OPRE 6341 Retail Operations

This course will examine new developments in retailing and the application of operations management principles to those developments. Topics include demand forecasting methods, responsive supply chains, incentives, store execution, assortment planning, in-store experiments, retailing in emerging markets, online retailing, innovation, use of technology such as radio frequency identification (RFID), growth and risk management, performance assessment, and impact on financial performance. Special attention will be given to the global nature of the retail industry and its development in emerging markets. (3-0) Y