

National Curriculum 2013 TC DUT^{*}

*2-year degree in Business Studies

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Introduction

1. Course objectives

The aim of the TC (Sales and Marketing Techniques / Business Studies) DUT (2-year degree) is to:

- train students to take on versatile, autonomous, open-ended commercial jobs
- support students with a real profession-oriented university course
- prepare them to join professions at level III or continue their studies further.

The TC DUT is a two-year course to train students in all areas of commercial professions. The skills targeted are broad. TC diploma graduates are versatile and can work in all sectors of the sales and marketing process: from market surveys to sales, including marketing strategy, commercial advertising, purchase and sale negotiation, customer relations, etc.. They can work in all sectors of economic activity: banking, insurance, asset management, property development, import-export, transport, communication, special events, mass distribution, retail selling and industry.

They do jobs such as sales administrators, salesmen, customer service representatives, commercial assistants, technical sales representatives, negotiators, marketing assistants, product section heads, sales supervisors. With experience, they can work their way up to executive positions: product manager, area manager, sales manager, export manager, buyer, sales development manager, marketing manager, department manager, store manager or SME manager, head of advertising, etc..

The main professions in which TC DUT graduates work are listed under the following codes in the ROME professions directory:

- C for commercial professions in the banking, insurance and property sectors
- D for professions in selling and distribution
- E11-E14 for professions in communication and advertising
- G11-G12-G13 for commercial professions in the tourism sector
- M for commercial company-support professions

This is a non-exhaustive list with respect to the wide range of sectors covering professional commercial activity.

2. Activities and skills referential

During the four six-month training periods, learning methods and professional simulation activities focus on the qualities corresponding to the requirements of the professional environment. These qualities help to facilitate the integration of DUT graduates into a company, as well as their personal and professional development.

TC DUT graduates must demonstrate the following qualities:

Adaptability/Autonomy	Be able to adjust their behaviour and decisions in a given, simple or complex context. Demonstrate autonomy. Manage their time and organise their work.
Rigour	They can use manager tools and professional texts. They are able to apply self-verification in terms of their action.
Teamwork skills	They must integrate well into a team. They should share information and report on their actions and results. They must contribute to group results.
Open-mindedness	They must adopt a non-dogmatic attitude. They are able to listen to, understand and take new ideas on board, enter into new business relations and be open to international aspects.
Initiative	They seek out opportunities for developing the organisation in which they are involved (from operating units to the top of the hierarchy) They are able to make decisions. They can take initiatives, assume the resulting responsibilities and make commitments.

Interpersonal capability	They must be conversant with communication tools and information systems. They must develop their interpersonal skills and have a caring attitude.
Customer orientation	They should develop an optimal qualitative approach for customer satisfaction, irrespective of their place in the organisation.
Ethics	They must adopt a responsible attitude towards the decisions they take. They not only consider the economic consequences but also those of a human, social and ecological nature, in a sustainable development logic.
Challenge	They are dynamic and enthusiastic. They are persevering. They set objectives for themselves and use relevant means to achieve them.

Basic skills of a TC DUT graduate

Activities	Skills
Preparation of commercial action	TC DUT graduates are able to
ANALYSIS OF THE CONTEXT	<ul style="list-style-type: none"> • use project management techniques. • identify the specifics of a product. • analyse economic contexts and markets. • take the competition into account. • use marketing tools. • take marketing policies, communication channels and corporate strategy on board. • understand company organisation and culture and management methods. • acquire an economic culture that enables them to understand market developments. • implement forecasting models and a probabilistic approach in the context of commercial studies and surveys. • analyse the context and legal, economic or social constraints applicable to their activity. • define the action to be taken. • implement business development activities, contact customers and develop their customer base.
EXECUTION OF MARKET SURVEYS	<ul style="list-style-type: none"> • choose and use the appropriate approach and relevant tools for collecting quantitative and qualitative information. • summarise and interpret data.
IMPLEMENTATION OF MARKET STRATEGY	<ul style="list-style-type: none"> • apply a permanent logic for the collection of important data for the company's marketing and sales activity. • use the main methods for internal and external diagnosis.
CONSTRUCTION OF THE MARKETING PLAN	<ul style="list-style-type: none"> • propose strategic orientations (choice of the area(s) of activity for segmentation and positioning) with arguments to support them. • plan the action to be taken to achieve objectives and establish financial control tools. • take action on product, price, communication and distribution variables. • become conversant with distribution channels.
SALES FORCE COORDINATION	<ul style="list-style-type: none"> • be an integral part of a sales team. • head up a sales team and coordinate the sales force.

	<ul style="list-style-type: none"> • analyse behaviour and motivation and generate group dynamics. • manage conflict. • handle the first phase of employee recruitment. • be conversant with basic IT tools. • adapt fast to company software. • be conversant with commercial advertising techniques. • construct the appropriate communication materials and tools. • be conversant with the construction and monitoring of a budget. They are capable of analysing and using accounting documents.
HANDLING OF THE BUSINESS DEVELOPMENT PHASE	<ul style="list-style-type: none"> • use commercial information sources and information processing techniques. • collect information and analyse business information. • prioritise and summarise information. • analyse customer profiles. • construct survey questionnaires and results display tools. • use numerical data. • obtain appointments. • plan their work according to their status as an employee or independent.
Sales meeting and conclusion	TC DUT graduates are able to
CUSTOMER REQUIREMENTS ANALYSIS	<ul style="list-style-type: none"> • demonstrate active listening capability (listening and understanding). • demonstrate general culture and empathy
REFORMULATION OF PROPOSALS / PUTTING FORWARD ARGUMENTS / FIELDING OBJECTIONS	<ul style="list-style-type: none"> • validate information. • reformulate with brevity. • express themselves in French with ease in a professional manner and have good elocution. • communicate in a foreign language at an operative level.
CONCLUSION	<ul style="list-style-type: none"> • conclude contracts • interpret the main clauses of a contract. • inform customers of the legal framework. • manage frustration and take customer refusal on board. • manage customer risk.
Customer monitoring	TC DUT graduates are able to
CUSTOMER RELATIONS MANAGEMENT	<ul style="list-style-type: none"> • use customer relations management tools • develop the reliability of customer data and update it. • report to line management and colleagues. • transmit information in a correct, appropriate, professional manner whether written or verbal. • construct and analyse scorecards, statistics and result monitoring documents.
LOYALTY DEVELOPMENT SERVICES	<ul style="list-style-type: none"> • develop customer loyalty. • manage complaints.

Specific skills of a TC DUT graduate

activities	Skills
B to B (business to business)	TC DUT graduates are able to

MANAGEMENT OF INTERCOMPANY COMMERCIAL RELATIONS	<ul style="list-style-type: none"> • draw up quotations and monitor execution of the service provided. • schedule tasks and projects. • establish special conditions in contracts. • manage their customers' accounts and monitor any changes. • manage a customer portfolio. • work closely with suppliers. • use sound knowledge of transport (Incoterms, Customs, insurance, methods of payment). • get to grips with the logistics function.
EXECUTION OF MARKET SURVEYS	<ul style="list-style-type: none"> • reformulate the request and translate it into operational specifications. • master various types of surveys. • master survey tools, software and processing. • produce relevant summaries resulting from survey analysis.
PURCHASING NEGOTIATION	<ul style="list-style-type: none"> • master the corporate environment, the technical characteristics of products and the market. • understand the needs of the departments concerned by the products to be purchased (quantity, quality). • guarantee profitability by calculating purchasing costs and margins. • master purchasing and negotiation techniques. • prospect for and select suppliers. • monitor deliveries and invoicing. • understand quality procedures. • resolve commercial and financial disputes.
B to C (business to consumers)	TC DUT graduates are able to
DISTRIBUTION AND SALE TO CONSUMERS	<ul style="list-style-type: none"> • develop a sales outlet and handle its merchandising. • choose and implement direct marketing methods. • manage a pricing policy. • establish a stock management policy. • comply with consumer protection rules and fair trading regulations. • choose distribution networks. • understand the specifics of mass distribution and retail selling. • head up and involve a team.

COMMERCIAL COMMUNICATION / ADVERTISING	<ul style="list-style-type: none"> • establish a media plan to promote a product. • use direct marketing techniques, choose the appropriate tools and construct them (email shots, cold calling, etc.). • implement communication plans in relation to the target sought. • use desktop publishing software • comply with information, image and author copyright legislation.
E-COMMERCE	<ul style="list-style-type: none"> • be conversant with the various distribution channels. • choose the channels most appropriate for the product and service and encourage the develop of multi-channel capability. • apply online selling techniques • use marketing tools specific to the selling and marketing of products and services over the Internet. • use software tools linked to the design and management of merchant sites. • negotiate with the players in the various channels. • understand online communication developments. • understand logistics constraints. • respect regulations applicable to online commerce and the use of computerised data (customer files, etc.).
INTERNATIONAL TRADE / IMPORT-EXPORT	<ul style="list-style-type: none"> • communicate in a business context in foreign languages. • understand inter-cultural aspects into negotiation. • be conversant with foreign markets (economic and geopolitical). • be conversant with international trade techniques. • understand transport conditions (Incoterms, Customs, insurance, etc.).
COMPANY SETUP AND TAKEOVER	<ul style="list-style-type: none"> • analyse market opportunities. • monitor company setup formalities. • choose the legal structure. • comply with the legislation for the sector of activity. • construct a business plan. • find financing and partners. • establish the communication and sales/marketing plan. • start up activity.

3. 1. General organisation of the course

a. Description of the course

The course is divided into 4 periods of six months each, split into course units with 2 or 3 course units per six-month period.

Tutorials correspond to groups of 28 students and practical work to groups of 14.

The school-university transition is facilitated by the following measures:

- development of a course unit consisting of both theory and practical studies.
- modules with equivalent coefficients
- acquisition of the fundamentals of commercial activity and the gradual introduction of more specific notions
- alternating group work and individual work

The training course for the DUT is made up of a major, which consists of the core skills of the DUT, plus additional modules. These additional modules are intended to complete the course for students, whether or not they are going directly into a job or continuing their studies further with additional training or higher education diplomas. Irrespective of the course taken by students, the additional modules form an integral part of the DUT. The additional modules intended for students going directly into work are defined in this curriculum. Those more applicable to students continuing their studies are

offered, if they wish, in the context of adaptation of their courses to their own personal and professional aims. Developed by the University Institute, with the backing of the recommendations of the national education committee, they have the same characteristics in terms of volumes of hours and coefficients as the modules for students going directly into work and will be included in an appendix.

The training course is validated by regular, continuous assessment in each of the 6-month periods, according to the conditions set out by the Order dated 3 August, 2005. The diploma obtained is the DUT, a level III technological university diploma, entitling the graduate to 120 ECTS credits.

The objectives of modules and assessment methods must be indicated to students by the teaching team.

b. Table summarising the modules and course units (CUs) per 6-month period

CU	Reference Module	Module name	Module coeff	Total CU Coeff	Hourly volumes			
					Lect ures	Tuto rials	Pra ctic al wor k	student per CU
Period 1								
CU 11 Initiation into the professional environment	M1101	Company organisation	2	14	12	15		209
	M1102	Marketing fundamentals	2		12	15		
	M1103	Marketing concepts and strategies	2		12	15		
	M1104	General economics 1	2		12	15		
	M1105	General principles of law	2		12	15		
	M1106	Personal Professional Plan 1	1		5		20	
	M1107	Commercial Studies and Research 1	2		12	15		
	M1108	Cross-disciplinary skills	1					
CU 12 Identifying and communicating	M1201	Social communication psychology	2	16	12	15		222
	M1202	Culture communication expression 1	2			15	12	
	M1203	English: specialized foreign language 1	2			15	15	
	M1204	LV2: specialized foreign language 1	2			15	15	
	M1205	Information and Communication Technology 1	2			10	17	
	M1206	Negotiation 1	2			10	17	
	M1207	Introduction to accounting	2		12	15		
	M1208	Mathematics and applied statistics	2		12	15		
Total Period 1			30	30	113	200	118	431

CU	Reference Module	Module name	Module coeff	Total CU Coeff	Hourly volumes			
					Lect ures	Tut orials	Pra ctic al wor k	student per CU
Period 2								
CU 21 Processing information	M2101	Applied statistics, probability	1.5	9	12	15		162
	M2102	Information and Communication Technology 2	1.5			10	17	
	M2103	International Environment 1: international markets	1.5		12	15		
	M2104	Distribution	1.5		12	15		
	M2105	Commercial Studies and Research 2	1.5		12	15		
	M2106	Contract and consumer law	1.5		12	15		
CU 22 Taking action on markets	M2201	Management accounting	1.5	10	12	15		188
	M2202	Operational marketing	1.5		12	15		
	M2203	Commercial communication 1	1.5		12	15		
	M2204	Culture communication expression 2	1.5			15	12	
	M2205	English: specialized foreign language 2	1.5			15	15	
	M2206	English: Cross-Disciplinary Skills	1				20	
	M2207	LV2: specialized foreign language 2	1.5			15	15	
CU 22 Personal professional development	M2301	Negotiation 2	1.5	11			27	94
	M2302	Personal Professional Plan 2	1				25	
	M2303	Development of interpersonal skills	1.5			10	17	
	M2304	Tutored project: project management	1		5		10	
	M2305	Tutored project: description and planning of a project (120 hrs)	3					
	M2306	Work placement 1 (maximum of 2 weeks)	3					
Total Period 2			30	30	101	185	158	444

					Hourly volumes				
CU	Reference Module	Module name	Module coeff	Total CU Coeff	Lect ures	Tut orials	Prac tical wor k	student per CU	
Period 3									
CU 31 Extending administrative skills	M3101	Culture communication expression 3	2	15		15	12	215	
	M3102	English: specialized foreign language 3	2			15	15		
	M3103	LV2: specialized foreign language 3	2			15	15		
	M3104 C	Applied probability statistics	2		12	15			
	M3105 C	Finance and budget management	2		12	15			
	M3106	Personal Professional Plan 3	1		5		15		
	M3107	Commercial law	2		12	15			
	M3108 C	Information and Communication Technology 3	2			10	17		
CU 32 Developing commercial performance	M3201	Sales outlet marketing	2	15	12	15		211	
	M3202	Negotiation 3	2				27		
	M3203	Commercial communication 2	2		12	15			
	M3204	Direct marketing / Customer relations management	2		12	15			
	M3205	International Environment 2: Approach to foreign markets and business intelligence	2		12	15			
	M3206	Logistics	2		12	15			
	M3207 C	General economics 2	2		12	15			
	M3208 C	Cross-Disciplinary Skills 2	1				22		
Total Period 3				30	30	113	190	123	426

CU	Reference Module	Module name	Module coeff	Total CU Coeff	Hourly volumes			
					Lect ures	Tut orials	Pra ctic al wor k	student per CU
Period 4								
CU 41 Adapting to change	M4101	Culture communication expression 4	1.5	9		15	12	168
	M4102	English: specialized foreign language 4	1.5			15	15	
	M4103	LV2: specialized foreign language 4	1.5			15	15	
	M4104 C	International Environment 3: international trade techniques	1.5		12	15		
	M4105	E-marketing	1.5		12	15		
	M4106	Labour law	1.5		12	15		
CU 42 Mastering management tools	M4201 C	Social psychology of organisations	1.5	8	12	15		151
	M4202	Managing a sales team	1.5			15	12	
	M4203	Purchasing and quality	1.5		12	15		
	M4204 C	Corporate strategy	1.5		12	15		
	M4205	Entrepreneurship	1.5		5	10	12	
	M4206 C	Cross-Disciplinary Skills 3	0.5				16	
CU 43 Self-assertion on a professional level	M4301	Tutored project: professional simulation exercises (180hrs)	4	13				
	M4302	Work placement 2 (minimum of 8 weeks)	9					
Total Period 4			30	30	77	160	82	319

GRAND TOTAL for the 4 periods	120	120	404	735	481	1620
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Scoping of transverse support modules	Lect ures	Tut orials	Practical work	Total
communication expression		60	48	108
English Modern Language 1		60	80	140
PPP	10		60	70
hourly volume for student	10	180	128	318

A Different Way of Learning methodology represents around 10% of the hourly volume of supervised training. It must be dispensed in all teaching and also be covered in specific modules (*Order dated 3 August 2005 – article 15*)

c. Work placement and tutored projects

Work placement

Work placement in companies or organisations lasting a minimum of 10 weeks completes the professional development of training for the DUT. It must enable assignments to be carried out in line with the technical, technological and interpersonal skills required of the student.

The entire work placement process, from seeking a host organisation to assessment, is conducted within the context of a quality type approach, defining the related responsibilities and procedures in terms of hosting and integration of the trainee and support from tutors. This approach satisfies a tripartite agreement between the student, training department and host organisation, in line with regulations.

The assignment entrusted to the trainee is the subject of prior agreement between the host organisation and the department in order to measure the feasibility and shared interests of the 3 parties.

During the entire period of the work placement, the student is monitored jointly by a teacher tutor and a tutor within the host organisation.

Assessment covers the work accomplished in the company, the written report and oral presentation. It is made by a mixed company/organisation and department panel on the basis of a grid of criteria that enable the assessment of the individually required skills, taken from the referential of activities and skills for the diploma.

The overall coefficient given to work placement periods is **12**.

Tutored projects

Tutored projects add a professional dimension to the academic knowledge acquired, which implies that encouragement should be given to "student project" teams by professional tutors at various stages of progress of these projects.

The tutored project activity, representing a volume of 300 hours work for the student in the entire course, is aimed at developing the professional ability of the future graduate, that is to say:

- practical application of knowledge and ability
- cross-disciplinary experience
- learning and practical application of project management methodology
- development of the student's interpersonal skills

Assessment is based on a grid of criteria that will enable the involvement of the student in the group to be measured.

The overall coefficient for tutored projects is **8** for the entire course.

d. Personal, Professional Plan (PPP):

The PPP mechanism enables students to do fundamental work in order to get a precise idea of the numerous professional sectors in the speciality and what they require in terms of knowledge and skills. It must get students to query whether immediate and future professional wishes, personal aspirations, plus points and weakness all match up, with the objective of designing a training path in line with the profession(s) envisaged. Finally, the aim of the PPP is to acquire orientation methodology that can be reused throughout the students' lives.

Students must be the principal players in the approach. They must conduct their projects on the basis of experiences constructed, lived through, built on and compared with others. Professional insertion and retraining techniques and all forms of education aimed at the professional development of students can be used for this purpose.

The coefficient for the student's Personal Professional Plan is **3** for the entire course.

e. Learning orientation: learning by technology

The learning approach applied is the project methodology approach.

The volume set aside for a Different Way of Learning in the Order dated 3 August 2005 enables the teaching team to use innovative practices focussing on student success.

Learning by technology encourages the learning and acquisition of skills. Cross-Disciplinary type activities can be envisaged in this context, including role play, work on practical case studies and management simulation exercises. This work covers several modules, areas and departments of the IUT.

Role plays enable future graduates to use their knowledge and skills to the best advantage and at the same time develop their interpersonal qualities, a key factor for their integration into the business

world, as well as their ability to develop and achieve personal and professional fulfilment. They will be capable of taking current issues and changes into account.

f. Integration of current issues at stake for the economy

The TC DUT course curriculum focuses on current issues at stake for the economy. Some subjects are covered in specific modules and others are included into modules relating to other areas. Particular insight is given into certain points:

Entrepreneurship

An “entrepreneurship” module is part of the Period 4 curriculum. Student awareness is developed to the spirit of entrepreneurship and the methodological process of setting up or taking over a company. This basic module provides an opportunity for students to use all their administrative knowledge in a creation project.

Standards

The subject of standards is included into modules in a global performance and quality approach. Student awareness is developed to national and international standards in the various administrative areas.

Business intelligence

Scanning for intelligence, the protection of information and influence are activities included in the “international environment” module in Period 3. This notion will be extended into marketing, economics, corporate strategy and law modules.

Sustainable development

In all modules and the management of tutored projects, student awareness is developed to the issues of sustainable development for companies and organisations. They take into account the repercussions of their decisions and identify strategic issues.

Health and safety at work

The issues of health and safety at work are included into the “social psychology of organisations” and “development of interpersonal skills” modules.

Project management

Students are trained in project management techniques and use of the related methods and tools. A module is devoted to this in Period 2, linked to the tutored project.

Project management techniques are implemented during the course in tutored projects, Cross-Disciplinary Skills, the PPP, work placement periods and company setup.
