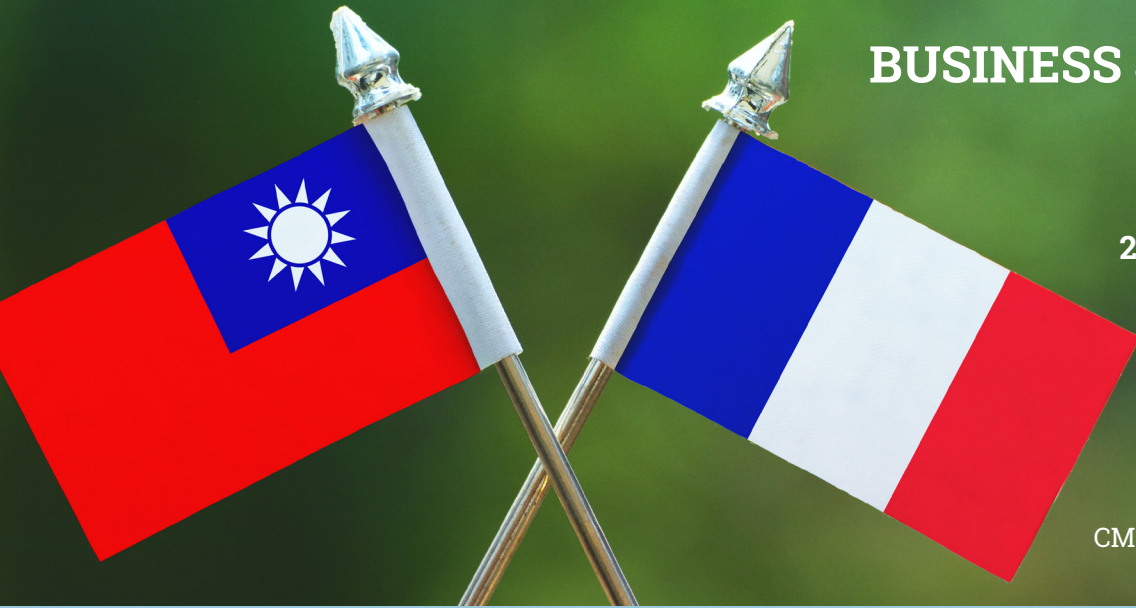




Chambre  
de **Métiers**  
et de l'**Artisanat**  
**PAYS DE LA LOIRE**



文藻外語大學  
**WENZAO URSULINE**  
UNIVERSITY OF LANGUAGES



# BUSINESS & MANAGEMENT TRAINING

Certifying training  
2025, January 20<sup>th</sup> to July 4<sup>th</sup>

CMA Pays de la Loire  
International Affairs Service  
CMA Formation – La Roche-sur-Yon

## PROGRAM GOALS

- Master the fundamentals of the French language
- Communicate in French in a professional framework
- Adopt the techniques of business strategies
- Discover management methods and tools
- Apply techniques of vocational training researches
- Develop abilities to adapt to French workplace and culture

## 1<sup>ST</sup> SEMESTER 2025

**12 weeks of training**  
**10 weeks of internship in a company**

Training :  
January 20<sup>th</sup> to April 11<sup>th</sup>

Internship :  
April 21<sup>th</sup> to June 27<sup>th</sup>

Evaluation and program closure :  
June 30<sup>th</sup> to July 4<sup>th</sup>

## LEARNING CONTENT

### UF1. Induction week

### UF 2. General knowledge and expression

- French courses for an effective oral and written communication
- French culture

### UF 3. Communication

- Customer relationship
- Sales process
- Simulation in a professional framework

### UF 4. Business strategy

- Commercial offers
- Operational management
- Case studies and visits of business and touristic companies

### UF 5. Management

- Analysis of the organization of a company
- Staff management

### UF 6. Project Management

- Performing a diagnosis
- Business case

### UF 7. Internship research

- Researches support
- Meeting companies

## ➤ TOPICS

- French language and culture
- Communication
- Business strategy
- Customer relationship
- French business culture
- Project management

## ➤ INTERNSHIP OPPORTUNITIES

### Fields :

- Business
- Customer relationship
- Communication
- Tourism

## ➤ HOSTING

### Provided by CMA Pays de la Loire :

#### Accommodation :

Fully equipped hotel residence in La Roche-sur-Yon

#### Catering :

Lunch on site during courses

## ➤ ADMISSION

### Requirement :

- Level of French required : at least DELF A2 - Preferably DELF B1

### Selection process :

- Application file and individual interview
- French level evaluation (written and oral), motivation of the candidate and capacity of living and working within a group

## ➤ EDUCATIONAL TRIPS AND COMPANIES VISITS

- Cultural tour of Paris and other cities
- Commercial and tourism companies visits

## CONTACT

Elodie DAS

Project Manager

CMA Pays de la Loire International Affairs

edas@artisanatpaysdelaloire.fr

[urmapaysdelaloire.fr](http://urmapaysdelaloire.fr)

