

WM9PR-15 Digital Retail Operations

24/25

Department

WMG

Level

Taught Postgraduate Level

Module leader

Awinder Kaur

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:

- 1. 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.
- 2. Critically assess emerging technologies such as AI, IoT, blockchain, and augmented reality and their potential to disrupt and innovate digital retail.
- 3. Create and manage an effective Marketing Technology (MarTech) Stack tailored to the unique needs of digital retail, with a focus on enhancing customer engagement, personalization, and data-driven decision-making.
- 4. 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.
- 5. Develop and implement robust cybersecurity strategies and practices specific to e-Commerce operations, including threat identification, prevention, incident response, and data protection.
- Collaboratively synthesise and apply knowledge of ERP systems and emerging technologies

such as AI, IoT, blockchain, and augmented reality to innovatively resolve a complex digital retail challenge, thereby demonstrating advanced critical thinking and problem-solving skills.

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	Required
Lectures	20 sessions of 1 hour (13%)
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
Digital Retail Operations Innovative Solution	20%	10 hours
In teams, students will develop an innovative solution for a case study on digital retail challenge.		
Assignment	80%	50 hours
A business-style report demonstrating students' critical evaluation of ERP systems, emerging technologies, MarTech Stack, outsourcing, and cybersecurity.		

Feedback on assessment

A verbal feedback will be provided immediately after the presentations are made.

Written assignment feedback Marks returned for written assignment. Written feedback will be provided for the written post module assignment using the WMG feedback template. This feedback will be focussed upon the strengths and weaknesses of the work with regard to the module learning outcomes and the post-module assignment marking guidelines. Suggestions for improvement will be provided.

Availability

Courses

This module is Optional for:

- Year 1 of TWMS-H1S4 Postgraduate Taught e-Business Management (Full-time)