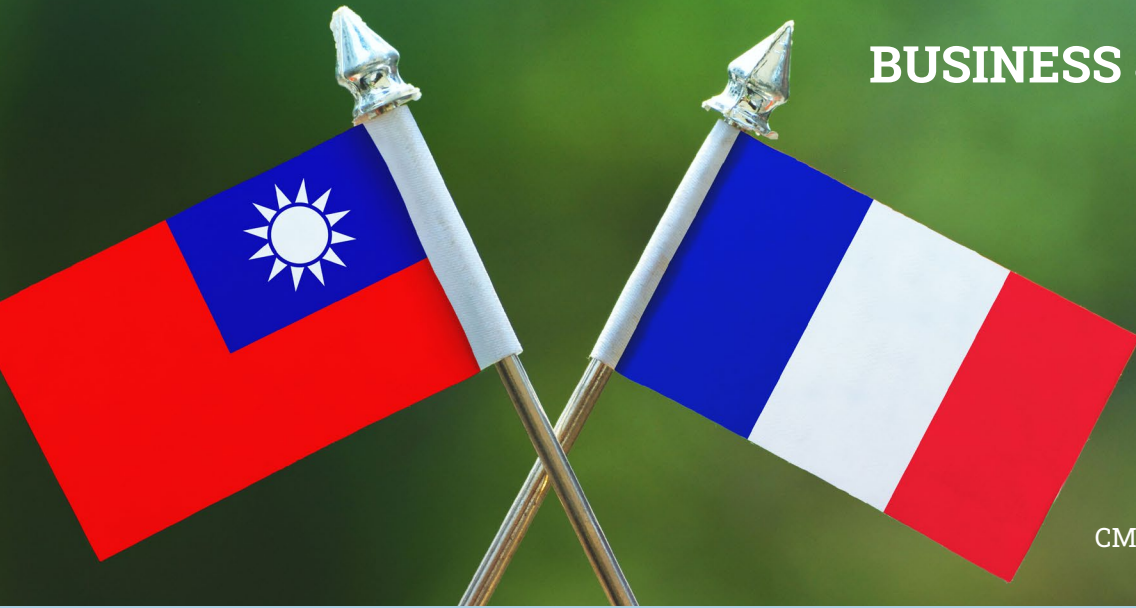




Chambre
de **Métiers**
et de l'**Artisanat**
PAYS DE LA LOIRE



文藻外語大學
WENZAO URSULINE
UNIVERSITY OF LANGUAGES



BUSINESS & MANAGEMENT TRAINING

Certifying training
2025, September 15th to
2026, February 6th

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
- Develop abilities to adapt to French workplace and culture

► September 2025 to 2026 February

12 weeks of training
8 weeks of internship in a company

Training :
September 15th to November 28th

Internship :
December 1st to January 30th

Evaluation and program closure :
February 2nd to 6th

► LEARNING CONTENT

UF 1. 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 preparation

- Discovery of the company
- Objectives and missions

➤ TOPICS

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

➤ INTERNSHIP OPPORTUNITIES

Fields :

- Customer relationship
- Communication
- Tourism
- Beauty and Cosmetics
- Hotel
- Catering, bar
- Craft store
- Events

➤ HOSTING

Provided by CMA Pays de la Loire :

Accommodation :

Single apartment fully equipped kitchenette
Cap West la Roche-sur-Yon, 8 min from the
University by bus

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

CMA FORMATION

CONTACT

Elodie DAS
Project Manager
CMA Pays de la Loire International Affairs
edas@artisanatpaysdelaloire.fr

urmapaysdelaloire.fr

