

Professional degree, management of a point of sale



Presentation brochure of the training

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Objective of the training

The objective of the courses is to train students to be section managers. The section manager is responsible for the commercial animation and insure financial results for his section, just like a profits manager or a company director. Section managers are supposed to become executives in the retail sector, after a sufficient professional experience.

Condition of recruitment

The training is to students in a bachelor of economics, management, AES, law and for those who have an Associate's Degree (TC, GEA, GACO) or in 12th grade.

The training is also open for students who are looking for supplementary skills or a professional approach: LEA, sociology, psychology, literature...

The recruitment is done by the teaching staff and retailer partners. After selection, the chosen candidates are convened to interviews with partners retailers.

The training is limited at 16 students.

Organization of the training

This sandwich training lasts a year. 450Hrs of courses and 150hrs for the project are spread over 20 weeks of courses and 32 weeks in a company.

450hrs of courses

150 hrs for the project

32 weeks in a company

Presentation of the courses for 2017

UE 1 : Learn how to MANAGE people

- Know yourself and personal development
- Manage and lead a team
- Take decisions and lead
- Social right
- English

UE 2 : Learn how to SELL

- Knowledge of the distribution and online trade
- Marketing
- Sale and relation with the customer
- Merchandising
- Relation between the supplier and the distributor (direct channel)

UE 3 : Learn how to ADMINISTRATE

- Account management
- Management control
- Logistic
- Computing
- Distribution law
- Methodology and expression

UE 4 : Supervised project

UE 5 : Internship

Skills acquired and openings

The student has many possibilities to access different functions like team leader, head of department, person in charge of a sector. Being a section manager can lead to jobs in agencies and social offices in the management sector: purchase, marketing, human resources, finance, logistic.

Thanks to the sandwich-training, the students are ready to progressively take charge of the functions and responsibilities of their job while quickly being operational. The skills that we aim to develop first are autonomy (be able to listen to others, to know yourself, to take a step back, to take decision), the project management (survey and research, data analysis) and the management of the human resources (hosting, control and management of teams of employees).

Support University: Montpellier management (ISEM)