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Geneva, April 4, 2018

EU BUSINESS SCHOOL LAUNCHES A NEW COURSE ON BLOCKCHAIN MANAGEMENT IN GENEVA

- **EU Business School launches a new two-month course on blockchain management in line with its strategy to provide students with a state-of-the-art education across all business areas.**
- **This innovative two-month course will be held on EU Business School's Geneva campus from May to July 2018, with the aim of providing students with the knowledge and skill set for a fundamental understanding of this revolutionary technology and its application.**

EU Business School is proud to announce that it is launching a two-month course on blockchain management to take place on its Geneva campus from May 28 to July 20, 2018. This decision has been taken in alignment with the school's strategy to provide courses on the most innovative and up-to-date areas of business.

The course has been designed to provide students with an introductory knowledge and understanding of blockchain technology, heralded as the most transformational technology since the inception of internet. Students will learn the basic functions of blockchain as well as its current trends and application across different industries.

Three guest speakers will provide expert insight during the course, augmenting the knowledge students gain through regular classes, presentations and project work. Specific topics will include cryptocurrencies, smart applications and decentralized programs for applications, among others. On completing the course, students will have gained a fundamental understanding of blockchain, its trends, cryptocurrencies and other financial tools based on this technology. In addition, they will learn how to develop business models involving blockchain technology so that they may subsequently apply it to their areas of business.

With the value of the blockchain industry set to soar from US\$340m in 2017 to US\$2.313m in 2021¹, the course is ideally timed for students who want to be in the vanguard of this transformational technology. The location of the course is also fitting given Geneva's role as a hub of the world's blockchain community. The city held the Blockchain and Bitcoin Conference in February this year, and is the European base of the Global Blockchain Business Council, a body which advises governments and recently attended the World Economic Forum in Davos.

Luc Craen, vice president and managing director of EU Business School, said *"the blockchain revolution is just getting started, and we want our students to be in at the start. Blockchain has already proved its potential by driving the growth of bitcoin and other cryptocurrencies, and we are seeing it disrupt many other aspects of our economies and societies. Geneva is a global hub for the industry, and we're hugely excited to be providing the course here. The world's leading experts on blockchain are just around the corner."*

EU students can add the course to their schedule if they are spending the summer semester at EU Geneva or take the course as a certificate program if they are in Switzerland during the period. The course is also open to external students who wish to find out more about this discipline.

For more information about EU, contact the communications department at +34 93 201 81 71 or at communications@euruni.edu or visit our website www.euruni.edu

¹ <https://www.statista.com/statistics/647231/worldwide-blockchain-technology-market-size/>