



Customised Training Pty Ltd

SIR40207

Certificate IV in Retail Management

Course Overview

Certificate IV in Retail Management has been designed to develop 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.

Qualification

Upon successful completion of this course participants will be awarded the nationally recognised qualification Certificate IV in Retail Management SIR40207.

Course Requirements

10 units of competency must be completed including 3 core units and 7 elective units. A minimum of 4 elective units must be selected from the elective units below and a maximum of 3 elective units from another endorsed Training package that are at a Certificate IV or Diploma level.

CORE UNITS (Compulsory – complete all 3 units)	
Code	Unit Title
SIRXMER004A	Manage merchandise and store presentation
SIRXMGT003A	Lead and manage people
SIRXOHS003A	Provide a safe working environment

ELECTIVE UNITS (Select seven (7) units)	
Client and Customer Services	
Code	Unit Title
BSBCM410A	Coordinate implementation of customer service strategies
SIRXCCS004A	Develop business to business relationships
Cleaning and Maintenance	
Code	Unit Title
SIRXCLM002A	Manage store facilities
Communication and Teamwork	
Code	Unit Title
BSBCM405A	Analyse and present research information
E-business	
Code	Unit Title
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	
Code	Unit Title
BSBADM308A	Process payroll
SIRXFIN004A	Manage financial resources

Customised Training Pty Ltd

Level 1, The Business Block
11b Gell Street
Bacchus Marsh Vic 3340

Dawson House
15 Dawson Street South
Ballarat Vic 3350

email: info@ctcs.com.au
web: www.ctcs.com.au

tel: (03) 5367 1630
fax: (03) 5367 1607

tel: (03) 5364 2910
fax: (03) 5364 2911

ABN: 88 112 522 077
ACN: 112 522 077

SIR40207 Certificate IV in Retail Management

Food Safety	
Code	Unit Title
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 affecting 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 instore visual merchandising display
SIRXMER006A	Present products
SIRXMER007A	Demonstrate merchandising and category presentation skills
Management and leadership	
BSBCM407A	Coordinate business resources
BSBFLM406B	Implement workplace information system
BSBFLM505B	Manage operational plan
BSBSBM404A	Undertake business planning

Customised Training Pty Ltd

Level 1, The Business Block
11b Gell Street
Bacchus Marsh Vic 3340

Dawson House
15 Dawson Street South
Ballarat Vic 3350

email: info@ctcs.com.au
web: www.ctcs.com.au

tel: (03) 5367 1630
fax: (03) 5367 1607

tel: (03) 5364 2910
fax: (03) 5364 2911

ABN: 88 112 522 077
ACN: 112 522 077



SIR40207 Certificate IV in Retail Management

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

The above elective units are a guide only. Our experienced and highly qualified training staff will be able to conduct a Training Needs Analysis and indicate elective units appropriate to the individual's vocational aspirations.

Customised Training Pty Ltd

Level 1, The Business Block
11b Gell Street
Bacchus Marsh Vic 3340

Dawson House
15 Dawson Street South
Ballarat Vic 3350

email: info@ctcs.com.au
web: www.ctcs.com.au

tel: (03) 5367 1630
fax: (03) 5367 1607

tel: (03) 5364 2910
fax: (03) 5364 2911

ABN: 88 112 522 077
ACN: 112 522 077



SIR40207 Certificate IV in Retail Management

Vocational Outcomes

Manager of a small retail outlet or Department Manager within a large retail store, Merchandise Manager, Shift Manager, Customer Service Manager.

Delivery Strategy

Customised Training offers a variety of delivery options including classroom based and on-the-job, allowing participants the freedom to complete this qualification at their own pace under the guidance of one of our trainers. Participants will also be required to complete written assessment tasks.

Prerequisites

Certificate III in Retail is required for this qualification, however participants who have had sufficient retail employment experience relevant to this level of qualification, typically in order of two years, would be a satisfactory indicator.

Learning Pathway

Customised Training encourages you to continue learning through either formal or informal pathways. Informal ways of learning include finding yourself a mentor, becoming a member of your industry association or participating in short courses. The formal pathway for this qualification is the Diploma of Retail Management (WRR50102) or you may want to consider a higher education degree or diploma. A helpful career website to refer to is www.myfuture.gov.au

Recognition of Prior Learning/ Recognition of Current Competency

Recognition of Prior Learning/ Recognition of Current Competency enable a participant to receive recognition for the current skills, knowledge and experience they possess regardless of where the learning was obtained. These skills can be gained from:

- Previous study
- Work experience
- General life experience
- Prior qualifications and/or results

RPL/RCC ensures the knowledge and skills previously gained are applied to the qualification criteria. RPL/RCC can assist in identifying what training may be required to complete the qualification, avoiding any unnecessary training.

Participants are encouraged to discuss possible RPL/RCC application prior to commencement of training

For more information, please contact CTCS today.

Customised Training Pty Ltd

Level 1, The Business Block
11b Gell Street
Bacchus Marsh Vic 3340

Dawson House
15 Dawson Street South
Ballarat Vic 3350

email: info@ctcs.com.au
web: www.ctcs.com.au

tel: (03) 5367 1630
fax: (03) 5367 1607

tel: (03) 5364 2910
fax: (03) 5364 2911

ABN: 88 112 522 077
ACN: 112 522 077

