NEXTGEN
SCHOOL OF MANAGEMENT

FORMATIVES
NETWORK

BACHELOR RDA

Responsable du Développement des Activités

(Business Development Manager)

This BACHELOR leads to the professional title: **"Responsable du développement des Activités", Level 6 certification, NSF codes 310, 312n, registered with the RNCP 40889 on 25/06/2025**, awarded by **FORMATIVES** - Click **here** to view the skills blocks.

Level 6

September to June

1-year programme

5 days a month at school

Operational objectives

The Responsable du Développement des Activités (business development manager) designs, implements and manages innovative, responsible and sustainable development strategies.

They identify growth opportunities and design and roll out an omnichannel marketing plan that addresses the challenges of the ecological, digital and social transition, while ensuring economic performance and team cohesion.

Programme

Teaching units and subjects

UE - RDA25-B3-MODULE 1:
Organisational development strategy (80 hours)

- Applied market research and industry monitoring
- Strategic policy and diagnosis
- Monitoring and research techniques
- Law
- Data research and analysis
- Development strategy
- Calls for tenders
- Strategic public speaking **(NEW)**

UE - RDA25-B3-MODULE 2:
Planning marketing and communication campaigns (80 hours)

- Customer marketing management
- Marketing strategies
- Structuring the offer and responsible innovation **(NEW)**
- Eco-design
- Digital marketing and omnichannel acquisition
- Brand platform
- Influencer communication, media and digital reputation
- Network management, combined with Professional English
- Partnership strategy, combined with Professional English

UE - RDA25-B3-MODULE 3:
Managing development projects (80 hours)

- Project management: preparation and planning
- Project schedule
- Risk management
- Stakeholder communication in project management
- Communication strategy
- Development actions
- Project management: evaluation and reporting

Programme

UE - RDA25-B3-MODULE 4:
Team management (50 hours)

- Fundamentals of HRM and frontline management
- Team management
- Managing the digital transition, combined with module 3 - Digital tools and process automation
- Interpersonal communication & running meetings
- Team performance analysis (NEW)

UE - RDA25-B3-MODULE 5:
Business management (50 hours)

- Project financing & transition financing
- Applied management control
- Budget management

UE - RDA25-B3-MODULE 6:
Professional skills (80 hours)

- Information management and communication tools
- Negotiation, combined with Professional English
- Professional English
- Digital tools and process automation, combined with Managing the digital transition
- Operational tools and techniques in multimedia communication

UE - RDA25-B3-MODULE 7:
Showcasing professional skills (80 hours)

- Employability projects

Target careers

- **Business development advisor / consultant**
- **Regional / area manager**
- **Profit centre manager** (shop, agency, branch)
- **Development manager**
- **Acquisition, affiliate and partnerships officer**
- **Development officer** (business, sales)
- **Development officer** (economic, local) **and / or project officer**
- **Business expansion officer**
- **Development assignments / initiatives officer**



About the programme

Overview and prerequisites

The business development manager drives the organisation's organic (internal) growth. Responsible for analysing and monitoring markets, they recommend and implement the right approaches to develop the business. To join the programme, candidates must have one of the following:

- **Level 4 (baccalauréat)** followed by 2 years of Bachelor study at the school,
- **Level 5 (Bac+2)** recognised by the State, or 120 credits,
- **Level 4 + three years' experience** related to the development of an organisation, with the certifier's approval: VAP application form to download and send to the regional officer,
- **Level 6 in another field** (dual degree access)

In all other cases, the school must submit a specific admission request by email to the regional officer.

- **No equivalences and/or bridging routes**

Prerequisites for the certification:

Annual average ≥ 10/20 (to sit the final exams) and at least 210 hours in the company to put the target skills into practice. Passing a skills block leads to a certificate.

Monitoring and assessment

Mid-term exams, exams, oral exams and professional portfolios.

Next step: Mastère Manager d'Affaires

Tuition fees

Programme fee: €6,500.00.
For work-study students, tuition fees are covered by the host company's OPCO (French skills operator).

Certification at the end of the programme

All course units are validated by a national examination at the end of one year of study. To obtain the title, candidates must pass all the skills blocks and earn 60 credits.

Codes

- Title code: RDA25
- Formacodes: 34573 / 34072 / 34031 / 34026 / 12522
- RNCP: 40889
- ROME: D1406 / H1102 / M1707 / M1302
- NSF: 310 / 312n | Training hours: 500h
- Apprenticeship code: 26X31013
- Credits: 60

Mobility and academic officer

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Innovate, start up, make an impact!

Join NEXTGEN and start building your future today.

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