

WM9PR-15 Digital Retail Operations

26/27

Department

WMG

Level

Taught Postgraduate Level

Module leader

Devon Allcoat

Credit value

15

Module duration

4 weeks

Assessment

Multiple

Study location

University of Warwick main campus, Coventry

Description

Introductory description

This module offers an exploration into the realm of digital retail operations, providing a comprehensive understanding of the critical components that drive success in modern e-commerce. It places a specific focus on the strategic implementation and management of Enterprise Resource Planning (ERP) systems as the backbone of operational efficiency. Furthermore, the module will investigate the intricacies of contemporary supply chain management in a digital context, analyse the transformative impact of emerging technologies and continuous innovation, and critically evaluate various outsourcing strategies available for optimising e-commerce operations, including considerations for cybersecurity.

Module aims

This module aims to equip e-commerce and digital analytics students with the essential knowledge and practical skills to excel in leadership and management roles within digital retail. Students will learn to effectively manage operations, leverage technology, and make data-driven decisions in this dynamic 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.

- ERP in Digital Retail Operations
- Digital Transformation in Retail
- Cloud Computing in Digital Retail
- Emerging Technologies and Innovation
- Outsourcing Strategies in e-Commerce

Learning outcomes

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

- Critically evaluate how ERP systems and cloud technologies support the operations function in digital retail and contribute to organisational success.
- Critically evaluate the strategic application of emerging innovations in digital retail to design and justify forward-looking operational strategies that improve competitive advantage.
- Critically assess outsourcing strategies for digital retail operations to optimise resources, scalability, and competitive advantage.
- Collaboratively Develop, justify, and secure integrated solutions using ERP and cloud technologies for complex digital retail challenges

Indicative reading list

[Reading lists can be found in Talis](#)

[Specific reading list for the module](#)

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, Outsourcing strategy skills.

Transferable skills

Critical thinking, Problem solving, Communication, Teamwork and working effectively with others, Information literacy (research skills), Digital literacy, Professionalism, Organisational awareness.

Study

Study time

Type	Required
Lectures	8 sessions of 1 hour (5%)
Seminars	22 sessions of 1 hour (15%)
Online learning (independent)	30 sessions of 1 hour (20%)
Private study	30 hours (20%)
Assessment	60 hours (40%)
Total	150 hours

Private study description

Private study will include preparing for lectures and seminars, reviewing lecture notes, and engaging with required readings and multimedia resources.

Costs

No further costs have been identified for this module.

Assessment

You must pass all assessment components to pass the module.

Assessment group A1

	Weighting	Study time	Eligible for self-certification
Client ERP Solution Proposal Group Assessment	30%	18 hours	No

Working collaboratively, groups will analyse a complex digital retail business scenario. Based on a critical evaluation of the client's needs teams will plan and justify the configuration of core ERP functionalities using a representative system. The presentation must explain this configuration plan and demonstrate how the proposed ERP setup integrates effectively within the client's wider technology ecosystem.

Peer Marking Process will be adopted in this assessment.

Individual Assignment - Digital Retail Operations Portfolio	70%	42 hours	Yes (extension)
---	-----	----------	-----------------

Weighting**Study time****Eligible for self-
certification**

Using the same complex digital retail business scenario provided for the Client ERP Solution Proposal Group Assessment, this individual portfolio requires students to conduct further in-depth strategic analysis. The portfolio explicitly requires mixed methods (written/visual/video).

Assessment group R1**Weighting****Study time****Eligible for self-
certification**

ERP Evaluation & Solution
Proposal - Individual

30%

No

Individually analyse the original business scenario in a recorded presentation. Critically evaluate ERP/Cloud options to address its challenges. Develop and present a justified, integrated, and secured operational solution framework.

Individual Assignment - Digital
Retail Operations Portfolio

70%

42 hours

No

Feedback on assessment

Verbal feedback given in class and written feedback for the Client ERP Solution Proposal Group Assessment.

Written feedback for the Individual Assignment - Digital Retail Operations Portfolio.

Availability

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