Technology for Retail

Module Code:	n/a
Long Title	Technology for Retail DRAFT
Title	Technology for Retail
Module Level:	LEVEL 7
EQF Level:	6
EHEA Level:	First Cycle
Credits:	5
Module Coordinator:	
Module Author:	DAVE CORMACK
Departments:	
Specifications of the qualifications and experience required of staff	

Learning Outcomes	
On successful completion of this module the learner will be able to:	
#	**Learning Outcome Description**
LO1	Describe the application of retail information technology across all the main components of a retailer's business.
LO2	Explain the business benefits that each technology can deliver.
LO3	Critically evaluate what stage a retailer is at in their deployment of retail technology.
LO4	Demonstrate an in depth understanding of the different technologies used by retailers and explain the integration points between applications

Dependencies
Module Recommendations
No recommendations listed
Co-requisite Modules
No Co-requisite modules listed

Entry requirements	

Technology for Retail

Module Content & Assessment

Indicative Content

Introduction to retail technology
• History of technology in retail • Overview of technologies in use in the retail environment • Integration of technologies

Retail supply chain
• Defining the retail supply chain • Supply chain component data •Drivers for retail supply chain change • Retail supply chain metrics

Retail analytics
• Trade area modeling • Real estate and site selection modeling • Competitor threat analytics • Merchandise mix modeling •Brand modeling • Point of sale data • Understanding tools and data requirements

Mobile
• Introduction to mobile apps for retail • Transaction capability • Pre ordering • Simple user identification • Memory extensions • Payments • Passbook enablement

Stock replenishment
• Predictive analysis • Technology integration • Distribution plans • Flexible replenishment formulae • Requisition generation • Transfers • Reorder calculation

Future trends
• Beacons • RFID Checkout • Social networks and shopping platforms •In store digital • The future for eTailing • Biometrics • Mashgin • Findbox • Robots

Assessment Breakdown	%
Coursework	100.00%

Assessments

Full Time

Coursework

Assessment Type:	Assignment	**% of total:**	50
Assessment Date:	n/a	**Outcome addressed:**	3,4
Non-Marked:	No		

Assessment Description:
Learners will be asked to perform a detailed analysis of technology used in their own retail environment or one they are familiar with and present their findings in a report format

Assessment Type:	Assignment	**% of total:**	50
Assessment Date:	n/a	**Outcome addressed:**	1,2,3,4
Non-Marked:	No		

Assessment Description:
Learners will be tasked with taking the outcome from their first assignment and developing a proposal for enhancing the use of technology for their chosen environment. This proposal will include a section outlining the business benefits of each proposal

No End of Module Assessment

No Workplace Assessment

Technology for Retail

Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	*Workload Description*	*Hours*	*Frequency*	*Average Weekly Learner Workload*
Lecture	No Description	24	Every Week	24.00
			Total Weekly Contact Hours	24.00

Module Resources

Recommended Book Resources

Stefan Niemeier, Andrea Zocchi, Marco Catena. Reshaping Retail: Why Technology is Transforming the Industry and How to Win in the New Consumer Driven World, [ISBN: 978118656662].

Supplementary Book Resources

Efraim Turban. Electronic Commerce 2012, Pearson Education, p.792, [ISBN: 9780273761341].

This module does not have any article/paper resources

This module does not have any other resources

Discussion Note: