



National Retail  
Association



## SIR40316

# CERTIFICATE IV IN RETAIL MANAGEMENT

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This qualification reflects the role of individuals who lead a frontline team and manage day-to-day operations of a retail store or department to implement and deliver on organisational objectives and standards. These individuals possess a range of highly developed selling and customer engagement skills with sound knowledge of product and service offerings. They work with independence, taking responsibility for their own functions and outputs.

## Testimonial



Very motivational. It was a great session and the trainer kept the material simple, fresh and interesting. I know this will help me to run my store more effectively. It was an excellent program which taught me how to refocus my sales team by focusing on the sales performance of each individual.”

*Store Manager*



# Who are the National Retail Association?

## **RTO Code 0712**

NRA training services are delivered by highly trained and qualified in-house staff with combined decades of experience and industry knowledge. Our approach is flexible and cost effective, working with employers to respond to core business needs. We achieve this by meeting with our clients and assessing the staff and businesses opportunities for improvement.

The NRA can also determine eligibility for funding options and recognition of prior learning for experienced staff members.

As your training partner, the NRA will keep you up to date on new funding opportunities.

# Who does this course target?

This qualification reflects the role of Individuals who lead a frontline team and manage day-to-day operations of a retail store or department to implement and deliver on organisational objectives and standards. It allows you to build on existing retail knowledge and experience to provide you with the fundamental skills and knowledge to move into a managerial role. To be competent in handling the managerial and supervisory responsibility within a small retail shop, department within a larger retail store or small business-to-business outlet.

# How long is the course?

The duration of the course will vary depending on the method of completion and any funding program requirements, if applicable. For example, a classroom based program may take from 6 to 8 weeks; a traineeship program may take from 6 months to 2 years. Most people complete this qualification in 6 to 12 months.

# What jobs will this lead to?

This qualification provides a pathway to work in a diverse range of retail settings including specialty retailers, supermarkets, department stores and quick service restaurants.

Individuals with this qualification may be able to perform the following roles: Assistant manager, store manager or supervisor of a retail store.

# What do I need to complete to receive my Certificate IV?

## **11 units must be completed:**

- **7 core units**

### **SIRRRTF002 - Monitor retail store financials**

This unit describes the performance outcomes, skills and knowledge required to manage retail store financials by controlling costs, managing rosters and stock levels, and reviewing financial performance.

### **SIRXCEG004 - Create a customer-centric culture**

This unit describes the performance outcomes, skills and knowledge required to manage and ensure the delivery of customer service standards and work with team members to improve customer experiences.

### **SIRXHRM002 - Maintain employee relations**

This unit describes the performance outcomes, skills and knowledge required to maintain employee relations in the workplace and implement dispute and grievance procedures when employment related issues occur.

### **SIRXMGT002 - Lead a frontline team**

This unit describes the performance outcomes, skills and knowledge required to lead and manage a frontline team by delegating work, monitoring performance and taking action to improve standards of performance.

### **SIRXRSK002 - Maintain store security**

This unit describes the performance outcomes, skills and knowledge required to maintain store security in a retail environment.

### **SIRXSLS003 - Achieve sales results**

This unit describes the performance outcomes, skills and knowledge required to drive the sales of products and services, and create a sales environment, to meet sales targets.

### **SIRXWHS003 - Maintain workplace safety**

This unit describes the performance outcomes, skills and knowledge required to ensure organisational policies and procedures and legislative requirements are adhered to in the workplace by monitoring and coordinating workplace health and safety practices.



- **4 elective units**

*(choose at least 2 from the list below and up to 2 from the imported electives list)*

**BSBCUS401 Coordinate implementation of customer service strategies**

This unit describes the skills and knowledge required to advise, carry out and evaluate customer service strategies.

**SIRRFSA001 Handle food safely in a retail environment.**

This unit describes the performance outcomes, skills and knowledge required to handle food safely in the retail environment following organisational food safety procedures and relevant legislation and standard procedures. It meets the requirements of the Food Safety Supervisor role nationally.

**SIRRFSA002 Supervise a food safety program**

This unit describes the performance outcomes, skills and knowledge required to monitor implementation of, and adherence to, a food safety program by coordinating corrective action to ensure compliance with food safety standards; providing support and guidance to team members; and making contributions to the improvement of the food safety program.

**SIRRINV002 Control stock**

This unit describes the performance outcomes, skills and knowledge required to process stock orders, maintain stock levels, minimise stock losses, manage stocktakes and maintain all documents that relate to the administration of any type of stock.

**SIRXMKT003 Manage promotional activities**

This unit describes the performance outcomes, skills and knowledge required to implement, manage and monitor promotional activities and determine effectiveness of promotional activities.

**BSBSMB406 Manage small business finances**

This unit describes the skills and knowledge required to implement and review financial management strategies on a regular basis.

**Imported electives**

**BSBLED501 Develop a workplace learning environment**

This unit describes the skills and knowledge required to encourage and support the development of a learning environment in which work and learning come together. Particular emphasis is on the development of strategies to facilitate and promote learning and to monitor and improve learning performance.

**SIRXMGT003 Provide leadership to others**

This unit describes the performance outcomes, skills and knowledge required to lead others to deliver the organisational vision through the development of performance plans and demonstration of leadership behaviours.

**BSBWOR501 Manage personal work priorities and professional development**

This unit describes the skills and knowledge required to create systems and process to organise information and prioritise tasks.

**BSBLDR503 Communicate with influence**

This unit describes the skills and knowledge required to present and negotiate persuasively, lead and participate in meetings and make presentations to customers, clients and others.

**BSBLDR501 Develop and use emotional intelligence**

This unit covers the development and use of emotional intelligence to increase self-awareness, self-management, social awareness and relationship management in the context of the workplace.

# Are there any entry requirements?

## Qualification entry requirement

- Participant has achieved a Certificate III in Retail
- or
- Participant has relevant industry employment experience in a job role that has involved the application of skills and knowledge described in core units of competency from the SIR30216 Certificate III in Retail.
  - A Language, Literacy and Numeracy [LLN] assessment is required as part of the enrolment process. Where results show that additional support is needed, entry to the course will be reviewed on a case by case basis.

# Why should I take this course?

The qualification provides a pathway to work competently in a diverse range of retail settings. It will update your knowledge and build your retail skills further. Completion of this course shows employers you are capable and willing to learn, encouraging them to give you more opportunity.

# How am I assessed?

The assessment process will include the gathering of evidence to demonstrate the student's competence. You will be advised of the assessment requirements at the beginning of each unit. All required tasks must be completed to achieve competence within the specified unit.

# What does the course cost?

Please note: Government funding may be available for eligible candidate.



**National  
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