



Australian Government

Department of Education, Employment and Workplace Relations

SIR40207 Certificate IV in Retail Management

Revision Number: 1

SIR40207 Certificate IV in Retail Management

Modification History

Not applicable.

Description

This qualification provides the skills and knowledge for an individual to be competent in the first line management skills of those working in the retail and/or wholesale industries. It applies to those who are managing a small retail outlet, a section or department within a larger retail store, a small wholesale outlet, or a section or department within a larger wholesale business.

This qualification is suitable for an Australian Apprenticeship pathway.

Job roles

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

- managing a small to medium retail store group or franchise outlet
- managing an independent retail store
- managing a wholesale outlet
- departmental/section management in a retail or wholesale business
- functional management roles, such as merchandise management
- management of an inside or outside sales team in a wholesale business

Possible job titles include:

- store manager
- department manager
- merchandise manager
- sales manager
- customer service manager
- shift manager.
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Pathways Information

Not applicable.

Licensing/Regulatory Information

Not applicable.

Entry Requirements

Entry requirements

There are two alternative pathways for entry into the Certificate IV in 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:

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| SIRXIND001A | Work effectively in a retail environment |
| SIRXCOM001A | Communicate in the workplace |

plus the following units of competency from either Certificate III in Retail or Certificate III in Wholesale. These units are:

Certificate III in Retail

| | |
|-------------|---------------------------------------|
| SIRXCCS003A | Coordinate interaction with customers |
| SIRXOHS002A | Maintain store safety |
| SIRXRSK002A | Maintain store security |
| SIRXSLS004A | Build relationships with customers |

or

Certificate III in Wholesale

| | |
|-------------|---|
| SIRWSLS003A | Optimise customer and territory coverage |
| SIRXCCS006A | Maintain business to business relationships |
| 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.
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Employability Skills Summary

EMPLOYABILITY SKILLS SUMMARY SIR40207 Certificate IV in Retail Management

The following table contains a summary of the employability skills required by the retail and 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 team members and other managers on business values, directions and day-to-day operational matters. 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 retail supervision or management role. Effectively participate in wider retail business supervisory/management teams; working independently to complete own tasks and also supporting other team members where appropriate. |
| Problem solving | Implement customer service strategies anticipating problems and acting to mitigate where possible. Solve a range of operational retail or wholesale operational business problems; individually or in the context of a wider team management structure. Clarify issues and apply existing policies and infrastructure to source information and resources and develop practical and sustainable solutions. |
| 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 ideas. Translate ideas into action by positively accepting and initiating changes in procedures or arrangements at the business level. |
| 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 the retail or wholesale business culture by practising inclusive behaviour, effective management of personal presentation, hygiene, and time; and efficiently prioritise |

| | |
|----------------------------|---|
| Employability skill | Industry/enterprise requirements for this qualification include: |
| | and complete delegated tasks. Maintain own knowledge of the job role, review own performance and actively seek 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 at work. 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 business managers and team members. |
| Technology | 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. |

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 Certificate IV in Retail Management, 10 units must be completed:

- all 3 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 are packaged within a Certificate IV or 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

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|-------------|---|
| SIRXMER004A | Manage merchandise and store presentation |
| SIRXMGT003A | Lead and manage people |
| SIRXOHS003A | Provide a safe working environment |

ELECTIVE UNITS**Client and Customer Service**

| | |
|-------------|---|
| BSBCUS401A | Coordinate the implementation of customer service |
| SIRXCCS004A | Develop business to business relationships |

Cleaning and Maintenance

| | |
|-------------|-------------------------|
| SIRXCLM002A | Manage store facilities |
|-------------|-------------------------|

Communication and Teamwork

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|------------|--|
| BSBRES401A | Analyse and present research information |
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E-business

| | |
|-------------|--|
| SIRXEBS001A | Acquire and retain online customers |
| SIRXEBS002A | Manage retail brands online |
| SIRXEBS003A | Manage and promote business to business e-commerce solutions |
| SIRXEBS004A | Select an e-business model |

| | |
|--|--|
| Finance | |
| BSBFIA302A | Process payroll |
| SIRXFIN004A | Manage financial resources |
| ELECTIVE UNITS (CONTINUED) | |
| Food Safety | |
| SIRRFSA002A | Monitor food safety program |
| Franchising | |
| BSBFRA401B | Manage compliance with franchisee obligations and legislative requirements |
| BSBFRA402B | Establish a franchise |
| BSBFRA403B | Manage relationship with franchisor |
| BSBFRA404B | Manage a multiple site franchise |
| Governance and Legal Compliance | |
| BSBSMB401A | Establish legal and risk management requirements of small business |
| SIRXGLC001A | Monitor compliance with legal and legislative requirements impacting business operations |

Human Resources Management

| | |
|-------------|-----------------------------------|
| SIRXHRM001A | Administer human resources policy |
| SIRXHRM002A | Recruit and select personnel |
| TAAASS301A | Contribute to assessment |
| TAAASS401A | Plan and organise assessment |
| TAADEL402A | Facilitate group-based learning |
| TAADEL404A | Facilitate work-based learning |

Computer Operations and ICT Management

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|-------------|---|
| BSBITS401A | Maintain business technology |
| SIRXICT004A | Adopt mobile commerce applications to improve sales and service |

Working in Industry

| | |
|------------|-------------------------|
| BSBWOR404A | Develop work priorities |
|------------|-------------------------|

Inventory

| | |
|-------------|----------------------------------|
| BSBPUR401B | Plan purchasing |
| BSBPUR402B | Negotiate contracts |
| BSBPUR403B | Conduct international purchasing |
| SIRXINV003A | Plan inventory levels |
| SIRXINV004A | Buy merchandise |
| SIRXINV005A | Control inventory |

Merchandising

| | |
|-------------|--|
| CUVDES01A | Apply colour theory in response to a brief |
| SIRXMER003A | Monitor in-store visual merchandising display |
| SIRXMER006A | Present products |
| SIRXMER007A | Demonstrate merchandising and category presentation skills |

ELECTIVE UNITS (CONTINUED)**Management and Leadership**

| | |
|------------|--|
| BSBADM409A | Coordinate business resources |
| BSBINM401A | Implement workplace information system |
| BSBMGT515A | Manage operational plan |
| BSBSMB404A | Undertake small business planning |

Marketing and Public Relations

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|-------------|--|
| BSBREL402A | Build client relationships and business networks |
| BSBMKG507A | Interpret market trends and developments |
| SIRXMPR001A | Profile a retail market |
| SIRXMPR004A | Market products |
| SIRXMPR005A | Seize a business opportunity |

Product Management

| | |
|-------------|------------------------------------|
| SIRXPRO001A | Maximise sales of branded products |
| SIRXPRO002A | Implement product recalls |

Quality and Innovation

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|-------------|---|
| BSBMGT403A | Implement continuous improvement |
| SIRXQUA002A | Lead a team to foster innovation |
| SIRXQUA003A | Create an innovative work environment |
| SIRXQUA004A | Set up systems that support innovation |
| SIRXQUA005A | Maintain operational quality and productivity |

Risk Management and Security

| | |
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| SIRXRSK004A | Control store security |
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Sales

| | |
|-------------|-----------------------------------|
| SIRXSLS005A | Manage sales and service delivery |
| SIRXSLS006A | Lead a sales team |
| SIRXSLS007A | Train sales team members |

Unit Grid

BSBADM409A Coordinate business resources
BSBCUS401A Coordinate implementation of customer service strategies
BSBFIA302A Process payroll
BSBFRA401B Manage compliance with franchisee obligations and legislative requirements
BSBFRA402B Establish a franchise
BSBFRA403B Manage relationship with franchisor
BSBFRA404B Manage a multiple site franchise
BSBINM401A IMPLEMENT WORKPLACE INFORMATION SYSTEM
BSBITS401A Maintain business technology
BSBMGT403A Implement continuous improvement
BSBMGT515A Manage operational plan
BSBMKG507A Interpret Market Trends And Developments
BSBPUR401B Plan purchasing
BSBPUR402B Negotiate contracts
BSBPUR403B Conduct international purchasing
BSBREL402A Build client relationships and business networks
BSBRES401A Analyse and present research information
BSBSMB401A Establish legal and risk management requirements of small business
BSBSMB404A Undertake small business planning
BSBWOR404A Develop work priorities
CUVDES01A Apply colour theory in response to a brief
SIRRFSA002A Monitor food safety program
SIRXCCS004A Develop business to business relationships
SIRXCLM002A Manage store facilities
SIRXEBS001A Acquire and retain online customers
SIRXEBS002A Manage retail brands online
SIRXEBS003A Manage and promote business to business e-commerce solutions
SIRXEBS004A Select an e-business model
SIRXFIN004A Manage financial resources
SIRXGLC001A Monitor compliance with legal and legislative requirements affecting business operations
SIRXHRM001A Administer human resources policy
SIRXHRM002A Recruit and select personnel
SIRXICT004A Adopt mobile commerce applications to improve sales and service
SIRXINV003A Plan inventory levels
SIRXINV004A Buy merchandise
SIRXINV005A Control inventory
SIRXMER003A Monitor in-store visual merchandising display
SIRXMER004A Manage merchandise and store presentation
SIRXMER006A Present products
SIRXMER007A Demonstrate merchandising and category presentation skills
SIRXMGT003A Lead and manage people
SIRXMPR001A Profile a retail market

SIRXMPR004A Market products
SIRXMPR005A Seize a business opportunity
SIRXOHS003A Provide a safe working environment
SIRXPRO001A Maximise sales of branded products
SIRXPRO002A Implement product recalls
SIRXQUA002A Lead a team to foster innovation
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SIRXRSK004A Control store security
SIRXSLS005A Manage sales and service delivery
SIRXSLS006A Lead a sales team
SIRXSLS007A Train sales team members
TAAASS301A Contribute to assessment
TAAASS401A Plan and organise assessment
TAADEL402A Facilitate group-based learning
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