

BlockART
Institute, Germany



West Africa Business School

...democratizing knowledge that links business with intelligence

PRESENTS

CERTIFICATE COURSES IN BLOCKCHAIN AND ARTIFICIAL INTELLIGENCE

Get Your Professional Certification in 2 Months at 100% Online!



Market Research Report



"The global blockchain market size is expected to grow from USD 3.0 billion in 2020 to USD 39.7 billion by 2025, at an impressive Compound Annual Growth Rate (CAGR) of 67.3% during 2020 - 2025".



www.westafricabusinessschool.com

INTRODUCTION

The West Africa Business School in collaboration with BlockART Institute Germany is pleased to present Blockchain education and capacity building to make a real and valuable impact towards the growth of Africa's digital economy this decade and beyond. We are passionate about growing the Cryptocurrency, Blockchain and Artificial Intelligence (AI) industry in Africa. We are poised to help individuals, companies and governments achieve their goals and mandate of leveraging Blockchain and Artificial Intelligence education and adoption in Africa to grow Africa's digital economy. In order to demonstrate this passion to help individuals, companies and governments, the West Africa Business School in collaboration with BlockART Institute Germany have designed and developed a world class certification course in Blockchain and Artificial Intelligence (AI) at basic and advanced levels. We hereby offer this educational package to individuals, companies and governments to leverage the WABS/ BlockART Institute education solution to achieve sustainable democratization of Blockchain technology and Artificial Intelligence (AI) education in Africa.

1. CERTIFICATE COURSE IN BLOCKCHAIN TECHNOLOGY

This course is structured in a chronological way and thus begins with a mix of history and vital technological insights. The goal from a tech-perspective is to teach only what is necessary to understand what blockchain is capable of and what it is not.

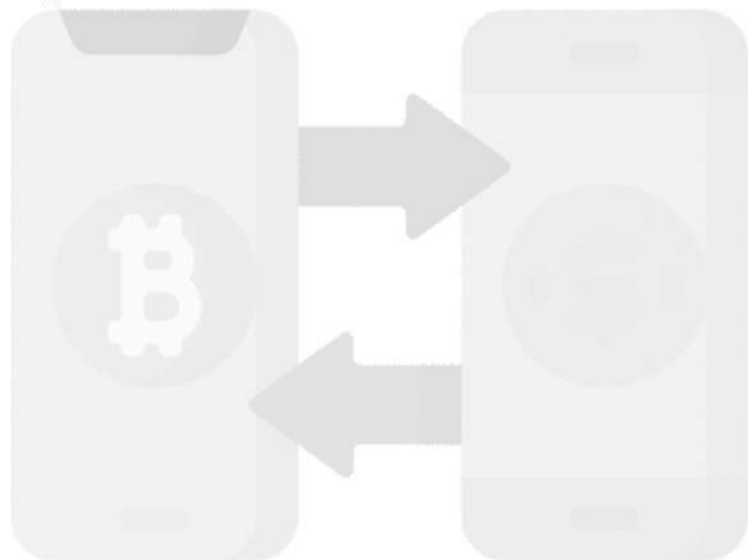
The focus will then shift towards the business side, in terms of how companies acted around blockchain's existence in the past and how they currently try to adjust their business models. As the future will be about implementing blockchain use cases as well as transforming whole industries, we will then focus on use case development and project management. During this, we will also analyse latest news and live blockchain projects.

At the end of the course, attendees will understand what the technology is capable of and what sectors and niches it will influence most, while being able to develop new use cases or transform existing ones. As we want this course to be as sustainable as possible, throughout the period, we will try to teach independent thinking and make the attendees self-sufficient in terms of further enhancing their own knowledge and capabilities.

Course structure & outline: Total of 10 course modules comprising 6 beginner courses, and 4 advanced courses as follows:

A. Certificate in Blockchain Technology – Basic/Beginner Level

1. General introduction
 - 1.1. The technology's history
 - 1.2. Distributed Ledger Technology vs Blockchain Technology
 - 1.3. Bitcoin
 - 1.4. (De-)centralization
2. Tech basics
 - 2.1. About blocks and transactions
 - 2.2. Consensus algorithms
 - 2.3. Public and private keys
 - 2.4. Security and performance implications
 - 2.5. Private vs public networks
3. The Blockchain hype
 - 3.1. Gartner's Hype Cycle
 - 3.2. Failed and successful projects
 - 3.3. Hyperledger
 - 3.4. Communities
4. Smart Contracts
 - 4.1. Smart Contracts vs traditional contracts
 - 4.2. Interactions between blockchain and the world we know
5. Blockchain and Distributed Ledger Technology (DLT) implementations
 - 5.1. Bitcoin
 - 5.2. Ethereum
 - 5.3. IOTA
 - 5.4. Corda R3



CONTACT:

Tel: +234 8143002943, +2348027922649 Email: Info@westafricabusinessschool.com, wabs.edu@gmail.com

6. Blockchain use cases
 - 6.1. ICOs and other hypes around smart contracts
 - 6.2. Real world use cases suddenly on blockchain
 - 6.2.1. Supply chain
 - 6.2.2. Insurance
 - 6.2.3. Finance

B. Certificate in Blockchain Technology – Advanced Level

1. Implications when connecting the real world and the blockchain world
 - 1.1. User input (e.g. voting)
 - 1.2. Digital currencies
 - 1.3. Connecting machines (IoT) with blockchain.
2. Cryptocurrencies
 - 2.1. Price development
 - 2.2. Countries and communities using cryptocurrencies
 - 2.3. Decentralized finance
3. Developing blockchain use cases
 - 3.1. Team compositions
 - 3.2. How to research properly and filter misinformation
 - 3.3. Understand why and when use cases make sense
4. Use cases in general
 - 4.1. Financial, Insurance and Healthcare
 - 4.2. Ownership audit trails
 - 4.3. When to use blockchain and when not
 - 4.4. Existing use case analysis
 - 4.4.1. Blockchain based art
 - 4.4.2. Decentralized finance
 - 4.4.3. Representing company shares

Course delivery method:

- Online/Distance learning mode
- Two lectures per week, 1,5h each, resulting in 9h total for beginners and 6h total for advanced.

Course duration or completion period: 2 months

Course pricing/Tuition:

1. Local currency course fee

Blockchain Technology Beginner level = N25,000.00 (Undergraduates)

Blockchain Technology Beginner level = N50,000.00 (Graduates & Professionals)

Blockchain Technology Beginner level = N100,000.00 (Corporate organizations, companies and government MDAs).

Blockchain Technology Advanced level = N25,000.00 (Undergraduates)

Blockchain Technology Advanced level = N50,000.00 (Graduates & Professionals)

Blockchain Technology Advanced level = N100,000.00 (Corporate organizations, companies and government MDAs).

2. Foreign currency course fee

- Blockchain Technology Beginner level course = \$500.
- Blockchain Technology Advanced level course = \$500.
- Undergraduate students will generally get 80% discount off course price. Corporate organizations, companies and government MDAs can get up to 50% off as discount for group enrolment of employees.

CONTACT:

Tel: +234 8143002943, +2348027922649 Email: Info@westafricabusinessschool.com, wabs.edu@gmail.com

2. CERTIFICATE COURSE IN ARTIFICIAL INTELLIGENCE (AI).

This course starts with the fundamentals of Artificial Intelligence, like what are Data Science & Machine Learning. And then we move into Deep Learning. Once we cover the theoretical part of AI, we move into a more practical part of AI. How do we implement machine intelligence in Python language? The goal of this technical perspective is to give proper knowledge & a kickoff to start working with Artificial Intelligence.

The focus will then shift towards the business side, covering several industries, mainly finance, insurance, marketing, credit risk. With deep insights on an industrial level, students will be able to understand the technology and start working on their own, on several different use cases.

The overall goal of this course is to teach the attendees to be independent and self-sufficient in terms of further enhancing their own knowledge in real world Artificial Intelligence.

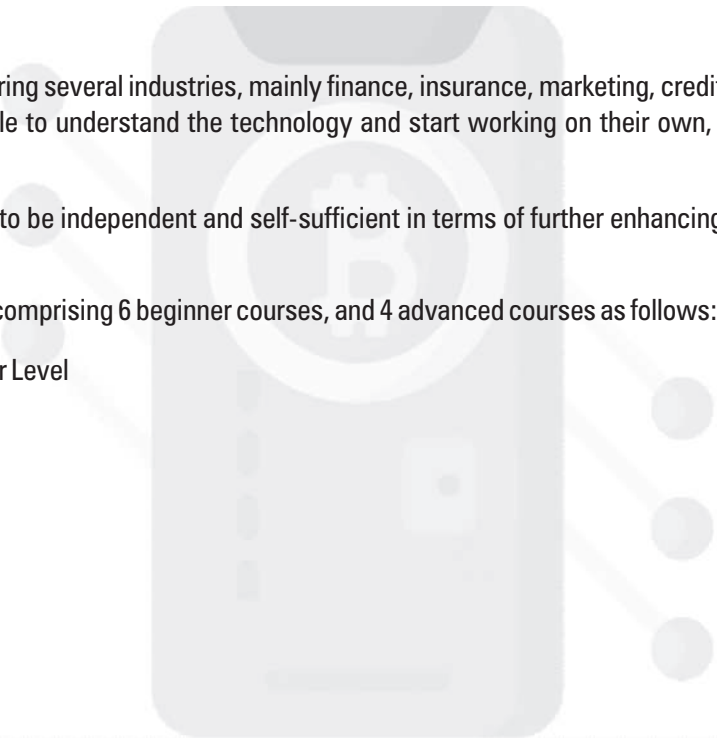
Course structure & outline: Total of 10 course modules comprising 6 beginner courses, and 4 advanced courses as follows:

A. Certificate in Artificial Intelligence – Basic/Beginner Level

1. Introduction of AI
 - 1.1 What is Data Science
 - 1.2 Machine Learning
 - 1.3 Machine Learning Algorithms
 - 1.4 Applications of AI in Business World
2. Deep Learning
 - 2.1 Introduction
 - 2.2 Artificial Neural Networks
 - 2.3 Back Propagation
 - 2.4 Convolution Neural Networks
 - 2.5 Recurrent Neural Networks
 - 2.6 Neural Networks in Industry
3. Introduction to Python
 - 3.1 Hello Python
 - 3.2 Lists & Dicts
 - 3.3 Functions
 - 3.4 Numpy
4. Intermediate Python
 - 4.1 Matplotlib
 - 4.2 Dict
 - 4.3 Compare Operators
 - 4.4 Loop (while)
 - 4.5 Random Numbers
5. Market Basket Analysis in Python
 - 5.1 What is Market Basket Analysis
 - 5.2 Confidence & Lift
 - 5.3 Aggregation
 - 5.4 Heatmaps
6. Data Visualization
 - 6.1 Introduction
 - 6.2 2D Arrays
 - 6.3 Regression
 - 6.4 Time Series

B. Certificate in Artificial Intelligence – Advanced Level

1. Introduction of Financial concepts in Python
 - 1.1 Introduction
 - 1.2 Tale of two Project Proposals
 - 1.3 Mortgage Basics
 - 1.4 Budgeting



CONTACT:

Tel: +234 8143002943, +2348027922649 Email: Info@westafricabusinessschool.com, wabs.edu@gmail.com

2. Quantitative Risk Management
 - 2.1 Introduction
 - 2.2 Risk Measurement
 - 2.3 Parametric Estimation
 - 2.4 Extreme Value Theory
3. Credit Risk Modeling in Python
 - 3.1 Understanding Credit Risk
 - 3.2 Logistic Regression
 - 3.3 XG Boost
 - 3.4 Model evaluation
4. Machine Learning for Marketing
 - 4.1 ML + Marketing
 - 4.2 Why Customers leaving?
 - 4.3 Life time value of customers
 - 4.4 Product & Customer Segmentation

PROGRAMME DETAILS

Course delivery method:

- Online/Distance learning mode
- Two lectures per week, 1,5h each, resulting in 9h total for beginners and 6h total for advanced.

Course duration or completion period: 2 months

Course pricing/Tuition:

1. Local currency course fee

Artificial Intelligence (AI) Beginner level = N25,000.00 (Undergraduates)

Artificial Intelligence (AI) Beginner level = N50,000.00 (Graduates & Professionals)

Artificial Intelligence (AI) Beginner level = N100,000.00 (Corporate organizations, companies and government MDAs).

Artificial Intelligence (AI) Advanced level = N25,000.00 (Undergraduates)

Artificial Intelligence (AI) Advanced level = N50,000.00 (Graduates & Professionals)

Artificial Intelligence (AI) Advanced level = N100,000.00 (Corporate organizations, companies and government MDAs).

2. Foreign currency course fee

- Artificial Intelligence (AI) Beginner level course = \$500
- Artificial Intelligence (AI) Advanced level course = \$500
- Undergraduate students will generally get 80% discount off course price. Corporate organizations, companies and government MDAs can get up to 50% off as discount for group enrolment of employees.

TARGET AUDIENCE:

The courses are designed for the following:

- Students of universities and other institutions of higher learning.
- Private individuals and professionals in IT & telecom sector, financial services, health & medicare, shipping & maritime, manufacturing, construction & engineering sectors etc.
- Mid- management of an insurance company interested in microinsurance.
- Managing Directors, CEOs, Directors and key decision - in public and organized private sectors (OPS).
- Financial Services Sector Regulators.
- Government Officials and Representatives.
- Financial consultants, banking, capital markets and insurance industry
- InsurTech, & FinTech Startups.
- Management of MFBs, NGOs or other potential affiliate interested digital technologies.



CONTACT:

Tel: +234 8143002943, +2348027922649 Email: Info@westafricabusinessschool.com, wabs.edu@gmail.com

HOW TO REGISTER FOR THE COURSE

- Interested participants/students should complete the registration form online or simply send their details (*your names, phone number, email address and job function if you are working in any company organization*) to: wabs.edu@gmail.com
- On receipt of your registration, we will issue you or your company/organisation with an invoice to enable you activate payment of course fee.
- You can also call and talk to the Programme Manager on Tel: +2348027922649, +234 8143002943 1by 8.00am – 5.00pm Monday - Friday.

HOW TO MAKE PAYMENT OF COURSE FEE:

1. Nigeria Residents should make payment of course fee in local currency (NGN) by Bank draft, e-transfer or Cash deposit, paid into the below account details:

Bank: Zenith Bank Plc

Account Name: West Africa Business School

Account Number: 1014282576

Sort Code: 057150534

Send an email to wabs.edu@gmail.com with a verifiable proof of payment

2. Other Africa Countries/Foreign delegates, International Students/Participants should make payment of course fee by *swift transfer* to this account details:

Beneficiary: West Africa Business School

USD Account Number: 5070520959

Bank Name: Zenith Bank Plc

Swift Code: ZEIBNGLA

Bank Address: Plot 84 Ajose Adeogun Street, Victoria Island – Lagos

The course fee covers the following:

- Two months quality virtual training.
- PDF take-away handout material.
- Certificate of Achievement/Professional Certification
- Digital video recording of event. (*Subject to availability*).

The courses are scheduled to commence as follows:

Blockchain Technology

Time: 6:00 pm - 7:30 pm Monday & Wednesday

Venue: 100% Online via Zoom video learning platform or equivalent

Artificial Intelligence

Time: 6:00 pm - 7:30 pm Tuesday & Thursday

Venue: 100% Online via Zoom video learning platform or equivalent

ABOUT COURSE LEADERS/LECTURERS



Simon Kolkmann

Simon studied IT, with the focus on security and cryptography. While working as a trainee at Fraunhofer Institute for Applied Information Technology FIT in Cologne, he consulted on blockchain technology and was co-author for several publications on the topic of conception and implementation of smart contracts based on blockchain technology. With now more than 7 years of experience as a software engineer Simon is CTO and Head of Blockchain development at RYSKEX GmbH, responsible for both architecture and practical implementation of secure and extensible smart contract solutions and contact person for various corporates for the matters of blockchain, smart contracts and influencing. Simon also founded BlockART Institute, a research and development facility with the focus on emerging technologies.



Dr. Marcus Schmalbach

Dr. Marcus Schmalbach is CEO and Founder of Ryskex, headquartered in Berlin and New York City. Furthermore, is he associate professor at the ESCP Europe Business School, Berlin and provides lectures about the topics Blockchain Technology and Artificial Intelligence. Before founding Ryskex, Marcus leads the MBA Program of the Business School Bielefeld, Germany. In 18 years of practical experience, he published more than 50 articles around the topics alternative risk transfer and innovation around corporate insurance.

CONTACT:

Tel: +234 8143002943, +2348027922649 Email: Info@westafricabusinessschool.com, wabs.edu@gmail.com



Suneetha Gurtzick

Suneetha Studied Artificial Intelligence & Robotics with all the latest technologies. While studying, she was working Fraunhofer Research Institute & worked on Big Data Technologies like Spark & Flink. She worked in German Artificial Intelligence Research Center for 5 years. She has done a project in Industrial IOT Data science department. After that she started working Lead Data Scientist in Arvato GmbH Financial Services. She is currently working as Chief Artificial Intelligence Officer in Amazon Service providing company. With more than 10 years of experience in AI, she worked in several different domains end to end.



Obasi Ngwuta

Obasi is a veteran of the financial services industry having worked in consulting, stock broking, insurance and banking sectors for 23-years. He is the Founder & Chairman of Africa Bancassurance Academy and also Director General/Chief Executive Officer of West Africa Business School, a foremost regional training institution for business, leadership and management education in Sub-Saharan Africa. Mr. Ngwuta was at various times Head of Bancassurance and Relationship Manager SME Banking at Standard Chartered Bank Nigeria; Group Head, Business Solutions Development at UBA Insurance Limited; Head, Products, Branding & Marketing Support at UBA Metropolitan Insurance Limited; Head, Corporate Planning & Risk Management at Sovereign Trust Insurance Plc; and General Manager, Operations at Intellbank Consulting Ltd. Mr. Ngwuta is a graduate of University of Science and Technology, Enugu (ESUT) where he obtained his Bachelor of Science (B.Sc.) in Insurance & Risk Management and Obafemi Awolowo University (OAU), Ile-

Ife where he obtained his Master in Business Administration (MBA) degrees. Mr. Ngwuta is a long-time member of the British Project Management Professionals (BPMP), Centre for Management Development (CMD), Nigerian Institute of Management (ANIM), Chartered Insurance Institute of Nigeria, Chartered Institute of Securities & Investments UK as well as Risk and Insurance Managers Society of Nigeria (RIMSON) where he was the chairman of the technical and education committee for many years. Mr. Ngwuta is the Author of many books including the most popular 546-page bestselling professional insurance book titled "Modern Insurance Business Management" published by Nigeria Insurers Association (NIA) in 2007.

ABOUT COURSE ORGANIZER & ADMINISTRATOR

BlockART Institute

BlockART Institute was founded in 2017 by Simon Kolkmann, with the purpose of providing resources to companies and students that are interested in blockchain technology. Short after its foundation, Dr. Marcus Schmalbach and Sunitha Gurtzick joined as external advisors. They support the company and its vision to provide high quality insights into Blockchain Technology, as well as Artificial Intelligence and how these technologies can be integrated in the corporate environment.



West Africa Business School (WABS)

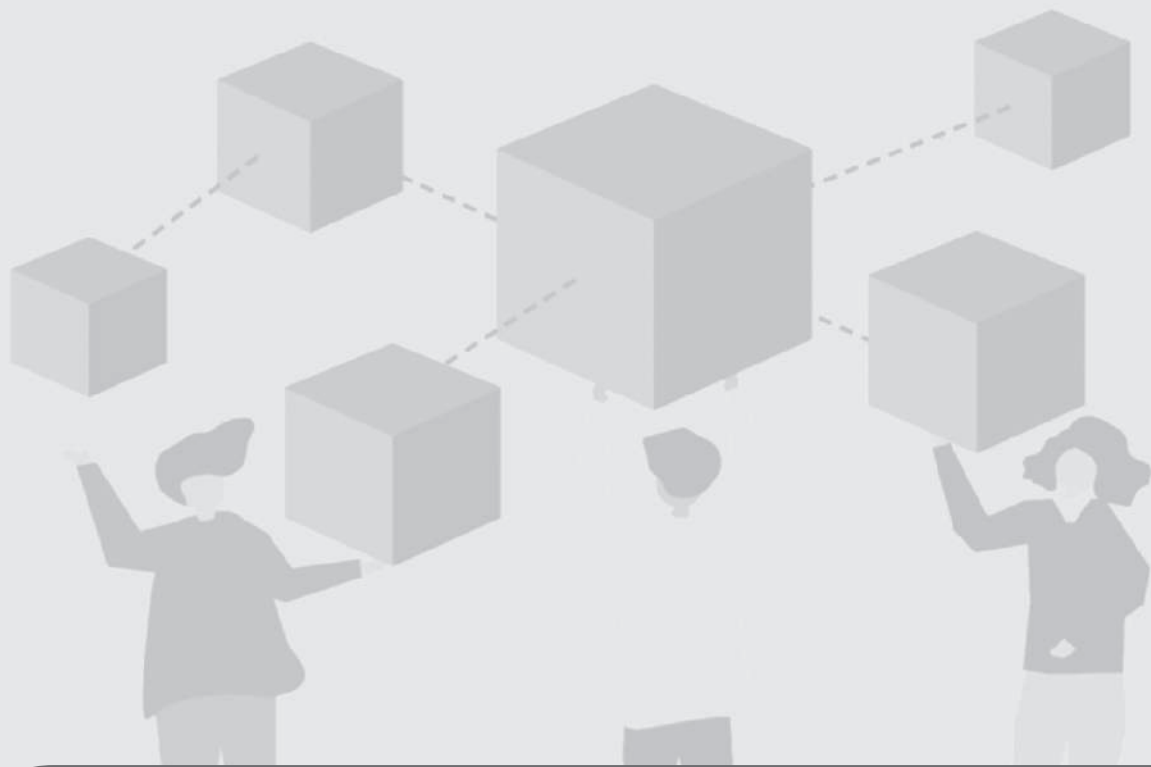
WABS was established in response to the need for a high-quality professional development, corporate training and executive education institute to address the needs of working professionals who have the desire to continue professional and academic training while remaining in the workforce. The school was registered on 7th May 2002 as a private regional training institution by Federal Government of Nigeria with registration number RC.1652834. In the

beginning, West Africa Business School started with organizing corporate seminars, workshops and soft business short courses. In January 2010, the school launched her specialized strategic business conferences, leadership programmes and management training courses across Africa focusing mainly on the financial services industry. Today, West Africa Business School (WABS) has become a house-hold name and a global brand, well known in Africa for delivery of world-class Corporate Training, Government Human Capital Development, Professional Education, Executive Education, Business Intelligence and Research Services.

WABS proclaims that learning and development of human capital consolidates the structure of organizations worldwide. It ensures intelligent strategic action at every level, and gives individuals the tools and awareness to hone that strategy. With continuous learning, leaders of organizations make world-class expertise an integral part of that organisation. Instead of relying on outside support, you enhance the capabilities of your managers and leaders to address challenges. And by exposing senior people to leading edge-thinking, you ensure your business has the strategic drive to succeed. WABS provides corporate training, skill development, research information and consultancy services. WABS has very unique specialist individual and corporate training programmes that are practically challenging and rigorous, drawing on the strengths of the school's first-class faculty of world-renowned scholars, business managers and management development consultants of repute. WABS research into the latest business challenges existing in all corporate sectors in Africa, both old and new from everywhere to reach everyone involved in the subject matter. We then transform the idea into reality by creating business meetings, which bring people together to learn, network and progress. WABS offers corporate training short courses specializing in industries such as: Financial Services, Energy (Oil & Gas, Power, Water), Telecoms, Manufacturing, Transport & Logistics, Hospitality & Healthcare, Government Ministries, Departments, Agencies and much more. WABS is registered and recognized by important government regulatory institutions such as Federal Ministry of Education, Federal Ministry of Justice, Corporate Affairs Commission (CAC), Industrial Training Fund (ITF) and accredited by Centre for Management Development (CMD) as a management training institution in Nigeria. Also, WABS Director General/Chief Executive Officer has attended various government approved training programme of the Centre for Management Development (CMD) in compliance with regulatory requirements.

CONTACT:

Tel: +234 8143002943, +2348027922649 Email: Info@westafricabusinessschool.com, wabs.edu@gmail.com



FURTHER ENQUIRY IN RESPECT OF THIS COURSE SHOULD BE ADDRESSED TO:

Director General/CEO

West Africa Business School

Nigeria: 18 Puposola Street, Off Shola Martins Street, New Oko-oba, Lagos

Phone: +2348027922649 **WhatsApp :** +2348143002943

E-Mail: wabs.edu@gmail.com; info@westafricabusinessschool.com

Website: www.westafricabusinessschool.com

BlockART Institute

Germany: Fritz-Schaeffer-Strasse 1, 53113 Bonn-Germany

E-Mail: kolkmann@blockart.cloud



CRYPTOCURRENCY