BLOCKCHAIN
– USING ITS POTENTIAL TO BENEFIT YOUR BUSINESS

December 13–14, 2018
ESMT Berlin

The most recent international rankings confirm the program excellence at ESMT

Financial Times ranks ESMT 8th worldwide in executive education and number one in Germany
CHRISTOPH BURGER (PROGRAM DIRECTOR) is a senior lecturer at ESMT Berlin. He worked in industry at Otto Versand and as vice president at Bertelsmann Buch AG. He also worked at the consulting practice Arthur D. Little and as an independent consultant focusing on private equity financing of SMEs. His research focuses on the areas of energy, innovation/blockchain, and decision making/negotiation. Christoph studied business administration at the University of Saarbrücken (Germany) and the University of St. Gallen (Switzerland) as well as economics at the University of Michigan, Ann Arbor (USA).

GREG MCMULLEN is a lawyer, internet activist, and director of the Interplanetary Database Foundation (or IPDB, an internet-scale blockchain database for everyone) and chief policy officer of BigchainDB.

BRUCE PON is the CEO/co-founder of BigchainDB, a blockchain database that allows enterprises to deploy decentralized applications. Prior to BigchainDB, Bruce cofounded Avantalion, a consulting firm specialized in building banks and industry startups in Europe and Asia. He has an engineering degree from the University of Saskatchewan and has advanced training from MIT Sloan, the University of Cambridge, and IMD.

BJÖRN WAGNER is responsible for the examination of the application possibilities of distributed ledger technology within a scientific work at Siemens AG, Berlin. Meanwhile, he works at Ethcore, Ltd., as business developer and project manager.
WHO SHOULD ATTEND

Executives across industries who would like to get an introduction to cutting-edge, decentralized digital technology (“blockchain”), its potential for disruption, and how they can harness the technology to the benefit of their businesses. We do not expect deep IT expertise but welcome enthusiasm for the potential of digital technologies.

INDIVIDUAL KEY BENEFITS

Participants will gain a deeper understanding of the decentralized blockchain technology. After the program, they will be able to understand and to analyze the potential of blockchain in their businesses. Additionally, they will share the excitement of innovative entrepreneurs around the globe to experiment with this technology.

ORGANIZATIONAL BENEFITS

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. In addition, each program is an opportunity to promote and retain valuable personnel.
In 2018, trends such as blockchain, Bitcoin, Ethereum, and Initial Coin Offerings (ICOs) are continuing to take press and social media outlets by storm. Blockchain remains in the spotlight and is sought after by myriad markets for its application possibilities. The technology can be seen as the core of a digital trust machine that people can use to replace the human and laborintensive processes we have traditionally employed to overcome trust boundaries. However, blockchain technology remains out of reach for many companies, policymakers, and strategists. What is behind this innovative technology, and how can it actually create added value for individual companies? Which application possibilities exist, and how can the implementation of blockchain technology work within the company?

The block chain payment network Bitcoin showcased that it is possible to perform highvalue transactions, that is, send money around the world as simply as an email, without the need for complicated systems of settlement and clearing processes run by banks and payment processors. The past three years have seen significant applications of the technology. Our goal in this program is to provide a practical introduction to blockchain technology for executives across industries in order to understand its disruptive potential and application possibilities.

TOPICS INCLUDE

✓ Understanding blockchain and its promise
✓ Value creation and business models of startups
✓ IP on blockchain and smart contracts
✓ Application workshop to experience technology
✓ The legal side of blockchain
✓ Experiences in implementing blockchain

METHODS

We have designed an experiencebased program for executives. As a result, Blockchain – Using Its Potential to Benefit Your Business (BCH) 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.
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 three program weeks (18 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 is part of the cluster Managing Technology and Strategy and counts toward 2 of the 18 days necessary to gain the diploma.

For more information go to: www.esmt.org/postgraduatediploma
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