

# Andhra Christian College, Guntur

Department of Commerce

Add On Certificate Course on

Digital Trade and E-Commerce

## NOTICE

Date: 10-02-2021.

The Department of Commerce is conducting a 30 hour Certificate Course on "Digital Trade and E-Commerce" for second and third B.Com students from Monday the 15-02-2021. All the students who are willing to join the certificate course are directed to give their names to the Head, Dept. of Commerce on or before Friday the 12-02-2021. The course will commence from 15-02-2021.



Head

**T. CHANDRABABU** Com.,  
Department of Commerce  
Head of the Department of Commerce  
A.C.College, GUNTUR



Principal

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Copy to:

1. The Coordinator, IQAC
2. The Office Manager

# Andhra Christian College, Guntur

## Department of Commerce

### Certificate Course on "Digital Trade and E-commerce"

**Course Duration:** From 15-02-2021 to 03-03-2021

**Total Duration:** 30 hours (5 modules, each 6 hours)

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#### **Module 1: Introduction to Digital Trade and E-commerce**

**Duration:** 6 hours

**Topics Covered:**

#### **Definition and Evolution of Digital Trade and E-commerce**

Digital trade refers to the buying and selling of goods and services using digital platforms and technologies. It encompasses a wide range of activities, including online retail (e-commerce), digital services, electronic funds transfers, and more. The evolution of digital trade and e-commerce can be traced back to the advent of the internet in the 1990s. The early stages saw the rise of simple online marketplaces and the first online transactions. Over the years, advancements in technology, such as secure payment systems, mobile technology, and big data analytics, have significantly transformed the landscape. The growth of major platforms like Amazon, Alibaba, and eBay has revolutionized how consumers shop and how businesses operate, leading to a global, interconnected digital economy.

#### **Differences between Traditional Commerce and E-commerce**

Traditional commerce involves the physical exchange of goods and services in a brick-and-mortar setting, where transactions occur face-to-face, and customers can inspect products before purchasing. In contrast, e-commerce operates over the internet, allowing consumers to buy and sell products online without geographical limitations. This digital approach offers several advantages, such as convenience, a broader selection of goods, and often lower prices due to reduced overhead costs. However, it also presents challenges, including cybersecurity threats, the need for reliable delivery logistics, and the lack of physical interaction with products before purchase. Additionally, e-commerce relies heavily on digital marketing and data analytics to attract and retain customers, whereas traditional commerce depends more on physical presence and in-store customer service.

## **Milestones in the Evolution of Digital Trade**

The evolution of digital trade is marked by several key milestones that have shaped the industry into what it is today. One of the earliest milestones was the creation of the Electronic Data Interchange (EDI) in the 1960s, which allowed businesses to exchange documents electronically. The development of the World Wide Web in the early 1990s by Tim Berners-Lee and the subsequent launch of the first web browsers opened the door for online commercial activities. In 1995, the founding of Amazon and eBay introduced the concept of online marketplaces, revolutionizing retail and auctioning. The introduction of secure socket layer (SSL) encryption in the late 1990s made online transactions safer, boosting consumer confidence in e-commerce. The advent of mobile technology in the 2000s further expanded digital trade, allowing consumers to shop on-the-go. More recently, the rise of social media and big data analytics has enabled personalized marketing and improved customer engagement, setting the stage for the future of e-commerce.

## **Case Studies of Pioneering Companies**

Several pioneering companies have played crucial roles in the development and success of digital trade. Amazon, founded by Jeff Bezos in 1994, started as an online bookstore and quickly diversified into various product categories, becoming a global e-commerce giant. Its innovations, such as the introduction of Amazon Prime, have set new standards for customer service and delivery efficiency. Alibaba, launched by Jack Ma in 1999, transformed China's retail market through its diverse platforms, including Taobao and Tmall, empowering small businesses and reaching millions of consumers. eBay, founded by Pierre Omidyar in 1995, popularized the online auction model, providing a platform for individuals to buy and sell goods globally. Each of these companies has pioneered unique business models and technologies, significantly influencing the growth and dynamics of digital trade worldwide.

### **B2B Model (Business to Business)**

The B2B (Business to Business) model involves transactions between businesses rather than between a business and individual consumers. Companies provide products or services to other businesses that use them to support their operations. For example, a manufacturer might supply parts to an automobile company. A case study example is Alibaba, which connects manufacturers and wholesalers with retailers globally, facilitating large-scale transactions.

### **B2C Model (Business to Consumer)**

The B2C (Business to Consumer) model refers to businesses selling products or services directly to individual consumers. This model is most commonly associated with retail. For instance, Amazon operates on a B2C model by selling a vast range of products directly to customers. A case study example is Amazon's success in revolutionizing the retail industry by offering a convenient online shopping experience with fast delivery and extensive product selection.

## Future Prospects

### Predictions for the Future of E-commerce

The future of e-commerce is expected to be shaped by rapid technological advancements and changing consumer expectations. Predictions include the growth of AI and automation to enhance personalization and operational efficiency, increased adoption of voice commerce and augmented reality for immersive shopping experiences, and a continued focus on sustainability. As e-commerce becomes more integrated into daily life, businesses will need to adapt to new technologies and consumer trends to stay competitive and meet evolving demands.

### Preparing for Future Challenges and Opportunities

To prepare for future challenges and opportunities in e-commerce, businesses should invest in emerging technologies, such as AI and blockchain, and stay informed about evolving consumer trends and regulatory changes. Building flexible and scalable systems that can adapt to new developments will be crucial for maintaining competitiveness. Emphasizing innovation, customer-centric strategies, and sustainability will help businesses navigate the dynamic e-commerce landscape and capitalize on new growth opportunities while addressing potential challenges.

### Learning Outcomes:

- Identify and leverage emerging technologies in e-commerce
- Develop strategies for omnichannel retail and sustainability
- Anticipate future trends and prepare for evolving consumer behaviors

  
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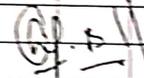


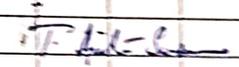
  
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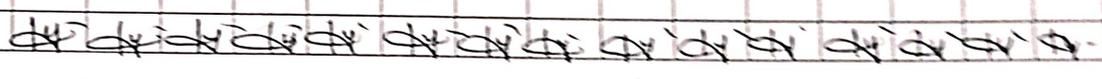




S0	D. Divyani	M.A. Engg	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S1	D. Divya	M.A. Engg	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S2	J. Lakshmi	M.A. Engg	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S3	G. Gopi	M.A. Engg	✓	✓	✓	✓	✓	✓	A	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S4	P. Praveen	M.A. Engg	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S5	P. Anurag	M.A. Engg	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S6	Ch. Lakshmi	M.A. Engg	✓	✓	A	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S7	S. Srinu	M.A. Engg	✓	✓	✓	✓	✓	✓	✓	A	✓	✓	✓	✓	✓	✓	✓	✓	✓
S8	J. Siva	M.A. Engg	✓	✓	✓	✓	✓	✓	A	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S9	T. Sambasiva	M.A. Engg	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	A	✓	✓	✓
S0	V. Ravi Kumar	M.A. Engg	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

  
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## CERTIFICATE

This is to certify that Mr. / Ms. S. RATHNA BABU,

Class III<sup>rd</sup> B.Com Regd. No. Y182022055 has participated and successfully completed Certificate Course in Digital Trade and E-commerce conducted by the Department of Commerce from 15-02-2021 to 03-03-2021 and obtained Grade "A".

  
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## CERTIFICATE

This is to certify that Mr. / Ms. M·J·SIVA CHAITANYA,

Class II<sup>nd</sup> B.com, Regd. No. Y192022055 has participated and successfully completed Certificate Course in Digital Trade and E-commerce conducted by the Department of Commerce from 15-02-2021 to 03-03-2021 and obtained Grade "A".

*Q. S. I*

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## CERTIFICATE

This is to certify that Mr. / Ms. L. SURESH,

Class III<sup>rd</sup> B.Com, Regd. No. Y182022036 has participated and successfully completed Certificate Course in Digital Trade and E-commerce conducted by the Department of Commerce from 15-02-2021 to 03-03-2021 and obtained Grade A.

*T. Chandrababu Naidu*

**Coordinator**  
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