



Australian Government

SIR50116 Diploma of Retail Leadership

Release 2

SIR50116 Diploma of Retail Leadership

Modification History

Release	Comments
Release 2	This version was released in SIR Retail Services Training Package Release 3.0
	Electives updated.

Qualification Description

This qualification reflects the role of individuals who manage a retail business, multiple retail stores or departments, following a business strategy to deliver profitable results for the organisation. These individuals support senior management and provide leadership to retail teams. They plan and evaluate the work of self and others, operating with autonomy and responsibility for personal outputs.

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

Individuals with this qualification are able to perform roles such as area manager, state manager, senior store manager, cluster manager and small business owner.

No occupational licensing, certification or specific legislative requirements apply to this qualification at the time of publication.

Entry Requirements

Entry to this qualification is open to individuals who:

- have achieved a Certificate IV in Retail Management

or

- have 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 SIR40316 Certificate IV in Retail Management.

Packaging Rules

10 units must be completed:

- 4 core units
- 6 elective units, consisting of:
 - 3 units from the list below
 - 3 units from the list below, elsewhere in SIR Retail Services Training Package, or any other current Training Package or accredited course.

The selection of electives must be guided by the job outcome sought, local industry requirements and the complexity of skills appropriate to the AQF level of this qualification.

Core units

SIRRSTR001 Undertake strategic planning in retail

SIRXCHA002 Lead the change process

SIRXMGT003 Provide leadership to others

SIRRRTF003 Drive retail profitability

Elective units

Communication and Teamwork

BSBLDR503 Communicate with influence

Customer Engagement

SIRXCEG007 Develop online customer service standards

Ecommerce

SIRXECM003 Design an ecommerce site

Human Resource Management

BSBHRM506 Manage recruitment selection and induction processes

BSBHRM604 Manage employee relations

Management and Leadership

BSBLDR501 Develop and use emotional intelligence

BSBLDR502 Lead and manage effective workplace relationships

SIRXMGT004 Plan and manage retail projects

SIRXMGT005 Lead the development of business opportunities

Marketing

SIRXMKT004 Undertake digital marketing activities

SIRXMKT005 Develop a marketing strategy

SIRXMKT006 Develop a social media strategy

Merchandise Management

SIRMRM001 Plan merchandise buying strategy

Risk Management and Security

SIRXRSK003 Manage risk in the retail environment

Sales

SIRXSLS004 Drive sales results

SIRXSLS005 Plan to trade internationally

Training and Development

BSBLED501 Develop a workplace learning environment

SIRXTAD003 Coach others for success

Work Health and Safety

BSBWHS501 Ensure a safe workplace

Working in Industry

BSBWOR501 Manage personal work priorities and professional development

Qualification Mapping Information

No equivalent qualification.

Links

Companion Volume implementation guides are found in VETNet -
<https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=ca051b1b-5101-4ec2-ac1c-49699303188d>