

WM9PR-15 Digital Retail Operations

27/28

Department

WMG

Level

Taught Postgraduate Level

Module leader

Devon Allcoat

Credit value

15

Module duration

4 weeks

Assessment

100% coursework

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 specific focus on the strategic implementation and management of Enterprise Resource Planning (ERP) systems and integrated operational technologies that drive operational efficiency in modern digital retail.

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 emerging technology and automation, and make strategic data-informed decisions supported by analytics and AI in this dynamic sector, considering ethical, security, and organisational change management implications.

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
- Emerging Technologies and Innovation
- Operational Ecosystems and Vendor Management.
- Cybersecurity
- AI and Automation in Digital Retail Operations
- Data Analytics and Decision Intelligence
- Intelligent Systems and Automation Technologies

Learning outcomes

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

- Evaluate how enterprise systems and cloud technologies support the operations function in digital retail and contribute to organisational success
- Design forward-looking operational strategies that leverage emerging technology innovations in digital retail to improve competitive advantage
- Critically evaluate outsourcing strategies for digital retail operations to optimise resources, scalability, and competitive advantage.
- Synthesise strategic recommendations for enterprise system implementation in complex digital retail environments

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)	20 sessions of 1 hour (13%)
Private study	40 hours (27%)
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 A2

Assessment component	Weighting	Study time	Eligible for self-certification
Implementation Reflective Poster Presentation	30%	18 hours	Yes (extension)

	Weighting	Study time	Eligible for self-certification
Based on the collaborative simulation, students will create an individual reflective poster with recorded presentation critically evaluating their implementation experiences in digital retail contexts and synthesising strategic recommendations based on implementation challenges, collaborative processes, and lessons learned.			
Reassessment component			
Implementation Strategic Analysis			No
Students will write an individual essay critically analysing a provided digital retail case study and synthesising strategic technology implementation recommendations that address implementation challenges and stakeholder needs.			

Assessment component			
Individual Assignment - Digital Retail Operations Portfolio	70%	42 hours	Yes (extension)
Using a complex digital retail business scenario, this individual portfolio requires students to conduct in-depth strategic analysis. The portfolio explicitly requires mixed methods (written/visual/video).			
Reassessment component			
Individual Assignment - Digital Retail Operations Portfolio			No
Using a complex digital retail business scenario, this individual portfolio requires students to conduct in-depth strategic analysis. The portfolio explicitly requires mixed methods (written/visual/video).			

Feedback on assessment

Written feedback for both assignments.

Availability

Courses

This module is Optional for:

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