



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **SIR50107 Diploma of Retail Management**

**Revision Number: 1**

## **SIR50107 Diploma of Retail Management**

### **Modification History**

Not applicable.

### **Description**

This qualification provides skills and knowledge required by those who hold or wish to hold higher management positions. It applies to those who are providing support to senior management in a larger retail or wholesale outlet or being responsible for the management of a retail store or wholesale outlet.

This qualification is not suitable for an Australian Apprenticeship pathway.

#### **Job roles**

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

- a key management role management in a large retail or wholesale business
- managing a small to medium retail group store or franchise outlet
- managing an independent retail store
- managing a wholesale outlet

Possible job titles include:

- store manager
- merchandise manager
- buyer
- sales 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 Diploma of 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:

SIRXCOM001A	Communicate in the workplace
SIRXIND001A	Work effectively in a retail environment
Plus one of the following:	
SIRXCCS003A	Coordinate interaction with customers; or
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

#### SIR50107 Diploma of Retail Management

The following table contains a summary of the employability skills required by the retail or 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:
<b>Communication</b>	Negotiate effectively with business suppliers, team members and other managers on business requirements, values, directions and day-to-day operational matters. Research, 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.
<b>Teamwork</b>	Lead a retail or wholesale business team; mentoring and supporting team members in the context of a store or business

<b>Employability skill</b>	<b>Industry/enterprise requirements for this qualification include:</b>
	management role. Effectively participate in wider retail or wholesale business supervisory/management teams and networks; working independently to complete own tasks and also supporting other managers and team members where appropriate.
<b>Problem solving</b>	Apply strategic thinking to solve a range of operational retail or wholesale business problems; individually or in the context of a wider team management structure. Evaluate ideas in the context of practical business application and anticipate the implications and consequences of decisions. Review results and provide feed back to relevant team members and external customers.
<b>Initiative and enterprise</b>	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 innovative ideas. Translate ideas into action by creating a framework for practical implementation and review.
<b>Planning and organising</b>	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.
<b>Self-management</b>	Understand how own personal job role fits into the context of the wider business values and directions. Work within a retail or wholesale business culture by practising customer focussed and inclusive behaviour, effective management of personal presentation, and time; and efficiently prioritise, delegate and complete tasks. Maintain own knowledge of the job role, review own performance, actively seek and build effective professional networks and act upon advice and guidance.
<b>Learning</b>	Identify personal strengths and weaknesses in the context of the job role and recognise how to personally learn best. 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 managers and team members.
<b>Technology</b>	Adapt to new business related technology skill requirements and select and use retail or other information and

<b>Employability skill</b>	<b>Industry/enterprise requirements for this qualification include:</b>
	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 Diploma of Retail Management, 9 units must be completed:

- all 2 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 first appear within a 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

SIRXFIN005A	Manage operations to budget
SIRXMGT005A	Set strategic plans

<b>ELECTIVE UNITS</b>	
<b>Client and Customer Service</b>	
SIRXCCS005A	Manage business customers
<b>Cleaning and Maintenance</b>	
SIRXCLM002A	Manage store facilities
<b>Communication and Teamwork</b>	
BSBADM502B	Manage meetings
<b>E-business</b>	
SIRXEBS001A	Acquire and retain online customers
SIRXEBS002A	Manage retail brands online
SIRXEBS004A	Select an e-business model
<b>Finance</b>	
BSBFIM501A	Manage budgets and financial plans
SIRXFIN004A	Manage financial resources
SIRXFIN006A	Manage prices

**ELECTIVE UNITS (CONTINUED)****Franchising**

BSBFRA501B	Establish a franchise operation
BSBFRA502B	Manage a franchise operation
BSBFRA503B	Manage establishment of new sites or regions
BSBFRA504B	Manage relationships with franchisees
BSBFRA505B	Manage closure of a franchise

**Governance and Legal Compliance**

SIRXGLC002A	Establish compliance with legal and legislative requirements
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**Human Resources Management**

BSBLED501A	Develop a workplace learning environment
BSBHRM502A	Manage human resource management information systems
BSBWRK509A	Manage industrial relations
BSBHRM506A	Manage recruitment selection and induction processes
SIRXHRM001A	Administer human resources policy
SIRXHRM002A	Recruit and select personnel
TAADEL502A	Facilitate action learning projects
TAATAS504A	Facilitate group processes

**Computer Operations and ICT Management**

SIRXICT004A	Adopt mobile commerce applications to improve sales and service
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**Working in Industry**

BSBFLM501B	Manage personal work priorities and professional development
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**Inventory**

SIRXINV004A	Buy merchandise
SIRXINV005A	Control inventory
SIRXINV006A	Develop purchasing strategies

**Management and Leadership**

BSBMGT502B	Manage people performance
BSBFLM505B	Manage operational plan
BSBINM501A	Manage an information or knowledge management system
BSBMKG502B	Establish and adjust the marketing mix
BSBMGT502A	Manage people performance
BSBSUS501A	Develop workplace policy and procedures for sustainability
SIRXMGT004A	Analyse and communicate information
SIRXMGT006A	Initiate and implement change

**Merchandising**

SIRXMER004A	Manage merchandise and store presentation
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**ELECTIVE UNITS (CONTINUED)****Marketing and Public Relations**

BSBMKG501B	Identify and evaluate marketing opportunities
BSBMKG502B	Establish and adjust the marketing mix
BSBMKG608A	Develop organisational marketing objectives
BSBMKG514A	Implement and monitor marketing activities
SIRXMPR006A	Manage promotional activities
SIRXMPR007A	Devise a strategic marketing plan

**Occupational Health and Safety**

BSBOHS501B	Participate in the coordination and maintenance of a systematic approach to managing OHS
BSBOHS502B	Participate in the management of the OHS information and data systems
BSBOHS503B	Assist in the design and development of OHS participative arrangements

**Product Management**

SIRXPRO003A	Review product or service performance
SIRXPRO004A	Maximise product sales and market share
SIRXPRO005A	Manage distribution processes
SIRXPRO006A	Forecast product performance
SIRXPRO007A	Improve supply and distribution chains

**Quality and Innovation**

BSBMGT516A	Facilitate continuous improvement
SIRXQUA002A	Lead a team to foster innovation
SIRXQUA003A	Create an innovative work environment
SIRXQUA004A	Set up systems that support innovation
SIRXQUA006A	Benchmark and continuously improve operational quality

**Risk Management and Security**

SIRXRSK004A	Control store security
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**Sales**

SIRXSLS008A	Develop a sales strategy
SIRXSLS005A	Manage sales and service delivery
SIRXSLS009A	Manage sales teams

## Unit Grid

BSBADM502B Manage meetings  
BSBFIM501A Manage budgets and financial plans  
BSBFLM501B Manage personal work priorities and professional development  
BSBFLM505B Manage operational plan  
BSBFRA501B Establish a franchise operation  
BSBFRA502B Manage a franchise operation  
BSBFRA503B Manage establishment of new sites or regions  
BSBFRA504B Manage relationships with franchisees  
BSBFRA505B Manage closure of a franchise  
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SIRXCLM002A Manage store facilities  
SIRXEBS001A Acquire and retain online customers  
SIRXEBS002A Manage retail brands online  
SIRXEBS004A Select an e-business model  
SIRXFIN004A Manage financial resources  
SIRXFIN005A Manage operations to budget  
SIRXFIN006A Manage prices  
SIRXGLC002A Establish compliance with legal and legislative requirements  
SIRXHRM001A Administer human resources policy  
SIRXHRM002A Recruit and select personnel  
SIRXICT004A Adopt mobile commerce applications to improve sales and service  
SIRXINV004A Buy merchandise  
SIRXINV005A Control inventory  
SIRXINV006A Develop purchasing strategies  
SIRXMER004A Manage merchandise and store presentation  
SIRXMGT004A Analyse and communicate information

SIRXMGT005A Set strategic plans  
SIRXMGT006A Initiate and implement change  
SIRXMPR006A Manage promotional activities  
SIRXMPR007A Devise a strategic marketing plan  
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