



UFR Sciences Economiques et de Gestion

Capacité d'accueil : 25

FIELD Droit, Economie, Gestion

Course suitable for

Apprenticeship

Initial Education

Continuing Education

Recognition of prior learning

• How to apply :

- Procédure de candidature sur la plateforme "eCandidat" : <https://candidatures.u-pem.fr>
- Dossier de candidature - score IAE Message - entretien de motivation.

• Course venue :

Bâtiment Bois de l'Etang, Champs-sur-Marne

• Calendar :

One week at the IAE Gustave Eiffel and one week with a company, i.e. 60% of the year with a company.

• Contacts :

- Academic coordinator : REZIOUK Kheireddine
- Academic secretary : Emilie VEZZOLI (L1)

For further details :

Information, Career guidance and Professional integration Department

(SIO-IP) : sio@u-pem.fr / +33 1 60 95 76 76



BACHELOR ECONOMICS AND MANAGEMENT



Management commercial et relation clients

BACHELOR L3

ENTRY REQUIREMENTS

Mainly for students with a L2 in Economics and Management - DUT (University Technology Diploma) in Marketing Techniques, Administration and Business Management (specialising in Organisational Management, Accounting and Financial Management), Administrative and Commercial Management. However, the training program is also open to students with other second-year university level diplomas, provided they are highly motivated and have a very high level of academic achievement.

ACQUIRED SKILLS

The Licence 3 in Commercial Management and Customer Relations develops students' business skills (conducting business negotiations through the effective use of sales techniques and business approach), technical skills (reasoning and analytical skills, written and verbal communications skills in French and English, interpersonal skills and understanding the economic and legal environment in which their activity operates) and behavioural skills (self-reliance, initiative, versatility, proactiveness, active listening and empathy).

YOUR FUTURE CAREER

This Licence 3 is aimed at students wishing to continue their studies with a Master's degree that has a business dimension (Banking, Business Engineering, Operational Management of Sales Networks) or a marketing/sales dimension (Service Management and Marketing, Design and Luxury innovation). The career opportunities at the end of this pathway depend on the chosen Master's degree.

BENEFITS OF THE PROGRAM

Courses have limited numbers which enables students to receive personalised supervision - courses are taught by lecturer-researchers and experienced sales professionals - assistance with finding an apprenticeship contract.

✦ APPRENDRE ✦ INVENTER ✦ COMPRENDRE

STUDY PROGRAM

1

ASSESSING AND ORGANIZING ORGANIZATION PERFORMANCES

Management control
Analysing business performance

UNDERSTANDING THE ORGANIZATION ENVIRONMENT 1

General and economic culture
Consumption psychosociology

MASTERING SALES AND CUSTOMER RELATIONS 1

Omnichannel customer relations
B2C sales techniques
Professional practice and project analysis

SPOKEN AND WRITTEN COMMUNICATION CMCR 1

Business English
Communicating with customers orally

2

UNDERSTANDING HOW ORGANIZATIONS WORK 2

Contract law and consumer law
Sectoral particularities of commercial business lines
History of managerial thinking

MASTERING SALES AND CUSTOMER RELATIONS 2

Managing business performance
Managing the customer portfolio and CRM tools
B2B sales techniques
Commercial professional practice

SPOKEN AND WRITTEN COMMUNICATION CMCR 2

Business English
Communicating with customers in writing