

# Business Administration & Sales Management (GACO)

The **Business Administration and Sales Management Bachelor of Technology** is designed to train future middle managers for positions as multi-skilled managers and assistant general managers in small to medium-sized businesses, or functional managers in large organisations (corporations, administrations, etc.).

The skills developed during the course will enable graduates to have access to a broad range of sales and administrative management jobs in the fields of commerce, administration, finance, or in the cultural or sports sectors. The course offers graduates the skills required for fast integration into the job market. It also equips them to **further studies** via enrolment in a Master's Degree. The degree programme also offers **international opportunities** with an optional semester abroad.

## Study tracks

- The **Sustainable business and project management study track** is focused on corporate social and environmental responsibility support activities.

### Career prospects:

Graduates will be able to work in any type of business, association or organisation, start their own business or take over an existing one.

- The **Managerial support functions study track** covers business sectors related to human resources management and consultancy for companies or organisations of any kind.

### Career prospects:

Graduates will be able to work as assistant accountants, human resources and executive assistants, or assistant managers in small or medium-sized companies.

- The **Sales management and multi-channel marketing study track** develops the skills required for multi-channel and digital implementation of marketing strategies and business development in diverse business sectors.

### Career prospects:

Graduates will be able to work as marketing, logistics, supply chain, or communications assistants.

- The **Cultural, artistic, sports and hospitality management study track** provides specific training in organisational, structural and events management in companies or organisations of any type operating in the culture, art, sports, or tourism and hospitality sectors.

### Career prospects:

Graduates will be able to work as production assistants, management consultants for cultural organisations, assistant project managers in companies or sports federations, assistant events managers, or in various tourist facilities, such as tourist offices, museums, and historical sites, etc.

## Skills

The GACO Bachelor of Technology includes three competency modules in year 1.

Further competency modules are added in years 2 and 3 depending on the study track. Whichever study tracks are chosen, GACO Bachelor of Technology graduates all learn the following skills:

### • Managing a Project within an organisation

Students will be able to interpret and analyse specifications and budgets, comply with scope, generate new ideas through creative workshops, and be a source of proposal.

### • Managing in-company organisation

Students will be able to analyse the business environment, identify the economic, legal and environmental challenges facing organisations and assess their financial situation.

### • Developing marketing strategy

Students will be able to analyse environmental influence on market behaviour, identify market players, develop the marketing mix and product quality, cost and delivery (QCD) strategies, implement sales, logistics and transport activities in an efficient and sustainable way in order to deploy the organisation's business activities at national and international levels.

## Entry requirements

This program is mainly intended for STMG **technological baccalaureate holders**, but does not exclude other specialties, and holders of **general and professional baccalaureates or equivalent diplomas**. It is also suitable for higher education students wishing to change career path.

The BUT can also be prepared within the Lifelong education scheme or on a vocational basis (apprenticeship training or work-based learning). The diploma can also be delivered on Accreditation of Prior Experiential Learning (APEL).

# B.U.T. Business Administration and Sales Management in France

