Innovating Business Processes with Blockchain Technology Training Course



26 - 30 Oct 2026

Casablanca

4500 € (Per Person)

Ref: #INN6951_277933

Course Introduction / Overview:

This course provides a comprehensive exploration of how blockchain and Distributed Ledger Technology (DLT) are revolutionizing business operations. In an era of digital transformation, traditional processes often suffer from inefficiency, lack of transparency, and security vulnerabilities. This program demystifies blockchain, moving beyond cryptocurrency to focus on its practical applications for process innovation, automation, and creating new business models. As detailed by authors like Don Tapscott in his seminal work "Blockchain Revolution," this technology offers a new paradigm for trust and value exchange. Participants will learn to identify high-potential use cases within their own organizations, from streamlining supply chains to securing financial transactions and enhancing data integrity. BIG BEN Training Center has designed this course to bridge the gap between technical concepts and strategic business implementation, equipping leaders with the knowledge to develop a clear roadmap for blockchain adoption. We will explore enterprise-grade platforms, the role of smart contracts in automating agreements, and the critical considerations for governance and security, ensuring a holistic understanding of this transformative technology.

Target Audience / This training course is suitable for:

- Business Leaders and Executives.
- IT Managers and Directors.
- Business Process Analysts and Managers.
- Strategy and Innovation Consultants.
- Supply Chain and Logistics Professionals.
- Finance and Accounting Managers.
- Product and Project Managers.
- Entrepreneurs and Startup Founders.
- Compliance and Legal Officers.
- Operations Managers.

Target Sectors and Industries:

- Banking and Financial Services.
- Supply Chain and Logistics.
- Healthcare and Pharmaceuticals.
- Manufacturing and Industrial Goods.
- Real Estate and Property Management.
- Energy and Utilities.
- Retail and Consumer Goods.
- Government and Public Sector Agencies.
- Telecommunications and Technology.
- Insurance and Risk Management.

Target Organizations Departments:

- Information Technology (IT) and Digital Transformation.
- Operations and Process Improvement.
- Strategy and Corporate Development.
- Finance and Treasury.
- Supply Chain and Procurement.
- Legal, Risk, and Compliance.
- Research and Development (R&D).
- Product Management and Innovation.
- Internal Audit and Governance.
- Customer Relationship Management.

Course Offerings:

By the end of this course, the participants will have able to:

- Articulate the core concepts of blockchain, distributed ledgers, and smart contracts in a business context.
- Evaluate the strategic value and potential ROI of implementing blockchain solutions.
- Identify and analyze suitable use cases for blockchain technology within their specific industry.
- Differentiate between various blockchain platforms like Ethereum and Hyperledger Fabric.
- Develop a foundational roadmap for a blockchain implementation project.
- Understand the principles of designing and deploying smart contracts for process automation.
- Assess the security, privacy, and regulatory challenges associated with enterprise blockchain.
- Formulate a governance model for a decentralized business network.
- Analyze the impact of tokenization on asset management and business models.
- Lead discussions on integrating blockchain with existing enterprise systems.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, practical, and highly interactive, ensuring participants can translate theoretical knowledge into actionable business strategies. This course moves beyond traditional lectures by incorporating a dynamic blend of expert-led presentations, in-depth case study analyses of real-world blockchain implementations, and collaborative group workshops. Participants will engage in hands-on exercises to map existing business processes and identify opportunities for blockchain-driven innovation. Interactive sessions will encourage peer-to-peer learning and brainstorming, allowing attendees to discuss challenges and solutions relevant to their own organizational contexts. Our approach emphasizes a continuous feedback loop, with structured Q&A sessions and expert-guided discussions to clarify complex concepts. The curriculum is built around a practical framework, guiding participants through the stages of strategy development, pilot project selection, and implementation planning. This ensures that every attendee leaves not just with knowledge, but with a clear, strategic perspective on leveraging blockchain for competitive advantage.

Course Agenda (Course Units):

Unit One: Foundations of Blockchain for Business

- Introduction to Distributed Ledger Technology (DLT).
- Core Components: Blocks, Chains, and Cryptography.
- Understanding Consensus Mechanisms (Proof of Work vs. Proof of Stake).
- Public, Private, and Consortium Blockchains.
- Beyond Cryptocurrency: The Business Value Proposition.
- Debunking Common Myths and Misconceptions.
- The Evolution from Web2 to Web3 for Enterprises.

Unit Two: Strategic Applications and Industry Use Cases

- Blockchain in Supply Chain Management and Provenance.
- Transforming Finance: Cross-Border Payments and Trade Finance.
- Applications in Healthcare for Data Integrity and Management.
- Smart Contracts for Real Estate and Asset Management.
- Enhancing Security and Transparency in the Public Sector.
- Use Cases in Energy, Retail, and Manufacturing.
- Analyzing Successful Enterprise Blockchain Implementations.

Unit Three: Developing a Blockchain Implementation Strategy

- Identifying and Prioritizing Business Problems for Blockchain Solutions.
- Building a Business Case and Calculating Return on Investment (ROI).
- Choosing the Right Blockchain Platform: A Comparative Analysis.
- Developing a Proof-of-Concept (PoC) and Pilot Program.
- Key Considerations for Scalability and Performance.
- Integrating Blockchain with Legacy IT Systems.
- Building a Competent In-House Team or Partnering Strategy.

Unit Four: Smart Contracts, Governance, and Security

- Introduction to Smart Contracts and Their Lifecycle.
- Automating Business Logic and Agreements.
- Designing Effective Governance Models for Blockchain Networks.
- Managing On-Chain and Off-Chain Data.
- Key Security Threats and Mitigation Strategies.
- Navigating the Legal and Regulatory Landscape.
- Data Privacy and Compliance (e.g., GDPR) in a Blockchain Context.

Unit Five: The Future of Business with Decentralized Technology

- The Rise of Tokenization and Digital Assets.
- Exploring Decentralized Autonomous Organizations (DAOs) for Business.
- The Role of Blockchain in Fostering Corporate Innovation.
- Future Trends: Interoperability and Blockchain-as-a-Service (BaaS).
- Building a Culture of Trust and Transparency.
- Final Project: Outlining a Blockchain Initiative for Your Organization.
- Course Review and Action Planning Workshop.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

As blockchain enables 'trustless' systems where verification is cryptographic rather than institutional, how might this fundamentally reshape corporate governance structures and the role of traditional intermediaries?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing squarely on the strategic business application of blockchain technology, rather than getting lost in overly technical jargon. While many programs concentrate on the 'what' and 'how' of blockchain from a developer's perspective, our curriculum is meticulously designed for business leaders, strategists, and managers who need to understand the 'why' and 'when'. We emphasize a process-centric approach, teaching participants how to critically analyze their existing operations to identify the specific pain points that blockchain can solve most effectively. The content is rich with real-world case studies from diverse industries, providing practical insights into both successes and failures in enterprise adoption. Unlike purely theoretical courses, this program guides participants through the creation of a tangible implementation roadmap, from building a compelling business case and calculating ROI to navigating the complex challenges of governance, security, and regulatory compliance. The interactive methodology ensures that learning is not passive; it is an active, collaborative process of applying concepts to solve genuine business problems