ARA
Retail Institute

Division of Australian Retailers Association

SIR40316

CERTIFICATE IV

IN RETAIL MANAGEMENT

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.

Work based [General Merchandising]

ABOUT US

As a service provider under the banner of the Australian Retailers Association, the ARA Retail Institute provides education and consulting solutions to members and the broader retail industry. Managed by a group of highly skilled retailers, the institute is attuned to the needs of the industry and delivers support that is progressive and aligned with our client's development plans.

TARGET AUDIENCE

Participants enrolling in this qualification will be employed in a Retail environment and will have completed a Certificate III in Retail and / or have relevant experience in a Retail environment as per the entry requirements.

COURSE DURATION

This course will be delivered over 7 months with a total Volume of Learning of 1206 hours. This will be achieved by scheduling classes for 1 day (2 hours per day) per month over 7 months.

The total volume of learning will comprise of the following:

- **Supervised Instruction**
  7 work based sessions (2 hours per session) completed over 7 months

- **Email + telephone communication as required**
  Approx. 2 hours

- **Unsupervised activities**
  Approx. 20 hours of homework/research per month (over 7 months)

- **On the job application**
  7 months (150 hours per month)

JOB ROLES

Individuals with this qualification are able to perform roles such as store manager, department manager and assistant store manager.

UNIT OVERVIEW

11 units must be completed:
- 7 core units
- 4 elective 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.

SITXHRM002 - Roster staff

This unit describes the performance outcomes, skills and knowledge required to develop, administer and communicate staff rosters. It requires the ability to plan rosters according to industrial provisions, operational efficiency requirements, and within wage budgets.

SIRRMER003 - Coordinate visual merchandising activities

This unit describes the performance outcomes, skills and knowledge required to coordinate store visual merchandising activities and ensure adherence to organisational standards, policies and procedures for the display of merchandise.

SIRXTAD002 - Develop the retail frontline

This unit describes the performance outcomes, skills and knowledge required to assess and develop the skills level of frontline team members.

SIRXHRM001 - Recruit, select and induct team members

This unit describes the performance outcomes, skills and knowledge required to identify workplace recruitment needs and follow organisational recruitment processes to hire and induct new team members.

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.

ARA entry requirement

• The participants are required to have internet access and basic technology skills when undertaking this qualification.

• Entry requirement questionnaire, including Language, Literacy and Numeracy (LLN) test, is undertaken during the enrolment/prior the commencement of the course. Where the outcome indicates that the participant requires additional support for their LLN skills, it would be reviewed on case by case basis.

Pathways

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

• *Pathways from the qualification*

  After achieving SIR40316 Certificate IV in Retail Management, individuals may undertake:

  » SIR50116 Diploma of Retail Leadership

Assessment Methods

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 through documented assessment tasks that will clearly outline all required tasks that must be completed to achieve competence within the specified unit.

Your competencies for each unit will be assessed throught the following assessment methods:

• *Knowledge Assessment Tool (KAT)*

The assessment focuses on assessing the knowledge evidence of the unit of competencies in the form of written questions.

• *Skills Application Tool (SAT)*

The assessment focuses on assessing the performance evidence of the units of competencies in the form of practical demonstration.

• *Retail Innovation Tool (RIT)*

This assessment is started with case study / facts / specific retail standard to explore and provide you with some insights by answering the questions and implement them in the different context.

Cost

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

Please refer to the current Statement of Fees for further details on ARA Retail Institute website.

This training is delivered with State and Commonwealth Government funding.
We value equity and promote awareness of disadvantaged learners which has broader social, community and economic benefits.

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