

BTS MANAGEMENT COMMERCIAL OPÉRATIONNEL

Initial

Apprentissage



En partenariat avec :

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BTS MANAGEMENT COMMERCIAL OPÉRATIONNEL

MANAGER OPÉRATIONNEL D'UNE UNITÉ COMMERCIALE

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

- **Gérer** la relation avec la clientèle (vente, conseil, fidélisation).
- **Gérer** et animer l'offre des produits et des services.
- **Manager** l'équipe commerciale et gérer l'unité commerciale.
- **Rechercher** et exploiter l'information nécessaire à l'activité commerciale.

Domaines du commerce abordés

- L'**organisation** et le management de l'unité commerciale.
- La **gestion** de la relation client.
- La **gestion** et l'animation de l'offre commerciale.
- La **gestion** du système d'information commerciale.

Secteurs concernés

- Distribution alimentaire et spécialisée.
- Grande distribution.
- Production.
- E-commerce.
- Prestations de services (banque, assurance, immobilier...)

Exemples de poursuites d'études

- Licence Commerce Vente Marketing (Bac+3).
- Bachelors (Bac+3).
- Écoles de Commerce spécialisées dans le Business Development ou le Management (Bac+5).
- Accès aux concours Bac+2.

Exemples de débouchés professionnels

- Assistant chef de rayon.
- Télévendeur, téléconseiller.
- Chargé d'études de marché.
- Chargé de clientèle.
- Manager de rayon.
- Directeur adjoint.
- Directeur de magasin.

CONTENU DE LA FORMATION ET PROGRAMME

Atouts du BTS

- **Partenariat** avec les entreprises.
- **Esprit** marketing et démarche commerciale.
- **Méthodologie** centrée sur la relation client.
- **Techniques** de communication commerciale et de management commercial.
- **Culture** économique, juridique et managériale.
- **Certification** en anglais niveau entrée B1, sortie C1.
- **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** (16 semaines de stage sur les deux années).
- **Alternant** en apprentissage (possibilité dès la première année).

Volume horaire hebdomadaire (en initial)

Modules de formation	Année 1	Année 2
Culture générale et Expression	2h	2h
Anglais LV1 obligatoire	3h	3h
Culture économique, juridique et managériale	4h	4h
Développement de la relation client et vente conseil	6h	5h
Animation et dynamisation de l'offre commerciale	5h	6h
Gestion opérationnelle	4h	4h
Management de l'équipe commerciale	4h	4h
Total	28h	28h
Langue vivante étrangère 2 (option)	2h	2h
Entrepreneuriat (option)	2h	2h

A photograph of a courtyard area with several wooden picnic tables and benches. In the background, there is a large, multi-story building with a light-colored facade and many windows. A sign on the building reads "SODEXO".

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 shown from the chest up, their faces lit with joy. They have their arms raised in the air, and several black graduation caps are seen flying through the air above them. The background is a large screen displaying the text 'RESPONSABLE DU COMMERCIAL' in a bold, sans-serif font. Below this text, a list of names is visible, including Alexine, Sarah, Bastien, Paul, Emma, Bien, and André. The overall atmosphere is one of triumph and achievement.

A black and white photograph capturing a celebratory moment at a graduation ceremony. In the foreground, several graduates in traditional academic regalia (gowns and stoles) are shown from the chest up, their faces lit with joy. They have their arms raised high, some pointing upwards, and several black mortarboard caps are captured mid-air, having just been tossed. The graduates are holding white diplomas or certificates. In the background, a large projection screen displays 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, Bien, and Andre. The screen also features decorative elements like a starburst pattern and a list of names. The overall atmosphere is one of triumph and achievement.

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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, Bien, and Andre. The screen also features decorative light patterns.

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Retrouvez nos plaquettes de formation sur notre site internet
institution-robin.com

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This image shows a single sheet of white paper with horizontal dotted lines. The lines are evenly spaced and run across the width of the page, providing a guide for handwriting or typing. There are no margins, text, or other markings on the paper.

INSTITUTION ROBIN

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d'Enseignement Privé associé à l'État**

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