



RESPONSABLE EN GESTION ET DÉVELOPPEMENT D'UNE BUSINESS UNIT

AMBITION : This Bachelor's Degree will make you a top manager with a 360° vision and you will master all aspects of the business world.

NEOMA
BUSINESS SCHOOL
REIMS · ROUEN · PARIS

RNCP LEVEL

RNCP37655 Level 6 (Bachelor's degree)

Certificateur : NEOMA Business School

31-05-2023

PROGRAM

BLOCK 1 : MANAGERIAL COMMUNICATION

- Develop your managerial communication
- Develop your managerial posture
- Project management

BLOCK 2 : SALES PERFORMANCE MANAGEMENT

- Marketing and new business models
- Sales strategy and negotiation

BLOCK 3 : STRATEGY AND FINANCE

- Strategy and macroeconomic environment
- Managerial finance
- Performance management

BLOCK 4 : TEAM MANAGEMENT AND LEADERSHIP

- Positive leadership
- Effective and collective performance
- Corporate Social Responsibility
- HR fundamentals for managers

CASE STUDY : PROJECT MANAGEMENT WITH AN INTRA/ENTREPRENEURIAL APPROACH.

METHODOLOGY : Coaching, Dissertation

START DATE

October 7th 2024

ACCESSIBILITY

Accessible to people with disabilities.

PROGRAM SCHEDULE

Flexible and adaptable to students needs

- 100% digital
- Mentoring Group coaching sessions
- A 12-month completely online program

REQUIRED LEVEL

- Accessible aux candidats titulaires d'un Bac + 2 et de 3 années d'expérience professionnelle
- **Dérogation possible** pour des candidats non titulaires d'un Bac + 2 suivant l'expérience professionnelle.

PRICE

7 840 €