NEXTGEN
SCHOOL OF MANAGEMENT

FRANCE compétences
CERTIFICATION
enregistrée au RNCP

ADMTC
Agence pour le développement et la mutualisation des titres certifiés

Manager d'Affaires

(Business Manager)

Professional certification "Manager d'affaires" registered with the RNCP for 3 years from 28/02/2025, at qualification level 7 – NSF codes 310, 312t, 313 – made up of 4 skills blocks and awarded by MANITUDE, the certifying body. Certification available through the VAE scheme – RNCP record no. 40257

Access period: applications open from 23/03/2026 to 15/11/2026

Official endorsement from the certifier MANITUDE

Level 7

September to June

2-year programme (900h)

Work-study or continuing education

Operational objectives

- Build an effective and sustainable **business development strategy**
- **Prospect and retain clients** with high added value
- **Negotiate complex contracts** in French and English
- **Manage a team** and coordinate the stakeholders in a business project
- **Manage a profit centre,** ensuring the profitability and performance of its activity.

Learning objectives

The “Manager d’affaires”, also known as a “Business Manager”, works in consulting firms or service companies. They are responsible for identifying and negotiating commercial contracts. To do so, they recruit and manage teams of expert consultants in the solutions (industrial, commercial, financial...) offered to clients in every business sector. They lead and run each assignment from launch to final review.

The 4 skills blocks

BLOCK 1 - 234.5 hours

Define and implement a sustainable sales strategy (C1.1 to C1.7)

- Market research
- Strategic monitoring
- ICP
- Segmentation
- PAC (sales action plan)
- Budget
- Profitability
- Sales strategy
- Presentation to the management committee

BLOCK 2 - 269.5 hours

Develop the sales activity (C2.1 to C2.8)

- Prospecting
- CRM
- Social selling
- Calls for tenders
- Customer loyalty
- Customer experience
- Negotiation
- Business English

BLOCK 3 - 210 hours

Managing teams (C2.1 to C2.8)

- Leadership
- Inclusive management
- GEPP (strategic workforce planning)
- Recruitment
- Team engagement
- Mediation
- Team management

BLOCK 4 - 196 hours

Managing a profit centre (C4.1 to C4.6)

- Lean management
- Compliance
- Financial management
- Dashboards
- Risk management
- Reporting
- Crisis management

Skills developed

On completing the programme, the Manager d'Affaires is able to:

BLOCK 1
Define and implement a sustainable sales strategy
RNCP40257BC01 – 234.5 hours

Graduates are able to:
- Carry out market research and implement strategic monitoring.
- Identify key success factors and development opportunities.
- Build a competitive analysis (SWOT, PESTEL, competitor mapping).
- Define a sales target (ICP, personas, segmentation).
- Develop a sustainable sales strategy.
- Build an omnichannel Sales Action Plan (PAC).
- Draw up a forecast budget and measure the profitability of actions.
- Present a sales strategy to a management committee.

BLOCK 2
Develop the sales activity
RNCP40257BC02 – 269.5 hours

Graduates know how to:
- Build a multichannel prospecting plan.
- Roll out a strategy to win new business.
- Use CRMs and Social Selling tools.
- Respond to complex calls for tenders.
- Manage sales indicators.
- Develop and retain a client portfolio.
- Design a tailored sales offer.
- Lead complex negotiations in French and English.
- Close high-value sales.

BLOCK 3
Manage a team and a partner network
RNCP40257BC03 – 210 hours

Graduates are able to:
- Lead a team on site, remotely or in hybrid mode.
- Develop inclusive leadership.
- Organise collaborative work.
- Manage team performance.
- Prevent and resolve conflicts.
- Roll out a GEPP approach (strategic workforce planning).
- Recruit and onboard new team members.
- Design job descriptions and conduct interviews.

BLOCK 4
Manage a profit centre
RNCP40257BC04 – 196 hours

Graduates know how to:
- Organise a business project and coordinate stakeholders.
- Manage financial performance.
- Build decision-making dashboards.
- Oversee administrative, legal and regulatory aspects.
- Implement a Lean Management approach.
- Manage risks and disputes.
- Draw up a crisis management plan.
- Produce reports to support decision-making.

Cross-functional skills

Throughout the programme, learners also develop:

Management

- Leadership
- Managerial communication
- Collective intelligence
- Change management

Business management

- Dashboards
- Financial management
- Profitability
- KPIs
- Reporting

Business development

- Sales strategy
- Business Development
- Key account negotiation
- Customer loyalty

Soft Skills

- Analytical thinking
- Decision-making
- Communication
- Adaptability
- Project management
- Problem-solving
- Collaborative work
- Negotiation
- Results-driven

Digital

- CRM
- Business Intelligence
- Data Visualisation
- Digital marketing
- Social Selling



Teaching methods

- Case studies
- Simulations
- Role plays
- Professional portfolios
- Business projects
- Coaching
- Grand oral (final oral exam)

Assessment methods

- Professional scenarios (written and oral)
- Individual and/or group exam
- Professional portfolio
- Training game
- Validation of all four blocks
- Final Grand Oral

Career opportunities

- **Manager d'affaires**
- **Business Manager**
- **Business engineer**
- **Business development manager**
- **Key account manager**
- **Profit centre manager**
- **Sales manager**
- **Senior Business Developer**

Key figures

Updated in March 2026.

311
graduates in 2025

93%
satisfaction, with a 67% response rate

100%
completion rate

100%
pass rate for the certification

72%
overall employment rate

57%
employment rate in the target job

About the programme

Monitoring and assessment

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

Prerequisites

2-year programme

Hold a validated level 6 qualification or professional certification (Bac+3 or equivalent).

Admission by exemption

Candidates may also be admitted if they have:

- three years of post-baccalaureate study;
- and two years of professional experience, including work-study.

1-year programme

Direct entry into the second year is possible provided that candidates:

- hold a validated Bac+4 or an equivalent certification registered with the RNCP;
- are exempted from the teaching of skills blocks RNCP40257BC01 and RNCP40257BC02, without equivalence for these blocks, which are still assessed at the Grand Oral.

Admission requirements

Admission follows these steps:

- Review of the application;
- Individual motivation interview;
- Academic placement assessment to evaluate prior learning and tailor the programme.

More information: **click here**

Routes into the programme:

Work-study

- Apprenticeship contract
- Professionalisation contract

Continuing education
VAE (accreditation of prior experiential learning)

Tuition fees

Programme fee: €14,000.00.
For work-study students, tuition fees are covered by the host company's OPCO (French skills operator).

Codes

- Formacodes: 34582 / 34085 / 34590
- RNCP: 40257
- ROME: D1406 / H1102 / M1707 / M1302
- NSF: 310 / 312t / 313

Mobility and academic officer

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Disability officer

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Why choose NEXTGEN?

- Experienced industry lecturers
- Student–employer relations
- Company follow-up
- Grand Oral coaching
- Real-life case studies
- Support for work-study students throughout
- Running partner company networks
- International mobility



NEXTGEN
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Innovate, start up, make an impact!

Join NEXTGEN and start building your future today.

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