

SEMESTER-IV

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Program		MBA		Branch/Spec.		MBA (International Business) Elective Subject			
Semester		IV				Version		1.0.0.0	
Effective from Academic Year				2025-26		Effective for the batch Admitted in			June 2025
Subject code		IVA01DTP		Subject Name		Digital Trade Platforms & Blockchain in Trade			
Teaching scheme					Examination scheme (Marks)				
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	2	0	0		2	Theory	100		100
Hours	2	0	0		30	Practical			
Objective: To provide MBA students with a strategic framework for leveraging digital platforms and blockchain technology to optimize global trade operations, mitigate risks, and create a sustainable competitive advantage in the modern supply chain.									
Course Outcome: CO 1: The students will be able to explain the evolution from traditional to digital trade and analyze the value proposition of modern trade platforms. CO 2: The students will be able to evaluate the business models, operational components, and strategic risks associated with various B2B and B2C digital trade platforms. CO 3: The students will be able to assess the practical applications of blockchain technology in solving key challenges within trade finance and supply chain management. CO 4: The students will be able to formulate a strategic approach for integrating digital trade technologies, considering the impact of emerging tech, regulatory landscapes, and future trends.									
Theory syllabus									
Unit	Content								Hrs
1	Foundations of Digital Trade, Traditional International Trade: Processes & Pain Points, The Rise of Digital Trade Platforms, E-Commerce vs. Digital Trade, Value Proposition: Efficiency, Market Access, Cost Reduction, Key Players in the Digital Trade Ecosystem, Introduction to the Role of Trust & Transparency.								6
2	Strategic Management of Digital Trade Platforms, Platform Business Models: B2B, B2C, D2C, Analyzing Major Platforms: Alibaba, Amazon Business, Core Operational Components: Global Payments & Logistics, Cross-Border E-commerce Strategy, Platform Risks: Counterfeits, Data Privacy, Dependency, Mitigation Strategies for Platform Risks, Building a Brand on a Global Marketplace.								8
3	Blockchain Applications in Global Trade, Core Blockchain Concepts for Managers (Conceptual), Smart Contracts in Trade & Supply Chain, Applications in Trade Finance: Digital Letters of Credit, Applications in Supply Chain: Traceability & Provenance, Streamlining Customs & Compliance with DLT, Major Industry Consortia (e.g., TradeLens, Contour), Challenges: Adoption, Interoperability, Regulation.								8

4	Integrated Strategy and Future of Trade, Strategic Framework: Choosing the Right Technology, Integrating Platforms & Blockchain into Existing Systems, The Role of IoT & AI in Enhancing Digital Trade, The Regulatory Landscape: Digital Trade Agreements, Data Sovereignty & Cross-Border Data Flows, Sustainability & ESG Tracking with Technology, Future Trends: Tokenization, DAOs, Digital Identities.	8
Practical content		
Reference Books		
1.	Tapscott, Don, and Tapscott, Alex. Blockchain Revolution: How the Technology Behind Bitcoin Is Changing Money, Business, and the World. Portfolio, 2018.	
2.	Parker, Geoffrey G., et al. Platform Revolution: How Networked Markets Are Transforming the Economy and How to Make Them Work for You. W. W. Norton & Company, 2016.	
3.	Rogers, David L. The Digital Transformation Playbook: Rethink Your Business for the Digital Age. Columbia Business School Publishing, 2016.	
4.	Mougayar, William. The Business Blockchain: Promise, Practice, and Application of the Next Internet Technology. Wiley, 2016.	
5.	Basl, Josef, and Doucek, Petr. Digital Transformation in Business and Society: Theory and Cases. Springer, 2019.	
6.	Chopra, Sunil, and Meindl, Peter. Supply Chain Management: Strategy, Planning, and Operation. 7th Edition, Pearson, 2018.	
7.	Ross, Jeanne W., et al. Designed for Digital: How to Architect Your Business for Sustained Success. MIT Press, 2019.	
8.	Iansiti, Marco, and Lakhani, Karim R. Competing in the Age of AI: Strategy and Leadership When Algorithms and Networks Run the World. Harvard Business Review Press, 2020.	
9.	Casey, Michael J., and Vigna, Paul. The Truth Machine: The Blockchain and the Future of Everything. St. Martin's Press, 2018.	
10.	Ganne, Emmanuelle. Can Blockchain Revolutionize International Trade?. World Trade Organization, 2018.	
11.	Westerman, George, et al. Leading Digital: Turning Technology into Business Transformation. Harvard Business Review Press, 2014.	
12.	Friedman, Thomas L. The World Is Flat: A Brief History of the Twenty-first Century. Farrar, Straus and Giroux, 2005.	
13.	Evans, David S., and Schmalensee, Richard. Matchmakers: The New Economics of Multisided Platforms. Harvard Business Review Press, 2016.	