



Institute for International Business
UNIVERSITY OF COLORADO **DENVER**

BLOCKCHAIN FOR BUSINESS PROFESSIONALS

GLOBAL BUSINESS PROFESSIONAL
DEVELOPMENT WORKSHOP

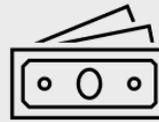
CERTIFICATES & CEUs AVAILABLE UPON COMPLETION

ABOUT THIS WORKSHOP

This six week program will give participants the practical knowledge to apply Blockchain to business applications. We will study the disruptive nature of technology, examine where it creates value and reduces costs, and consider success stories in the global landscape.

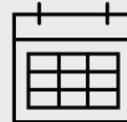
The workshop is facilitated by Julie Tracy Lockwood, Director, IBM Global Business Services. Upon completion of this workshop, participants will receive a Blockchain Essentials Acclaim Badge as well as Continuing Education Credits, which can be applied towards professional certification continuing education requirements. Participants will come away with a solid understanding of the opportunities and limitations of the current Blockchain architecture.

During these sessions, participants will be guided to develop methods and ideas on using Blockchain to accelerate their business, learn complementary technologies, discuss use cases and understand the practical applications of Blockchain.



\$1,350/participant

Group rates & registration scholarships available



Nov. 3, 10, 17,

Dec. 1, 8, 15

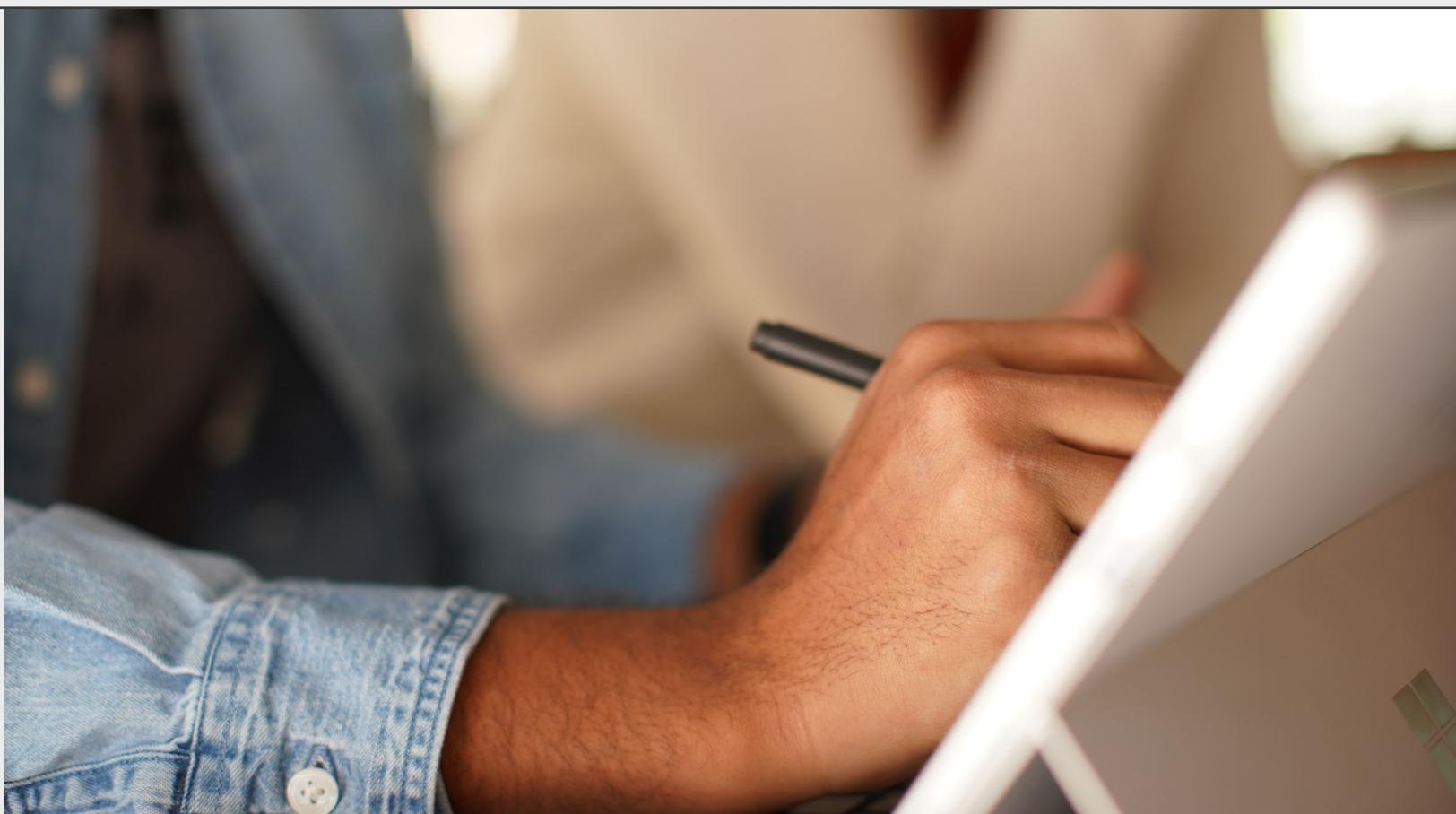
Tuesdays 6 - 8 PM (MST), hosted online

* All weekly sessions will be held over Zoom with breakouts as required



Materials Provided:

Blockchain for Business, Arun, Cuomo, Gaur.



PROGRAM CONTENT DESCRIPTION

This course provides participants a foundation for how to think about Blockchain and emerging technologies, and how those technology solutions can fit into the business environment. Over the course of the program, topics explored will include the Blockchain “hype”, what we can learn from past technologies, and how to think about an enterprise Blockchain solution.

Use cases explored will include real estate, supply chain and international trade among others. Types of Blockchains such as permissioned, permission less, public, and private will be compared and contrasted.

Participants will be given the opportunity to share their own use cases and explore business values and pitfalls.

Guest speakers will provide an analyst perspective on Blockchain, leading participants on a journey of how Blockchain and other emerging technologies blend to create enterprise driven value. This course will provide the framework and understanding to determine effective ways to invest in technology. Participants will build a worldwide network of contacts on the same Blockchain journey to collaborate and converse.

UPON COMPLETION: CERTIFICATES & CEUs



- Participants can register to earn an Acclaim Badge through this workshop
- Continuing Education Units will be awarded upon completion of this workshop

* Please inform us in advance if you plan to use this workshop for CEU credits

THIS WORKSHOP WILL BENEFIT:



Professionals seeking a **Blockchain Essentials Badge** or Continuing Education Credits in Blockchain



Those looking for **opportunities with Blockchain technology**



Practitioners wanting to learn the **intersections between Cloud, Blockchain and IOT**



Professionals wanting to **develop their Blockchain**

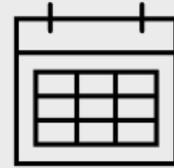
THIS PROGRAM IS FOR:

- ◆ Business professionals interested in getting beyond the fundamentals of Blockchain.
- ◆ Learners interested in the how-to's of Blockchain for various sectors including Supply Chain, International Business, Finance, Healthcare, etc.
- ◆ Decision makers making spending decisions on emerging technology.
- ◆ Professionals looking for concise, practitioner level experience in the technology field.
- ◆ Anyone looking to expand education through badging programs or continuing education opportunities.



WORKSHOP LAYOUT

WEEKLY MODULES



Module 1:

Blockchain and complementary technology – How did we get here?

Emerging technology has converged to create a unique landscape—much has been written about Blockchain in recent history. Blockchain has arrived on the scene because of the nature of higher computing power at a lower cost, increased prevalence of cloud computing, and the need to increase trust business transactions. Learn how these technologies converge to set the stage for the emergence of Blockchain.

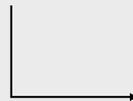
Module 2:

How to THINK about a Blockchain solution

We will read “Blockchain for Business” to deepen our understanding and to create a concise and accessible way to learn, deploy, and manage the gaps of setting up a Blockchain solution.



Blockchain allows for a reinvention of business models.



“Blockchain for Business”,
Arun, Cuomo, Gaur.
will be provided for
participants enrolled in the
workshop

Module 3:

What can we learn from the rise of other technologies that apply to Blockchain?

Remember when we used to say, “over the internet” or “https”? This maturity curve is predictable and different industries are spread throughout the curve. Let’s use history to predict where we are going.

Module 4:

Roll-up our sleeves and dig-in

This week, participants will complete the Cognitive.ai course on Blockchain Essentials, where they will receive an Acclaim Badge recognizing them as a Blockchain Practitioner. We will discuss use-cases, proof of concepts and how to gain support for participant's Blockchain solutions within an enterprise.

Module 5:

Blockchain and international business

Blockchain offers trust and efficiency to an eco-system of partners. How can international business benefit from its use? How can you build a financial model around your investment? How do you get others to benefit? Who pays for the development of the Blockchain?

We will also learn from the other participants their ideal Blockchain and use-cases.

Module 6:

Blockchain and complementary technologies

Blockchain is a complementary technology. Where will it go from here? How can you integrate Blockchain with AI, IOT, and data to create a competitive advantage?

EXPECTATIONS

~ 3 hours of work outside of weekly class periods

INCLUDES:

- ◆ Independent work on the badging criteria
- ◆ Meeting with a group of peers
- ◆ Reading the recommended books

LEARNING OBJECTIVES

- Understand Blockchain adoption and maturity
- Gain an understanding of how Blockchain can be used to accelerate your business, especially in the global arena
- Learn what technologies complement Blockchain and current use cases
- Learn how to apply Blockchain to your industry or line of business

FACILITATOR & FEATURED GUESTS

WORKSHOP FACILITATOR



JULIE TRACY LOCKWOOD

Director, IBM Global Business Services

INVITED SPEAKERS



NITIN GAUR

Director, IBM WW Digital Asset Labs at IBM
& Author of Blockchain for Business

PIETRO LEO

Artificial Intelligence International
Technical Committee, Italy



CHARLES ERDMAN

Digital Communications & Design
Consultant, Blockchain for Alternative
Energy

ERIK BERGEMAN

Business Development Executive,
Maersk / IBM Trade Lens Solution





Institute for International Business
UNIVERSITY OF COLORADO DENVER

BLOCKCHAIN FOR BUSINESS PROFESSIONALS

GLOBAL BUSINESS PROFESSIONAL
DEVELOPMENT WORKSHOP

[REGISTER TODAY](#)

Questions?

Karen.Warsh@ucdenver.edu