



Australian Government

SIR40316 Certificate IV in Retail Management

Release 2

SIR40316 Certificate IV in Retail Management

Modification History

Release	Comments
Release 2	This version was released in SIR Retail Services Training Package Release 3.0
	Electives updated.

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.

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

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

Retail Financials

BSBFIA302 Process payroll

BSBSMB406 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

No equivalent qualification.

Links

Companion Volume implementation guides are found in VETNet -
<https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=ca051b1b-5101-4ec2-ac1c-49699303188d>