



# Business Manager

## Program Duration:

- 2 Years for candidates entering with a Bac+3 degree (910 hours total)
- 1 Year for Bac+4 candidates admitted directly into the second year after validation of Bloc 1 and Bloc 2 via equivalent experience or VAE

RNCP Level 7 – Manager d’Affaires (RNCP 40257)

Certification delivered by MANITUDE

NSF Code: 312m

Level: Bac +5 (Master's equivalent)

Qualification Issued by: MANITUDE

Work-Study Training:

- Alternance: 4 days/week in the company, 1 day/week at school

MBA/MSc Structure:

- MBA/MSc 1 - Bac +4
- MBA/MSc 2 - Bac +5



## After Study Job Opportunities

- ✓ Graduates can pursue roles such as:
- ✓ Business Manager
- ✓ Account Manager
- ✓ Key Account
- ✓ Manager
- ✓ Sales Engineer
- ✓ Business Consultant
- ✓ Project Manager

## International Students - ADMISSION CHECKLIST

- ✓ Résumé / Curriculum Vitae (CV)
- ✓ Application Form
- ✓ Copy of Diploma and Transcripts
- ✓ Motivation Letter
- ✓ Proof of Experience (for Bac +3 or VAE)
- ✓ ID Document (Passport or Residence Card)
- ✓ English Test Result (if applicable)
- ✓ Interview with Admission Officer

## ADMISSION TESTS

- Study Of The School File Tests:  
General
- Knowledge, English, Logic and  
Practical Case Study Individual
- Motivational interview

## Capstone Project & Professional Training

Students complete a capstone project based on real business challenges. For international students, internships or work-study (alternance) placements in companies are strongly recommended to reinforce real-world skills and improve employability. While not mandatory under RNCP 40257, such placements are highly encouraged. In initial training tracks, most providers require around 80 days of internship or a 4-month in-company experience.

Send email with attachment: [info@toptechcollege.com](mailto:info@toptechcollege.com)

+33 788 12 1192

 [www.toptechcollege.com](http://www.toptechcollege.com)

Paris La Défense Le Belvédère, 1-7 Cr Valmy, 92800 Puteaux



# Business Manager Curriculum

## BLOCK 1: Define and Implement a Sustainable Business Strategy

- Analyze the market and competitive landscape
- Set profitability targets
- Design omnichannel action plans
- Evaluation: Business case analysis, oral defense

## BLOCK 2: Develop Commercial Activity

- Acquire and retain clients
- Prospect and respond to calls for tenders
- Negotiate complex sales, including in English
- Evaluation: Simulations, role play, client file

## Program Objectives

This program aims to develop high-level business leaders capable of managing:

- Complex commercial negotiations
- Building sustainable strategies
- Driving innovation in a tech-driven world
- Graduates will be equipped to lead multidisciplinary teams, manage profit centers, and contribute to digital transformation initiatives across sectors.

## Program Overview

The Business Manager is a specialist in commercial negotiation, taking into account market and job developments, particularly digital transformation. A specialist in B2B and complex sales cycles, the Business Engineer is at the interface between commercial, technical, data, and complex project management functions. They ensure the implementation of strategic commercial projects capable of generating significant revenue for the company, as well as the management and operational monitoring of proposed solutions. They specialize in B2B sales and the negotiation of complex, high-value-added products and services. Due to the complexity of the solutions they sell, they tailor solutions for their clients.

## BLOCK 3: Manage Teams and Networks

- Recruit and onboard team members
- Animate internal and external networks
- Conduct performance evaluations
- Evaluation: HR scenarios, team management report

## BLOCK 4: Manage the Activity of a Profit Center

- Oversee financial and administrative operations
- Handle legal and risk management
- Supervise reporting and crisis response
- Evaluation: Business simulation, budget case study

## About the Program

The Manager d’Affaires / Business Engineer specializes in:

- Commercial negotiation Complex B2B sales
- Digital transformation
- Positioned at the intersection of sales, technical consulting, and project management, this professional ensures the successful implementation and monitoring of strategic commercial projects.

Internship: In a company in France or abroad (optional)

Program given as an indication. Top Tech College will be able to adapt it according to the requirements of the professional world.

Program contents are indicative & subject to changes, as Top Tech College Constantly improves its curriculum according to evolutions in the business world