

Field of study **Management, Economy,  
Communication**

Training available in

Apprenticeship

Continuing education

Recognition of prior learning

#### How to apply :

<https://www.univ-gustave-eiffel.fr/en/formation/applications-and-enrolment/applications>

#### Course venue :

CFA Descartes - Champs-sur-Marne (77)

#### Calendar :

#### Contacts :

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#### More information :

For further details :

<https://www.univ-gustave-eiffel.fr/international/etudiants-internationaux>

Service Information,

Orientation et Insertion Professionnelle (SIO-IP) :

[sio@univ-eiffel.fr](mailto:sio@univ-eiffel.fr) / Tel : +33 1 60 95 76 76



## Professional Bachelor Retail and Distribution

## Point of Sale Management: Shops and Services



Institut Universitaire de Technologie (IUT)

Professional Bachelor LP

#### TO GET THERE

This course is designed for:

- students with a Technical University Diploma, an Advanced Vocational Training Certificate or an equivalent diploma (two years of higher education)
- students who have completed two years of a Licence degree and wish to take a course with a professional focus that will open the door to the world of work after three years of higher education.
- professionals who wish to validate professional experience

#### ACQUIRED SKILLS

This Licence degree aims to equip students for management positions in small and medium-sized shops or positions as department managers in larger outlets.

They can later progress to operational positions in larger shops or strategic positions at regional or national level in purchasing, marketing, human resources, accounting or logistics departments.

The person who occupies these positions must have knowledge and skills in such fundamental fields as management (of goods, financial aspects), sales and team leadership.

They must also have sound knowledge of the distribution sector and its environmental constraints, particularly in the context of the explosion of the internet and e-commerce.

#### YOUR FUTURE CAREER

This course aims to open the door to employment. Graduates of this professional Licence can aspire to the following positions:

- department manager,
- store manager,
- point of sale technical advisor,
- deputy manager of an SME in retail

They can later progress to positions such as:

- store director or deputy director
  - regional director
  - area manager or sales manager
- depending on the company.

#### BENEFITS OF THE PROGRAM

This course is based on a long-standing partnership with CFA Descartes, a recognised apprentice training centre for higher education courses. Quality teaching by experienced professionals. Extensive support for students (methodology, support workshops, finding an apprenticeship, pedagogical monitoring, etc.).

More information



# PROGRAM

## YEAR

### **SAVOIR GERER**

**Gestion comptable et budgétaire** (ECTS:2)

**Contrôle de gestion** (ECTS:2)

**Logistique d'approvisionnement** (ECTS:2)

**Droit de la consommation et de la concurrence** (ECTS:2)

### **SAVOIR VENDRE**

**Connaissance de la distribution et du e-commerce** (ECTS:4)

**Comportement du consommateur** (ECTS:3)

**Merchandising** (ECTS:2)

**Vente et relations clients** (ECTS:4)

**Droit de la distribution** (ECTS:3)

### **SAVOIR MANAGER**

**Management des équipes** (ECTS:4)

**Organisation et marketing des enseignes** (ECTS:3)

**Droit social** (ECTS:2)

### **MAITRISER LES OUTILS DU MANAGER**

**Informatique et web** (ECTS:2)

**Anglais commercial** (ECTS:2)

**Expression et méthodologie** (ECTS:3)

### **COMPETENCES PROFESSIONNELLES**

**Stage** (ECTS:10)

**Projet tutoré** (ECTS:10)