Enterprise Blockchain Strategy and Application Training Course



28 Dec 2026 - 01 Jan 2027

Casablanca

4500 € (Per Person)

Ref: #IT1929_287571

Course Introduction / Overview:

This course provides a comprehensive exploration of blockchain's strategic application within the enterprise environment, moving beyond theoretical hype to focus on practical implementation and business value creation. In a landscape where distributed ledger technology (DLT) is reshaping industries, understanding how to develop and execute a coherent blockchain strategy is paramount for competitive advantage. As detailed by authors like Don Tapscott in "Blockchain Revolution," the potential for this technology to enhance transparency, security, and efficiency is immense, but its successful adoption hinges on careful strategic planning. This program offered by BIG BEN Training Center is meticulously designed to equip leaders and professionals with the necessary frameworks to evaluate blockchain use cases, manage implementation projects, and navigate the complex ecosystem of enterprise platforms. Participants will delve into creating robust governance models, assessing return on investment, and aligning blockchain initiatives with core business objectives, ensuring they can lead their organizations through this critical phase of digital transformation.

Target Audience / This training course is suitable for:

- Business Executives and C-Level Officers (CEOs, CIOs, CTOs).
- IT Directors and Senior Technology Managers.
- Innovation and Strategy Leaders.
- Business and Systems Analysts.
- Project and Program Managers.
- Supply Chain and Logistics Managers.
- Finance and Operations Professionals.
- Legal, Risk, and Compliance Officers.
- Entrepreneurs and Business Consultants.

Target Sectors and Industries:

- Banking, Finance, and Insurance Services.
- Supply Chain, Manufacturing, and Logistics.
- Healthcare and Pharmaceutical Industries.
- Government Agencies and Public Sector Services.
- Real Estate and Property Management.
- Energy, Utilities, and Natural Resources.
- Telecommunications and Technology.
- Retail and Consumer Goods.

Target Organizations Departments:

- Information Technology (IT) and Digital Transformation.
- Strategy and Corporate Development.
- Operations and Process Improvement.
- Finance and Accounting.
- Supply Chain and Procurement.
- Legal and Regulatory Compliance.
- Product Development and Innovation.
- Internal Audit and Risk Management.

Course Offerings:

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

- Articulate the fundamental differences between public and enterprise-grade blockchain technologies.
- Evaluate potential blockchain use cases based on strategic business value and feasibility.
- Develop a comprehensive business case and ROI analysis for a blockchain initiative.
- Compare and contrast major enterprise blockchain platforms like Hyperledger Fabric and R3 Corda.
- Design a strategic roadmap for blockchain adoption, from pilot to full-scale implementation.
- Establish effective governance frameworks for consortiums and private blockchain networks.
- Identify and mitigate the key risks associated with enterprise blockchain projects.
- Analyze the impact of blockchain on existing business models and identify new opportunities.
- Lead strategic discussions on integrating DLT into the corporate technology stack.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive and experiential, ensuring participants gain practical, actionable skills. We move beyond traditional lectures to foster a dynamic learning environment where strategic thinking is paramount. The course heavily relies on the analysis of real-world case studies from various industries, allowing participants to dissect successful and unsuccessful blockchain implementations to draw critical lessons. A significant portion of the training is dedicated to hands-on workshops and group exercises where attendees collaborate to develop a blockchain strategy for a hypothetical enterprise. These sessions are facilitated by an expert instructor who provides continuous feedback and guides discussions. Peer-to-peer learning is encouraged through structured debates and brainstorming sessions, enabling participants to benefit from a diversity of professional perspectives. The curriculum culminates in a capstone project where teams present a complete blockchain adoption roadmap, solidifying their ability to apply learned concepts to their own organizational context.

Course Agenda (Course Units):

Unit One: Foundations of Enterprise Blockchain Technology

- Introduction to Distributed Ledger Technology (DLT).
- Differentiating between Blockchain 1.0, 2.0, and 3.0.
- Public, Private, and Consortium Blockchains Explained.
- Core Components: Blocks, Chains, and Cryptography.
- Understanding Consensus Mechanisms (PoW, PoS, PBFT).
- The Role of Smart Contracts in Business Automation.
- Key Challenges: Scalability, Interoperability, and Privacy.

Unit Two: Developing a Strategic Blockchain Framework

- Identifying High-Impact Use Cases for Your Organization.
- Aligning Blockchain Initiatives with Corporate Strategy.
- Conducting a Feasibility and Viability Assessment.
- Building a Compelling Business Case and Calculating ROI.
- The Blockchain Strategy Canvas: A Practical Tool.
- Analyzing Competitive Landscapes and Ecosystems.
- Moving from a Problem-First to a Solution-Oriented Approach.

Unit Three: Major Enterprise Blockchain Platforms and Ecosystems

- Deep Dive into Hyperledger Fabric Architecture and Components.
- Exploring R3 Corda for Financial and Regulated Industries.
- Overview of Enterprise Ethereum and Quorum.
- Criteria for Selecting the Right Blockchain Platform.
- Build vs. Buy vs. Join a Consortium: A Strategic Decision.
- Understanding Blockchain-as-a-Service (BaaS) Providers.
- Case Studies of Platform Implementations in Global Enterprises.

Unit Four: Implementation, Governance, and Risk Management

- The Blockchain Project Implementation Lifecycle.
- Best Practices for Managing a Proof-of-Concept (PoC) and Pilot.
- Establishing Effective On-Chain and Off-Chain Governance Models.
- Building and Managing a Successful Blockchain Consortium.
- Navigating the Legal, Regulatory, and Compliance Landscape.
- Key Security Considerations and Threat Mitigation Strategies.
- Data Privacy and Management on an Immutable Ledger.

Unit Five: Advanced Applications and the Future of Enterprise Blockchain

- The Role of Tokenization and Digital Assets in Business.
- Exploring Decentralized Finance (DeFi) Concepts for Enterprises.
- Achieving Blockchain Interoperability and Cross-Chain Communication.
- The Convergence of Blockchain with AI, IoT, and Big Data.
- Future Trends and the Evolution of Enterprise DLT.
- Capstone Project: Developing and Presenting a Complete Enterprise Blockchain Strategy.
- Final Q&A and Course Wrap-up.

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:

Beyond efficiency gains, how can decentralized governance models inherent in blockchain fundamentally reshape corporate structures and stakeholder relationships?

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

This course distinguishes itself by focusing squarely on strategy and business leadership rather than deep technical coding. While many programs concentrate on the "how" of blockchain development, our curriculum is meticulously crafted for the decision-makers who must answer the "why" and "when". We bridge the critical gap between technological potential and tangible business value. The content moves beyond generic use cases to provide participants with robust analytical frameworks for assessing the strategic fit, ROI, and risk profile of any potential blockchain initiative within their specific organizational context. The emphasis is on creating a practical, actionable roadmap, from initial ideation and pilot project management to scaling and establishing effective consortium governance. By concentrating on the strategic, financial, and operational implications of DLT, this course equips leaders not just with knowledge about blockchain, but with the wisdom to leverage it as a transformative tool for sustainable competitive advantage.