



Australian Government

Department of Education, Employment and Workplace Relations

SIR50107 Diploma of Retail Management

Revision Number: 1

SIR50107 Diploma of Retail Management

Modification History

Not applicable.

Description

This qualification provides 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 being responsible for the management of a retail store or wholesale outlet.

This qualification is not suitable for an Australian Apprenticeship pathway.

Job roles

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

- a key management role management in a large retail or wholesale business
- managing a small to medium retail group store or franchise outlet
- managing an independent retail store
- managing a wholesale outlet

Possible job titles include:

- store manager
- merchandise manager
- buyer
- sales manager
-

Pathways Information

Not applicable.

Licensing/Regulatory Information

Not applicable.

Entry Requirements

Entry requirements

There are two alternative pathways for entry into the Diploma of Retail Management. The candidate must either:

1. Be recognised as competent, through a recognised training program or recognition process, against the following units of competency:

SIRXCOM001A	Communicate in the workplace
SIRXIND001A	Work effectively in a retail environment
Plus one of the following:	
SIRXCCS003A	Coordinate interaction with customers; or
SIRXSLS004A	Build relationships with customers

OR

2. Have sufficient relevant wholesale or retail employment experience. A current or previous job role that involves or has involved the application of the above competencies, would be a satisfactory indicator for entry. A determination need not involve a formal process of measuring, evaluating or recording performance against the units of competency. Examples of evidence to support a determination could include:

- job descriptions and references from current or past employers
- an entry interview to determine what competencies have been applied in the wholesale or retail environment in a paid or voluntary capacity.
-

Employability Skills Summary

EMPLOYABILITY SKILLS SUMMARY

SIR50107 Diploma of Retail Management

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

Employability skill	Industry/enterprise requirements for this qualification include:
Communication	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	Lead a retail or wholesale business team; mentoring and supporting team members in the context of a store or business

Employability skill	Industry/enterprise requirements for this qualification include:
	management role. Effectively participate in wider retail or wholesale business supervisory/management teams and networks; working independently to complete own tasks and also supporting other managers and team members where appropriate.
Problem solving	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 feed back to relevant team members and external customers.
Initiative and enterprise	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	Establish and communicate clear goals and deliverables for self and team members within the context of organisation objectives and the current business situation; and coordinate resources to ensure that work is carried out according to timelines and priorities. Coordinate and or implement changes arising from continuous improvement processes.
Self-management	Understand how own personal job role fits into the context of the wider business values and directions. Work within a retail or wholesale business culture by practising customer focussed and inclusive behaviour, effective management of personal presentation, and time; and efficiently prioritise, delegate and complete tasks. Maintain own knowledge of the job role, review own performance, actively seek and build effective professional networks and act upon advice and guidance.
Learning	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	Adapt to new business related technology skill requirements and select and use retail or other information and

Employability skill	Industry/enterprise requirements for this qualification include:
	communications technology where relevant, to support business operations and planning in the context of key business performance objectives and personal job role

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 retail and wholesale industries 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.

Packaging Rules

QUALIFICATION RULES

To achieve a Diploma of Retail Management, 9 units must be completed:

- all 2 core units
- 7 elective units:

A minimum of 4 elective units must be selected from the Elective Units listed below.

A maximum of 3 elective units may be selected from another endorsed Training Package or accredited course. These must be units which first appear within a Diploma qualification in the parent Training Package.

Elective units must be additional to those already counted towards a lower level qualification within this Training Package.

In all cases selection of electives must be guided by the job outcome, local industry requirements and the characteristics of this qualification (as per the AQF descriptors).

CORE UNITS

SIRXFIN005A	Manage operations to budget
SIRXMGT005A	Set strategic plans

ELECTIVE UNITS	
Client and Customer Service	
SIRXCCS005A	Manage business customers
Cleaning and Maintenance	
SIRXCLM002A	Manage store facilities
Communication and Teamwork	
BSBADM502B	Manage meetings
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

ELECTIVE UNITS (CONTINUED)**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

SIRXGLC002A	Establish compliance with legal and legislative requirements
-------------	--

Human Resources Management

BSBLED501A	Develop a workplace learning environment
BSBHRM502A	Manage human resource management information systems
BSBWRK509A	Manage industrial relations
BSBHRM506A	Manage recruitment selection and induction processes
SIRXHRM001A	Administer human resources policy
SIRXHRM002A	Recruit and select personnel
TAADEL502A	Facilitate action learning projects
TAATAS504A	Facilitate group processes

Computer Operations and ICT Management

SIRXICT004A	Adopt mobile commerce applications to improve sales and service
-------------	---

Working in Industry

BSBFLM501B Manage personal work priorities and professional development

Inventory

SIRXINV004A Buy merchandise

SIRXINV005A Control inventory

SIRXINV006A Develop purchasing strategies

Management and Leadership

BSBMGT502B Manage people performance

BSBFLM505B Manage operational plan

BSBINM501A Manage an information or knowledge management system

BSBMKG502B Establish and adjust the marketing mix

BSBMGT502A Manage people performance

BSBSUS501A Develop workplace policy and procedures for sustainability

SIRXMGT004A Analyse and communicate information

SIRXMGT006A Initiate and implement change

Merchandising

SIRXMER004A Manage merchandise and store presentation

ELECTIVE UNITS (CONTINUED)**Marketing and Public Relations**

BSBMKG501B	Identify and evaluate marketing opportunities
BSBMKG502B	Establish and adjust the marketing mix
BSBMKG608A	Develop organisational marketing objectives
BSBMKG514A	Implement and monitor marketing activities
SIRXMPR006A	Manage promotional activities
SIRXMPR007A	Devise a strategic marketing plan

Occupational 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

Product Management

SIRXPRO003A	Review product or service performance
SIRXPRO004A	Maximise product sales and market share
SIRXPRO005A	Manage distribution processes
SIRXPRO006A	Forecast product performance
SIRXPRO007A	Improve supply and distribution chains

Quality and Innovation

BSBMGT516A	Facilitate continuous improvement
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

SIRXRSK004A	Control store security
-------------	------------------------

Sales

SIRXSLS008A	Develop a sales strategy
SIRXSLS005A	Manage sales and service delivery
SIRXSLS009A	Manage sales teams