

Business Support Services

VOCATIONAL

Level 2 & 3
VRQ

Entry requirements

- You will need to develop good communication skills
- You may need to read and explain product information to customers and will need to develop good 'product knowledge' very quickly
- The ability to provide good customer care when there is a problem can increase customer loyalty

Why choose this course?

Retail is the business activity that sells products directly to the customer. Usually this is face to face in a shop, but may be on the telephone or internet. Most retail workers will be employed in shops and will begin their careers serving customers. Behind the scenes, there are many people working at buying in the items to sell, deciding marketing strategies and managing the business. It is a huge industry with a wide variety of job opportunities.

Learners will start to understand the principles of customer services, the importance of effective communication and how to deal with incoming telephone calls and process information through delivery of effective customer service. Learners will develop an understanding of employer organisations and how to manage personal performance and development.

Further information?

For more information talk to your VRQ Co-ordinator or call our Sixth Form on 01752 720031

What will you study?

What does the course involve?

Level 2

Business Administration and Customer Service

Units include:

- Business Office Environment
- Providing Administration and Services and Support
- Business Technology
- Processing and Communicating Information
- Delivering face-to-face and digital Customer Service

Level 3

Diploma in Skills for Business OR

Diploma in Social Media Marketing for Business

Units include:

- Digital and Social Media in Marketing Campaigns
- Principles of Social Media within a Business
- Principles of Keywords and Optimisation
- Social Networking Management for a Business
- Using collaborative Technologies
- Principles of Mobile Social Media for a Business
- Principles of Social Media Advertising and Promotion

Possible career pathway

Most students will progress on to an apprenticeship or work with a retail company that will offer further training. There is an opportunity for Level 3 students to work in a junior position until they have gained sufficient experience to progress to a supervisory or management position. The qualification can help you to progress in a wide range of Customer Service/Business Administration roles within any employment involving customer contact, including: Business and Administration, Retail, Food Outlet or Marketing.

Note: This is our current offer which is subject to change
