



Australian Government

Department of Education, Employment and Workplace Relations

SIR50112 Diploma of Retail Management

Release: 1

SIR50112 Diploma of Retail Management

Modification History

The version details of this endorsed qualification are in the table below. The latest information is at the top.

Release	Comments
First Release	SIR50112 replaces, and is equivalent to SIR50107 as the intent of the qualification remains unchanged. The total number of units required complete this qualification remains at 9 units. The number of core units remains at 2. The number of elective units remains at 7.

Description

This qualification provides the skills and knowledge required by those who hold or wish to hold higher management positions. It applies to those who are providing support to senior management in a larger retail or wholesale outlet or who are responsible for managing a retail store or wholesale outlet.

Job roles

Individuals with this qualification are able to perform roles, such as:

- manage a large retail or business-to-business enterprise
- manage a small to medium sized retail group store or franchise outlet
- manage an independent retail store
- manage a business-to-business outlet.

Possible job titles

- store manager
- merchandise manager
- buyer
- sales manager
- area/regional manger

Pathways Information

This qualification is **not appropriate** for VET in Schools (VETiS) delivery.

Pathways from the qualification

After achieving SIR50112 Diploma of Retail Management, individuals may undertake:

- SIR80112 Vocational Graduate Certificate in Retail Leadership.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this qualification at the time of endorsement.

Entry Requirements

To undertake this qualification, individuals would be required to have retail management experience in roles, such as:

- managing store presentation and pricing
- leading and managing people
- providing a safe working environment.

Examples of evidence of retail management experience may include:

- job descriptions and references from current or past employers
- an entry interview to determine retail supervision experience.

Employability Skills Summary

EMPLOYABILITY SKILLS QUALIFICATION SUMMARY

The following table contains a summary of the employability skills as identified by the retail industry for this qualification. The employability skills facets described here are broad industry requirements that may vary depending on qualification packaging options.

Due to the high proportion of electives required by this qualification, the industry/enterprise requirements described above for each employability skill are representative of the business-to-business industry in general and may not reflect specific job roles. Learning and assessment strategies for this qualification should be based on the requirements of the units of competency for this qualification.

Employability skill	Industry/enterprise requirements for this qualification include:
Communication	<ul style="list-style-type: none"> ▶ negotiate effectively with business suppliers, team members and other managers on business requirements, values, directions and day-to-day operational matters ▶ research, read, analyse and communicate workplace information to team members and other managers ▶ write reports and complete business documentation in the context of the job role
Teamwork	<ul style="list-style-type: none"> ▶ lead a retail or wholesale business team, mentoring and supporting team members in the context of a store or business management role ▶ participate in wider retail or wholesale business supervisory or management teams and networks, working independently to complete own tasks and also supporting other managers and team members where appropriate
Problem-solving	<ul style="list-style-type: none"> ▶ apply strategic thinking to solve a range of operational retail or wholesale business problems, individually or in the context of a wider team management structure ▶ evaluate ideas in the context of practical business application and anticipate the implications and consequences of decisions ▶ review results and provide feedback to relevant team members and external customers
Initiative and enterprise	<ul style="list-style-type: none"> ▶ create an operational business team customer service and continuous improvement environment across all performance areas ▶ provide positive feedback, encourage team to do things better and be personally receptive to team members' innovative ideas ▶ translate ideas into action by creating a framework for practical implementation and review
Planning and organising	<ul style="list-style-type: none"> ▶ establish and communicate clear goals and deliverables for self and team members in the context of organisational objectives and the current business situation ▶ coordinate resources to ensure that work is carried out according to

	timelines and priorities
Self-management	<ul style="list-style-type: none"> ▶ understand how own job role fits into the context of the wider business values and directions ▶ work within a retail or wholesale business culture by practising customer-focused and inclusive behaviour ▶ manage personal presentation and time ▶ prioritise, delegate and complete tasks ▶ maintain own knowledge of the job role, review own performance, actively seek and build effective professional networks and act on advice and guidance
Learning	<ul style="list-style-type: none"> ▶ identify personal strengths and weaknesses in the context of the job role and recognise how to personally learn best ▶ seek opportunities for formal education in the context of a current role or future retail job opportunities ▶ accept opportunities to learn new ways of doing things and share knowledge and skills with other managers and team members
Technology	<ul style="list-style-type: none"> ▶ adapt to new business-related technology skill requirements and select and use retail or other information and communications technology where relevant to support business operations and planning in the context of key business performance objectives and personal job role

Packaging Rules

9 units must be completed:

- 2 core units
- 7 elective units:
 - a minimum of 4 units must be selected from the elective unit list below, 3 of which must be coded SIR
 - a maximum of 3 units may be selected from any relevant Training Package or accredited course first packaged at AQF level 4, 5 or 6.

The choice of elective units must be guided by the core function or role of the current or intended work environment, local industry requirements, and the characteristics of the AQF level of this qualification.

Units chosen from other Training Packages must not duplicate units selected from or available in SIR07 V3 Retail Services Training Package.

Core units	
SIRXFIN005A	Manage operations to budget
SIRXSLS009A	Manage sales teams
Elective units	
Cleaning and Maintenance	
SIRXCLM402	Manage store facilities
Client and Customer Service	
SIRXCCS509	Manage business customers
Communication	
BSBADM502B	Manage meetings
Computer Operations and ICT Management	
SIRXICT404	Adopt mobile commerce applications to improve sales and service
E-business	
SIRXEBS001A	Acquire and retain online customers
SIRXEBS002A	Manage retail brands online
SIRXEBS004A	Select an e-business model

Finance	
BSBFIM501A	Manage budgets and financial plans
SIRXFIN004A	Manage financial resources
SIRXFIN006A	Manage prices
Franchising	
BSBFRA501B	Establish a franchise operation
BSBFRA502B	Manage a franchise operation
BSBFRA503B	Manage establishment of new sites or regions
BSBFRA504B	Manage relationships with franchisees
BSBFRA505B	Manage closure of a franchise
Governance and Legal Compliance	
SIRXGLC502	Establish business legal and legislative requirements
Human Resource Management	
BSBHRM502A	Manage human resources management information systems
BSBHRM504A	Manage workforce planning
BSBHRM506A	Manage recruitment selection and induction processes
BSBLED501A	Develop a workplace learning environment
BSBWRK509A	Manage industrial relations
SIRXHRM001A	Administer human resources policy
SIRXHRM002A	Recruit and select personnel
Inventory	
SIRXINV005A	Control inventory
SIRXINV006A	Develop purchasing strategies
SIRXINV404	Manage retail merchandise
SIRXINV407	Manage suppliers

Management and Leadership	
BSBINM501A	Manage an information or knowledge management system
BSBMGT502B	Manage people performance
BSBMGT515A	Manage operational plan
BSBMGT516C	Facilitate continuous improvement
BSBSUS501A	Develop workplace policy and procedures for sustainability
SIRXMGT004A	Analyse and communicate information
SIRXMGT005A	Set strategic plans
SIRXMGT006A	Initiate and implement change
SIRXMGT507	Manage staff through change
SIRXMGT508	Plan and prepare for business sustainability
SIRXMGT509	Manage diversity within the business
Marketing and Public Relations	
BSBMKG501B	Identify and evaluate marketing opportunities
BSBMKG502B	Establish and adjust the marketing mix
BSBMKG514A	Implement and monitor marketing activities
BSBMKG608A	Develop organisational marketing objectives
SIRXMPR006A	Manage promotional activities
SIRXMPR007A	Devise a strategic marketing plan
Merchandising	
SIRXMER405	Manage store presentation and pricing
Product Management	
SIRXPRO003A	Review product or service performance
SIRXPRO005A	Manage distribution processes
SIRXPRO006A	Forecast product performance

SIRXPRO007A	Improve supply and distribution chains
SIRXPRO504	Maximise product sales and market share
Quality and Innovation	
SIRXQUA002A	Lead a team to foster innovation
SIRXQUA003A	Create an innovative work environment
SIRXQUA004A	Set up systems that support innovation
SIRXQUA006A	Benchmark and continuously improve operational quality
Risk Management and Security	
SIRXRSK404	Control store security
Sales	
SIRXSLS008A	Develop a sales strategy
SIRXSLS406	Manage sales and service delivery
Work Health and Safety	
BSBOHS501B	Participate in the coordination and maintenance of a systematic approach to managing OHS
BSBOHS502B	Participate in the management of the OHS information and data systems
BSBOHS503B	Assist in the design and development of OHS participative arrangements
Working in Industry	
BSBWOR501B	Manage personal work priorities and professional development