



Australian Government

SIR50116 Diploma of Retail Leadership

Release 5

SIR50116 Diploma of Retail Leadership

Modification History

| Release | Comments |
|-----------|--|
| Release 5 | <p>Release 5. SIR50116 Diploma of Retail Leadership supersedes and is equivalent to Release 4. SIR50116 Diploma of Retail Leadership.</p> <p>Modifications includes addition of two elective units:</p> <ul style="list-style-type: none"> • SIRXCEG008 Manage disrespectful, aggressive or abusive customers. • SIRXCEG009 Manage workplace responses to disrespectful aggressive or abusive customer behaviour |
| Release 4 | <p>Release 4. SIR50116 Diploma of Retail Leadership supersedes and is equivalent to Release 3. SIR50116 Diploma of Retail Leadership</p> <p>Modifications include removal of unused units of competency in response to Skills Reform Ministerial Statement - 9 October 2020.</p> <p>Elective units removed:</p> <ul style="list-style-type: none"> • SIRXSLS005 Plan to trade internationally • SIRXMKT004 Undertake digital marketing activities. |
| Release 3 | <p>This version was released in SIR Retail Services Training Package Release 4.0</p> <p>Electives updated to include online and social media units and to replace superseded imported units.</p> |
| Release 2 | <p>This version was released in SIR Retail Services Training Package Release 3.0</p> <p>Electives updated.</p> |
| Release 1 | Release 1. SIR50116 Diploma of Retail Leadership |

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.

Note: Unit marked with an asterisk * includes prerequisite unit SIRXCEG008 Manage disrespectful, aggressive or abusive customers.

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 |
|-----------|----------------------------|

Customer Engagement

| | |
|-------------------------------------|--|
| SIRXCEG007 | Develop online customer service standards |
| SIRXCEG008 | Manage disrespectful, aggressive or abusive customers |
| SIRXCEG009 * | Manage workplace responses to disrespectful aggressive or abusive customer behaviour |
| Ecommerce | |
| SIRXECM003 | Design an ecommerce site |
| 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 | |
| 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

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

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Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=ca051b1b-5101-4ec2-ac1c-49699303188d>