

You will delve into the secondary token market and learn the advantages and disadvantages of exchanges in relation to Utility Tokens.

The program's teaching staff includes professionals from the industry who contribute their work experience to this program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.

02

Objectives

This qualification has been developed with the objective of providing the professional with the necessary tools to guarantee the security and integrity of the systems that operate with Utility Tokens, protecting the information and digital assets of the users. With this in mind, a variety of multimedia materials have been developed, 100% online, and hosted in a virtual library that can be accessed 24 hours a day without any restriction.

Thanks to TECH, you will implement Utility Tokens as a means of payment and how they can provide advantages in online payments"

General Objectives

- Analyze the scope of the Fintech revolution
- Identify the origin and reasons for the rise of Fintechs
- Observe the differential value provided by Fintechs
- Develop the concept of Tokenization
- Analyze the tokenization process
- Identify which projects can be tokenized
- Establish the advantages offered by tokenization
- To provide an in-depth understanding of Blockchain technology and its implementation in asset tokenization
- Analyze the technical specifications of Tokens and their standards, Blockchain types, security in Blockchain networks, smart contracts, success stories and the advantages and disadvantages of asset tokenization
- Apply the most advanced concepts and tools to carry out transactions of tokens and cryptocurrencies in a safe and efficient way

Specific Objectives

- Plan a tokenization process
- Plan actions for tokenization
- Determine the key points for Tokenization to succeed
- Identify the different Utility Tokens that can be issued
- Determine the stakeholders of a UTO
- Learn how to write a UTO White Paper
- Establish the different types of Utility Tokens that can be issued

With the Relearning method, you will reduce your study hours and strengthen your understanding in the long run"

03

Course Management

In order to develop this course, a rigorous selection process has been carried out for the teachers who are part of it. This will ensure that students have access to an education designed by recognized professionals in the field and with extensive experience in NFTs and Asset Tokenization. All this together with a series of didactic materials such as interactive summaries and specialized readings, will make the program a unique learning experience.

You will use Utility Tokens as marketing tools and how they can strengthen the bond with customers"

Management

Dr. Gómez Martínez, Raúl

- Founding Partner and CEO of Open 4 Blockchain Fintech
- Founding Partner of InvestMood Fintech
- Apara's CEO
- PhD in Business Economics and Finance from Universidad Rey Juan Carlos de Madrid
- Bachelor's Degree in Economics and Business Administration, Complutense University of Madrid
- Master's Degree in Economic Analysis and Financial Economics, Complutense University of Madrid

Professors

Mr. Gratacós Sánchez de Rivera, Ignacio

- Events Staff Coordinator at Alternativa Eventos
- Double Degree in Law and Business Administration from the Rey Juan Carlos University
- Expert in E-Commerce by the Rey Juan Carlos University
- Expert in Digital Marketing from the Rey Juan Carlos University

Mr. Saiz De Pedro, Marcos Manuel

- Double Degree in Law and Business Administration and Management
- Degree in Business Administration and Management from the Ludwig Maximilians Universität
- Degree in Telecommunication Technologies and Services from the Polytechnic University of Madrid

Mr. González Serradilla, Miguel Ángel

- Member of the Board of the Faculty of Economics and Business Sciences
- Delegate of the Law Degree at Rey Juan Carlos University
- Delegate of the Degree in Business Administration and Management at Rey Juan Carlos University
- Member of the National Council of Law Students

Mr. Mateo Castro, Manuel

- Management of metrics development for results analysis at Ospina Abogados
- Billing Management at FACE S.L.
- Degree in Business Administration and Management from the Business & Marketing School
- Expert in Global Marketing Management by the Business & Marketing School

04

Structure and Content

The content covered by this course is designed for the computer scientist to delve into topics such as the use of Utility Tokens as marketing tools. Additionally, it will provide the required basis to analyze the context of the fan phenomenon, and to know all the regulations applicable to Utility Tokens, with emphasis on consumer protection. To achieve this, TECH implements the Relearning methodology, which will allow the student to learn in less time and with greater effectiveness. In addition, it is a flexible format that gives the alternative to combine their personal and learning activities, since they will not be subject to fixed timetables.

With this program, you will understand how Utility Tokens can facilitate participation and decision-making in a community"

Module 1. The Asset Tokenization Process

1.1. Asset Tokenization
- 1.1.1. Asset Tokenization
- 1.1.2. Parallels to traditional emissions
- 1.1.3. Differences compared to traditional emissions

1.2. Tokenizable Projects
- 1.2.1. Business projects
- 1.2.2. Token community management
- 1.2.3. Single asset tokens

1.3. Tokens to be issued: Main features
- 1.3.1. Security Tokens and STOs
- 1.3.2. Utility Tokens and STOs
- 1.3.3. NFTs
- 1.3.4. Differences between tokens and cryptocurrencies and ICOs

1.4. Advantages of Tokenization
- 1.4.1. Democratization of investment
- 1.4.2. Liquidity
- 1.4.3. Security/Safety
- 1.4.4. Transparency
- 1.4.5. Authentication
- 1.4.6. Community Management

1.5. The Asset Tokenization Process I Project conceptualization
- 1.5.1. The design of the White Paper
- 1.5.2. Writing a White Paper
- 1.5.3. Content of a White Paper

1.6. The Asset Tokenization Process II Token Placement
- 1.6.1. Target Audience
- 1.6.2. The pre-sales
- 1.6.3. Direct placement

1.7. The Asset Tokenization Process III Token Allocation
- 1.7.1. Means of Payment
- 1.7.2. Cold wallet
- 1.7.3. Pooled wallet

1.8. The secondary token market: Bilateral market
- 1.8.1. Liquidity for the token holder
- 1.8.2. Bilateral negotiation
- 1.8.3. Advantages and Disadvantages

1.9. The secondary token market: Exchanges
- 1.9.1. Entry requirements
- 1.9.2. Characteristics of token trading on the exchange
- 1.9.3. Advantages and Disadvantages

1.10. Token valuation
- 1.10.1. Market value
- 1.10.2. Theoretical value
- 1.10.3. Investment opportunities

Module 2. Utility Tokens

2.1. Utility Tokens
- 2.1.1. Client Management
- 2.1.2. Differences with respect to a Security Token
- 2.1.3. Creating Value for the token holder

2.2. Utility Tokens as a means of payment
- 2.2.1. Online payments
- 2.2.2. Advantages of Tokenization
- 2.2.3. Token holder's Rights and Obligations

2.3. Utility Token as a marketing tool
- 2.3.1. The Link of the Customer
- 2.3.2. Advantages of Tokenization
- 2.3.3. Token holder's Rights and Obligations

2.4. Governance tokens
- 2.4.1. DAO
- 2.4.2. Advantages of Tokenization
- 2.4.3. Token holder's Rights and Obligations

2.5. Fan Tokens
- 2.5.1. Fan Phenomenon
- 2.5.2. Advantages of Tokenization
- 2.5.3. Token holder's Rights and Obligations

2.6. The White Paper of a Utility token
- 2.6.1. Issuer identification
- 2.6.2. Clauses and disclaimers
- 2.6.3. Issuance tokenomics

2.7. UTOs
- 2.7.1. General Description of the Process
- 2.7.2. The Project
- 2.7.3. Communication Campaigns
- 2.7.4. The pre-sales
- 2.7.5. Payment and Token Allocation

2.8. Example of UTO of a token as a means of payment
- 2.8.1. Purpose of the issue
- 2.8.2. Tokenomics
- 2.8.3. Allocation Process

2.9. Fan Token UTO Example
- 2.9.1. Purpose of the issue
- 2.9.2. Tokenomics
- 2.9.3. Allocation Process

2.10. Regulations applicable to Utility Tokens
- 2.10.1. Consumer Protection
- 2.10.2. Consumer Protection Guidelines
- 2.10.3. Supervising Agencies

You will discover the advantages Fan Tokens offer in terms of follower participation and engagement"

05

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"

You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.

The student will learn to solve complex situations in real business environments through collaborative activities and real cases.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

> *Our program prepares you to face new challenges in uncertain environments and achieve success in your career"*

The case method has been the most widely used learning system among the world's leading Information Technology schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question that you are presented with in the case method, an action-oriented learning method. Throughout the course, students will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

Relearning Methodology

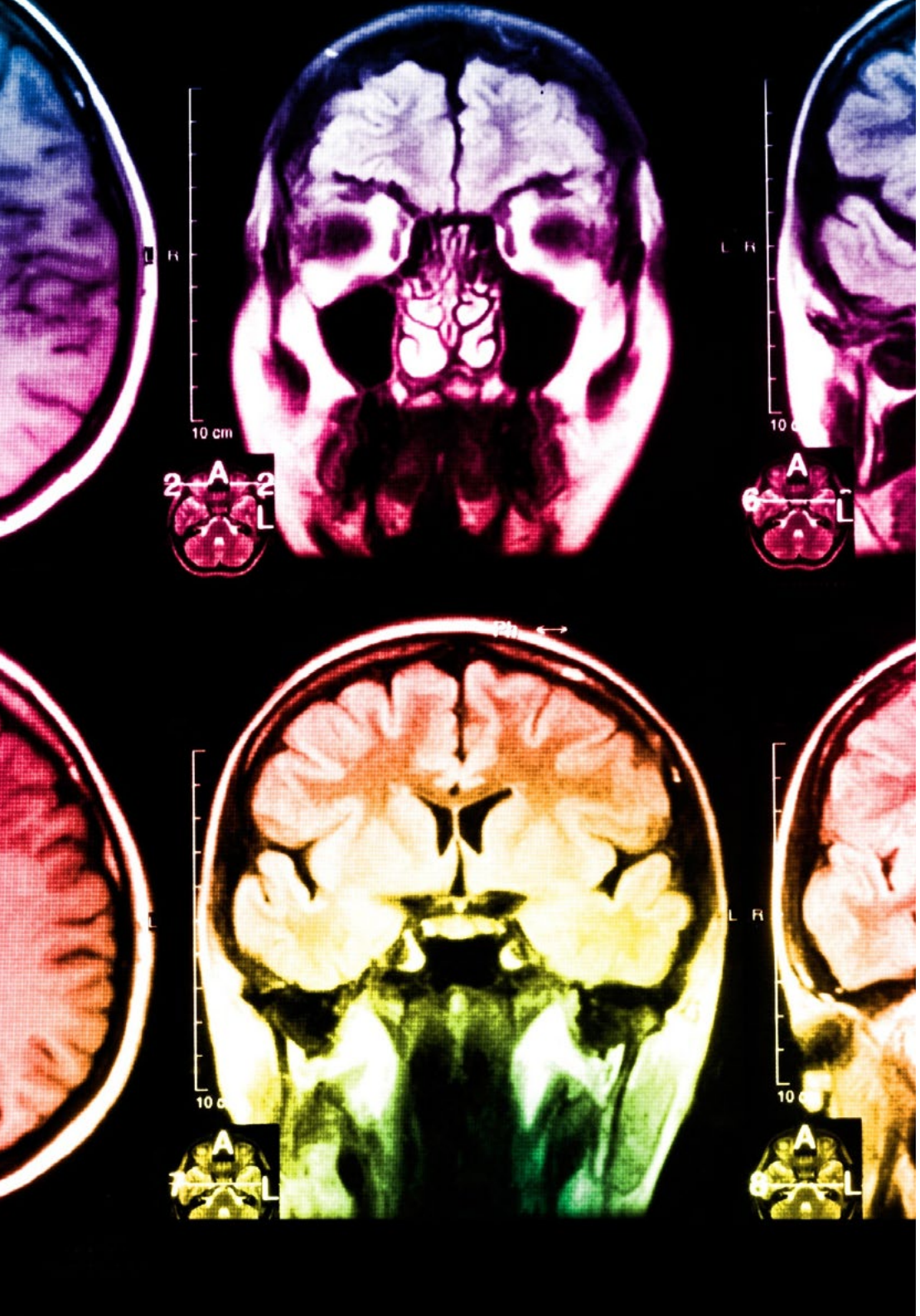
TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

In 2019, we obtained the best learning results of all online universities in the world.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.

This program offers the best educational material, prepared with professionals in mind:

Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.

Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

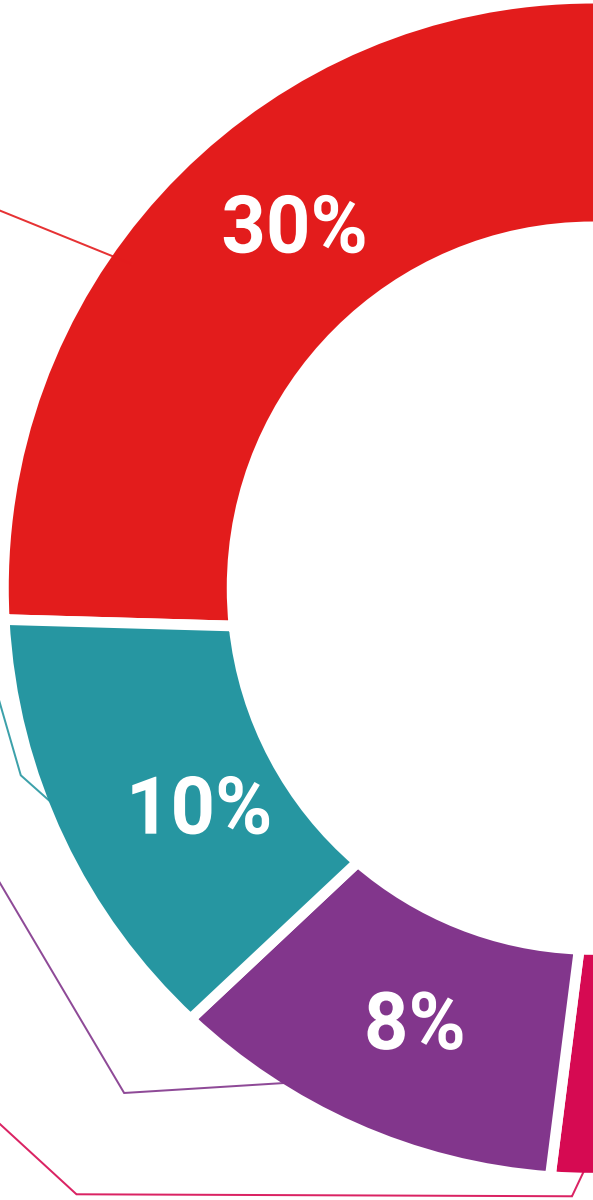
Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

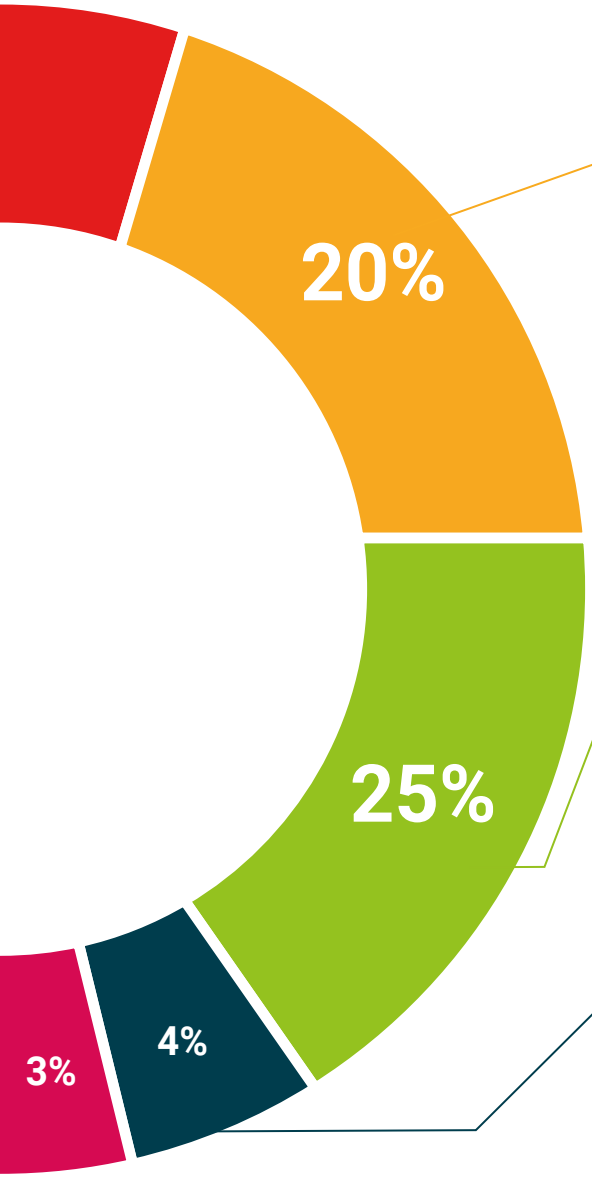
Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.

Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.

Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.

06

Certificate

The Postgraduate Certificate in Utility Tokens guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.

Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"

This **Postgraduate Certificate in Utility Tokens** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Utility Tokens**

Official Nº of Hours: **300 h.**

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Awards the following

DIPLOMA

to

Mr./Ms. _____, with identification number _____.

For having passed and accredited the following program

POSTGRADUATE CERTIFICATE

in

Utility Tokens

This is a qualification awarded by this University, equivalent to 300 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro

Dean

Unique TECH Code: AFWORD23S techtitute.com/certificates

*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost..

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