



Education & Skills
Funding Agency



**WORK
SKILLS**

SKILLS FOR WORKING AS A BUSINESS ADMINISTRATOR

COURSE SUMMARY:

On this 10 week course you will learn the essential skills required to start a career in business administration and retail. You will complete multiple units to achieve the Gateway level 1 certificate, including, digital marketing, customer service skills and communication skills for work.

ENTRY REQUIREMENTS:

- Ability to follow written instruction (entry level 3 literacy)
- Currently working at or have Entry Level 3 IT Skills



AWARD:
Gateway Level 1

WHAT WILL YOU DO ON THIS COURSE?

During this course, you will be building a portfolio of evidence covering various areas of Business, Administration and Retail. Some of those areas that you will cover are as follows:

Working in Business & Retail

- ✓ **Explore job** roles for specific business and retail positions
- ✓ **Identify the** key working practices in business and retail
- ✓ **Begin to** plan your own future journey into a business or retail job

Customer Service Skills

- ✓ **Explore what** good customer service looks like and the consequences of not providing it
- ✓ **Respond to** real-life customer queries in a Realise Futures Learning Centre to practice your own customer service skills
- ✓ **Practice** completing various customer service-based tasks in a real-life office environment

PROGRESSION FROM THIS COURSE:

- Retail (Level 1)
- Digital Skills for the Office (Level 1)
- SAGE courses



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**REALISE
FUTURES**

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THE GATEWAY TO LEARNING IN YOUR COMMUNITY



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CONTINUED...

Digital Marketing

- ✓ **Explore how** to prepare a product for digital marketing, including selecting images and writing a product description
- ✓ **Look into** why social media sites are used to promote products and the benefits of doing so
- ✓ **How to** prepare a promotional email to be sent out to customers
- ✓ **Hear from** a guest speaker working directly within digital marketing

Assembly and Presentation of Visual Merchandising Displays

- ✓ **Identify why** visual merchandising is important, considering current in-store displays which you think work, or not
- ✓ **Create promotional** displays and assist with the presentation, display and positioning of your work



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