

BTS (a 2-year higher education diploma) International Trade With European common standards

Course catalog

General presentation of the BTS

The specialized technician in international trade contributes to the sustainable international development of the firm through the commercialization of goods and / or services in foreign markets and the optimization of purchases in the context of globalization. He / she is responsible for implementing the strategic choices and coordinating international operations between the different functions of the company and / or the external partners. Thanks to his/her work of analysis and feedback, he / she allows the company to react to the evolutions of its environment.

As an employee of the firm, the owner of the BTS international trade diploma performs the following tasks :

International Business Studies and Monitoring/ watching
Export sales
Import purchases
Coordination of support services for import and export
Management of relations in a multicultural context

He or she must conduct a permanent watch to collect information on foreign markets in order to prepare trade decisions

He or she prospects to buy and sell, develops suitable offers, sells and participates in the negotiation process.

He / she ensures the administrative and sales and purchases follow-up and coordinates the support services and the external service providers

He / she carries out all these missions in a pluricultural context

Summary of course content

General culture and expression (writing, reading and understanding French)

The aim of teaching French is to give students the general culture they will need in their professional life and in their citizenship and to make them able to communicate effectively in oral and written expression.

The general culture is developed by reading all types of texts and documents (press, essays, literary works, iconographic documents, films) in relation to topical issues. The principles are as follows:

- Creating a common culture among students
- Developing the curiosity of students (questions of society, politics, ethics, aesthetics)
- Developing a sense of reflection (precision of information and arguments ,respect for the thought of others, training in the expression of personal judgment)

An effective oral and written communication requires a sufficient knowledge of the language (vocabulary and syntactic elements) and an ability to synthesize and capture the thoughts of others and to express their own ones accurately.

Various exercises contribute to this proficiency: oral discussion, oral presentation, analysis of verbal interactions, analysis and summary of a text, comparison of texts, logical study of an argumentation, constitution and analysis of a documentation, a book read, summary of documents of any kind, writing a report, a note, a personal response to a question asked, a personal argument.

Finally, the aim of the final test is to certify the candidates' ability to communicate effectively in everyday life and in professional life

Foreign languages A and B: English and Spanish

Training to obtain the BTS international trade, focuses on foreign languages (LVE) used in a professional context and in an international economic environment

The Lycée Raymond naves offers, in the LVA and LVB languages, a choice between English and Spanish. This choice will be made by the student taking into account the differences between LVA and LVB:

- The level of evaluation is not identical. According to the common European linguistic reference framework, the LVA is evaluated at level B2, the LVB is evaluated at level B1
- The test of negotiation sale in foreign language will take place **obligatorily** in the language chosen in LVA

The specificity of this BTS requires the mastery of the basic language of the trade and a good knowledge of the following themes:

- common commercial language: distribution, advertising, business, law, commerce
- common economic language: consumption, production, growth, crisis, market
- organization and techniques of international trade: study of countries, transport, monetary problems, international agreements, investments abroad
- study of the realities and civilization: economic and socio - cultural approach of the countries whose language is studied, use of the study of these realities for commercial purposes: market studies, negotiation ...

Around this thematic list, various activities are articulated which respond to the demands of the different language skills: comprehension and written and oral expression, but also, situations of direct communication always with a view to professional practice of the LVE

The foreign language C: German, Arabic or Italian

This course is intended for students who have never studied these languages. This course, over two years, is intended to provide most of the grammatical and lexical bases of the language. The aim is to achieve a level A1 + of the CECRL and, in the long term, this course should enable students to read simple texts, understand current conversations and communications, produce statements and interact in a simple way, copy and write, fill in a questionnaire, write a simple message.

Economic and legal environment

The teaching of economics and management is based on 3 interrelated subjects: economics, law and management of companies.

Economics

The teaching of economics must contribute to the intellectual construction and the understanding of the citizenship of the students.

The program, divided over the two years, is organized around the six major themes:

- The coordination of economic decisions through exchange
- The creation of wealth and economic growth
- The distribution of wealth
- The financing of economic activities
- The economic policy in the European context
- The governance of the world economy

The study of economics is from the outset placed in an international environment; Each of the themes of the program thus takes this dimension into account.

The law

The teaching of law has three aims:

- Professional: preparing for professional integration by providing an understanding of the legal and operational framework
- To analyze situations taken from the life of organizations and to propose well-founded solutions
- Measure the aim of law, its evolutive character and its function of organization and regulation of economic and social activities

The teaching is organized around five themes covering the two years of training:

- The individual at work
- Structures and organizations
- The contract, support for the activity of the company
- The immaterial in economic activities
- The company facing risks

Business management

The aim of teaching the management of companies is to discover, from observation and analysis of the actual functioning of companies, the fundamental concepts of strategic management that allow a company to ensure its perennality and development

The management program is organized around four main themes taught over the two years of training :

- Undertake and decide
- Develop a strategy
- Adapt the structure
- Mobilize resources

International Business Intelligence – business watch and studies

« **The study and monitoring of foreign markets** » aims at developing the candidate's skills in conducting a permanent business intelligence, collecting economic, legal, social and commercial information relating to a foreign market and preparing international trade decision - making.

The « **commercial computing** » objective is to prepare candidates to collect, process, present and transmit commercial information while respecting the technical and ethical constraints of their professional context.

Export sales

The prospecting and follow-up of clients involve the preparation and conduct of a commercial prospecting integrating the specific characteristics of the target markets and the candidate's abilities to analyze a foreign company situation with a socio-cultural approach. It relies both on the knowledge acquired by the candidate during his training and on his experience in the company, especially during the internship abroad.

Intercultural communication and management aim to foster a good understanding of professional practices and the socio - economic and cultural environment of countries in order to prepare for effective communication integrating the codes and standards of the foreign country concerned.

Sales negociation will be taught in foreign language: English or Spanish (depending on the language A). The objective is to demonstrate that the candidate is able to:

- To negotiate in a multicultural context
- To adapt a commercial offer to a foreign customer
- To communicate in foreign language in a situation of sale negotiation.

The management of import-export operations consists in analyzing real situations related to the monitoring of import-export operations. The next step is to develop the candidate's abilities to:

- Choose the appropriate methods for import-export operations
- To find realistic solutions to solve effectively the problems
- To justify these decisions while respecting the quality control and the guarantee of the use of good practices

Internship/ training session

Two internships are compulsory during the 2-year international trade course

-a 8 to 12 week training session abroad during the 1st year of studies

-a 4 week training session during the 2nd year

These two periods of internship allow, in total immersion, to practise the knowledge and the know-how acquired during the course and to develop and consolidate the different skills: professional but also linguistic

Validation of credits (ECTS)

The two year studies of the BTS are validated by obtaining the examination at the end of the second year and correspond to 120 credits (ECTS). The validation of the credits is subject to verification by the teaching staff at the end of the school year

Regulation of examinations and weekly schedules

In order to carry out these missions, the courses are organized in the following way:

Subjects (Number of hours per week)

Commercial studies and business intelligence

Business intelligence and monitoring of foreign markets

Business computing

Export sales

Prospecting and client follow-up

Intercultural communication and management

negotiation sale

Sale Negotiation in foreign languages

Management of import /export operations

Foreign languages

LVA (English, Spanish)

LVB (English, Spanish)

LVC (German, Italian, Arabic)

General culture, economic and legal environment

General culture and expression

Economics and law

business management

First year

Second year

Type of exam

Coefficient on examination

Continuous monitoring during training = CCF

Oral exam

Written exam