

1- FORMALITIES:

The BTS N.R.C. is a two-year course open to high school graduates. Candidates must have passed a bachelor degree

The number of students is limited to 35.

2- FINAL PURPOSE:

This course aims to train sales representatives/managers who have four main functions:

- Sales and customer relationship management
- Creation of sales information
- Organization and management of commercial activity
- Implementation of a sales policy.
- Web editor, Management of retail website et social networks

3- EDUCATIONAL GOALS:

- To develop a commercial culture
- To reinforce students' autonomy and initiative by carrying out commercial projects and participating in commercial challenges
- To transmit methodological tools aimed at communication, management and decision making
- To master information technology in commercial activities
- To help professional integration or the pursuit of studies
- To prepare for the jobs of customer relation and management with a high quality, dynamic two-year training course.

Education	Hours		ECTS per year	ECTS per semester	ECTS Code
	Per week	per year			
General culture and expression	3	90	6	3	NRC/EXPF1- 2
English language	3	90	6	3	NRC/ANG 1-2
Law courses	2	60	3	1,5	NRC/DROIT1 – 2
Economics	2	60	3	1,5	NRC/ECO 1-2
Organisation Management	2	60	3	1,5	NRC/MAN 1-2
Professionnal workshop	5	150	8	4	NRC/GC 1-2
Pôle 1 : Communication, Negociation, management	5	150	8	4	NRC/RC 1-2
Pôle 2 : digital, social networks, Website	3	90	6	3	NRC/MEC 1-2
Pôle 3 : networks animation	6	180	9	4,5	NRC/GP 1-2
Stage en entreprise (8 weks = 8 crédits)			8	4	NRC/PFE
Totaux	29h	870h	60	30	
Option Français Langue Etrangère	3	90	4	2	COM/Fran