POLITÉCNICO DE SANTARÉM

AI & Blockchain Business

Code: ERAGT095   Acronym: ABB

Scientific Area: Marketing

Occurrence: 2025/26 - 2S

Teaching Area: *Marketing*

Courses

Acronym	Nº de Estudantes	Plano de Estudos	Academic Year	Credits	Horas Contacto	Total Hours
ERSGT	1	Curso Erasmus	1º	3,5	30	30

Hours Actually Taught

Teaching - Weekly Hours

Theoretical and Practical: 2,00

Type	Teacher	Classes	Hours
Theoretical and Practical	Totals	1	2,00
	Dário Elias Félix de Oliveira Rodrigues - ESGT		2,00

Teaching - Responsabilities

Teacher	Responsabilidade
Dário Elias Félix de Oliveira Rodrigues - ESGT	Responsável

Draft, waits for validation.

Learning outcomes and their compatibility with the teaching method (knowledge, skills and competencies to be developed by students)

Students are expected to understand how the convergence between Artificial Intelligence (AI) and blockchain enables new paradigms of economic, social, and organisational value creation, supported by intelligent automation, decentralisation, transparency, and responsible algorithmic governance. The curricular unit explores the transition from traditional business models (brick-and-mortar) and centralised digital platforms towards ecosystems based on protocols, intelligent agents, and decentralised applications.

By the end of the curricular unit, students should be able to:

a) Critically analyse the impact of AI and blockchain on business models and marketing;

b) Identify innovation opportunities based on intelligent automation, data, and trust infrastructures;

c) Understand the ethical, economic, and organisational challenges associated with AI, Web3, and tokenisation;

d) Design sustainable and ethical value propositions.

Syllabus

1. Digital business from a marketing and automation perspective;
2. Artificial Intelligence in business: fundamentals and applications;
3. The Internet of Value and new incentive systems;
4. Blockchain technology and trust architectures;
5. Impact of AI and blockchain on business models and marketing;
6. Cyberethics, algorithmic governance, and sustainability in Web3;
7. Future trends: tokenization, autonomous agents, and the programmable economy.

Demonstration of the syllabus coherence with the curricular unit¿s learning objectives

The syllabus is structured progressively, starting with a conceptual foundation in AI, blockchain, and marketing and evolving to an integrated analysis of their strategic, operational, and ethical impacts on business. This progression ensures coherence with the learning objectives, fostering analytical, critical, and applied skills relevant to emerging professional contexts.

Teaching and learning methodologies specific to the curricular unit articulated with the pedagogical model

The teaching¿learning process is based on theoretical and practical classes, combining lectures, guided discussions, real-world case analysis, applied exercises, research work, and the development of group projects.

Assessment

Assessment consists of a written test (50%) and a group practical assignment with presentation and discussion (50%). Students who obtain a grade below 8 (out of 20) in the written test are required to sit a final examination (100%).

Demonstration of the coherence of teaching and evaluation methodologies between the learning objectives of the curricular unit

The teaching methodologies of the curricular unit *AI & Blockchain Business* are aligned with the learning objectives, articulating conceptual knowledge with applied skills. The theoretical¿practical classes ensure understanding of the fundamentals of AI and blockchain, while case analysis and exercises promote critical thinking. The practical assignment assesses the application of knowledge in business contexts, and the written test verifies theoretical assimilation, ensuring rigour and coherence in assessment.