



# BACHELOR

## BUSINESS MANAGING ORGANIZATIONS

## TARGETED SKILLS

The Bac+3 degree in Organizational Management covers the different aspects of management and business management. It aims to give students a solid training in management sciences oriented towards managerial skills. This training is based on theoretical tools allowing students to analyze the market and the business environment by integrating the reality of the environment in general and the digital environment in particular, and on skills in the field of business management. Professionalization is particularly present in this field, where the curriculum includes an internship and two compulsory foreign languages. The aim of this specialization is nevertheless to lead students to Master's studies or to a professional activity in the field of management. The Bachelor's degree in Organizational Management aims to train future professionals specialized in business management. In addition to the consolidation of knowledge in the field, the course offers complementary training in the field of Marketing with courses in the management of information systems linked to the speciality.

## DIPLOMA DELIVERED

Diploma in Business Managing organizations

### Career opportunities from the program

At the end of the Bac+3 training in Organizational Management, the training naturally continues in the Master's degree in Digital Marketing within the institution or all the other specialties launched by the institution thanks to the versatile training that this training offers. The continuation of studies in Master in equivalent institutions is also quite possible.

On the professional level, the Management of Organizations degree allows graduates to easily take on positions of responsibility in professions requiring versatile training such as:

*Assistant to the director of a small or medium-sized business,*

*Development project manager*

*Sales executive / Sales manager*

*Assistant to the product manager / Product manager*

*Sales assistant*

*Business management assistant*



## THEMES AND TEACHINGS

### ADMISSION REQUIREMENTS

- Admission is based on application and a motivational interview
- The Bachelor's in Business Management for Organizations program is designed for students who have obtained a high school diploma (in economics, science, vocational studies, or literature).
- The Bachelor's degree is pursued through an initial training program following a hybrid model (in-person/remote).
- Admission is decided by a selection committee that reviews candidate applications and assesses their qualifications.

### ACCOMPAGNEMENT

Each student receives individual support in their personal and professional project. Thanks to the individual guidance offered, designing a training path that is coherent with the chosen profession becomes easier to implement. This approach allows each student to align their personal aspirations, abilities, and professional desires. Building their project involves particularly:

- *Self-awareness,*
- *Exploring the professional world,*
- *Understanding the professions within the sector of activity and their requirements*

- Statistiques informatiques
- Economics & Management
- Fundamental Management Concepts
- Marketing & Commerce
- Microeconomics
- Communication Techniques
- Business English
- Economic English
- Mathematics Applied to Finance
- Legal and Economic Environment
- Human Resources Management, Strategic Management
- Information Systems and Big Data
- Community management

### ADVANTAGES OF THE PROGRAM

*The training provides students with technical knowledge and a dual commercial and managerial skill set, essential for their professional integration*



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