



Australian Government

SIR50116 Diploma of Retail Leadership

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Retail Services Training Package Release 4.0 Electives updated to include online and social media units and to replace superseded imported units.
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 manage a retail business, multiple retail stores or departments, following a business strategy to deliver profitable results for the organisation. These individuals support senior management and provide leadership to retail teams. They plan and evaluate the work of self and others, operating with autonomy and responsibility for personal outputs.

This qualification provides a pathway to work in a 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 area manager, state manager, senior store manager, cluster manager and small business owner.

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 IV in Retail Management 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 SIR40316 Certificate IV in Retail Management.

Packaging Rules

10 units must be completed:

- 4 core units
- 6 elective units, consisting of:
 - 3 units from the list below
 - 3 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

SIRRSTR001	Undertake strategic planning in retail
SIRXCHA002	Lead the change process
SIRXMGT003	Provide leadership to others
SIRRRTF003	Drive retail profitability

Elective units

Communication and Teamwork

BSBLDR513	Communicate with influence
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Customer Engagement

SIRXCEG007	Develop online customer service standards
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Ecommerce

SIRXECM003	Design an ecommerce site
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Human Resource Management

BSBHRM506	Manage recruitment selection and induction processes
BSBHRM604	Manage employee relations

Management and Leadership

BSBLDR511	Develop and use emotional intelligence
BSBLDR502	Lead and manage effective workplace relationships
SIRXMGT004	Plan and manage retail projects

SIRXMGT005 Lead the development of business opportunities

Marketing

SIRXMKT004 Undertake digital marketing activities

SIRXMKT005 Develop a marketing strategy

SIRXMKT006 Develop a social media strategy

Merchandise Management

SIRMRM001 Plan merchandise buying strategy

Online and Social Media

SIRXOSM002 Maintain ethical and professional standards when using social media and online platforms

SIRXOSM006 Develop and manage social media and online strategies

SIRXOSM007 Manage risk to organisational reputation in an online setting

Risk Management and Security

SIRXRSK003 Manage risk in the retail environment

Sales

SIRXSLS004 Drive sales results

SIRXSLS005 Plan to trade internationally

Training and Development

BSBLED501 Develop a workplace learning environment

SIRXTAD003 Coach others for success

Work Health and Safety

BSBWHS521 Ensure a safe workplace for a work area

Working in Industry

BSBWOR501 Manage personal work priorities and professional development

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>