

Semester	III	Specialization	Information Technology
Course Code	313 IT	Type	Subject - Elective
Course Title	IT for Retailing & Online Shopping		

Course Objectives:

1	To understand IT in Retail as an important field of practice
2	To know concepts and technologies related to IT in retail

Syllabus:

Unit Number	Contents	Number of Sessions
1	<p>Introduction: Role of IT in Retail Trade, Advantages of IT in Retail Trade like Cost productivity benefits and Marketing benefits, Competitive advantages of Information technology, limitations of using IT, Essential Requirements of an Information System for retail.</p>	5+1
2	<p>Applications of IT in Retail Management: Inventory control, POS - Point of sale, Sales Analysis, Planning and Forecasting, CPFR- Collaborative Planning, Forecasting and Replenishment.</p> <p>Capturing and transmitting data at POS , advantages, elements of data capture – coding system code symbology</p> <p>Means of data capture</p> <p>Database marketing, Data Mining, Data Mart</p>	5+1
3	<p>Technology for retail Management: POS - Point of Scale Technologies available Barcode scanning, electronic shelf tags, self-checkouts, RFID tags, fingerprint authentication.</p> <p>Evolution of Retail Management Systems: Introduction to self-service, supermarkets, atomistic retail to regional networks/ chain stores, POS to point of purchase, push action to push strategy, Point of Differentiation, Point of Customer.</p>	5+1
4	<p>Web based retailing/ E- Retailing/ E Commerce (B2C): Kinds of retailers engaged in electronic commerce: virtual retailers, two channel retailers, Multichannel retailers Role of Internet, Benefits of Internet, Monitoring the progress of an internet e- retail business, limitations of the web.</p>	5+1

	Emergence of eBay, Amazon and others, comparison of web based retailing and other forms of retailing.	
5	<p>Future trends : Smart cards, E-cash, Multimedia kiosks, Customer specific offers, Electronic body scanners, Electronic shelf front</p> <p>Retail management Systems in the market:ERP systems like SAP and PeopleSoft, Specialized retail software providers like JDA, Retek, Essentus, SANDMAR RM 6000 and others, Open source software.</p>	5+1

Learning Resources:

1	Text Books	Information Technology for retailing by Khurana Pub McGraw Hill
2	Reference Books	Retail Business Management by R. Perumalsamy, Anmol Publications, 2010 Retail Management by Arif Sheikh and Kaneez Fatima, Himalaya Publishing House, 2008.
3	Supplementary Reading Material	Advanced Technologies Management for Retailing - Framework and Cases by Eleonora Pantano and Harry Timmermans, Business Science Reference, 2011
4	Websites	www.retailsystems.com
5	Journals	Journal of Retailing and Consumer Services