

SIR40207 Certificate IV in Retail Management

Descriptor

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.

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:

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.

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. 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

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

ELECTIVE UNITS

Client and Customer Service

BSBCMN410A	Coordinate the implementation of customer service
SIRXCCS004A	Develop business to business relationships

Cleaning and Maintenance

SIRXCLM002A	Manage store facilities
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Communication and Teamwork

BSBCMN405A	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

BSBADM308A	Process payroll
SIRXFIN004A	Manage financial resources

ELECTIVE UNITS (CONTINUED)	
Food Safety	
SIRRFSA002A	Monitor food safety program
Franchising	
BSBFRA401A	Manage compliance with franchisee obligations and legislative requirements
BSBFRA402A	Establish a franchise
BSBFRA403A	Manage relationship with franchisor
BSBFRA404A	Manage a multiple site franchise
Governance and Legal Compliance	
BSBSBM401A	Establish business and legal requirements
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	
BSBCM406A	Maintain business technology
SIRXICT004A	Adopt mobile commerce applications to improve sales and service
Working in Industry	
BSBCM402A	Develop work priorities
Inventory	
BSBPUR401A	Plan purchasing
BSBPUR402A	Negotiate contracts
BSBPUR403A	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	
BSBCMN407A	Coordinate business resources
BSBFLM406B	Implement workplace information system
BSBFLM505B	Manage operational plan
BSBSBM404B	Undertake business planning
Marketing and Public Relations	
BSBMKG403A	Analyse market data
BSBMKG404A	Forecast market and business needs
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	
BSBFLM409B	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	
SIRXRSK004A	Control store security
Sales	
SIRXSLS005A	Manage sales and service delivery
SIRXSLS006A	Lead a sales team
SIRXSLS007A	Train sales team members

EMPLOYABILITY SKILLS SUMMARY

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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 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.