

Course Description – Curriculum 2018

Subject: MK421 Omni - Channel Management

Credits: 3

Prerequisite: MK311 and MK316

Description: A study of Omni-channel systems, their role and how to make the transition from the Multi-Channel systems to the Omni-Channel systems. Focus is on the differences between the systems of Multi-Channel and Omni-Channel distributions, as well as designing and managing the Omni-Channel to respond with the lifestyle and demand of customers throughout the customer journey. Specific attention is also paid to the development, control, and evaluation of Omni-Channel distribution in both consumer and business markets, including the key challenges for the firm to set up Omni-Channel distribution such as the investment in logistic and systems.