Strategic IT Leadership for Modern Retail and E-commerce Training Course



07 - 11 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #IT9641_263427

Course Introduction / Overview:

The digital revolution has reshaped the retail landscape, making IT not just a support function but a core business driver. This Strategic IT Leadership for Modern Retail and E-commerce Training Course is designed to equip IT professionals with the strategic vision needed to thrive in this fast-paced environment. The course delves into how technology can optimize supply chains, personalize customer experiences, and secure digital transactions. It covers essential areas like managing omnichannel operations, leveraging big data for consumer insights, and implementing robust cybersecurity measures to protect both company and customer information. Participants will gain an understanding of how to build agile IT teams that can respond quickly to market changes and consumer demands. This course is informed by the principles found in academic works like "The Digital Transformation of Logistics: Demystifying and Realigning" by Maciej Stajniak, which highlights the critical role of IT in supply chain logistics. BIG BEN Training Center believes that strategic IT leadership is the key to unlocking competitive advantage in modern retail. The training goes beyond the technical, focusing on the leadership and business skills necessary to lead a successful digital retail enterprise.

Target Audience / This training course is suitable for:

- Chief Information Officers (CIOs) and Chief Technology Officers (CTOs).
- IT Directors and Managers in retail companies.
- E-commerce platform managers.
- Supply chain and logistics technology specialists.
- Cybersecurity professionals focus on retail.
- Business analysts and project managers.

Target Sectors and Industries:

- Retail (physical and online).
- E-commerce and marketplace platforms.
- Supply chain and logistics.
- Consumer goods.
- Government agencies oversee commerce and data privacy.
- Wholesale and distribution.

Target Organizations Departments:

- Information Technology.
- E-commerce and Digital Marketing.
- Operations and Supply Chain Management.
- Finance.
- Customer Service.
- Data Analytics.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a strategic IT plan that aligns with retail business objectives.
- Implement omnichannel retail technology solutions.
- Manage and secure e-commerce platforms and payment systems.
- Leverage data analytics for personalized customer experiences and business insights.
- Optimize supply chain logistics using IT infrastructure.
- Create a robust cybersecurity framework to protect against retail-specific threats.
- Lead agile IT teams to support rapid business innovation.

Course Methodology:

BIG BEN Training Center's approach to this training course is highly practical and application-oriented. The methodology combines instructor-led sessions with interactive exercises, ensuring that participants can immediately apply what they learn. We will use real-world case studies of leading retail and e-commerce companies to explore successful IT strategies and analyze common challenges. Workshops will focus on problem-solving, with participants working in groups to design solutions for technology integration, data security, and supply chain optimization. Role-playing exercises will simulate IT-business meetings, helping participants hone their communication and negotiation skills. The course also includes structured feedback sessions, allowing instructors to provide tailored advice and insights. This blend of methods is designed to build not only technical competence but also the critical thinking and leadership skills needed to drive a retail business forward. Our goal is to transform participants from IT administrators into strategic partners who can effectively lead technological change.

Course Agenda (Course Units):

Unit One: The Strategic Role of IT in Retail and E-commerce.

- Understanding the digital retail ecosystem.
- Aligning IT strategy with business goals.
- Identifying key technology trends impacting retail.
- Measuring the business value of IT investments.
- Risk management in a digital-first environment.
- Building the business case for IT projects.
- The future of retail technology.

Unit Two: E-commerce and Omnichannel Operations.

- Architecting a scalable e-commerce platform.
- Managing online payment systems and fraud prevention.
- Integrating brick-and-mortar stores with online channels.
- Personalizing the customer journey with technology.
- Managing product information and content.
- Optimizing website performance and user experience.
- Leveraging mobile commerce.

Unit Three: Cybersecurity and Data Protection.

- Protecting point-of-sale (POS) systems.
- Securing customer and transaction data.
- Implementing a robust cybersecurity framework.
- Responding to data breaches and security incidents.
- Ensuring compliance with data privacy regulations (GDPR, CCPA).
- Managing supply chain security risks.
- Developing an employee security awareness program.

Unit Four: Supply Chain and Logistics Technology.

- Utilizing IT for inventory management and warehouse automation.
- Implementing supply chain visibility solutions.
- Managing vendor relationships through technology.
- The role of IoT and RFID in logistics.
- Data analytics for demand forecasting.
- Optimizing last-mile delivery.
- Using IT to reduce operational costs.

Unit Five: Data, Analytics, and Customer Experience.

- Leveraging big data for retail insights.
- Using analytics to understand customer behavior.
- Implementing customer relationship management (CRM) systems.
- Personalization and targeted marketing.
- The role of artificial intelligence in retail.
- Building a data-driven culture.
- Ethical considerations of data use.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can modern IT leaders balance the immediate business needs for revenue growth with the long-term imperative of building a secure and trustworthy digital infrastructure in the retail space?

What unique qualities does this course offer compared to other courses?

This training course stands out by focusing exclusively on the unique and intricate demands of the retail and e-commerce sectors. Unlike generic IT management courses, our curriculum is tailored to address the specific pain points of this industry, from managing omnichannel platforms to securing high-volume transactional data. We do not just teach technical concepts; we provide strategic insights into how IT can be a competitive advantage. The course explores real-world scenarios, such as how a strategic IT overhaul can reduce supply chain inefficiencies or how a well-implemented data analytics strategy can significantly boost sales through personalization. The training is delivered with a practical lens, emphasizing case studies and collaborative problem-solving to ensure participants can apply their newfound knowledge immediately. BIG BEN Training Center's approach is designed to transform IT professionals into business leaders who understand how technology drives customer engagement and operational excellence. This course is for those who want to be at the forefront of the retail revolution, using technology to create seamless, secure, and profitable customer experiences.