

TRAINING FILE

BACHELOR BUSINESS DEVELOPMENT MANAGER IN 3 YEARS SESSION 2024 - 2027

« **RESPONSIBLE FOR SALES DEVELOPMENT** » level 6 professional qualification, NSF code 312, registered with the RNCP by decision of France Compétences dated 19 July 2023, awarded by the Institut du Marais - Charlemagne - Polles (IMCP).



[Link to the France Compétences website](#)

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 sportsperson, or if they are planning to set up or take over a business that requires them to obtain the diploma.

PREREQUISITES

▪ **ADMISSION TO THE FIRST YEAR OF THE CYCLE (B1)**

- Hold a British A-Level

- Or a validated level 4 professional qualification

>> On request for exemption:

Professional Certification also open to candidates with a British A-Level (not admitted) or Level 4 Professional Certification if the overall average obtained in the examination is higher than 9/20.

▪ **ADMISSION TO THE THIRD YEAR OF THE CYCLE (B3)**

- Hold a BTEC Higher National Diploma or a level 5 diploma or certificate in the same field.

>> On application for exemption:

Candidates with 3 years' experience in the sales sector may be admitted. Exemptions are submitted to the certifying body for approval prior to enrolment.

ACCESS PROCEDURES AND DEADLINES

- Applications open from 1st November to 1st 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 their training 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 affiliation with the CFA Jean Bosco in Sainghin-en-Mélantois.



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

Isabelle LEROUX

isabelle.leroux@cfaJeanbosco.fr

06.48.79.38.40.

PROFESSIONAL OBJECTIVES

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

<u>Target skills</u>	<u>Target competencies</u>
Assuming more or less extensive responsibilities in the development and implementation of commercial strategy, and carrying out all or part of the inherent activities.	<ul style="list-style-type: none"> ▪ Steering the operational development of the sales action plan ▪ Develop the company's growth strategy ▪ Manage a sales team

POST-TRAINING PROSPECTS

POSSIBLE NEXT STEP

- Integration into employment in one of the target professions
- Continuation of studies possible with our level 7 MBA Management & International Business qualification
- Or another level 7 qualification (depending on the requirements of the establishments and certifiers concerned)

OPENINGS

- Business development manager
- Sales manager, sales strategy manager, technical sales manager,
- Development manager / business developer,
- Sales development manager, sales force manager, sales promotion manager, head of sales, e-commerce manager, sales manager,
- Business manager,
- Key account manager / sales engineer, account manager / negotiator,
- Business development consultant, sales strategy and business development consultant,
- Account manager, account executive, customer relations manager,
- Sales manager, sales operations manager (SalesOps), sales development representative (SDR), key account manager (KAM) / global account manager.

ORGANISATION OF TRAINING

TEACHING RESOURCES AND METHODS

- **Implementation of skills in the workplace :**

The training cycle can be followed as initial training (unpaid internships) or under an apprenticeship contract.

- Group work / tutorials / case studies / situational exercises
- Access to resource centres (CDI + NetYparéo digital textbook)
- Deductive and inductive teaching methods

EDUCATIONAL ADAPTATION

Training open to people with disabilities: the means of compensation and pedagogical differentiation will be studied by the Educational Manager and the UFA's Disability Officer 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

- **First year (B1) :**

Continuous assessment and validation tests for teaching units (UE1 to UE3)

Continuous assessment 40% } 10/20 minimum à chaque UE + chaque enseignement transversal → 60 crédits ECTS
Tests 60%.

- **Second year (B2) :**

Continuous assessment and unit validation tests (UE4 to UE7)

Continuous assessment 40% } 10/20 minimum à chaque UE + chaque enseignement transversal → 60 crédits ECTS
60% tests

- **Third year (B3) :**

Assessments of business and behavioural skills in the following 3 skill blocks :

- **Block 1 :** Managing the operational development of the sales action plan
- **Block 2 :** Developing the company's growth strategy
- **Block 3 :** Managing a sales team
- + Grand Oral exam in front of a jury

VALIDATION CONDITIONS

CONDITIONS FOR AWARDING PROFESSIONAL CERTIFICATION IN THE YEAR³ :

The award of the Professional Certification is decided by the National Certification Jury convened by the certifying body if it considers that the learner has validated all the blocks of skills that make up the Professional Certification.

CONDITIONS FOR VALIDATION OF THE BLOCKS OF SKILLS FOR CERTIFICATION IN YEAR³ :

- Block 1 is validated if all the skills have been acquired to the equivalent of 19 ECTS credits.
- Block 2 is validated if all the skills have been acquired for 23 ECTS credits
- Block 3 is validated if all the skills have been acquired to the equivalent of 18 ECTS credits

CONDITIONS FOR VALIDATING THE ACQUISITION OF SKILLS IN A^{3RD} YEAR BLOCK :

A competency is "presumed acquired" if 50% or more of its assessment criteria have been met.

The skill is "presumed acquired" because the acquisition of the skill is definitively confirmed or invalidated by the National Jury for this certification, which takes into account the result of the Grand Oral.

DURATION OF TRAINING

- **3 years:**
 - First year (B1) : 526 hours
 - Second year (B2) : 499 hours
 - Third year (B3) : 557 hours
- Dates : September 2024 to June 2027

NUMBER OF PARTICIPANTS

24 places available.

COURSE FEES

- **In apprenticeship contract :**

Cost of training : €8,119.29 (average OPCO cost).

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

The rate for training 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 private sector companies.

Article L.6211-1: "Training is free of charge for the apprentice and his/her legal representative".

Public-sector employers comply with article L.6227-6 of the French Labour Code: "The legal entities mentioned in article L.6227-1 bear 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 to financing the training costs of apprentices employed by territorial authorities and the public establishments under their authority.

- **Initial training :**

€4,500 per year payable by the student.

HANDICAP ACCESSIBILITY

To ensure that people with disabilities have a secure career path, we take steps to the means to adapt the service.

Premises : accessible to people with reduced mobility - ERP regulations.

Service Handicap of CFA Jean Bosco:

www.handicap@cfajeambosco.fr

Abbé Pierre Health Center of Saint Jean :

Christine CRAYE, Nurse

c.craeye@stjean-douai.eu

VENUE AND CONTACT DETAILS

UFA SAINT JEAN DOUAI BUSINESS SCHOOL

246, rue Saint Jean 59500 Douai

03.27.64.46.60.

business-school@stjean-douai.com

RATE OF LAST TRAINING SESSION

Opening in September 2024.

ADDED VALUE

The UFA Saint Jean Douai Business School is resolutely international, with 30 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.

There are also 'Soft Skills' workshops : public speaking, self-confidence, verbal / non-verbal communication, agility and change, run by experts in these fields (e.g. psychologist, coach, etc.).

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

TO SUBMIT YOUR APPLICATION :

Go to business-school@stjean-douai.com or scan the QR Code
>> download the 3-year Bachelor application form



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

Mr Jean-Marie CHUEPO, Co-ordinating Director Institution Saint Jean
jm.chuepo@stjean-douai.eu

Mr Romain NAVET, Head of UFA Saint Jean Douai Business School and Head of Teaching
r.navet@stjean-douai.eu
07.48.11.33.49.

FOR ALL OTHER ENQUIRIES :

Marine CAVALERI, Deputy Head of the UFA Saint Jean Douai Business School
03.27.94.46.60.
business-school@stjean-douai.com
06.99.87.43.73.