

Field of study **Sciences and engineering**

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 :

Campus Marne la Vallée - Serris - Institut Francilien d'Ingénierie des Services (IFIS) 6-8 cours du Danube 77700 Serris  
Lycée François Mansart - 25 rue de la Banque 94100 Saint-Maur-des-Fossés

#### Calendar :

18 weeks of classes spread over the year and a minimum of 21 weeks in a company.

#### 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) :  
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## Professional Bachelor Building and Public Works Professions: Building and Construction Eco-Friendly Buildings and Construction Account Manager



Institut Francilien d'ingénierie des Services (IFIS)

Professional Bachelor LP

#### TO GET THERE

To be admitted to this course, applicants must have completed two years of higher education.

Mainly in the building and construction sector: a technical university diploma in civil engineering for sustainable construction or thermal and energy engineering or advanced vocational training certificate in building and construction; building and construction studies and economics; architectural space design; building envelopes; fluids, energy and the environment; finishing and design; residential timber framed construction systems; landscape design.

But also in marketing: a technical university diploma in marketing techniques or an advanced vocational training certificate in marketing techniques or negotiation and digitalisation of customer relations, as well as in science and technology, such as a technical university diploma in industrial computing and electrical engineering or materials science and engineering.

#### ACQUIRED SKILLS

The course prepares students for positions of responsibility as account managers and business advisors for single-family-home projects and combines technical and marketing skills.

These skills include:

- Developing a client portfolio, negotiating contracts, managing customer relations.
- Supervising teams, managing schedules.
- Analysing the technical conditions of a project, identifying methods and drawing up costing.
- Ensuring that the work is compliant with requirements and is carried out on schedule and within budget.

#### YOUR FUTURE CAREER

Degree recognised under the international higher education system (Licence - Master's - PhD). The professional Licence is designed to give graduates direct access to employment as account managers in the construction industry or business advisors for single-family-home projects. Our aim is to train qualified managers in these sectors, which offer excellent career opportunities. This training enables students to be directly operational and, by the end of the course, to be immediately employable.

Graduates can also apply for the following jobs: Project manager, Customer manager, Works supervisor, Technical sales representative.

#### BENEFITS OF THE PROGRAM

This course draws on a close partnership with the professional union of single-family-home builders (LCA-FFB) and the French Building Federation. This allows the course content to remain closely in line with the needs of the profession and ensures high employment rates among our graduates. Classes are taught by professionals from the building and construction and marketing sectors, advanced vocational training certificate teachers and faculty from the university. The course provides a dual skill base in marketing and technical aspects that makes students highly adaptable.

More information



## YEAR

### **UE 1 : MISE À NIVEAU (ECTS:3)**

- 1.1: Informatique & maquette numérique
- 1.2: Electricité
- 1.3: Module bois

### **UE 2 : TECHNOLOGIE TCE & CONSTRUCTION BOIS (ECTS:8)**

- 2.1: Technologies tous corps d'état
- 2.2: Mécanique / Analyse des structures
- 2.3: Produits innovants/développement durable
- 2.4: Construction bois

### **UE 3 : ETUDES & ECONOMIES DE PROJET (ECTS:5)**

- 3.1: Etude d'un appel d'offre
- 3.2: Quantitatif TCE & Construction bois
- 3.3: Chiffrage d'une affaire

### **UE 4 : ORGANISATION - SECURITE - QUALITE (ECTS:5)**

- 4.1 : Suivi technique / méthodologie
- 4.2 : Planification
- 4.3 : Qualité
- 4.4: Contrôle /Sécurité

### **UE 5 : MANAGEMENT - COMMUNICATION - NEGOCIATION (ECTS:8)**

- 5.1: Typologies clients
- 5.2: La gestion de la relation client / sous-traitant
- 5.3: Négociation commerciale
- 5.4: Management
- 5.5: Anglais

### **UE 6 : DROIT (ECTS:6)**

- 6.1: Droit général
- 6.2: Droit de la construction et de l'urbanisme
- 6.3: Contrats de construction et de sous-traitance

### **UE 7 : PROSPECTION - MARKETING (ECTS:5)**

- 7.1: Système d'informations mercatiques
- 7.2: Développement du portefeuille client
- 7.3: Techniques de communication orales et écrites
- 7.4: Marketing de la communication

### **UE 8 : PROJET TUTOIRE (ECTS:10)**

- 8.1: Projet tutoré
- 8.2: Suivi de projet technique et méthodologie

### **UE 9 : PERIODE EN ENTREPRISE (ECTS:10)**

- 9.1: Mémoire Professionnel