

# Certificate IV in Retail Management

## Overview

This qualification reflects the role of individuals working in management roles in retail operations. They manage a small retail store, a section or department within a larger retail store, a small business-to-business outlet, or a section or department within a larger business or franchise. They have good customer service skills and are able to build and sustain customer relationships for the good of the business.

Individuals at this level have the frontline management skills needed for working in retail or a business-to-business environment. They typically demonstrate a range of managerial skills through leading a sales team and are often responsible for store presentation and pricing.

## Delivery and Structure

Delivery underpins our philosophy that work is the learning and learning is the work. We deliver a combination of formal training sessions and mentoring. We utilise a mix of on-the-job observation and questioning, and workplace-based projects throughout our assessment tasks.

Participants are encouraged to challenge their existing knowledge and extend their boundaries whilst they expand their skill base.

To successfully attain the SIR40316 Certificate IV in Retail Management students are required to complete a total of eleven (11) units of competency, comprising of:

### Retail

- 7 core units
- 4 elective units\*

\*Certificate VI in Retail Management courses may contain up to 2 imported electives from any other qualification where it is relevant to job role and that FTS is able to deliver on.

## SIR40316 Certificate IV in Retail Management



### Duration:

This course is typically delivered over 9 - 24 months



### Projects:

We believe that to get the most out of a training program, training should be applicable to the trainee's job role. Projects directly impact and relate to your business



### Workplace mentors:

A workplace mentor will be assigned from within your business. This ensures that knowledge and skills are reinforced throughout the program.



## Delivery Mode

Formal Delivery →

Mentoring →

Workplace Learning →

### Formal Sessions

- Workplace-based
- face to face
- online
- correspondence
- blended

### As needed

Individual or group coaching sessions

Application workplace based

### Continuous

Self paced

Workbook or online

Shadowing and observation  
On-the-job project facilitation and assessment

This nationally recognised qualification is delivered by Flexible Training Solutions RTOID 6333. It provides skills and knowledge to the industry standard. We actively tailor training for people from diverse backgrounds, including those with disabilities, and encourage all to apply.

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The Certificate IV in Retail Management has a varied base at its core while giving enough elective and input choices to build a qualification that fits any retail business. The below are units most commonly requested for retail personnel but FTS can also deliver more specialised units on request.

If there is something you're wanting to include in the course that isn't listed, please reach out via the contact details below or using the form on our website and we'll see how we can make that work using the Import rules on the front page. Please note that not all of our trainers can deliver all units and for some units choice of delivery method may be limited to online/correspondence as a result.

## Core Units (complete all)

SIRRRTF002	Monitor retail store financials
SIRXCEG004	Create a customer-centric culture
SIRXHRM002	Maintain employee relations
SIRXMGT002	Lead a frontline team
SIRXRSK002	Maintain store security
SIRXSLS003	Achieve sales results
SIRXWHS003	Maintain workplace safety

## Electives (min. 2)

BSBCUS401	Coordinate implementation of customer service strategies
CHCDIV001	Work with diverse people
SIRXHRM001	Recruit, select and induct team members
SITXHRM002	Roster staff
SIRRINV002	Control stock
SIRXMKT003	Manage promotional activities
SIRRMER003	Coordinate visual merchandising activities
SIRXIND005	Develop personal productivity



Published enrolment fees are available to view on our website at:

<https://flexibletrainingsolutions.com.au/funding/wa-jobs-and-skills-wa/>

For more information contact us directly, or visit us online

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NATIONALLY RECOGNISED  
TRAINING

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