

BTS GESTION DE LA PME

Initial

Apprentissage



En partenariat avec :

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BTS GESTION DE LA PME

COLLABORATEUR DIRECT DU DIRIGEANT D'UNE PME (5 À 50 SALARIÉS)

Initial ou Apprentissage

Durée de la formation

→ 2 ans - Apprentissage dès la première année.

Pour qui ?

Les élèves titulaires d'un bac général, technologique ou professionnel.

Rythme d'apprentissage

→ 3 jours de formation.
→ 2 jours en entreprise.

Modalité d'inscription

L'inscription est soumise à la signature d'un contrat d'apprentissage avec une entreprise dans les 90 jours suivant la rentrée.

Missions

- **Participer** aux relations avec les clients et les fournisseurs.
- **Contribuer** à la gestion et au développement des RH.
- **Participer** à la gestion des risques et à la démarche qualité.
- **Soutenir** le fonctionnement et le développement de la PME.
- **Mener** des actions de communication interne, externe et digitale.
- **Communiquer** en interne et avec les partenaires de la PME.

Domaines abordés

- La **gestion** commerciale et financière.
- L'**organisation** du travail administratif et la planification.
- La **communication** interne, externe et digitale.
- Le **management**.

Secteurs concernés

- Tous les secteurs d'activité.
- De préférence PME, de 5 à 50 salariés où la polyvalence est requise.
- PME indépendantes sur le plan juridique et financier.

Exemples de poursuites d'études

- Licence Commerce Vente Marketing (Bac+3).
- Licence professionnelle (Bac+3).
- Bachelors (Bac+3).
- Écoles de Commerce.
- Accès aux concours Bac+2.

Exemples de débouchés professionnels

- Gestionnaire de PME.
- Assistant commercial.
- Assistant administratif du personnel.
- Assistant import/export.
- Assistant de direction.
- Reprise d'une PME ou création de sa propre entreprise.
- Assistant RH.

CONTENU DE LA FORMATION ET PROGRAMME

Atouts du BTS

- **Formation** reconnue par les professionnels.
- **Poids** important de la PME dans le tissu économique européen.
- **Utilisation** permanente des outils informatiques et digitaux.
- **Culture** économique, juridique et managériale.
- **Ateliers** de professionnalisation.
- **Interventions** de professionnels.
- **Possibilité** de poursuite d'études au Québec.

Qualités requises

- Esprit d'initiative, d'analyse et de synthèse.
- Réactivité, faculté d'adaptation et d'organisation.
- Rigueur et sens des responsabilités.
- Goût du contact.
- Implication et dynamisme.

Statut

- **Étudiant** (12 semaines de stage sur les deux années).
- **Alternant** en apprentissage (possibilité en première année).

Volume horaire hebdomadaire (en initial)

Modules de formation	Année 1	Année 2
Culture générale et Expression	3h	3h
Anglais LV1 obligatoire	4h	3h
Culture économique, juridique et managériale	4h	4h
Culture économique, juridique et managériale appliquée	1,5h	1,5h
Gérer les relations avec les clients et les fournisseurs de la PME	5h	1h
Participer à la gestion des risques de la PME		3,5h
Gérer le personnel et contribuer à la GRH		3h
Soutenir le fonctionnement et le développement de la PME	4h	5h
Communication	3h	1h
Ateliers de professionnalisation	4h	3h
Total	28,5h	28h
Langue vivante étrangère 2 (option)	2h	2h
Accès aux ressources informatiques	3h	3h

A black and white photograph capturing a celebratory moment at a graduation ceremony. In the foreground, several graduates in academic regalia (gowns and stoles) are shown from the chest up, their faces lit with joy. They are cheering, with some pointing upwards and others throwing their mortarboards into the air. The mortarboards are captured in mid-air, creating a sense of dynamic movement. The background is a large projection screen displaying the text 'RESPONSABLE DU COMMERCIAL' in a bold, sans-serif font. Below this title, a list of names is visible, including Alexine, Sarah, Bastien, Paul, Emma, and André. The screen also features decorative elements like a starburst pattern and a list of names. The overall atmosphere is one of triumph and accomplishment.

A black and white photograph capturing a celebratory moment at a graduation ceremony. In the foreground, several graduates in dark gowns and white stoles are cheering with their arms raised, some holding diplomas. Above them, several graduation caps are captured mid-air, having just been tossed. The background is a large screen displaying the text 'RESPONSABLE DU COMMERCIAL' and a list of names: Alexine, Sarah, Bastien, Paul, Emma, and André. The screen also features decorative elements like stars and a list of names, including 'FONSA', 'GAS', 'GIN', 'COO', 'M', and 'M'.

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