WM9PR-15 Digital Retail Operations

24/25

Department WMG Level Taught Postgraduate Level Module leader Mark Bonnett Credit value 15 Module duration 4 weeks Assessment 100% coursework Study location University of Warwick main campus, Coventry

Description

Introductory description

This module delves deep into the realm of digital retail operations with a specific focus on Enterprise Resource Planning (ERP), emerging technologies and innovation, MarTech Stack, outsourcing strategies, and cybersecurity in e-commerce operations.

Module aims

Designed for students specializing in e-commerce and digital analytics, this module equips students with the knowledge and skills necessary to excel in leadership and management roles within the digital retail sector.

Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

- 1. ERP in Digital Retail Operations
- Role of ERP in supply chain management
- ERP implementation strategies and challenges

- · Case studies of success ERP adoption in digital retail
- 1. Emerging Technologies and Innovation
- Exploration of AI, IoT, blockchain, AR, and VR in digital retail
- · Assessing the impact of innovation on digital retail
- · Case studies of innovation in e-Commerce
- 1. Designing the MarTech Stack for Digital Retail
- Building a MarTech Stack for personalized marketing
- Leveraging data analytics for marketing automation
- Integrating CRM systems and analytics tools
- 1. Outsourcing Strategies in e-Commerce
- Types of outsourcing in e-Commerce operations
- Outsourcing decision frameworks
- Managing and optimizing outsourcing relationships
- 1. Cybersecurity in e-Commerce Operations
- Identifying cybersecurity threats in e-Commerce
- Implementing security protocols and best practices
- Data protection and regulatory compliance
- 1. Promoting Innovation in Digital Retail
- · Developing an innovation-focused mindset
- Encouraging innovation within retail organizations
- Innovative solutions

Learning outcomes

By the end of the module, students should be able to:

- Analyze the significance of ERP systems in optimizing digital retail operations, particularly in the context of supply chain management, inventory control, and business process integration.
- Assess ERP systems in digital retail, the impact of technologies like AI and IoT on innovation, and develop a Marketing Technology Stack for better customer engagement and data-driven decisions.
- Evaluate different outsourcing models, assess their implications on cost efficiency, scalability, and operational flexibility, and make informed decisions regarding the outsourcing of various functions in e-commerce operations.
- Develop and implement robust cybersecurity strategies and practices specific to e-Commerce operations, including threat identification, prevention, incident response, and data protection.
- Work in teams to combine insights on ERP systems and new technologies like AI, IoT,

blockchain, and augmented reality to tackle a complex digital retail issue creatively, showcasing teamwork and innovative problem-solving.

Indicative reading list

Shtub, A. 1999, Enterprise resource planning (ERP): the dynamics of operations management, Kluwer Academic Publishers, Boston.

Kaufman, I.M. & Horton, C.(.c. 2015, Digital marketing: integrating strategy and tactics with values ; a guidebook for executives, managers, and students, Routledge, Taylor & Francis Group, London;New York.

Brynjolfsson, E. & McAfee, A. 2016, The second machine age: work, progress, and prosperity in a time of brilliant technologies, W. W. Norton & Company, London;New York Dart, M. & Lewis, R. 2018, "RETAIL'S SEISMIC SHIFT: HOW TO SHIFT FASTER, RESPOND

BETTER, AND WIN CUSTOMER LOYALTY", MMR (New York, N.Y.), vol. 35, no. 1, pp. 111. Tapscott, D. & Tapscott, A. 2016, Blockchain revolution: how the technology behind bitcoin is changing money, business, and the world, Portfolio / Penguin, New York.

Interdisciplinary

A mixture of technology/computing topics and business topics

International

Topics are of high international demand

Subject specific skills

ERP implementation and management skills, Emerging technology skills, MarTech stack design skills, Outsourcing strategy skills, Cybersecurity in e-Commerce skills

Transferable skills

Critical thinking skills, Problem-solving skills, Data-driven decision-making skills, Communication and presentation skills, Teamwork and collaboration skills

Study

Study time

Type Lectures Total Required 20 sessions of 1 hour (13%) 150 hours

Туре	Required
Seminars	10 sessions of 1 hour (7%)
Online learning (independent)	60 sessions of 1 hour (40%)
Assessment	60 hours (40%)
Total	150 hours

Private study description

No private study requirements defined for this module.

Costs

No further costs have been identified for this module.

Assessment

You must pass all assessment components to pass the module.

Assessment group A

	Weighting	Study time	Eligible for self- certification	
Assessment component				
Group Assessment	30%	18 hours	No	
In teams, students will develop an innovative solution for a case study on digital retail challenge.				
Peer Marking Process will be adopted in this assessment.				
Reassessment component				
Individual Presentation with Group Reflection			No	
Individual student present an innovative solution for a case study on digital retail challenge and an individual reflection of group work.				
Assessment component				
Assignment	70%	42 hours	Yes (extension)	
A business-style report demonstrating students' critical evaluation of ERP systems, emerging				

Study time

Eligible for selfcertification

technologies, MarTech Stack, outsourcing, and cybersecurity.

Reassessment component is the same

Feedback on assessment

Verbal feedback for the group assessment. Written feedback for the assignment.

Availability

There is currently no information about the courses for which this module is core or optional.