

BACHELOR(degree level diploma baccalauréat + 3)

The Bachelor 'Import-Export Area Manager' diploma certified level II (bac + 3) by the RNCP (register of professional certifications) is a course which completes the BTS/HND in 'International Trade'. It is a one-year course leading to the possibility of employment in the field of international trade.

SPECIFICITIES OF THE COURSE

A professional vocational course leading to operational competencies

The course includes :

- Reinforcing proficiency in English and the second foreign language (German, Spanish or Italian).
- Further study of management techniques and international negotiation.
- An approach to cross-cultural management.
- A thorough study of the geopolitical environment
- In-company work experience in an alternating course of one year in professionalisation contract or 6-months in internship contract.

GENERAL OBJECTIVES OF COMPANY WORK EXPERIENCE

The in-company work experience can be carried out as part of a professionalisation contract (see enclosed document) or an internship agreement.

In the case of an internship agreement, payment of a gratuity is compulsory as of the 309th hour of effective work. The minimum is 3.66€/hour , exempt from taxation.

This professional experience should allow the student to :

- Put into practice professional techniques linked to international trade.
- Implement his/her linguistic competencies
- Carry out an import and/or export project defined by the internship tutor.

POSSIBLE ACTIVITES DURING THE COMPANY INTERNSHIP

- Carrying out market research : desk research into the countries canvassed, survey of demand, survey of offer, distribution survey, survey of communication means.
- Surveying and canvassing new markets (exporting or sourcing).
- Ensuring commercial and/or administrative management of an export or import zone.
- Taking part in the launch of a new product on one or several foreign markets.
- Preparing, taking part and carrying out one or several commercial events (fairs, exhibitions).
- Taking part in setting up an export or import structure in the host company.
- Revising the firm's communication policy : updating brochures, setting up a website.
- Reviewing logistics : choice of carriers, customs regulations ...
- Managing calls for tenders
- Participating to international marketing actions
- Meeting export customers and taking part in negotiations.