

- a. **Course Code:** OTM 829
  - b. **Title:** Retail Operations
  - c. **Credit Hours:** 3
  - d. **Objectives**
1. This course aims to achieve the following objectives:
    - a. Illustrate fundamental competition concepts commonly applied to retailing operations.
    - b. To understand the retail processes and their consequences on the total supply chain.
    - c. Understand the integration of merchandise management and supply chain strategies leading to excellent customer service
    - d. Identify the financial implication of strategic retail decisions

**Outcomes:**

2. The retail industry is at the forefront of business changes through its direct connection with the consumer. It generates and foretells demand for the rest of the economy. It is a dynamic industry with continuous changes in marketing channels, formats, technology, and sourcing. It is vital not only for retailers but also for manufacturers and distributors to understand the retail processes and their consequences on the total supply chain. This course will help students understand responsive supply chains, store execution, assortment planning, pricing, online retailing, sustainability, retailing in emerging markets, the use of technology such as RFID, and the link between inventory and financial performance. Retailing is one of the main drivers of economic growth and transformation in emerging markets worldwide through global sourcing and marketing.

**3. Contents with suggested contact hours**

<b>Week</b>	<b>Content</b>	<b>Contact hrs</b>
1	Introduction to retail operations	3
2	Retail strategy and planning	3
3	Store operations management	3
4	Supply chain and logistics in retail	3
5	Customer experience and relationship management	3
6	Store design and layout + Harvard case study	3

7	Retail analytics and performance measurement	3
8	E-commerce and digital retail operations	3
9	Types of floor plans + Harvard case study	3
10	Sustainability and ethical considerations in retail	3
11	Retail risk management and security	3
12	Assortment planning	3
13	The bull whip effect	3
14	Retail channel	3
15	Emerging trends in retail operations	3

4. **Details of lab work, and workshop practice (if applicable):** N/A
5. **Recommended Reading (including Textbooks and Reference books with dates).**
  - Retail Management, A Strategic Approach, Berman & Evans, 12th edition, Pearson.
  - Retailing by Dunne, Lusch, & Carver (7th Ed.) Mason, OH: Cengage,
  - The New Science of Retailing, Fisher & Raman, HBS Publishers
6. **Assessments:** Exam, Assignment, Project, Quiz, Case Studies