BLOCKCHAIN

April 22, 2020
ESMT Berlin

HOW CAN WE USE BLOCKCHAIN TO FOSTER OUR BUSINESS?
A
fter January 2018, the blockchain hype hit the disillusionment phase. Yet, many companies are working on implementing blockchain applications. Countries monitor the progress and change regulation to attract investors to this technology. However, blockchain technology still remains out of reach for many managers and companies, policymakers and strategists. What is behind this innovative technology and how can it actually create added value for companies? What application possibilities already exist, and what new applications might be possible?

In this program, we will focus on three leadership perspectives regarding blockchain:

✓ Understanding characteristics of blockchain technology: How did the technology develop? What are the alternatives? Who are the players?
✓ Analyzing value creation of blockchain start-ups: What value do they create? How do current solutions differ? Is there market potential?
✓ Applying blockchain technology: How can we use cryptocurrencies? What are applications for businesses? What new applications might be possible?

TOPICS INCLUDE
✓ Understanding blockchain and its promise
✓ Value creation and business models of startups
✓ Application workshop to experience the technology
✓ Generating ideas for blockchain applications

METHODS
We have designed an experience-based program for executives. As a result, the “Blockchain Booster – Using its Potential to Benefit Your Business” relies on methods specifically chosen for this group, including interactive lectures, individual exercises, practical (application) workshops, discussions with faculty and peers, and a business model workshop.

KEY BENEFITS
Participants will gain a deeper understanding of the decentralized blockchain technology as well as of the players in this market. After the program, they will be able to understand and to analyze the potential of blockchain in their businesses. All ESMT programs are practice-oriented. This means that participants profit from the current state of research being applied in business today – research that can be implemented once participants return to their organizations. Furthermore, the programs provide both the participants and their organizations with fresh perspectives and a solid network of global contacts. Each program is an opportunity to promote and retain valuable personnel.
christopher burger, program director

CHRISTOPH BURGER, (PROGRAM DIRECTOR) is a senior lecturer at ESMT Berlin. Before joining in 2003, he worked five years in industry at Otto Versand and as vice president at the Bertelsmann Buch AG, five years at consulting practice Arthur D. Little, and five years as independent consultant focusing on private equity financing of SMEs. His research focus is on innovation / blockchain, decision making and energy markets. Christoph studied business administration at the University of Saarbrücken (Germany) and the University of St. Gallen (Switzerland) and economics at the University of Michigan, Ann Arbor (USA).

The two days at ESMT were great. Step by step, the blockchain world unfolded before us, and during the interactive sessions, the breaks, and the evening activities, we were able to make first plans, which have now – only five months later – led to concrete new projects.

Christopher Nigischer, Project Manager Cooperative Innovation Projects, NXP Semiconductors
The Postgraduate Diploma in Management is a university-level certificate offered by ESMT Berlin. To acquire this diploma, candidates have to enroll for a minimum of 18 program days spread over a period of 30 months. The postgraduate syllabus covers all major topics on leadership and general management.

We have further divided the course of study into three tracks: Leadership and Social Responsibility, Managing Technology, and General Management. The tracks allow participants to customize their course of study to suit their personal needs.

The programs have been designed – and will be led – by ESMT faculty members and ESMT visiting faculty, who will also advise participants throughout their studies. Programs are offered in both German and English.

Tuition fees vary, depending on the number of programs participants choose.

Blockchain – Using its Potential to Benefit Your Business is part of the cluster Managing Technology and Strategy and counts toward 1 of the 18 days necessary to gain the diploma.