

Getting Ready to Study Skills for Enterprise at College

The 'Getting Ready' list below gives you resources and activities you can use to get ready for when your course starts at Colchester Institute in September. We have picked mostly resources and activities you can access on-line and we have some suggestions too of other resources in the 'Going Further' section.

Getting Ready to study Level 2 Skills for Enterprise at Colchester Institute

On this course we cover a lot of areas relating to selling products and services, and providing good customer service. We will look at the 'whys' and 'hows' of a successful business working with customers. Even in these unusual times, customer service is just as important, if not even more so.

You might find the following links helpful – there are some information pages, videos and quizzes that you can try to see the kinds of things we'll be studying on this course.

Customer service, marketing a product/service and the marketing mix:

<https://www.bbc.co.uk/bitesize/guides/z2p8y4j/revision/1>

Why customer satisfaction is important:

<https://www.bbc.co.uk/bitesize/guides/zy79b82/revision/1>

Good customer service – why it's important and how to provide it:

<https://www.bbc.co.uk/bitesize/guides/zhxrbdm/revision/1>

Selling online, and the use of social media in customer service/business

<https://www.bbc.co.uk/bitesize/guides/zdmfpg8/revision/1>

Legislation and regulations (click on blue heading for each box to read more):

<https://www.which.co.uk/consumer-rights/regulation>

Going Further to study Level 2 Skills for Enterprise at Colchester Institute

Take a look at the example assignment on the other side of this page – you might want to have a go and see how you get on.

We would be happy to take a look at any work you complete!

You can find information for new students at:

<https://www.colchester.ac.uk/further-education/applying-full-time-courses/>