

Intelligent Retail and Commerce

ICTC's WIL Digital Intelligent Retail and Commerce course is a unique preparation for exciting careers in the retail industry. Students will learn about the role of digital technology in retail and disciplines such as customer experience, omnichannel, supply chain, and the Internet of Things. Students will explore professional opportunities and the skills required to grow their career.

| Modules | | Lessons | Learning Objectives | |
|----------|---|--|--|------------------------------|
| Module 1 | Introduction to Retail Innovation | <ul style="list-style-type: none"> Fundamental Concepts of Retail and its System Future of Retail Retail Innovation and Three Main Reason for Innovation Impact of Covid | <ul style="list-style-type: none"> Basic understanding of the fundamental concepts of retail: buyers, sellers, manufacturers, purchasers, technology providers, transportation providers, digital media promoters Understanding the significance of the retail industry for Canada | Padlet Discussion Quiz |
| Module 2 | Emerging Trends and Models in Retail | <ul style="list-style-type: none"> Various Business Models, Technologies, and Approaches Four Cases for How Businesses Improve Consumer Experience | <ul style="list-style-type: none"> Basic understanding of the emergence of specific and trending technologies and commerce models Understand the ways in which retailers assess fit of technologies for their businesses – viability, feasibility, desirability | Padlet Discussion Quiz |
| Module 3 | Back-end Digital Transformations | <ul style="list-style-type: none"> Retail Decline Case Studies of Retailer's Success and Failure | <ul style="list-style-type: none"> Appreciate the importance of innovation and adapting to forces of change Describe the four key areas where back-end digital transformation are especially prevalent | Padlet Discussion Quiz |
| Module 4 | Front-end Digital Transformations | <ul style="list-style-type: none"> Customer Journey Experience and Design Experiential Retail Innovation Case Studies: Automotive and Food and Beverage | <ul style="list-style-type: none"> Describe the four key areas where front-end digital transformation are especially prevalent | Padlet Discussion Quiz |
| Module 5 | Rising Careers in Intelligent Retail | <ul style="list-style-type: none"> Digital Transformation Spectrum Specific Skills and Aptitudes of Four High-Demand Areas of Specialization Three Success Stories from Leaders in Intelligent Retail | <ul style="list-style-type: none"> Basic understanding of the types of roles, responsibilities and challenges that exist within retail jobs Understand the demand on a macro and micro scale for business, engineering, and art graduates | Padlet Discussion Quiz |
| Module 6 | Shaping the Future of Retail | <ul style="list-style-type: none"> Essential traits of an Innovator | <ul style="list-style-type: none"> Understand the essential qualities of a member of the retail industry Understand the entrepreneurial mindset and its connection to the retail industry | Padlet Discussion Quiz |