

BTS Management commercial opérationnel (MCO)

OPERATIONAL COMMERCIAL MANAGEMENT

Formerly known as BTS Management des Unités Commerciales (BTS MUC), it is a diploma that allows you to train in business unit management, customer relations and team management.

The holder of this BTS is trained to take responsibility for a small commercial unit or a part of a larger structure (shop, supermarket, sales agency, merchant website...). In this context, he fulfills the following tasks: team management, operational management of the sales unit, customer relationship management, facilitation and dynamisation of the offer. Depending on the size of the company, he can be a department manager, assistant store manager, sales manager, account manager, sales advisor, sales consultant, telephone salesman, e-commerce manager, agency manager, cashier manager, sales manager, etc.

- Duration of training: 2 years
- 28 weeks of school education with a student schedule of 30 hours per week
- European Qualifications Framework : level 5
- The training includes 16 weeks of internship

Jobs prepared by the training / Sector of activity

- Sales and Service Advisor - Seller/Advisor - Seller/E-commerce Advisor - Customer Manager - Customer Service Manager - Merchandiser - Assistant Manager - Department Manager - Manager of a local business unit



Skills acquired during training

- C1 - Customer relationship development and management
- C2 - Advisory sales insurance
- C3 - the animation and dynamisation of the commercial offer
- C4 - Assurance of operational management
- C5 - the management of a sales team
- C6 - The management of human resources
- C7 - Ensure information monitoring
- C8 - Analyze situations facing the company
- C9 - Exploit an economic, legal or managerial documentary base
- C10 - Propose reasoned solutions and mobilizing notions and economic, legal or managerial methodologies
- C11 - Making a diagnosis (or part of a diagnosis) that prepares for strategic decision-making