

MANAGEMENT



MASTERS

Business and Distribution Management

A two-year work-study course

The Masters in Business and Distribution Management is delivered by the Institut d'Administration des Entreprises in Saint Etienne, which offers a range of innovative work-study based courses alternating operational responsibility in a company with the analysis of students' professional practice.

THIS MASTERS PREPARES STUDENTS FOR MANAGERIAL RESPONSIBILITIES IN THE VARIOUS PROFESSIONS RELATED TO MULTICHANNEL DISTRIBUTION AND BUSINESS. In France, more than three million people work in this sector.

MULTICHANNEL DISTRIBUTION

is more than ever at the heart of business strategies in this sector. It is now essential to know how to reach the client at the place and time and in the format that suits them (traditional shop, internet, mobile, tablet, Drive, relay points, pick-up points, etc.) while ensuring the financial viability of the company.



OBJECTIVES

THE COURSE WILL DEVELOP SKILLS IN:

Managing multi-channel distribution (interdependent channels such as shops, Internet, mobile, Drive, Hard Discount, etc.)

Establishing, managing and leading a sales point or distribution network.

Selling, buying and negotiating with suppliers

Managing a team, recruiting and developing staff

Analysing consumer behaviour, satisfying customers and creating customer loyalty

Implementing logistical and technological solutions appropriate to the sector and strategy

Establishing and monitoring management indicators to steer an activity

Managing international business operations

National diploma: Master (120 ECTS)

Final qualification: Bac + 5

Length of course: 2 ans
(or one if entry in M2)

Accessible as

Initial study programme
Continuous education programme VAE
(Validation of Acquired Experience)

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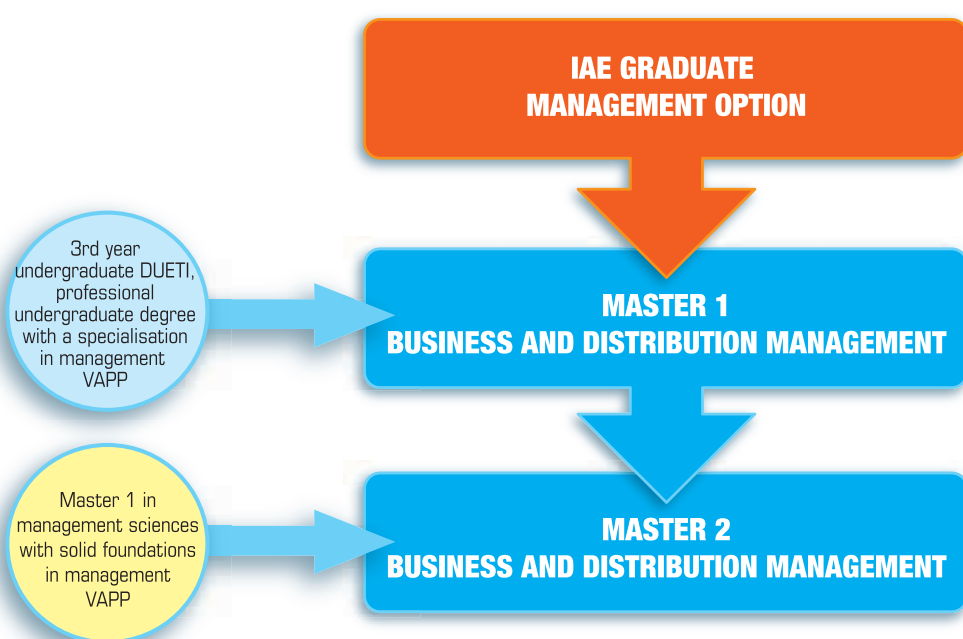
Business and Distribution Management

"Our sector has seen a rapid and profound change with the appearance of new types of shops and strong growth in online commerce.

New business careers with high added value are emerging. They require skills based on high level academic knowledge and an in-depth experience of the diversity of the field of activity.

The excellent work-study course proposed by the Masters in Business and Distribution Management responds to this demand."

Claude RISAC
President of the FCD Rhône-Alpes



Career prospects

To train operational managers:

Network manager, shop manager, head of sector, responsible for e-commerce site, salesperson for major accounts, merchandiser, logistics manager, supplier relation manager, customer relation manager ...

To train functional managers:

Marketing manager, product manager, internal auditor, purchaser, management controller, human resources manager, IT manager, quality control/security/environment management, category manager, project leader, commercial network leader/developer, supply chain manager, etc.

Types of host organisations:

- Independent commercial companies
- On line distribution companies
- Large-scale distribution companies
- Network distribution and commercial companies (franchises, specialised distribution, etc.)
- Alternative commerce companies (social and solidarity economy, collaborative economy and shared economy), etc.

Admission

Recruitment level:
Bac +3 or Bac +4 or professional experience
(validated by the VAPP procedure - Validation of Personal and Professional Experience)

Eligibility conditions

The course can be entered in M1 or M2.
- Application form + interview
- Score IAE Message is compulsory (except for those continuing their studies with significant professional experience)

How to apply?

On the IAE website



CONTACTS

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