

Course Outline

SIR40207 - Certificate IV in Retail Management

Packaging Rules: To gain a Certificate IV in Retail Management qualification, competency is required in 10 units, as outlined below.

- 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 of these electives 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.

Code	Core Units	N/H
SIRXMER004A	Manage merchandise and store presentation This unit describes the performance outcomes, skills and knowledge required to manage merchandise and store presentation.	35
SIRXMGT003A	Lead and manage people This unit describes the performance outcomes, skills and knowledge required to lead and manage teams.	35
SIRXOHS003A	Provide a safe working environment This unit describes the performance outcomes, skills and knowledge required to develop and implement policies and procedures relating to OHS issues. It is based on the National Occupational Health and Safety Commission (NOHSC) guidelines.	35
Code	Elective Units	N/H
SIRXINV002A	Maintain and order stock This unit describes the performance outcomes, skills and knowledge required to maintain and order stock in a retail environment. It involves monitoring receipt and dispatch of goods, maintaining stock records, coordinating stocktake, identifying stock losses, processing orders and following up on orders.	35
SIRXINV004A	Buy merchandise This unit describes the performance outcomes, skills and knowledge required to buy merchandise in a retail environment. It involves analysing the market, planning the product range, establishing supplier relationships, negotiating supply of goods, introducing the product range, maximising profit and rationalising stock.	50
SIRXINV005A	Control inventory This unit describes the performance outcomes, skills and knowledge required to control inventory in a retail environment. It involves managing receipt, dispatch and storage of merchandise, and managing stock control.	40
SIRXMPR001A	Profile a retail market This unit describes the performance outcomes, skills and knowledge required to profile a retail market.	35
SIRXMER001A	Merchandise products This unit describes the performance outcomes, skills and knowledge required to merchandise products within a retail store. It involves the arrangement and presentation of merchandise, setting up and maintaining displays and labeling and pricing stock.	30
SIRXMER003A	Monitor in-store visual merchandising display This unit describes the performance outcomes, skills and knowledge required to interpret a visual merchandising plan and the monitor the display to ensure it meets the requirements of the plan and the organisation's visual merchandising standards.	35

Code	Elective Units	N/H
SIRXMER006A	Present products This unit describes the performance outcomes, skills and knowledge required to present a variety of products in retail, exhibition and photo styling settings.	45
SIRXQUA002A	Lead a team to foster innovation This unit describes the performance outcomes, skills and knowledge required to lead a workplace team in ways that foster innovative work practices	35
SIRXQUA003A	Create an innovative work environment This unit describes the performance outcomes, skills and knowledge required to create a work environment that enables and supports the application of innovative practices in the workplace.	35
SIRXRSK004A	Control store security This unit describes the performance outcomes, skills and knowledge required to control store security. It involves developing and implementing security procedures for the prevention of theft, ensuring safety of all personnel in the event of a robbery, and monitoring all security procedures.	35
SIRXSLS005A	Manage sales and service delivery This unit describes the performance outcomes, skills and knowledge required to monitor, maintain and improve sales and service delivery. It involves market research, developing new markets and marketing products and services within the culture of the overall store policy.	35
SIRXSLS004A	Build relationships with customers It describes the performance outcomes, skills and knowledge required to use advanced sales techniques in building relationships with customers and interacting with customers, applying expert product knowledge as it relates to customers, dealing with difficult customers, establishing and maintaining a customer database, and conducting sales presentations.	35
SIRXCCS003A	Coordinate interaction with customers This unit describes the performance outcomes, skills and knowledge required to coordinate interaction with customers. It involves implementing customer service standards, implementing store policy regarding customer complaints, communicating with management, and leading a customer service team.	35