

**Level "National degree" in Sales and operational management
(level V-CEC)**



BTS MCO

“Brevet de Technicien Supérieur”

Sales and operational management

APPRENTICESHIP

POSSIBLE EUROPEAN MOBILITY ERASMUS

PUBLIC CONCERNED AND REQUIREMENTS:

Have a « Baccalaureat »(Leaving Certificate-level IV-CEC).

- * Have a sense of responsibility.
- * Have a sense of relationship.
- * Be a team player.
- * Be analytical

TRAINING OBJECTIVES :

- *Develop the customer relationship and ensure sales advice.
- * Drive and energize the commercial offering.
- * Ensure operational management.
- * Manage the sales team.

PROCEDURES AND TIME FOR REGISTRATION :

- * Register on “Parcoursup”(= CAO in Ireland).
 - * One on one.
- Applications are examined in order to verify the motivation and coherence of the vocational project with the training.
- Registration is final when an apprenticeship contract is signed.

RATE :

- * Free training for the apprentice.
- The general conditions of sale are displayed in the school hall.

ACCESSIBILITY FOR DISABLED PERSONS :

- Considering students with disabilities:
- * Preliminary interview
 - * Training coaching able by a referent “H+”(disability)
 - * Adaptation of training

INDICATORS 2021:

- *Pass rate: 63.6%
- *Insertion rate: 76.9%
- *Break rate: 7.7%



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METHODS USED:

- * A human-sized facility.
- * Individualized monitoring.
- * Varied pedagogical practices.
- * Hybrid training (face-to-face and some distance learning)

EVALUATION METHODS:

In CCF (Continuous Training Control) and terminal tests.

POSSIBLE CAREERS AND REORIENTATION:

- * The young person can continue his studies in bachelor's degree, professional license (commerce, R.H, Community manager, etc.).
- * He can enter the job market directly as a customer advisor, manager or assistant manager in the retail, specialty and e-commerce sectors.

DURATION:

- * Training over 2 years.
- * 1,350 hours of training
- * Between 1,700 and 1,800 hours in enterprise

TRAINING CONTENT:

In training centre (1,350h):

- *General culture and expression
- *English
- *Economic, legal and managerial culture
- *Animation, dynamisation of the commercial offer
- *Sales team management
- *Business relationship management
- *Operational Management

In enterprise (between 1,700h and 1,800h):

Participation in all actions aimed at:

- *Develop the customer relationship and ensure the sales advice.
- *Drive and energize the commercial offering

For more information: www.mfr-montbrison.fr