



**More than 50 programs
from Bachelor to Master
degree in apprenticeship**

A school of



**CCI PARIS ILE-DE-FRANCE
EDUCATION**

Welcome to Sup de Vente | Essym



Jérôme Bédier,
Chairman of the Board



Véronique Daubenfeld,
Sup de Vente | Essym CEO

Sup de Vente | Essym continuously adapts and enriches its programs and pedagogy in order to respond precisely to the needs of the market and to face digital and globalization challenges.

Each year, about 4,000 apprentices are ready to put their skills at the service of our partner companies in France. In addition thanks to a well built international strategy and the Erasmus program, some apprentices will engage in an international internship.

For many employers - in France or abroad- this is the opportunity to have resources quickly operational. A "win-win" solution.



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Sup de Vente | Essym core values



Respect



Involvement



Professionalism



Team spirit



Desire to impart



Other CCI Paris-Île-de-France's schools:

ESCP Business School • ESIEE IT • ESSEC •
FERRANDI Paris • GOBELINS • HEC Paris • ISIPCA •
La Fabrique • L'ÉA-CFI • CFA des Sciences

Our pedagogic choices



The business world at the heart of our teachings

Sup de Vente | Essym maintains close relationships with local professionals and has always integrated the company into its pedagogy.

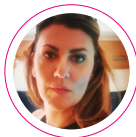
Objective: prepare students in a more concrete way by giving them a better understanding of the professional world and its codes. Thus, companies and professionals regularly intervene in front of the students to pass on their experience and the knowledge required to enter into working life.

In addition our academic direction calls on regularly a committee of experts (business experts, program managers) to build our programs according to the latest market trends.

Teachers from the professional world

Sup de Vente | Essym integrates a teaching staff mainly from the professional world who makes the indispensable link between company requirements and pedagogical methods and objectives. We have:

- External trainers who work in companies and animate courses on their area of expertise.
- Internal teachers with a previous professional experience in their field of teaching.



Nathalie Lefort

About a multicultural course of international negotiation organized with American, Greek and French Business students.

Seeing how negotiations are done differently from one culture to the other is an eye-opener for even the most worldly of students.

This is an enriching experience, not only for the students but also for the instructors.



Our degrees



RNCP Titles, these popular degrees !

A title is a professional certification recognized by the French State under the authority of France Compétences (National Authority of Financing and Regulatory for Professional Training and Apprenticeship).

Each title is registered on the National Directory of Professional Certifications (RNCP in French).

We award:

- Level 6 RNCP Title, an equivalent of a Bachelor
- Level 7 RNCP Title, an equivalent of a Master

This category of degree is focused on professional skills, facilitating employability and professional insertion.



National degrees

The Ministry of Higher Education, Research and Innovation delivers a visa to our:

- BTEC Higher National Diplomas, a 2-year degree post baccalaureate (called BTS in French)

- University Bachelors and Masters thanks to a partnership with numerous universities

Sup de Vente | Essym must submit a request alongside the Commission for the Assessment of the Training Courses and Management Degrees (CEFDG in French) to have other degrees with this visa.

For example, the visa approved to the EGC Bachelor guarantee it an undeniable value.

Individual support



Our staff in support of companies

Sup de Vente | Essym ensures the support of companies like definition of profiles, selection of resumes, approval of apprenticeship assignments, etc.

During their apprenticeship, our young people must write a report related to their company.

The pedagogical staff will be able to guide the writing and to give some feedback to the company during and after the apprenticeship.

A team dedicated to the follow-up of the apprenticeship

Our academic staff checks regularly the apprenticeship of our young people in order to check their development in their company and to foster transparency between them.

Consequently, our students know how to behave in the world of work and to communicate with different teams.

The human aspect

Our apprentices are in small groups of 20-25 that allows them to have close relationships with teachers and benefit from an individualized follow-up.

Sup de Vente | Essym pedagogical staff focuses on the human aspect above all in order to delight our young people and our partners during the apprenticeship and internship.



Elisa Joly,

Movil'App Internship in the Netherlands at Mercedes-Benz (HR management) in 2021.

Before, during and after my internship, Laurence Gasquet supported me and helped me with all the administrative documents I had to fill in.

She answered all the questions I had and organized some e-meetings to check if everything was doing fine.

Besides, I received a financial support from the Essym school, which was very useful regarding the cost of living in the Netherlands.

For the human and financial support, I would like to thank them.



International mobility support



Sup de Vente | Essym is accredited by the Erasmus + Charter.



Laurence Gasquet,
International Project Manager of Sup de Vente | Essym

As the international project manager of Sup de Vente | Essym, I am in constant relation with students, companies and professional institutions so as to:

- Inform about our international activities
- Animate events
- Develop new partnerships and collaborate with current partners
- Organize our international actions guarantying their success and quality at each step (helping students qualifying job offers, checking interns missions before contract signature...)

Companies abroad who would like to recruit a trainee, entrust a project to our apprentices, etc. can contact me and send their job/project description.

According to needs, we will invite you to present your company during our Erasmus days or another event, transmit your offer to our students...

Collaboration is based on trust and mutual exchange.



Our international programs



We offer at Sup de Vente school various programs with a focus on the acquisition of international skills to perform on business careers.

Students from Essym may also internationalize their curriculum by participating to one of our international activities (see page 11).

Bachelors

Head of International Trade

A market survey conducted on an international market

Marketing, Sales and Management (schools of EGC network)

3 months internship abroad during 1st year

Masters

Business Engineering Manager

Entrepreneurship projects with foreign partners (USA and Greece)

International Operational Marketing

Onsite workshops with companies abroad

The detail of each program will be found in the next pages

Bachelor

Head of International Trade



Program objectives

Train in one year (after a 2-year degree) operational export managers able to define and implement a trade policy in a multicultural environment.

In order to increase the turnover and the margins of geographical areas within their companies, future international trade experts will be able to assess the markets and feasibility of the business plans, develop a marketing strategy for the target area in line with the general policy.

PROFESSIONAL OPPORTUNITIES

- Head of International Trade
- Head of Export Sales Administration
- Export Area Manager
- Sales Representative - France & Export
- Commercial Assistant - France & Export

SKILLS ACQUIRED DURING THE CURRICULUM

Manage and ensure business development

- Lead a project
- Monitor the market
- Create dashboards and analyze indicators (KPI)
- Leverage marketing data for business strategy
- Develop a trade action plan
- Draw up a provisional budget
- Integrate cross-channel into a commercial practice

Prospect, analyze needs and negotiate an offer

- Collect data to identify potential markets
- Define a prospecting strategy and plan
- Perform a customer diagnosis
- Build a technical and commercial offer
- Assess the financial impact of the proposed solution
- Build the sales pitch and conduct a discovery interview
- Prepare different negotiation scenarios
- Define an offer in compliance with the legislation

Manage a commercial action in project mode

- Master project management tools
- Organize and set up a project team
- Provide project leadership using cross-functional management tools
- Facilitate a project meeting
- Evaluate and analyze the results of a project



Pace

2 weeks in a company

1 week at school



Entrusted duties during apprenticeship or internship abroad

- Elaboration of an international trade strategy and action plan
- International sales negotiation
- Management of international client portfolio
- Coordination of management actions (administrative, financial and logistical).



25 students

at 2021 school start



100 %

employability 7 months after graduation (2019)

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CCI PARIS ILE-DE-FRANCE
EDUCATION

Bachelor



Marketing, Sales and Management



Program objectives

EGC schools offer a 3-year degree course in business studies. Our goal is to turn out versatile, operational graduates ready to take on professional responsibilities in a variety of fields.

Our graduates make fast progress in marketing, selling techniques, sales administration, purchasing, distribution, banking and international trade.

INTERNATIONAL PROFESSIONAL OPPORTUNITIES

- Product Manager
- Export Area Manager
- Community Manager
- Management Controller
- Financial Advisor



In France or abroad

SKILLS ACQUIRED DURING THE CURRICULUM

Implementation of a marketing strategy

- Conduct consumer and market surveys
- Create web content, flyers and product sheets
- Register customer data into a CRM

Prospecting, business development abroad

- Use different ways of prospection (phoning, e-mailing, face-to-face meeting)
- Issue a quote, purchase order
- Promote products at fairs

Elaboration of a financial diagnosis

- Drawing up and monitor budget
- Construct a balance sheet and a profit and loss account
- Built dashboards and analyze indicators (KPI)

Managing a project and a team

- Organize an event
- Perform HR activities (internal communication, organization chart, etc.)

Work in several languages

- Speak English (1st foreign language) and Spanish or German (2nd foreign language)
- Facilitate a project meeting
- Evaluate and analyze the results of a project

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EDUCATION

Pace

1st year in full time training
2nd & 3rd years in apprenticeship



Entrusted duties during apprenticeship or internship abroad

- Creation of physical or digital supports (videos, articles, flyers...) necessary to help marketing
- Telephone, e-mail and/or physical prospecting
- Implementation of custom procedures, international transports, insurance, financial settlements
- Participation to elaboration/follow up of budgets



The visa delivered by the CEFDG to the EGC Bachelor guarantees it an undeniable value



94 %

employability 6 months after graduation (schools of EGC network)

Title level 7

Business Engineering Manager



Program objectives

The program aims to prepare, in two years after a Bachelor, professionals able to build as a team customized solutions to create value for the customer. We offer 5 specialties including one on international where students collaborate with foreign partners on entrepreneurship projects (more details in the page 11) and attend a large part of their courses in english.

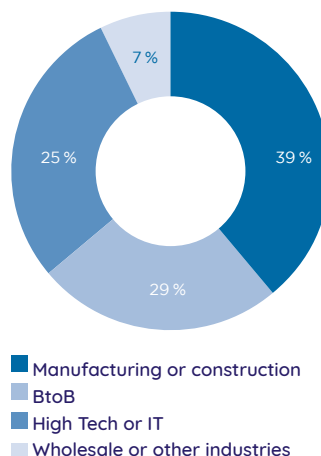
INDUSTRY

Graduates work in industries where expectations are high.

THE PROFESSION

The other names used for the business engineer profession are:

- Business Developer
- Key account manager
- Sales Engineer



SKILLS ACQUIRED DURING THE CURRICULUM

Manage information and strategic networks

- Conduct a strategic monitoring of its ecosystem
- Create leads using professional networks

Elaborate a strategy for the development of complex commercial proposals

- Build a strategic business development plan
- Detect business opportunities
- Develop entrepreneurial skills
- Optimize the commercial plan for key account customers

Qualify, conceive and negotiate high added value services and products

- Understand client needs and elaborate a customized solution
- Prepare and conduct a negotiation
- Monitor the achievement of the business deal (contract)

Manage business projects

- Pilot the business project using agile method
- Manage the internal project team and external contributors

Pace

- 2 weeks in a company
- 1 week at school



Entrusted duties during apprenticeship or internship abroad

- Formulation of an international development strategy
- Sales and negotiation of customized and complex solutions
- Steering of an international commercial project
- Prospect and negotiate with international suppliers
- Conquest and loyalty of key accounts



About 150 graduate each year including 25 international business engineers



91% employability 7 months after graduation (2020)

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Title level 7



International Operational Marketing



Program objectives

This Master degree prepares in two years future experts able to:

Be a decision-maker of operational missions in marketing including digital and sales, in an international context.

Respect the strategic options of the company and the planned budgets by ensuring its development sustainably.

PROFESSIONAL OPPORTUNITIES

- Product Manager
- Marketing/E-marketing Project Manager
- E-commerce/E-marketing Manager
- E-marketing Analyst
- Traffic Manager/Trade Marketer
- Community Manager
- Category Manager

SKILLS ACQUIRED DURING THE CURRICULUM

Elaborate and implement a marketing strategy

- Acquire and retain consumers
- Analyze consumer behavior
- Improve client experience
- Conduct marketing surveys
- Align marketing practices with CSR

Set up a communication plan

- Develop digital communication (website, social networks, etc.)
- Elaborate communication supports (flyers, brochure, etc.)
- Improve the visibility of websites (traffic acquisition and SEO)
- Deploy an action plan (contents editorials, promotional activities, contests, etc.) on the different digital media (mobile, tablet, etc.)

Management of projects at international level

- Collaborate in various languages (English and another foreign language)
- Develop international partnerships
- Conduct innovating projects

Pace

3 days in company

2 days at school



Entrusted duties during apprenticeship or internship abroad

- Adaptation of MIX parameters to develop an international offer by integrating cultural specificities of the target market
- Conception of sales support tools according to distribution channels and implementation of actions to align sales force
- Elaboration and setting up E-business solutions



25 students

at 2021 school start



82 %

employability 7 months after graduation (2019)

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Other programs allowing internship abroad



	BTEC Higher National Diploma Title level 5 - 2 years	Bachelor degree Title level 6 - 3/4 years	Master degree Title level 7 - 5 years
Sales and Business Engineering	Negotiation and Digitalization of CRM	Manager of Business Development Manager of International Business Development	Business Engineering manager
Trade and Retail	Operational Business Management	Manager of Operational Retail	
Marketing, Customer Relationship (CRM)		Marketing sales and management (EGC network)	Manager of Digital and Event Marketing University masters
Procurement		Leader Buyer	
Real estate	Real estate Professions	Professional Bachelors and Masters of ESI partner (Ecole Supérieure de l'Immobilier)	
Recruiting and interim		Recruitment Officer (Esmae network)	
Human Resources (HR)	Assistant manager Manager and Auditor of Payroll	HR officer (Bachelor) HR Management (General Bachelor) HRM professions (Professional Bachelor) Manager of Payroll and Social Division	Manager of HR Strategy University masters
Sustainable development and environment		Hygiene Quality Safety Environment	Manager of Business Quality and Performance Engineering University masters
Management Accounting Finance	Accounting and Management Diploma in Higher Education		Accounting and Management Advanced Diploma in Higher Education
	Accounting & Management SME Management Manager and Auditor of Payroll	Accounting and Payroll Management of organizations Management Controller Management and Organization of the Company	University masters
Assistantship	Assistant manager SME Management Medico-social secretary	Management of organizations Management and Organization of the Company	

International projects and learning expeditions

International entrepreneurship project

For several years, our business engineers students of our Saint-Germain campus collaborate with students of Albion College (USA, Michigan) on real or fictitious entrepreneurship projects to develop their sense of innovation as an international teamwork.

With the students of the graduate business school Alba (Greece), our business engineers students (Paris campus) currently present projects of new business activities for Greek companies such as:

Market and feasibility surveys

Technical and financial files

Business plans

These projects help these companies to expand their offer internationally

Learning expeditions

Sup de Vente organizes each year one-week learning expeditions including company visits, professional conferences and workshops with foreign companies.

For example, our marketing students faced challenges for two Spanish companies:

Decide to group or separate two digital communities of an event company located in Barcelona and Valencia.

Grow a new community of theater lovers for a book seller and producer: How to capture public and what to offer to this community ?



Marketing students at a workshop in Barcelona in 2019



Catherine Bruneteaux-Swann

A trainer in New Business Development of Sup de Vente

When we go to the U.S. together, it makes me extremely proud when I see the Sup de Vente students presenting with their American teammates their projects in front of an auditorium of a hundred people.

And they do it in English, in a professional manner and that's how I see that they really have grown as managers through the year.



Our international partners



Albion and Sup de Vente Business Engineers students in 2019 (Paris)



In 2020, Sup de Vente has forged a partnership with the graduate business school Alba of the American College of Greece.



The House of Europe of Yvelines requested our students to conduct surveys on wide topic like the involvement of European citizens in France. These surveys can be used for decision making for any company.



The National Committee of Foreign Trade Advisors awards each year the International Grand Prize which rewards young French talents for their international involvement.



In 2021, Kévin Oulhen from Sup de Vente won a prize thanks to his internship in India for an event company. At that time he was 18 years old !

Work placement abroad

The work placement must be done in a foreign language (in English by default) in order to enhance international professional skills of our apprentices and apply their language skills.

With his 6% of international students*, Sup de Vente | Essym can send you native speakers from different countries in Europe such as Portugal, Spain, Italia, Germany, Russia, Poland, etc.

We offer to our young people two types of internship abroad:

Movil'App Internships

Just after his graduation, each student from Sup de Vente and Essym can voluntary move abroad to do a 6 months internship in a country of his choice, preferably in Europe thanks to our affiliation to the Erasmus + programme.

Profiles of trainees:

- Bachelor graduates, with 1 to 3 years of apprenticeship experience
- Master graduates, with at least 2 years of apprenticeship experience.

Our graduates are experienced experts in their field, so you may entrust them on:

- Decision-making assignments
- Tasks of a project with different teams
- Day-to-day operational works

EGC Internships

During the first year of their curriculum, students of the EGC Bachelor (Marketing, Sales and Management) must do a 3 month internship from end January to mid April.

They are young talents with great potential and a strong will to discover a new work environment and country.

Improving their professional English (or another language) is also part of their motivation.

You may entrust them little assignments, with a lot of diversity because EGC students are multi-skilled, thirsty for learning and internationally open-minded.

*based on an internal survey on the 2021-2022 headcounts.



About the collaboration with Sup de Vente | Essym

The process was very fluid and effective, and the profile presented was meeting the role's expectation.

Collaboration with Ms Gasquet when we encountered some issues about the France/Luxembourg payroll and social security was excellent and we were able to have a clear communication with the intern.

About the intern

Due to her talent and speed of learning, we were able to do all of our graphic design in house, which saved the team time and cost.

Because of her efforts, other team members were able to dedicate time to new projects, increasing the team's output during the 6 months she was with us.



Piero Tuzzo

ST Sicily CEO

It was easy and quick with Laurence and she brings me good students.

ST Sicily is growing very fast so I need French interns to develop my activity in France.

I support companies to internationalize their business so I need French people in Marketing, Commercial and Communication.

I also can place interns of Sup de Vente | Essym to my partners in different places like Munich, Prague, Amsterdam, Athens and Malta.



Student testimonials about their internship



Elisa Joly,
Movil'App Internship in the
Netherlands at Mercedes-Benz
(HR management) in 2021.



This internship taught me how to work differently than what I was used to in my native country.

It opened my eyes towards another way of living and working.

I realized that Dutch people trust their employees more than French managers.

In Maastricht, my manager gave me tasks that were not initially meant to be for an intern.



Damien Leumeunier,
EGC Internship in Ireland at
Design Emporium in 2020.



This professional and personal experience allowed me to show my ability to adapt to a new international context and I really liked it.

The team trusted me fully and let me discover all areas of the company, which allowed me a very diverse professional development.

This could become a career perspective to open myself to the international.



Dorine

Erasmus has given me an enriching experience both professionally and personally.

It has allowed me to learn about marketing and business, in addition to the management and business creation that I am studying in class.

I have gained a lot of skills, both linguistic and professional through my internship thanks to my fabulous team.

Cassie

This internship brought me so much in terms of professional but also personal experience. I really learned what it is to run a company in terms of management, marketing and communication.

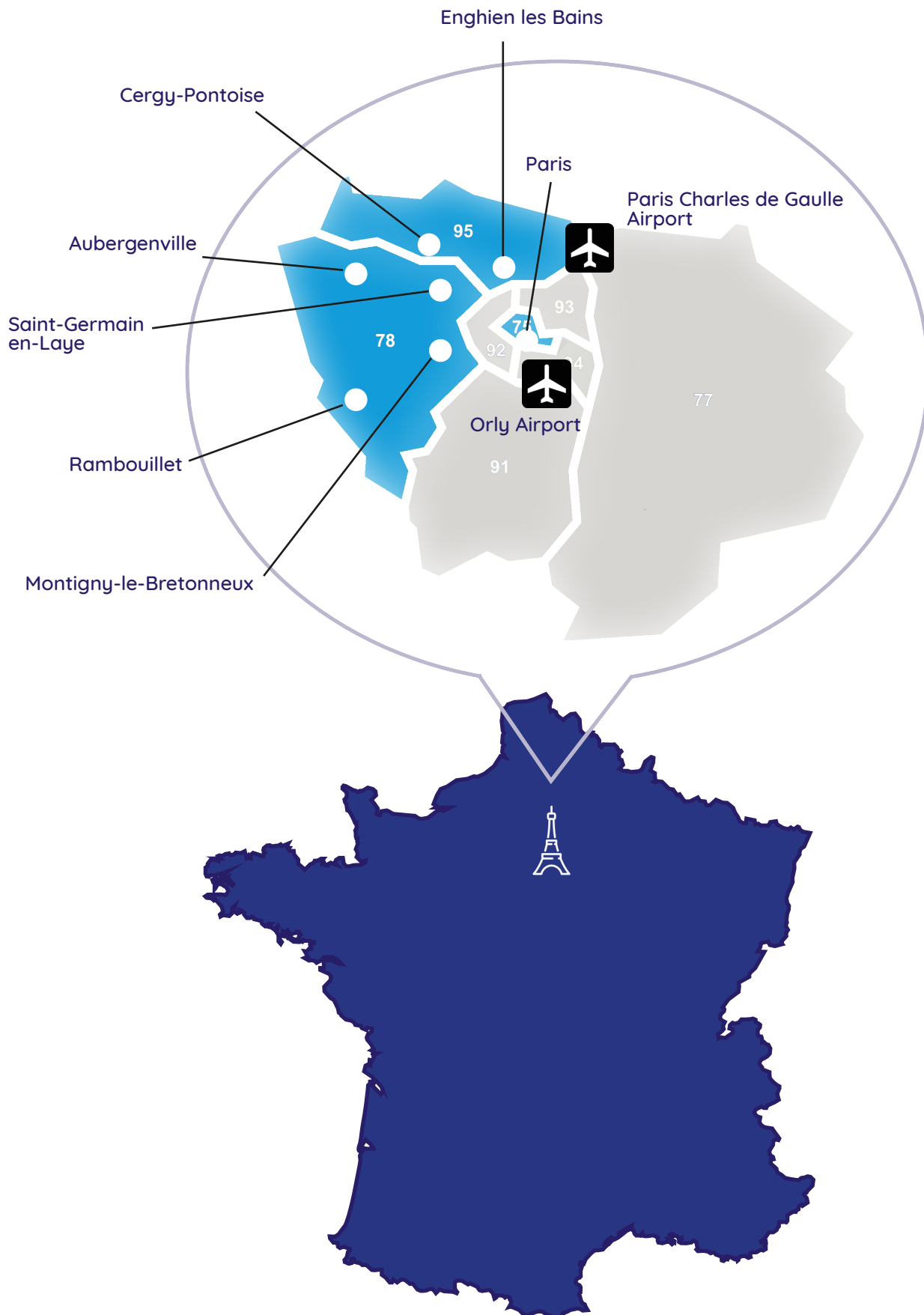
Since October 2020, the company has developed internationally and I was really able to participate in its evolution.



Dorine Ferre-Pino and Cassie
Bourgeois,
Movil'App Internship in Malta
at Mihome (Management of
organizations) in 2021.



Location of our campuses in France



Campuses



Campus Paris - Montparnasse (75)

3, rue Armand Moisant, 75015 Paris.

Access

- By car : boulevard périphérique, sortie Porte de Champerret.
- Public transport :
 - Metro lines 6, 12 et 13 (Montparnasse - Bienvenue station)
 - Bus 95 (Stop gare : Montparnasse - Rue de l'Arrivée)

Campus Cergy-Pontoise (95) - Esiee-IT Building

8, rue Pierre de Coubertin, 95 300 Pontoise.

Access

- By car: Highway A15, from Paris, exit number 9
- Public transport:
 - RER A or Line L (Cergy Préfecture station).
 - Line C or J (Pontoise station).
- Bus : numerous lines.



Campus Enghien-les-Bains (95) - Gescia Building

14, place du Cardinal Mercier, 95 880 Enghien-les-Bains.

Access

- By car: Highway A15, exit number 2 Enghien-les-Bains
- Public transport:
 - Line H (Enghien-les-Bains station).

Campus Aubergenville (78) - L'EA Building

27, rue du Chantier d'Herube, 78 410 Aubergenville.

Access

- By car: From highway A13 : exit number 9 Flins-sur-Seine / Aubergenville
- Public transport:
 - Line J (Aubergenville station).
- Bus: numerous lines



Campus Saint-Germain-en-Laye (78)

51, boulevard de la Paix, 78 100 Saint-Germain-en-Laye.

Access

- By car: N13 from Paris - La Défense, exit Souspréfecture
- Public transport:
 - RER A, St-Germain-en-Laye station.
 - Bus R1, stop Gare du Bel Air
 - SNCF, Bel Air station

Campus Saint-Quentin-en-Yvelines (78)

7, avenue des Trois Peuples, 78 180 Montigny-le-Bretonneux.

Access

- By car: Highway A13 or A12 from Paris, exit Saint-Quentin-en-Yvelines
- Public transport:
 - RER C (Saint-Quentin-en-Yvelines station)
 - Bus: line 415



Campus Rambouillet (78)

44, rue Raymond Patenôtre, 78 120 Rambouillet.

Access

- By car: Highway A13 or A12 from Paris, exit Rambouillet
- Public transport:
 - SNCF : line N (Rambouillet station)



Our campuses are accessible to persons with disabilities.

Sup de VenteSM
Le sens des affaires

Essy, MSM
Le sens du management

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