



Australian Government

SIR40316 Certificate IV in Retail Management

Release 5

SIR40316 Certificate IV in Retail Management

Modification History

Release	Comments
Release 5	<p>Release 5. SIR40316 Certificate IV in Retail Management supersedes and is equivalent to Release 4. SIR40316 Certificate IV in Retail Management.</p> <p>Modification includes addition of elective unit:</p> <ul style="list-style-type: none"> SIRXCEG009 Manage workplace responses to disrespectful aggressive or abusive customer behaviour
Release 4	<p>This version was released in SIR Retail Services Training Package Release 5.0</p> <p>Electives updated to include Manage disrespectful, aggressive or abusive customers</p>
Release 3	<p>This version was released in SIR Retail Services Training Package Release 4.0</p> <p>Electives updated to include online and social media units and to update imported electives.</p>
Release 2	<p>This version was released in SIR Retail Services Training Package Release 3.0</p> <p>Electives updated.</p>
Release 1	Initial release.

Qualification Description

This qualification reflects the role of individuals who lead a frontline team and manage day-to-day operations of a retail store or department to implement and deliver on organisational objectives and standards. These individuals possess a range of highly developed selling and customer engagement skills with sound knowledge of product and service offerings. They work with independence, taking responsibility for their own functions and outputs.

This qualification provides a pathway to work in a diverse range of retail settings including speciality retailers, supermarkets, department stores, and quick service restaurants.

Individuals with this qualification are able to perform roles such as store manager, department manager and assistant store manager.

No occupational licensing, certification or specific legislative requirements apply to this qualification at the time of publication.

Entry Requirements

Entry to this qualification is open to individuals who:

- have achieved a Certificate III in Retail
- or
- have relevant industry employment experience in a job role that has involved the application of skills and knowledge described in core units of competency from the SIR30216 Certificate III in Retail.

Packaging Rules

11 units must be completed:

- 7 core units
- 4 elective units, consisting of:
 - 2 units from the list below
 - 2 units from the list below, elsewhere in SIR Retail Services Training Package, or any other current Training Package or accredited course.

The selection of electives must be guided by the job outcome sought, local industry requirements and the complexity of skills appropriate to the AQF level of this qualification.

Note: Unit marked with an asterisk * includes prerequisite unit SIRXCEG008 Manage disrespectful, aggressive or abusive customers.

Core units

SIRRRTF002	Monitor retail store financials
SIRXCEG004	Create a customer-centric culture
SIRXHRM002	Maintain employee relations
SIRXMGT002	Lead a frontline team
SIRXRSK002	Maintain store security
SIRXSLS003	Achieve sales results
SIRXWHS003	Maintain workplace safety

Elective units

Customer Engagement

SIRXCEG008	Manage disrespectful, aggressive or abusive
------------	---

customers

SIRXCEG009 * Manage workplace responses to disrespectful aggressive or abusive customer behaviour

BSBCUS401 Coordinate implementation of customer service strategies

Change Management

SIRXCHA001 Facilitate the change process

Communication and Teamwork

CHCDIV001 Work with diverse people

Ecommerce

SIRXECM001 Monitor and interpret online data and analytics

SIRXECM002 Prepare digital content

Food Safety

SIRRFSA001 Handle food safely in a retail environment

SIRRFSA002 Supervise a food safety program

Health and Wellbeing

SIRXHWB002 Promote workplace health and wellbeing

Human Resource Management

SIRXHRM001 Recruit, select and induct team members

SITXHRM002 Roster staff

Innovation

BSBINN301 Promote innovation in a team environment

Management and Leadership

BSBMGT402 Implement operational plan

Inventory

SIRRINV002 Control stock

Marketing

BSBMKG401	Profile the market
SIRXMKT002	Use social media to engage customers
SIRXMKT003	Manage promotional activities
Merchandising	
SIRRMER003	Coordinate visual merchandising activities
Online and Social Media	
SIRXOSM004	Analyse performance of social media and online business tools
SIRXOSM005	Develop a basic website for customer engagement
Retail Financials	
BSBFIA302	Process payroll
BSBSMB421	Manage small business finances
Training and Development	
SIRXTAD002	Develop the retail frontline
Working in Industry	
SIRXIND005	Develop personal productivity
SIRXIND006	Review retail business fundamentals

Qualification Mapping Information

Release	Comments
Release 5	<p>Release 5. SIR40316 Certificate IV in Retail Management supersedes and is equivalent to Release 4. SIR40316 Certificate IV in Retail Management.</p> <p>Modification includes addition of elective unit:</p> <ul style="list-style-type: none"> SIRXCEG009 Manage workplace responses to disrespectful aggressive or abusive customer behaviour
Release 4	This version was released in SIR Retail Services Training Package Release 5.0

	Electives updated to include Manage disrespectful, aggressive or abusive customers
Release 3	This version was released in SIR Retail Services Training Package Release 4.0 Electives updated to include online and social media units and to update imported electives.
Release 2	This version was released in SIR Retail Services Training Package Release 3.0 Electives updated.
Release 1	Initial release.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=ca051b1b-5101-4ec2-ac1c-49699303188d>