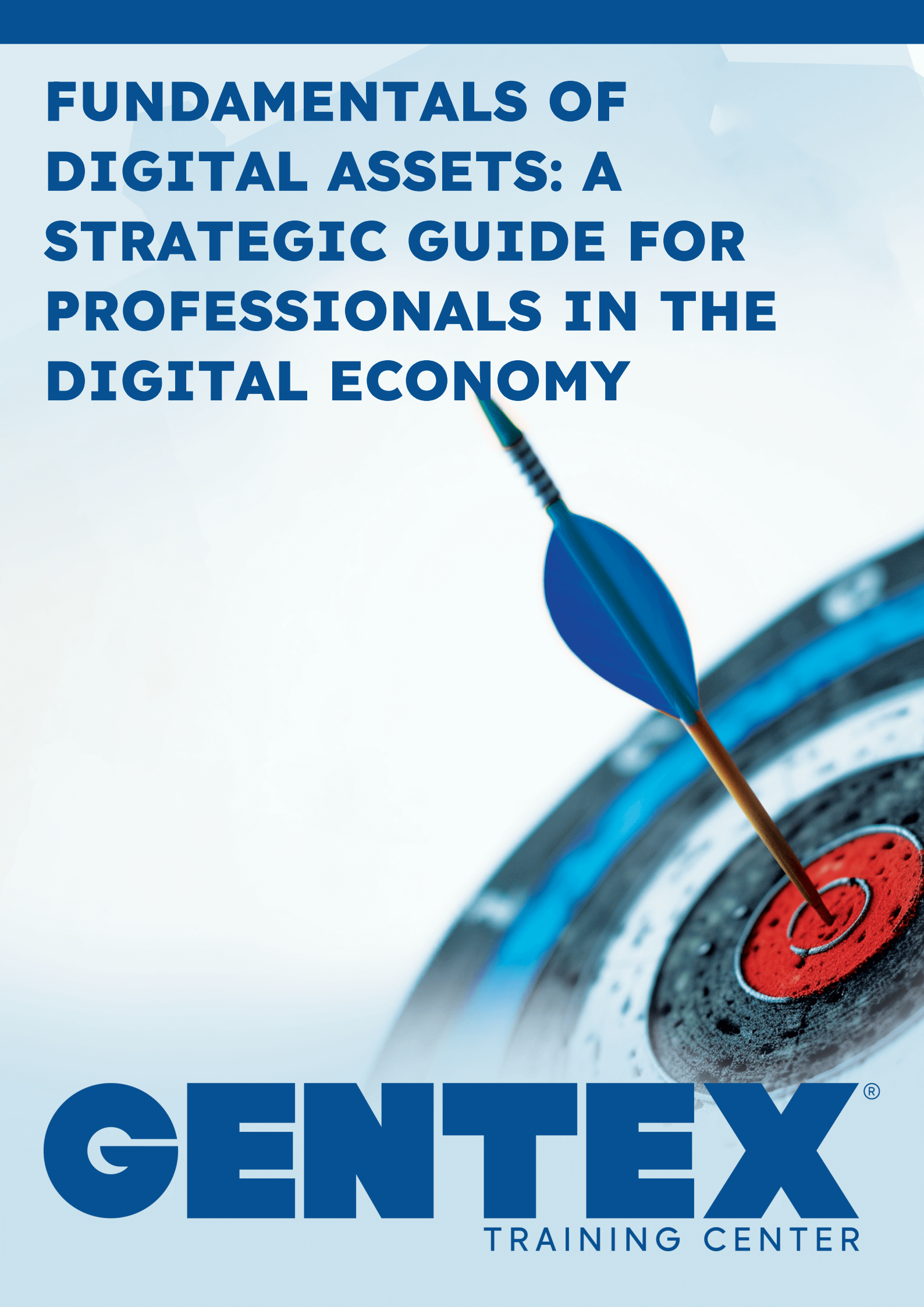
FUNDAMENTALS OF DIGITAL ASSETS: A STRATEGIC GUIDE FOR PROFESSIONALS IN THE DIGITAL ECONOMY



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TRAINING CENTER

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Introduction

Fundamentals of Digital Assets: A Strategic Guide for Professionals in the Digital Economy Training Course gives business professionals a clear, grounded understanding of digital assets and how they fit into modern strategy. Participants learn what cryptocurrencies, stablecoins, tokenised assets and blockchain networks actually are, and how they differ from conventional instruments. The programme covers distributed ledger mechanics, custody, exchanges, valuation approaches and the regulatory landscape across major jurisdictions. Furthermore, it addresses the practical questions organisations face: treasury exposure, payment acceptance, tokenisation projects and internal controls. As a result, delegates can advise on digital asset opportunities while managing the risks. Gentex Training Center delivers the programme through case workshops and guided discussion.

Fundamentals of Digital Assets: A Strategic Guide for Professionals in the Digital Economy Course Objectives

- Explain blockchain, distributed ledger technology and the core features of digital assets.
- Distinguish cryptocurrencies, stablecoins, utility tokens, security tokens and tokenised assets.
- Describe how wallets, private keys, exchanges and custodians operate in practice.
- Assess custody models including self-custody, qualified custody and multi-signature arrangements.
- Evaluate digital asset valuation approaches and price discovery mechanisms.
- Identify regulatory frameworks including MiCA, FATF travel rule guidance and local licensing regimes.
- Apply anti-money laundering, know-your-customer and sanctions screening controls.
- Assess treasury, payment and tokenisation use cases for a business.
- Analyse risks including volatility, market, operational, smart contract and counterparty risk.

- Build a strategic roadmap for digital asset adoption with clear governance.

Course Methodology

The course combines expert briefings with structured case workshops, scenario exercises and group debate. Participants review real market and adoption cases, map regulatory requirements and draft an adoption roadmap for a chosen organisation. In addition, guided discussion and peer critique sharpen judgement, and each day closes with an applied strategic task.

Who Should Take This Course

- Strategy, innovation and digital transformation managers.
- Treasury, finance and risk professionals.
- Compliance, legal and regulatory affairs staff.
- Banking, payments and financial services professionals.
- Technology and product managers exploring tokenisation.
- Consultants, auditors and advisers serving digital economy clients.

Fundamentals of Digital Assets: A Strategic Guide for Professionals in the Digital Economy Course Outlines

Day 1: Foundations of Blockchain and Digital Assets

- What blockchain and distributed ledger technology do, and what they do not do.
- Public, private and consortium networks and consensus mechanisms.
- Cryptocurrencies, stablecoins, utility tokens, security tokens and non-fungible tokens.
- Tokenised real-world assets: commodities, funds, real estate and securities.

- Decentralised finance concepts: lending, staking and liquidity pools.
- Common misconceptions and unsupported claims about digital assets.
- Workshop: mapping digital asset categories to business use cases.

Day 2: Market Structure, Exchanges and Custody

- How exchanges, brokers and over-the-counter venues operate.
- Centralised versus decentralised exchange models and their trade-offs.
- Wallets, private keys, seed phrases and address management.
- Custody options: self-custody, qualified custodians and multi-signature setups.
- Stablecoin mechanics, reserves and depegging risk.
- Market data, price discovery and index providers.
- Workshop: comparing custody models for an institutional holder.

Day 3: Valuation, Accounting and Tax Considerations

- Valuation approaches for digital assets and their limits.
- Fair value measurement and impairment considerations under IFRS.
- Accounting for holdings, staking rewards and token issuance.
- Tax treatment of disposals, income and cross-border payments.
- Treasury policy design for digital asset exposure and limits.
- Reporting and disclosure expectations for boards and auditors.
- Workshop: drafting a treasury policy for limited digital asset exposure.

Day 4: Regulation, Compliance and Financial Crime Controls

- Regulatory frameworks including MiCA in the European Union and licensing regimes elsewhere.
- FATF guidance, the travel rule and virtual asset service provider obligations.
- Anti-money laundering, know-your-customer and sanctions screening in practice.
- Consumer protection, market abuse and disclosure rules.
- Central bank digital currencies and their strategic implications.
- Regulatory risk assessment for cross-border activity.
- Workshop: building a compliance control map for one digital asset activity.

Day 5: Strategy, Risk and Adoption Roadmap

- Assessing digital asset opportunities against organisational strategy.
- Payments, remittances, tokenisation and customer experience use cases.
- Risk register design: market, operational, cyber, smart contract and counterparty risk.
- Governance, delegation and internal control for digital asset activity.
- Vendor, platform and technology due diligence.
- Building and presenting a phased adoption roadmap.
- Workshop: defending a digital asset strategy proposal before a review panel.

Conclusion

By successfully completing Fundamentals of Digital Assets: A Strategic Guide for Professionals in the Digital Economy Training Course, participants will have acquired a clear working knowledge of digital assets and how to position them strategically. They will understand blockchain mechanics, asset categories, custody, valuation, regulation and financial crime controls, and they will know how to build a governed adoption roadmap. As a result, delegates advise on digital economy opportunities with confidence. Gentex Training Center builds the programme around current market practice.

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FAQs for the Fundamentals of Digital Assets: A Strategic Guide for Professionals in the Digital Economy course

Q1 What is the "Fundamentals of Digital Assets: A Strategic Guide for Professionals in the Digital Economy" course about?

It explains digital assets in business terms. You learn blockchain mechanics, asset categories, exchange and custody models, valuation, accounting, regulation and financial crime controls, then frame them into a governed adoption strategy.

Q2 What are the key benefits of the "Fundamentals of Digital Assets: A Strategic Guide for Professionals in the Digital Economy" course?

You gain a grounded, jargon-free understanding that supports credible decisions instead of hype-driven ones. You also improve risk and compliance readiness, strengthen treasury policy, and can evaluate tokenisation and payment opportunities against real business value.

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Q3 What skills will I gain from the "Fundamentals of Digital Assets: A Strategic Guide for Professionals in the Digital Economy" course?

You will gain digital asset and blockchain literacy, custody and market structure assessment, digital asset risk and compliance management, and digital asset strategy and adoption roadmap development.

Q4 What tools, methods, or standards are covered in the "Fundamentals of Digital Assets: A Strategic Guide for Professionals in the Digital Economy" course?

The course covers distributed ledger and consensus concepts, wallet and multi-signature custody models, stablecoin reserve mechanics, digital asset valuation and fair value measurement under IFRS, the MiCA framework, FATF travel rule guidance, anti-money laundering and sanctions screening controls, and risk register and roadmap tools.

Q5 How is the "Fundamentals of Digital Assets: A Strategic Guide for Professionals in the Digital Economy" course applied in real-world practice?

Graduates apply it to set treasury limits for digital asset exposure, assess custody providers, design compliance controls for virtual asset activity, evaluate tokenisation or payment pilots, brief boards and auditors, and build phased adoption plans with clear governance.