NEXTGEN
SCHOOL OF MANAGEMENT

BTS MCO

Management Commercial Opérationnel

(Operational Commercial Management)

RNCP QUALIFICATION

Level 5

September to June

2 days at school

3 days in the workplace

Operational objectives

This programme aims to provide specialised teaching in managing sales units, customer relations and team management.

It offers the opportunity to acquire the following skills:

- **Develop customer relationships** and **provide consultative selling**
- Promote and **boost the sales offer**
- Handle **operational management**
- **Manage the sales team**
- Understand and **produce written messages**
- **Analyse situations** faced by the company.

Programme

U.1 - General culture and communication (60 hours)

U.2 - Foreign language 1 (90 hours)

U.3 - Economics, law and management (120 hours)

- Analysing situations faced by the company
- Using a base of economic, legal or management documentation
- Putting forward well-argued solutions drawing on economic, legal or management concepts and methods
- Carrying out a diagnosis (or part of a diagnosis) to prepare a strategic decision
- Presenting analyses and proposals in a coherent and well-argued way

U.41 - Developing customer relations and consultative selling (150 hours)

- Collecting, analysing and using sales information
- Consultative selling
- Managing the customer relationship
- Monitoring service quality
- Building customer loyalty
- Customer development

U.42 - Promoting and boosting the commercial offer (160 hours)

- Designing the range of products and services and continually adapting it
- Laying out the sales area
- Keeping the sales area attractive and functional
- Showcasing the range of products and services
- Organising promotions and sales events
- Designing and implementing communication within the sales unit
- Designing and implementing the sales unit's external communication
- Analysing and monitoring sales activity

U.5 - Operational management (120 hours)

- Setting sales targets
- Managing supplies and monitoring purchases
- Stock management
- Monitoring payments
- Drawing up budgets
- Managing risks linked to sales activity
- Taking part in investment decisions
- Performance analysis
- Reporting

U.6 - Sales team management (120 hours)

- Assessing staffing needs
- Allocating tasks
- Drawing up schedules
- Organising work
- Recruitment and onboarding
- Leading and motivating the team
- Assessing individual and team performance
- Tailoring training to each team member

Optional unit (UF) 1 - Foreign language 2 (60 hours)

- Understanding documents
- Oral production and interaction

Optional unit (UF) 3 - Entrepreneurship (120 hours)

- Carrying out a preliminary diagnosis before setting up or taking over a sales unit
- Choosing the positioning of the sales unit
- Assessing the sales potential
- Measuring the strength of the planned partnerships
- Forecasting human resources needs
- Studying the financial feasibility of the start-up or takeover project

Teaching methods

The programme is run on a work-study basis under an apprenticeship contract, with a total of 1,350 hours spread over 2 years.

Our BTS programmes take a comprehensive approach, combining:

- Feedback from professional experience
- Collaborative work
- Theoretical input
- Practical exercises
- Independent study time
- Training rooms equipped with PCs and projectors or interactive whiteboards.

In addition, our training rooms are equipped with PCs, projectors or interactive whiteboards to support your learning. All our programmes benefit from the expertise of vocational trainers with solid hands-on experience.

Monitoring and assessment

- In-course assessments
- One mock BTS exam per year
- One-off exams (written and oral).

Certification at the end of the programme

All course units are validated by a national examination at the end of the 2 years of study.

Prerequisites

Hold a general, technological or vocational baccalauréat, or equivalent.

Admission requirements

- Placement test
- Admission based on application and motivation interview.

Class size per session

Minimum: 20 - Maximum: 25

Tuition fees

Free of charge for learners.

Codes

- Formacodes: 34054 / 32154
- RNCP: 38362
- ROME: M1704 / D1506 / D1401 / M1705 / D1501
- NSF: 310 / 312

Funding

- Apprenticeship / OPCO

Accessibility

Facilities on site to welcome people with disabilities and give them full access.

Mobility, disability and academic officer

Saousane CHARFI
scharfi@nextgen-school.fr

"Unlocking your talent, building your future"

Qualification and exam procedures

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RÉPUBLIQUE FRANÇAISE

Qualification: Brevet de Technicien Supérieur from the French Ministry of Education (state diploma)
BTS exams (held at the end of the 2nd year according to the academic calendar):

BTS Management Commercial Opérationnel	School-based route in a public school or a state-contracted private school, CFA or approved apprenticeship section. Continuing vocational training in approved public institutions.	Continuing vocational training in public institutions approved for extended CCF.	School-based route in a private school, CFA or non-approved apprenticeship section. Continuing vocational training in non-approved public institutions or in private institutions, distance learning, candidates with 3 years of professional experience.

Exams	Unit	Coef.	Format	Duration	Format	Duration	Format	Duration
E1 General culture and communication	U1	3	Written exam	4h	CCF: 3 assessed tasks		Written exam	4h
E2 Foreign language	U2	3						
E21 Reading comprehension and written expression	U21	1.5	Written exam	2h	CCF: 2 assessed tasks		Written exam	2h
E22 Listening comprehension, continuous oral production and interaction	U22	1.5	CCF	20m + 20m*	CCF: 1 assessed task		Oral exam	20m + 20m*
E3 Economics, law and management	U3	3	Written exam	4h	CCF: 2 assessed tasks		Written exam	4h
E4 Customer relations and consultative selling, and promoting and boosting the commercial offer	U4	6						
E41 Customer relations and consultative selling	U41	3	CCF		CCF		Oral exam	30m
E42 Promoting and boosting the commercial offer	U42	3	CCF		CCF		Oral exam	30m
E5 Operational management	U5	3	Written exam	3h	Written exam		Written exam	3h
E6 Sales team management	U6	3	CCF		CCF		Written exam	2h30
EF1 Communication in a foreign language **	UF1		Oral exam	20m + 20m*	Oral	20m + 20m*	Oral exam	20m + 20m*
EF2 Professional experience abroad	UF2		Oral exam	20m	Oral	20m	Oral exam	20m
EF3 Entrepreneurship	UF3		Oral exam	20m	Oral	20m	Oral exam	20m

** Preparation time.*
*** The foreign language chosen for the optional exam must be different from the one chosen for the compulsory exam. Only marks above the average can be taken into account.*

Programme years 1 and 2

- General culture and communication
- Foreign language
- Economics, law and management
- Developing customer relations and consultative selling
- Promoting and boosting the commercial offer
- Operational management
- Sales team management

NEXTGEN
SCHOOL OF MANAGEMENT

Innovate, start up, make an impact!

Join NEXTGEN and start building your future today.

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Contact

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