



ENSEMBLE SCOLAIRE
LE KREISKER

Advanced Technician in INTERNATIONAL TRADE

An international business course (High school diploma)

BTS COMMERCE INTERNATIONAL à référentiel commun européen

Every year, our higher education department prepares about twenty four students to the Degree of Advanced Technician in International Trade.

THE COURSE

This is a two year course in designed towards the acquisition of professional skills and practices through an academic curriculum and work placements.

This course is built around 4 majors themes:

- **General Education:** Culture and communication; Economics, Business, Management and Law.
- **Languages:** English (compulsory); German; Spanish; Italian.
- **Vocational Training:** Knowledge of International Business and Strategic Management Processes; Business Computer Skills; Marketing Strategy and Follow up of Overseas Customers; Negotiation in Foreign Languages; Import-Export Operations Management.
- **Work Experience in Firms:** a two month placement (minimum) in international prospecting abroad; a one month work placement in France (or abroad) dealing with import-export operations; a tutored project in international business.

THE WORK PLACEMENT ABROAD

Duration: 2 month (minimum), from beginning of May.

Objectives: The student has to apply the theories and practices he/she learned in her first year course. Thus, he/she could assist with market approach, press relations, taking part in trade shows, commercial negotiation and the follow-up of existing clients, so as to be able to acquire more hands-on experience.

The tasks he/she can be entrusted with are:

- identifying an selecting the prospective targets, creating and updating a customers' file,
- evaluating the potentialities of the current customers and of the prospects,
- organizing prospection and evaluating strategic marketing planning,
- dealing with potentials clients,
- analyzing, assessing and following up the canvassing of prospective customers,
- setting up, managing, updating a relevant contact's file,
- animating a sales network and a clients' file,
- making offers that meet the customers' needs.

Legal status: The modalities of the work placement are regulated by an agreement drawn up between the host firm, the education department and the student. The trainee is responsible for his/her own insurance cover. Any allowance or remuneration is at the discretion of the company.