

# Business Implications of Blockchain Technology

Transform your Business Model to  
Gain a Competitive Advantage

PROFESSIONAL

This intensive 1-day programme aims to demystify what Blockchain is, its relation to cryptocurrencies and how you can use Blockchain technology as a sustainable competitive advantage.

The programme includes success stories and case studies of how industries as varied as retail and healthcare, education and finance, music and contracts management, are adopting Blockchain to innovate as quickly as they can in the face of massive digital disruptions. Using case studies, exercises and videos, participants will experience the potential of what Blockchain is capable of, now and in the foreseeable future, as well as be able to identify the business trends and applications for underserved or new markets in selected industries that could be converted into beneficial opportunities with profitable outcomes.

## Who Should Attend

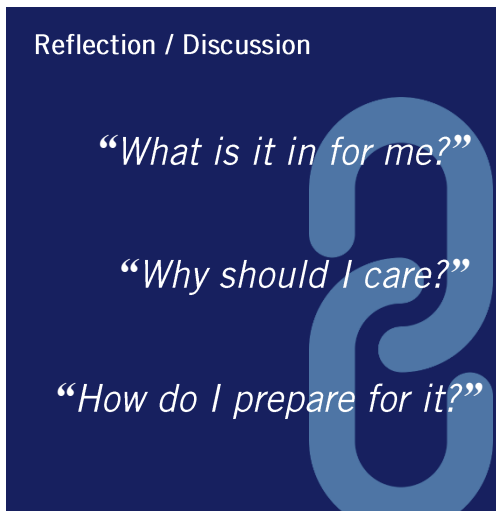
Business owners, professionals and individuals who are interested to gain practical understanding and knowledge of how Blockchain technology will impact current and future businesses, as well as how they can prepare themselves for this technology disruption.

## Programme Objectives

- Understand the structure and technology behind Blockchain, the market environment, investments and key stakeholders involved and the expected technology disruption to follow.
- Evolve a short and long term strategy for your organisation to realise the potential of Blockchain.

## Programme Outline

1. Introduction
  - Why is everyone talking about Blockchain? Is it another tech disruption?
  - What is the structure of Blockchain?
  - What is the technology underlying it?
  - Who are the key stakeholders involved?
  - What is the market potential, environment and investments made?
  - Where is Blockchain today and what's expected in the future?
2. Industry Impact of Blockchain
  - How different industries are innovating with Blockchain?
  - Impact to management and organisation structure
  - Case Study: Applying a strategy framework to a Blockchain use case
3. Blockchain Business Opportunities and Challenges
  - Business applications in payment and cryptocurrencies
  - Business applications in supply chain, contracts and other industries
  - Groupwork: Scope of a company's Blockchain strategy, SWOT
  - Regulatory frameworks
4. Future of Blockchain
  - Emerging news
  - Possible growth directions for different industries
  - Innovation capabilities of Blockchain
  - Game: Future of Blockchain
5. Reflections: What does this mean for me? Future-proofing your career



## Facilitator

**Ms Anuprita Bhomick** has 24 years of international experience working in Sales, Marketing, Operations, Strategy, Product Development, Analytics and Big Data in the some of the biggest Tech companies like Intel, Apple, Yahoo, Dell, HPE and Google. She is currently the Global Head of Partner Programs at Google and prior to this, she was Director, Strategic Programs & Operations, Worldwide Channel & Alliances Sales at Hewlett Packard Enterprise. In her experience, she has managed global teams as well as global transformational projects, and she is intrigued by how people react to change, regardless of how beneficial the change is.



She has an Engineering degree from Mumbai University, a MBA from NUS Business School, an executive masters in Consulting from Insead and has studied Data Science and Artificial Intelligence from MIT.

Anuprita is a speaker at many global conferences including TEDx. She is also an Adjunct Professor of Strategy at the NUS Business School where she teaches Big Data Strategy. Her research interests include cognitive neuroscience, the human computer interaction and the future of work.

■ **Intake**  
20 February 2019

■ **Class Timing**  
9.00am – 5.00pm

■ **Fee**  
\$856.00 incl. GST

### SkillsFuture Credit

Singaporeans (aged 25 & above) self-sponsoring the programme fee may claim for their SkillsFuture Credit.

■ **Venue**  
Singapore Management University

■ **Assessment Timing**  
5.00pm – 6.00pm

■ **Fee after 70% SSG Funding** (T&Cs apply)  
**\$256.80** incl. GST  
(for Singapore Citizens / PRs)

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Scan the QR code to visit programme website

