Marketing & Sales · MS114

Learning the Emerging Blockchain Business

Casablanca · 23 - 27 Nov 2026

Date	Venue	Duration
23 - 27 Nov 2026	**Casablanca**	**1 Week**
Fee	Ref	Language
£3,600 GBP	**MS114**	**English**

Introduction

This course focuses on gaining a solid understanding of the emerging Blockchain as a highly disruptive and discontinuous innovation with the potential to change the foundations of web-based commercial and personal transactions via Distributed Ledger Technology (DLT). This is shaping up to be a generational paradigm shift with significant implications for how businesses do business on the Internet via cryptocurrencies, foreign trade and financial settlements, smart contracts, networking transparency, faster speeds at lower costs, and decentralisation that significantly improves security.

This course will highlight:

- The development and introduction of the Blockchain with Bitcoin
- Understanding Distributed Ledger Technology’s impact on transparency and cyber-security
- Case examples of Blockchain process-flow sequences and “Special Node” verifications
- Comparing existing global transactions vs. Blockchain-enabled transactions
- The Blockchain economies of scale from decentralisation and eliminating intermediaries
- Positive economic impacts of accrued execution speeds and reduced costs
- Existing global deployment of Distributed Ledger Technology (DLT) applications
- The fast-approaching future of Distributed Ledger Technology (DLT) across virtually all web-based commercial transactions

Course Objectives of Learning the Emerging Blockchain Business

At the end of this course, you will learn to:

- Explain six key benefits of the Blockchain and Distributed Ledger Technology (DLT)
- Develop a Blockchain alternative for various existing commercial transactions
- Design a process-flow model for a global trade-currency settlement deal
- Analyse Blockchain applications in existing global business environments
- Explain the qualitative and quantitative benefits of Blockchain-enabled Smart Contracts
- Evaluate ten emerging Blockchain applications for personal and business use

Course Methodology of Learning the Emerging Blockchain Business

This course will use an inductive reasoning approach for introducing new terms-concepts-models-methods, followed by highly interactive case discussion, and small-group team case projects applied directly to the attendees' firms/organisations. The main focus is "hands-on" doing, high-level problem-solving with direct applications of Blockchain-Distributed Ledger Technology (DLT) to multiple commercial settings.

Organisational Impact of Learning the Emerging Blockchain Business

Attendees will have immediate return on investment [ROI] to their own firms/organisations by bringing new approaches, models, and applications directly to their workplace and colleagues.

The ROI is that attendees will be ready to demonstrate these tangible skills and competencies:

- Review, interpret, and critique proposed Blockchain applications for their organisation
- Design and implement an original process-flow model using Distributed Ledger Technology (DLT)
- Produce detailed reports on tangible speed, cost-savings, and security improvements
- Evaluate new opportunities for Blockchain-Distributed Ledger Technology (DLT) for internal operations and external client-uses

Personal Impact of Learning the Emerging Blockchain Business

Attendees will further their own professional development by:

- Understanding key concepts, models, and terminology of the emerging Blockchain paradigm
- Introducing Blockchain reasoning to their workplace process-flow
- Enhancing their perspective on client-customer uses of Distributed Ledger Technology (DLT) in various commercial markets
- Being able to review and evaluate Blockchain cost-benefit analysis for their workplace
- Learning proactive forward-thinking approaches and perspectives on 21st-century business
- Confidently interacting with colleagues about change ramifications from Blockchain-Distributed Ledger Technology (DLT)

Target Audience of Learning the Emerging Blockchain Business

This course is suitable for a wide range of professionals but will greatly benefit:

- Research and Development / Product Development Teams looking for improved transparency and ease-of-use
- Marketing Directors want to gain a competitive advantage in their industry space
- Business Development Directors looking for new opportunities in various markets-industries

Don't wait for others to do it first – Be the proactive initiators of positive change.

- Board Members looking to fully leverage Blockchain-Distributed Ledger Technology (DLT) for improved positioning

- Financial Offices looking to gain a strong understanding of Distributed Ledger Technology (DLT) and Cryptocurrencies
- The executive looking for ideas on how Blockchain-Distributed Ledger Technology (DLT) can be integrated into their organisations

Course Outlines of Learning the Emerging Blockchain Business

DAY 1

Overview Blockchain and Distributed Ledger Technology

- Basic Tenets of the Satoshi Nakamoto Algorithm
- Bitcoin and Cryptocurrency Basics
- Multiple-Simultaneous Transaction Verification-Clarification-Confirmation
- Problems in Existing Web-Based Transactions and Security
- Why the Distributed Ledger Technology (DLT) Bottom-Up Model Outperforms the Existing Top-Down Models?

DAY 2

Financial Transactions in Blockchain-Distributed Ledger Technology (DLT)

- 2-Party Approaches on Bid-Ask Pricing Interactions
- Transparency and Trust in Direct Negotiation-Interaction
- Gains in Transaction Settlement Speed and Cost-Savings
- Removing Financial Intermediaries and Currency Translation

DAY 3

Smart Contracts in Blockchain-Distributed Ledger Technology (DLT)

- Global Networking Verifications-Clarifications-Confirmations
- Standardisation of Bid-Ask Terms for Global Parties
- Tangible Cost-Savings on Two-Party Approaches and Negotiations
- Tangible Time-Savings in Proposals-Review-Edits-Execution Process Flow

DAY 4

Opportunities for Blockchain-DLT in Your Organisation

- Categorising Potential Functional Areas for Blockchain-Distributed Ledger Technology (DLT) Deployment
- Categorising Potential Strategic Areas for Blockchain-Distributed Ledger Technology (DLT) Deployment
- Comparison-Analysis Between Existing Process-Flow and Proposed Distributed Ledger Technology (DLT)-Enabled Process
- Identifying and Overcoming Hurdles to Adoption-Execution Decisions
- Scenario Analysis of Proposed Applications
- Building the Timeline, Budget, and Personnel Plan

DAY 5

Presenting and Evaluating-Critiquing Blockchain-Distributed Ledger Technology (DLT) Proposals

- Comparing Emerging Case Examples to Delegates’ Organisational Opportunities

- Honing and Refining the Blockchain-Distributed Ledger Technology (DLT) Value Proposition
- Individual and Team Presentations with Discussion-Interaction
- Forecasting Blockchain-Distributed Ledger Technology (DLT) Future Costs and Benefits
- Finalising Blockchain-Distributed Ledger Technology (DLT) Executive Summaries for Delegates' Organisations
- Finalising a Plan for Maximum Organisational Impact

Register or ask about this course online

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