

## TRAINING FILE

### BACHELOR BUSINESS DEVELOPMENT MANAGER FRANCE AND INTERNATIONAL

**Professional qualification "FRANCE AND INTERNATIONAL SALES DEVELOPMENT MANAGER" level 6**, NSF code 312p, registered with the RNCP by decision of France Compétences dated 16 December 2020, awarded by Le Centre de Techniques Internationales.

[Link to the France Compétences website](#)



Founding member of



[Link to the Collège de Paris](#)

### PROFILE FOR THIS DIPLOMA

#### TARGET AUDIENCE

Candidates aged between 16 and 29.

There is no age restriction if the candidate is officially recognised as a disabled worker or high-level sportsman, or if they are planning to set up or take over a business that requires them to obtain the diploma.

#### PREREQUISITES

- Proof of a minimum level 5 diploma or qualification.  
>> Derogation : Holders of a level 4 diploma may apply for exceptional admission on condition that they can demonstrate significant commercial or management experience in positions of responsibility and/or management.
- All candidates must be fluent in at least English and have an excellent command of written and spoken French.

### ACCESS PROCEDURES AND DEADLINES

- Applications open from 1<sup>st</sup> November to 1<sup>st</sup> September
- Application file to be returned, completed and accompanied by the required supporting documents
- A personal interview is arranged - A decision is made within 48 hours
- For students wishing to complete the course under an apprenticeship contract :  
Article L.6222-12 of the French Labour Code : "*The start date of the practical training with the employer may not be more than three months after the start date of the contract*".  
Candidates benefit from personalised support in their search for a company, thanks to our link with the CFA Jean BOSCO in Sainghin-en-Mélantois.

Name and contact details of the CFA Jean BOSCO Business Development Expert :

**Isabelle LEROUX**

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## PROFESSIONAL OBJECTIVES

ON COMPLETION OF THE COURSE, YOU WILL BE ABLE TO :

<b>Target skills</b>	<b>Target competencies</b>
<ul style="list-style-type: none"><li>▪ Develop negotiating skills in a multicultural context and adapt quickly to customer needs</li><li>▪ Reporting on sales activity</li><li>▪ Manage teams and monitor sales performance</li></ul>	<ul style="list-style-type: none"><li>▪ Monitoring sales, competition and technology, and defining marketing action plans in France and internationally</li><li>▪ Detecting commercial opportunities and developing a customer portfolio in France and internationally</li><li>▪ Negotiating and setting up contracts and partnerships.</li><li>▪ Managing a sales team and monitoring sales performance in France and internationally</li></ul>

## POST-TRAINING PROSPECTS

### POSSIBLE NEXT STEP

- Integration into employment in one of the target professions.
- Continuation of studies possible with our level 7 qualification Ms - Manager Opérationnel d'Activités.
- Or another level 7 qualification (depending on the requirements of the establishments and certifiers concerned).

### OPENINGS

Business Development Manager,  
Business Developer, Business Manager,  
Sales Engineer, Sales Technician...

## ORGANISATION OF TRAINING

### TEACHING RESOURCES AND METHODS

- **Timetable :**
  - For students on apprenticeship contracts: 3 days on the job, 3 days on the course
  - For initial training students : a minimum of 40 days' work experience, consecutive or not, to be completed
- Group work / tutorials / case studies / situational exercises
- Access to resource centres (CDI + NetYparéo digital textbook)
- Deductive and inductive teaching methods

### HANDICAP ACCESSIBILITY

Premises accessible to people with disabilities - ERP regulations

UFA Disability Officer : Christine CRAEYE, Nurse - [c.craeye@stjean-douai.eu](mailto:c.craeye@stjean-douai.eu)

CFA Jean BOSCO Disability Department : [handicap@cfajeanbosco.fr](mailto:handicap@cfajeanbosco.fr)

## EDUCATIONAL ADAPTATION

Training open to people with disabilities : the means of compensation and pedagogical differentiation will be studied by the Pedagogical Manager and the UFA Disability Advisor, with reference to the certification rules.

Special measures concerning the adaptation of tests may be granted by the certifying body and must be requested in writing and justified on entry to the course.

## ASSESSMENT PROCEDURES

### ▪ **BLOC 1**

In-courseassessment

#### **End of block :**

In pairs : 20-page professional dossier + 20-minutes presentation to a jury.

### ▪ **BLOCK 2**

In-courseassessment

#### **End of block :**

- In pairs : 20-page professional dossier + 20-minute presentation to a jury.
- Individual : 3-hour case study.

### ▪ **BLOCK 3**

In-courseassessment

#### **End of block :**

- In groups : 30 minutes of role-playing in a professional situation.
- Individual : 3h00 case study.

### ▪ **BLOCK 4**

In-courseassessment

#### **End of block :**

- Individual: 3h00 case study.

### **Cross-curricular competences English :**

- In-courseassessment
- Professional role-play based on the various skills of the Bachelor qualification.
- Optional test : TOEIC preparation.

### **Specialisation courses Spanish, Chinese and Project Management :**

In-courseassessment

**+ AT THE END OF THE YEAR :**  
activity report  
and  
40-minutes presentation

## VALIDATION CONDITIONS

- Candidates must attend all their assessments (unless they have a valid reason for not doing so) and must have submitted and supported their activity report.
- The candidate must obtain a mark of at least 10/20 in each block.
- This mark is made up of the mark for the end-of-block test or the average of the two end-of-block tests.
- The two tests in the same block compensate for each other.
- Blocks do not therefore compensate for each other.

## DURATION OF TRAINING

- 1 year - 597.50 hours
- Dates : September 2024 to June 2025

## NUMBER OF PARTICIPANTS

24 places available.

## COURSE FEES

### ▪ In apprenticeship contract :

Cost of training : €6,631.84 (average OPCO cost).

According to Decree no. 2019-956 of 13 September 2019 "setting the levels of support for apprenticeship contracts":

The training fee is aligned with the amount of funding provided by the skills operator concerned. It may vary according to the collective agreement to which the apprentice's employer is subject, and according to the apprentice's particular needs (additional funding for apprentices with disabilities).

No remaining costs for the private sector company.

Article L.6211-1 : "Training is free of charge for apprentices and their legal representatives".

Public sector employers comply with article L.6227-6 of the French Labour Code : "The legal entities mentioned in article L.6227-1 cover the costs of training their apprentices in the apprentice training centres that take them on (...)", with the exception of the territorial public sector, which benefits from decree no. 2020-786 of 26 June 2020 relating to the terms and conditions for implementing the contribution of the Centre national de la fonction publique territoriale (National Centre for the Territorial Public Service) to financing the training costs of apprentices employed by territorial authorities and the public establishments reporting to them.

### ▪ Initial training :

4,500€ per year payable by the student.

## HANDICAP ACCESSIBILITY

Premises : accessible to people with reduced mobility - ERP regulations

Service Handicap of CFA Jean Bosco :  
[www.handicap@cfajeambosco.fr](mailto:www.handicap@cfajeambosco.fr).

CFA Jean Bosco Mobility Department :  
[www.mobilite@cfajeambosco.fr](mailto:www.mobilite@cfajeambosco.fr)

Christine CRAEYE, Nurse of Abbé Pierre Healthy Center of Saint Jean :

[c.craeye@stjean-douai.eu](mailto:c.craeye@stjean-douai.eu)

## VENUE AND CONTACT DETAILS

### **Business School et UFA Saint Jean Douai**

246, rue Saint Jean 59500 Douai

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[business-school@stjean-douai.com](mailto:business-school@stjean-douai.com)

## TAUX DE LA DERNIÈRE SESSION DE FORMATION

First year in progress : data to come.

## ADDED VALUE

The UFA Saint Jean Douai Business School is resolutely international in outlook, with 50.00 hours of compulsory specialisation, including learning or rediscovering Chinese and Spanish in a professional business context. As with English, the teachers of these languages are native speakers, ensuring total immersion in their culture.

In addition, there is a 20.00-hour module on 'Project Management' in France and abroad, to help students grasp all the facets of this professional skill (stages, coordinator's stance, time management, stress management, etc.), leadership courses given by Mr Jean-Marie CHUEPO, Head of the UFA Saint Jean Douai Business School, and a Master Class on entrepreneurship with our partner the Lille CCI.

The UFA Saint Jean Douai Business School also offers you the opportunity to take part in humanitarian and solidarity actions to develop your professional and interpersonal skills, particularly altruism.

**TO SUBMIT YOUR APPLICATION :**

Go to [business-school@stjean-douai.com](mailto:business-school@stjean-douai.com) or scan the QR Code  
>> download the Bachelor RDC FI application form



**FOR ALL ENQUIRIES CONCERNING THE PROJECT, CONTENT AND PEDAGOGICAL FOLLOW-UP :**

**Mr Jean-Marie CHUEPO**, Co-ordinating Director Institution Saint Jean  
Head of Business School and UFA Saint Jean Douai  
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**Mr Romain NAVET**, Head of the UFA Saint Jean Douai Business School and Head of Pedagogy :  
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**FOR ALL OTHER ENQUIRIES :**

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