Australian Government

SIR40316 Certificate IV in Retail Management

Release 4

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Modification History

Release	Comments
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.

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

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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

SIRXCEG008	Manage disrespectful, aggressive or abusive customers
BSBCUS401	Coordinate implementation of customer service strategies

Change Management

SIRXCHA001	Facilitate the change process

Communication and Teamwork

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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

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	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.gov.au/Pages/TrainingDocs.aspx?q=ca051b1b-5101-4ec2-ac1c-49699303188d

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