



# AMITY UNIVERSITY

— UTTAR PRADESH —

**Course Title: Technology in Retail**

**Course Code: RETL702**

**Credit Units: 03**

**Course Level: PG**

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

**Course Objectives:** This course focuses on the key technical area which are prerequisite for running a retail business .Security issues are addressed that are used in protecting both the information present in computer storage as well as information traveling over computer networks. It gives insight of trends adopted in industry about securing data . By the end of this course a student will be able to view e-business knowing all risk and technical failures which they will encounter.

**Pre-requisites:** Students must have a basic knowledge of fundamentals of technology and an awareness about software industry trends and techniques.

**Student Learning Outcomes:** At the end of the course, the students will be better positioned to realize the challenges involved in designing, building e-retail stores and managing an online store. The students should be able to

- Explain the components and roles of Technology to support the Electronic Retail environment.
- Explain how businesses sell products and services on the Web using latest tools and techniques .
- Describe various methods to handle technical failure and sustain in the competitive environment

	<b>Weightage (%)</b>
<b>Module I: Introduction to e- retailing &amp; e-concepts</b>	<b>15</b>
Role of IT in Business, Influencing Parameters for use of IT in Retailing, IT Options available in Retail, IT Application for Retail, EPOS, Automatic identification and data capture Bar codes, RFID Technology, RFID Tags, RFID Readers and different components to capture information for a retail business. Case on successful implementation of RFID/BAR Code in retail	
<b>Module II: Technical aspects &amp; Online marketing and promotion</b>	<b>20</b>
Search engine optimization, affiliate marketing, WEB 1.0 ,WEB 2.0,WEB 3.0 and unified web technology, blogs, form feeds, podcast, Collection of Data/Efficiency in Operations help in Communication, Issues Concerning the Use of Internet and Related Technology to Improve Retail Business. Case on Web 2.0 & ontologies	
<b>Module III: Legal Aspects in business</b>	<b>15</b>
Network and computer security in retail, failure of business due to security flops, smart card application and its misuse in society , security layers to protect from the threats in business. Case on legal aspect involve in retail business.	
<b>Module IV: Security and privacy issues related to ecommerce in retail</b>	<b>15</b>
VIRUS, WORDS, DOS, DDOS, Identity theft, social engineering, and measures like firewalls, proxy servers, and encryption and substitution technique, IT ACT 2000, CYBER LAWS AND DIGITAL CERTIFICATE. Case on Cyber laws pertaining to retail business	

<b>Module V: Technology in Retail /Data ware house &amp; data mining</b>	<b>20</b>
Electronic Data Interchange, Database Management, Data warehousing, Critical Analysis of Retailing Strategies using data ware house How Firms are using the Internet to expand their Markets, Customer Relationship Management and increase their sales. Successful e-retail business &role of technology to its success and failure, if any	

**Assessment/ Examination Scheme:**

<b>Theory L/T (%)</b>	<b>Lab/Practical/Studio (%)</b>	<b>End Term Examination</b>
<b>100</b>	<b>NA</b>	<b>70</b>

**Examination Scheme**

<b>Components</b>	<b>CPA</b>	<b>TP</b>	<b>Q/S</b>	<b>A</b>	<b>ME</b>	<b>EE</b>
<b>Weightage (%)</b>	5	5	5	5	10	70

**Text & References:**

- D.P. Sharma, E-retailing Principles and Practice, Himalaya Publications
- Caroll & Broadhead, Selling Online: How to Become a Successful E-Commerce Merchant, Dearborn publishers
- Janice Reynolds, The Complete E-Commerce Book: Design, Build, and Maintain a Successful Web-Based Business, CMP Media.
- Dennis, Fenech & Merrilees, E-retailing, Routledge Press,  
Levy & Weitz, Retailing Management, Tata McGraw