

COURSE INFORMATION

SIR50211 – Diploma of Retail Management

What is the Australian Qualifications Framework?

The Australian Qualifications Framework (AQF) establishes the quality of Australian qualifications. It is the national policy for regulated qualifications in the Australian education and training system and incorporates the quality assured qualifications from each education and training sector into a single comprehensive national qualifications framework.

AQF levels and the AQF levels criteria are an indication of the relative complexity and/or depth of achievement and the autonomy required to demonstrate that achievement. AQF level 1 has the lowest complexity and AQF level 10 has the highest complexity.

The AQF level summaries are statements of the typical achievement of graduates who have been awarded a qualification at a certain level in the AQF.

- Level 1 – Certificate I
- Level 2 – Certificate II
- Level 3 – Certificate III
- Level 4 – Certificate IV
- **Level 5 – Diploma**
- Level 6 – Advanced Diploma, Associate Degree
- Level 7 – Bachelor Degree
- Level 8 – Bachelor Honours Degree, Graduate Certificate, Graduate Diploma
- Level 9 – Masters Degree
- Level 10 – Doctoral Degree

Australian Qualifications Framework Level 5: Diploma

Summary	Graduates at this level will have specialised knowledge and skills for skilled/ paraprofessional work and/or further learning.
Knowledge	Graduates at this level will have technical and theoretical knowledge in a specific area or a broad field of work and learning.
Skills	Graduates at this level will have a broad range of cognitive, technical and communication skills to select and apply methods and technologies to: <ul style="list-style-type: none">▪ analyse information to complete a range of activities▪ provide and transmit solutions to sometimes complex problems.▪ transmit information and skills to others
Application of Knowledge and skills	Graduates at this level will apply knowledge and skills to demonstrate autonomy, judgement and defined responsibility in known or changing contexts and within broad but established parameters.

SIR50211 – Diploma of Retail Management

Description

This qualification provides the 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 who are responsible for managing a retail store or wholesale outlet.

Key Skills

Broadly, the Diploma of Work Health and Safety communicates to employers that you have demonstrated the following broad skills: communication, teamwork, problem-solving, initiative and enterprise, planning and organising, self-management, and technology skills.

Further information is contained within each of the units.

Job Roles

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

- manage a large retail or business-to-business enterprise
- manage a small to medium sized retail group store or franchise outlet
- manage an independent retail store
- manage a business-to-business outlet.

Possible job titles:

- Store Manager
- Merchandise Manager
- Buyer
- Sales Manager
- Area/regional manger

Pathways Information

Pathways into the qualification

This qualification is **not appropriate** for VET in Schools (VETIS) delivery.

Pathways from the qualification

After achieving SIR50112 Diploma of Retail Management, individuals may undertake:

- SIR80112 Vocational Graduate Certificate in Retail Leadership.

Entry Requirements

There are no entry requirements for this qualification.

Packaging Rules

Total number of units: Nine (9)

Comprised of: Two (2) core units and seven (7) elective units

To be awarded the SIR50211 - Diploma of Retail Management, a total number of nine (9) units must be satisfactorily completed and relevant to the work outcome, local industry requirements and the qualification level.

The following course sequence has been developed by ASTC in consultation with industry:

Duration: 12 Months

Delivery Modes: eLearning, Correspondence and Blended

Clusters	Unit Type	Unit Of Competency	Unit Description	Unit Hours	Tuition Fee	EFTSL
Cluster 1	Core	SIRXQUA003A	Create an innovative work environment	170	\$7000	.18
	Core	BSBMGT516C	Facilitate continuous improvement			
Cluster 2	Elective	SIRXSL5009A	Manage sales teams	165	\$1000	.24
	Elective	BSBMGT502B	Manage people performance			
Cluster 3	Elective	SIRXSL5406	Manage sales and service delivery	190	\$1000	.24
	Elective	SIRXFIN005A	Manage operations to budget			
Cluster 4	Elective	SIRXMER405	Manage store presentation and pricing	220	\$1000	.34
	Elective	BSBWOR501B	Manage personal work priorities and professional development			
	Elective	SIRXRSK404	Control store security			
Total Hours				745	\$10,000	1.0

Commencement, Completion and Census Dates

The Commencement Date, Census Date and Completion Date for your Diploma will vary depending upon the dates you enrolled with ASTC.

We aim to start your Commencement Date as close as possible to the date you receive your first Unit of material for your Diploma.

For an accurate and specific list of these dates please refer to your **Commonwealth Assistance Notice (CAN)** as issued by ASTC administration.

Alternatively, please call ASTC on **(02) 9700 9333** and ask to speak to one of our helpful administration team

Units of Competency

Below is detailed each of the individual Units of Competency in this Diploma qualification.

SIRXQUA003A – Create an innovation work environment

Unit Descriptor

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.

Application of the Unit

This unit applies to team leaders who create a work environment that fosters innovation. It includes consideration of working conditions and practices, management practices, physical layout and training and education.

Performance Evidence

Performance evidence is evidence required to satisfy the performance criteria for this unit. The learner must be able to:

- organises procedures to support innovation in the workplace
- encourages collaborative work arrangements
- implements management practices that support innovation
- provides encouragement for innovation
- rewards suggestions, improvements and innovation in the workplace through celebration and promotion by appropriate means
- creates a physical environment that supports innovation
- establishes strategies to promote innovative work practice
- **provides information and learning opportunities to foster innovation.**

Knowledge Evidence

Knowledge evidence is evidence required to satisfy the knowledge criteria for this unit. The learner must be able to:

- innovation at work skills
- basic management principles
- the ways workplace climate can affect employees' attitudes and performance
- coaching and learning opportunities for employees and how they can be used to improve the skills in the use of innovative work practices
- factors that can motivate staff to apply innovative work practices
- ways of rewarding performance in the workplace

BSBMGT516C – Facilitate continuous improvement

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to lead and manage continuous improvement systems and processes. Particular emphasis is on the development of systems and the analysis of information to monitor and adjust performance strategies, and to manage opportunities for further improvements.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of publication.

Application of the unit

This unit applies to managers who take an active role in managing a continuous improvement process in order to achieve an organisation's objectives. Where managers are closely associated with the creation and delivery of products and services, they play an important part in influencing the ongoing development of the organisation.

At this level, work will normally be carried out using complex and diverse methods and procedures which require the exercise of considerable discretion and judgement, using a range of problem-solving and decision-making strategies.

Performance Evidence

Performance evidence is evidence required to satisfy the performance criteria for this unit. The learner must be able to:

- development and use of a range of strategies and approaches that improve work outcomes or organisational functioning, using continuous improvement models
- monitoring performance and customer service.

Knowledge Evidence

Knowledge evidence is evidence required to satisfy the knowledge criteria for this unit. The learner must be able to:

- continuous improvement models
- knowledge management systems
- quality systems
- sustainability principles

SIRXSL009A – Manage sales team

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to manage a number of teams to achieve business objectives and optimal customer satisfaction with service and sales coverage.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of publication.

Application of the Unit

This unit applies to senior sales personnel or team leaders who set, manage and review sales team targets, performance and territory management in accordance with business policy and relevant legislation.

Performance Evidence

Performance evidence is evidence required to satisfy the performance criteria for this unit. The learner must be able to:

- prepares action plans for sales teams based on achievable sales targets
- manages sales team resources and requirements to budget
- demonstrates ability to work with team leaders, staff and managers to achieve priority tasks and strategic responsibilities affecting sales teams
- manages sales teams to achieve market, product or service, and territory targets in accordance with business policy and relevant legislation
- reviews and reports on sales team activity and feedback
- accurately and effectively communicates summary information from work outputs to senior and junior colleagues.

Knowledge Evidence

Knowledge evidence is evidence required to satisfy the knowledge criteria for this unit. The learner must be able to:

- principles and techniques in:
 - interpersonal communication
 - leadership
 - group facilitation
 - performance analysis and assessment
 - strategic and procedural development and implementation
- relevant performance indicators and requirements within:
 - sales plans
 - promotional plans
 - marketing plans

- business plans
- strategic plans
- existing staff and associated sales team resources
- industrial and employee relations
- Work Health and Safety (WHS) aspects of job
- relevant commercial law and legislation

BSBMGT502B – Manage people performance

Unit Descriptor:

This unit describes the performance outcomes, skills and knowledge required to manage the performance of staff who report to them directly. Development of key result areas and key performance indicators and standards, coupled with regular and timely coaching and feedback, provide the basis for performance management.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of publication.

Application of the Unit

This unit applies to all managers and team leaders who manage people. It covers work allocation and the methods to review performance, reward excellence and provide feedback where there is a need for improvement.

The unit makes the link between performance management and performance development, and reinforces both functions as a key requirement for effective managers.

This is a unit that all managers/prospective managers who have responsibility for other employees should strongly consider undertaking.

Performance Evidence

Performance evidence is evidence required to satisfy the performance criteria for this unit. The learner must be able to:

- documented performance indicators and a critical description and analysis of performance management system from the workplace
- techniques in providing feedback and coaching for improvement in performance
- knowledge of relevant awards and certified agreements.

Knowledge Evidence

Knowledge evidence is evidence required to satisfy the knowledge criteria for this unit. The learner must be able to:

- relevant legislation from all levels of government that affects business operation, especially in regard to occupational health and safety and environmental issues, equal opportunity, industrial relations and anti-discrimination
- relevant awards and certified agreements
- performance measurement systems utilised within the organisation
- unlawful dismissal rules and due process
- staff development options and information.

SIRXSL406 – Manage sales and service delivery

Unit Descriptor

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.

The unit requires the team member to develop and maintain excellence in sales and service delivery by ensuring the provision of a well-resourced working environment for fellow staff. The team member is required to proactively pursue the continuous improvement of operations by seeking, evaluating and reporting feedback from customers and colleagues on sales and service delivery and working conditions; and locating and negotiating adequate supply of stock and other necessary resources according to store policy.

Application of the Unit

This unit applies to staff with managerial responsibility.

Performance Evidence

Performance evidence is evidence required to satisfy the performance criteria for this unit. The learner must be able to:

- maintains, monitors and evaluates sales and service delivery
- communicates sales and service targets and plans and provides feedback on operations and outcomes to relevant personnel according to store policy
- proactively improves sales and service delivery operations
- interprets and maintains data on sales and services delivery
- negotiates and arranges supply of goods according to store policy and procedures
- authorises pricing and payment agreements according to store policy and procedures
- maintains, monitors and evaluates supply of stock.

Knowledge Evidence

Knowledge evidence is evidence required to satisfy the knowledge criteria for this unit. The learner must be able to:

- customer demand and market trends
- principles and techniques for:
 - interpersonal communication
 - purchasing and supply specifications
 - stock control
- product quality standards
- range and availability of new products and services, especially those with enhanced sustainability features
- relevant industry codes of practice applicable to the sales environment
- relevant legislation and statutory requirements, including work health and safety (WHS) requirements applicable to the sales environment
- store merchandise and service range

- store merchandising plan
- store policies and procedures in regard to:
 - efficient and sustainable use of resources
 - pricing procedures, including GST requirements
 - quality assurance and control
 - sales and service delivery
 - stock maintenance and control
 - supply specifications

SIRXFIN005A – Manage operations to budget

Unit Descriptor:

This unit describes the performance outcomes, skills and knowledge required to control cost expenditure while managing the overall activities of a wholesale or retail operational area to budget.

Application of the Unit

This unit applies to personnel with managerial responsibility who estimate expenditure, prepare budgets and monitor performance against those budgets within an appropriate business accounting system. It includes some supervision of other staff.

Performance Evidence

Performance evidence is evidence required to satisfy the performance criteria for this unit. The learner must be able to:

- negotiating, developing and implementing budgets according to business policy and procedures
- managing and maintaining accounting systems according to business policy and procedures
- monitoring, analysing and reporting on operational areas income and expenditure against budget
- taking corrective actions, where appropriate, where income and expenditure performance is not being completed according to budget or business targets
- consistently producing financial reports to standard business requirements over a period of time
- consistently implementing policy and procedures for the reporting and recording of budgetary and financial information within an operational area
- developing, advocating and gaining approval for an operational area's budget.

Knowledge Evidence

Knowledge evidence is evidence required to satisfy the knowledge criteria for this unit. The learner must be able to:

- principles and techniques in:
 - interpersonal communication
 - monitoring resource utilisation and costs
 - analysing efficiency and effectiveness
 - cost-benefit analysis
 - differential analysis
 - risk analysis
 - resource planning
 - interpreting and analysing budget and accounting documentation
- information sources on product and supply arrangements for customers
- business policy and procedures affecting job role or function
- resource utilisation, including capital, material and human

- business revenue
- capital and overhead costs
- interest rates
- cost of stock, materials and equipment
- accounting and reporting protocols and professional standards
- staffing costs
- operational costs
- relevant legislation relating to finance management

SIRXMER405 – Manage store presentation and pricing

Unit Descriptor:

This unit describes the performance outcomes, skills and knowledge required to apply knowledge of store merchandising to plan and manage store promotions, and manage store pricing policies and housekeeping. It includes interpreting and complying with store layout and visual merchandising policies, developing and implementing procedures to manage merchandise pricing, and managing all aspects of store housekeeping, including contingency procedures.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of publication.

Application of the Unit

This unit applies to frontline retail managers.

Performance Evidence

Performance evidence is evidence required to satisfy the performance criteria for this unit. The learner must be able to:

- assesses layout and presentation of merchandise against store visual merchandising policies and procedures
- assesses effectiveness of layout and presentation, according to sales targets and predetermined objectives
- collaboratively plans, coordinates and implements advertising and promotional activities according to store policies and procedures
- assesses and reports on effectiveness of advertising and promotions to staff and management according to store policies and procedures
- collaboratively plans, coordinates and implements pricing activities, according to store policies and procedures
- collaboratively plans, coordinates and implements housekeeping activities, according to store policies and procedures and WHS legislation, regulations and codes of practice.

Knowledge Evidence

Knowledge evidence is evidence required to satisfy the knowledge criteria for this unit. The learner must be able to:

- pricing procedures, including GST requirements
- relevant industry codes of practice relating to managing store presentations and pricing
- relevant legislation and statutory requirements relating to managing store presentations and pricing, including work health and safety (WHS)
- principles and techniques in:
 - visual merchandising
 - project management
- store policies and procedures in regard to:
 - advertising and promotions
 - customer demand and market trends

- housekeeping for premises, fittings, fixtures and equipment
- layout and presentation
- pricing or marking down of goods, including risk assessment
- product quality standards
- range and availability of new products and services
- store merchandise and service range
- store merchandising plan

BSBWOR501B – Personal work priorities and professional development

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to manage own performance and professional development. Particular emphasis is on setting and meeting priorities, analysing information and using a range of strategies to develop further competence.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of publication.

Application of the Unit

This unit applies to managers and focuses on the need for managers to be organised, focussed and skilled, in order to effectively manage the work of others. As such it is an important unit for most managers, particularly as managers serve as role models and have a significant influence on the work culture and patterns of behaviour.

Performance Evidence

Evidence of the following is essential for a participant to demonstrate competency in this unit:

- systems and processes (electronic or paper-based) used to organise and prioritise tasks, which show how work is managed
- personal development plan, with career objectives and an action plan

Knowledge Evidence

Knowledge evidence is evidence required to satisfy the knowledge criteria for this unit. The learner must be able to:

- principles and techniques involved in the management and organisation of:
 - performance measurement
 - personal behaviour, self-awareness and personality traits identification
 - personal development plan
 - personal goal setting
 - time management
- management development opportunities and options for self
- organisation's policies, plans and procedures
- types of learning style/s and how they relate to the individual
- types of work methods and practices that can improve personal performance.

SIRXRSK404 – Control store security

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to control store security according to organisational policy and relevant legislation.

It involves developing and implementing security procedures for the prevention of theft, ensuring the safety of all personnel in the event of a robbery, and monitoring all security procedures.

Application of the Unit

This unit applies to team members responsible for facilitating the detection and prevention of theft and stock loss and the safety and security of staff and customers in the event of robbery.

Performance Evidence

Evidence of the following is essential for a participant to demonstrate competency in this unit:

- develops and implements security procedures to facilitate the detection and prevention of theft
- develops and implements procedures to ensure safety and security of internal and external clients in the event of robbery
- calculates, analyses and reports on the cost and potential impact of identified loss and dissipation on:
 - buying
 - ordering patterns
 - planning
 - budgeting
- develops and implements procedures for:
 - opening and closing premises
 - cash security
 - non-cash transactions
 - stock control to minimise loss and dissipation
- communicates procedures to staff and monitors implementation.

Knowledge Evidence

Knowledge evidence is evidence required to satisfy the knowledge criteria for this unit. The learner must be able to:

- organisational policy and procedures that relate to the development of store procedures for:
 - security
 - detection and apprehension of thieves
 - non-cash transactions

- cash handling
- stock control
- principles and techniques for:
 - detecting and preventing theft
 - ensuring safety of personnel in the event of robbery
- relevant codes of practice, legislation and statutory requirements, including:
 - industry codes of practice
 - retail case law or common law
 - state laws relating to property offences
 - work health and safety (WHS) legislation

Resources

Training Learners will be supplied with all applicable training resources apart from any personal writing and note-taking materials they may need. eLearning Learners will be provided with all of their materials via soft-copy over the internet. Correspondence (distance) learning Learners will be mailed parcels containing their appropriate Unit workbook, all associated assessment materials and clear guidelines on how to complete their work and return it for assessment.

Assessment Guidelines

Introduction

These Assessment Guidelines provide the endorsed framework for assessment of the units of competency in the SIR07 Retail

Services Training Package. The Guidelines are designed to ensure that assessment activities are consistent with the Australian Qualifications Framework Standards for Registered Training Organisations and that the assessment processes and outcomes are valid, reliable, flexible and fair. Assessments against the competency standards in this Training Package must be carried out in accordance with these endorsed guidelines.

Assessment Tools for SIR50211 - Diploma of Retail Management

The assessment tools developed by ASTC for each of the nine (9) units of competency are as follows:

Clusters	Unit Type	Unit of Competency	Unit Description	AT1 Workbook Activities	AT2 Oral/Written Questions	AT3 Project
Cluster 1	Core	SIRXQUA003A	Create an innovative work environment	✓	✓	✓
	Core	BSBMGT516C	Facilitate continuous improvement	✓	✓	✓
Cluster 2	Elective	SIRXSL5009A	Manage sales teams	✓	✓	✓
	Elective	BSBMGT502B	Manage people performance	✓	✓	✓
Cluster 3	Elective	SIRXSL5406	Manage sales and service delivery	✓	✓	✓
	Elective	SIRXFIN005A	Manage operations to budget	✓	✓	✓
Cluster 4	Elective	SIRXMER405	Manage store presentation and pricing	✓	✓	✓
	Elective	BSBWOR501B	Manage personal work priorities and professional development	✓	✓	✓
	Elective	SIRXRSK404	Control store security	✓	✓	✓
Total Hours				745	\$10,000	1.0

Assessment Tool:	Type of assessment:	What is assessed:
Activities	Formative assessment AT1	The underpinning knowledge required to undertake the tasks, as outlined in the elements and performance criteria. Formative assessments will be completed progressively as participants work through their training. Trainer / assessors will determine how and when these activities should be completed.
Questions	Summative assessment AT2	Required knowledge – evidence collected in response to the theory questions will support participants' competence with regard to the required knowledge.
Projects	Summative assessment AT3 PROJECT	Required knowledge, critical aspects for assessment and, in some cases, required skills – projects will be theoretical or practical. Evidence collected in response to the project questions and activities will support the judgement of competence.

Resources required to undertake this assessment
<p>Learners must have access to these resources:</p> <ul style="list-style-type: none"> ▪ Copies of the activities, questions, projects nominated by the trainer / assessor (Learner Guide and Learner Workbook and Assessments) ▪ Relevant organisational policies, protocols and procedural documents to draw from ▪ An appropriate workplace, simulated workplace or prior experience in the workplace ▪ Resources normally used in the workplace
Assessment instructions
<p>Learners should respond to the AT1 and AT2 assessments either verbally or in writing, as agreed with the facilitator/assessor. All written responses should be recorded in the spaces provided (if more space is required attach additional pages) or alternatively submitted in a word document. If learners answer verbally, the facilitator/assessor is to record their answers in detail.</p> <p>Learners should also undertake observable tasks that provide evidence of performance AT3 & AT4. If workplace observation is to take place under the AT3 then the Assessor must provide instruction to learners on what is expected during observation, and arrange a suitable time and location for demonstration of these skills.</p> <p>Learners must fully understand what they are required to do to for assessment, including being advised of the assessment criteria for each of the agreed assessment tasks to be completed then sign the declaration. A learner is not to sign the declaration unless they have a clear understanding of what is expected from them.</p>

Legislative Information

There is no direct link between the “SIR50211 – Diploma of Retail Management, and licensing, legislative and/or regulatory requirements.”

The legislation that particularly effects participation in Vocational Education and Training includes:

Commonwealth Legislation:

- Human Rights and Equal Opportunity Commission Act 1986
- Disability Standards for Education 2005
- Disability Discrimination Act 1992
- Racial Hatred Act 1995
- Racial Discrimination Act 1975
- Sex Discrimination Act 1984
- Privacy Act And National Privacy Principles (2001)
- Skilling Australia's Workforce Bill 2005
- Skilling Australia's Workforce (Repeal and Transitional Provisions) Bill 2005.
- [National Vocational Education and Training Regulator Act 2011](#)

State Based Legislation

- Education and Training Reform Act 2006
- Workers' Compensation Act
- Copyright Act, 1879. 42 Vic No 20 (Reprinted March 1979. And updated August cover sheet only modified 2002)
- Child Wellbeing and Safety Act 2005
- [Working with Children Act 2005](#)
- Australian National Training Authority Act 1992

General

Commonwealth Legislation

- Competition and Consumer Act 2010
- [Copyright Act 1968](#)
- [Privacy Act 1988](#)
- [Sex Discrimination Act 1984](#)
- Fair Work Act 2009
- Fair Work (Registered Organisations) Act 2009
- Privacy and confidentiality legislation
- Freedom of information legislation

State Legislation:

- Work Health and Safety Act 2011
- Contracts Review Act
- Accident Compensation Amendment Bill 2009
- Transport Accident and Accident Compensation Legislation Amendment Act 2010
- [Equal Opportunity Act 2010](#)
- The Long Service Leave Act 1992

Litigation and Legal Matters

Legislation

- [Crimes Act 1900](#)
- [Civil Liability Act 2002](#)
 - [Evidence Act 1995](#)

ACKNOWLEDGEMENT DECLARATION

(Please Sign and Return this page to Australian Salesmasters Training Co)

I acknowledge that I, _____ have read and fully understand the contents of this Learner Handbook, which outlines the conditions of my rights and responsibilities as a Learner of Australian Salesmasters Training Co Pty Ltd.

Signature

Date

Name of Witness

Signature of Witness

Date

Please send to any of the following:
Email: admin@thesalesmasters.com.au
Post: Attn to Administrative Team
Australian Salesmasters Training Co.
PO Box 638, Rosebery NSW 1445
Fax: 02 9700 8988 Attn to Administrative Team

What type of funding:
VET FEE-HELP Smart and Skilled Fee Paying