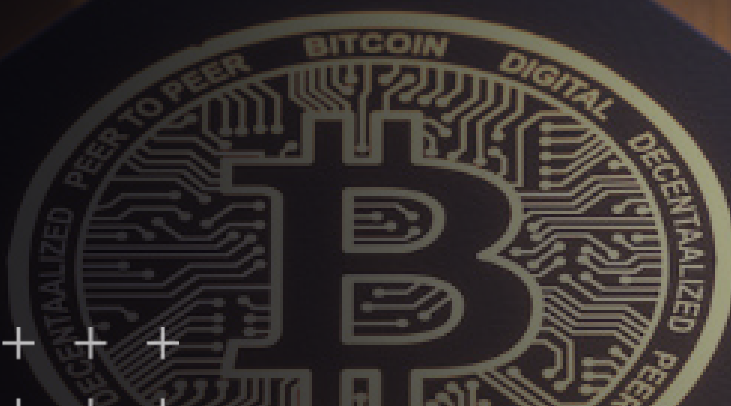




**BARÇA**  
**INNOVATION HUB**  
Universitas



# THE FUTURE OF CRYPTO AND SPORTS

*COURSE / 100% online / 1 month*

LEARN FROM THE BEST | ENJOY A UNIQUE EDUCATIONAL EXPERIENCE |  
BECOME PART OF A GLOBAL NETWORK

The sports industry has been taken by storm by crypto and non-fungible tokens (NFTs). Crypto and NFTs are providing clubs, athletes, fans and companies with new business models leading to new opportunities.

The course "The Future of Crypto and Sports" is designed to provide the student with a basic understanding of how blockchain and crypto is applied in the sports industry. The student will get hands-on skills to understand what blockchain is, how it works, and why it's revolutionary in the sports industry. At the end of the course, you'll be able to determine the specific use cases where blockchain technology is innovating the sports world and solves important problems.

This course begins with an introduction to blockchain and crypto and how blockchain works. Throughout the course, the student will gain insights on the leading use cases of blockchain in sports including NFTs and the metaverse and understand the business models behind.



**Victoria Gago**  
EXPERT ADVISOR

Co-Founder at European Blockchain  
Convention & European Tech School



- **DELIVERY MODE ONLINE**
- **DURATION 1 MONTH**
- **ACADEMIC DEGREE EXECUTIVE EDUCATION**
- **DELIVERED IN ENGLISH**

# OBJECTIVES

The overall objective is to provide the student with the understanding of the basic principles of blockchain and crypto and how they are applied in the sports industry to bring new revenues streams to the industry and new ways of fan engagement.

## AIMED AT

- The course is aimed at people who know nothing or very little of crypto, but want to dive deep into the subject. It can be useful for journalists, teachers, sporting industry professionals, marketing and advertising professionals. It would not be useful for developers, programmers or advanced professionals in the world of blockchain.

## LEARN TO

- The student that completes the course Will acquire a solid foundation in blockchain and crypto in order to understand and predict the tendencies in the industry, and specifically understand how they can impact and change the sports industry.

# STRUCTURE

## **Course 1: The Future of Crypto and Sports**

**Módulo 1: Introduction to blockchain & crypto**

**Módulo 2: Introduction to NFTs**

**Módulo 3: Gaming and metaverse**

**Módulo 4: Communities and fan engagement**



# BENEFITS

- **World-class content, designed by experts and sports-industry oriented for an immediate impact.**
- **Round-the-clock access to study material, wherever you want and from any device.**
- **Custom feedback for every individual and teamwork activity.**
- **Spaces of discussion and interaction with industry professionals from all over the world.**
- **Certificate of participation for each course, issued by Barça Innovation Hub - Universitas. If you pass each of the courses that make up the program, and complete and pass the comprehensive final exam, you will also receive a verified certificate of completion for the entire program, with confirmation of identity, issued by Barça Innovation Hub - Universitas.**



# BARÇA INNOVATION HUB Universitas

**Creating a new generation of  
sports professionals**