

Course Outline

SIR40207 Certificate IV in Retail Management

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.

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

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.

Work Plus Development + Training use a number of different approaches to facilitate learning and assessment for this qualification and they include:

- Reading material to provide knowledge as well as activities to enable practice
- Assessment Activities to enable competence once you have gained the knowledge and skills necessary
- Classroom or Workshop style training sessions in some instances if required.
- Visits to the workplace to conduct coaching session, facilitate workplace learning and conduct assessments
- Contact via telephone, email and other forms of communication outside of workplace visits

In order to ensure that the business and the individuals gain the most out of this qualification, a flexible approach is taken by Work Plus Development + Training, which includes:

- Undertaking a Training Needs Analysis with the business and the individuals
- Negotiating the “Planned Outcomes” with the business and the individuals
- Conducting all learning and assessment activities at dates, times and locations suitable to all involved

Certificate IV in Retail – the qualification rules

Requirements

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).

Three core units:

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

Seven elective units

BSBCM410A	Coordinate implementation of customer service strategies
SIRXCCS004A	Develop business to business relationships
SIRXCLM002A	Manage store facilities
BSBCM405A	Analyse and present research information
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
BSBADM308A	Process payroll
SIRXFIN004A	Manage financial resources
SIRRFSA002A	Monitor food safety program
BSBFRA401A	Manage compliance with franchisee obligations and legislative
BSBFRA402A	Establish a franchise
BSBFRA403A	Manage relationship with franchisor
BSBFRA404A	Manage a multiple site franchise
BSBSBM401A	Establish business and legal requirements
SIRXGLC001A	Monitor compliance with legal and legislative requirements affecting
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
BSBCM406A	Maintain business technology
SIRXICT004A	Adopt mobile commerce applications to improve sales and service
BSBCM402A	Develop work priorities
BSBPUR401A	Plan purchasing
BSBPUR402A	Negotiate contracts
BSBPUR403A	Conduct international purchasing
SIRXINV003A	Plan inventory levels
SIRXINV004A	Buy merchandise

SIRXINV005A	<u>Control inventory</u>
CUVDES01A	<u>Apply colour theory in response to a brief</u>
SIRXMER003A	<u>Monitor instore visual merchandising display</u>
SIRXMER006A	<u>Present products</u>
SIRXMER007A	<u>Demonstrate merchandising and category presentation skills</u>
BSBCM407A	<u>Coordinate business resources</u>
BSBFLM406B	<u>Implement workplace information system</u>
BSBFLM505B	<u>Manage operational plan</u>
BSBSBM404A	<u>Undertake business planning</u>
BSBMKG403A	<u>Analyse market data</u>
BSBMKG404A	<u>Forecast market and business needs</u>
SIRXMPR001A	<u>Profile a retail market</u>
SIRXMPR004A	<u>Market products</u>
SIRXMPR005A	<u>Seize a business opportunity</u>
SIRXPRO001A	<u>Maximise sales of branded products</u>
SIRXPRO002A	<u>Implement product recalls</u>
BSBFLM409B	<u>Implement continuous improvement</u>
SIRXQUA002A	<u>Lead a team to foster innovation</u>
SIRXQUA003A	<u>Create an innovative work environment</u>
SIRXQUA004A	<u>Set up systems that support innovation</u>
SIRXQUA005A	<u>Maintain operational quality and productivity</u>
SIRXRSK004A	<u>Control store security</u>
SIRXSLS005A	<u>Manage sales and service delivery</u>
SIRXSLS006A	<u>Lead a sales team</u>
SIRXSLS007A	<u>Train sales team members</u>

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