

Bachelor of Vocation - Retail Management & IT course (Semester-7)

Undergraduate Curriculum Framework 2022(UGCF)

DISCIPLINE SPECIFIC ELECTIVE –DSE -5 Retail Technology and Innovation

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course(if any)
		Lecture	Tutorial	Practical/Practice		
DSE-5 Retail Technology and Innovation	4	3	1	0	N/A	N/A

Learning Objectives

Upon completion of this course, students will be able to understand the significance of retail technology and innovation in modern business environments. Analyze the impact of retail technology on consumer shopping behavior. Evaluate the various technologies and tools used in retail. Explore the challenges and opportunities of implementing retail technology in different retail formats.

Learning outcomes

By studying this course, students will be able to:

1. Articulate the role of technology and innovation in shaping the retail industry.
2. Critically analyze the influence of retail technology on consumer behavior and preferences.
3. Identify and apply appropriate retail technologies for specific retail formats and business models.
4. Evaluate the impact of digitalization on the supply chain and inventory management in retail.
5. Develop effective strategies to address ethical and privacy challenges associated with retail technology.

Syllabus

Unit-1 (12 Hours)

Introduction to Retail Technology and Innovation: Definition and scope of retail technology, The role of innovation in the retail industry, Historical overview of retail technology adoption, Online shopping trends and preferences, The psychology of online buying decisions, Impact of mobile technology on consumer behavior.

Unit-2 (10 Hours)

Key Technologies Shaping Retail: Artificial Intelligence and machine learning applications in retail, Internet of Things (IoT) and smart retail solutions, Augmented Reality (AR) and Virtual Reality (VR) in retail.

Unit-3 (11 Hours)

RFID and inventory tracking systems, Demand forecasting and supply chain optimization, Automation in warehousing and fulfilment centres, Retail Data Analytics and Personalization: Customer data collection and privacy concerns, Utilizing data analytics for personalized marketing, Customer segmentation and targeting strategies.

Unit-4 (12 Hours)

Ethical Considerations in Retail Technology: Data privacy and security issues, The impact of technology on employment in the retail sector, Sustainable and responsible retail practices, Integrating Technology for Enhanced Customer Experience, Mobile apps and in-store technology, Virtual shopping experiences and interactive displays, Loyalty programs.

Essential/recommended readings

1. "The Tech Whisperer: On Technology and Retail" by Alok Bardiya
2. "Digital Retailing in India: Evolution or Revolution" by Abhay Kumar

Suggestive readings

1. "The Retail Revival: Reimagining Business for the New Age of Consumerism" by Doug Stephens
2. "The Everything Store: Jeff Bezos and the Age of Amazon" by Brad Stone

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.