Australian Government

SIR40316 Certificate IV in Retail Management

Release 3

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Modification History

Release	Comments
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.

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 |

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

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