



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
- Apply techniques of vocational training researches
- Develop abilities to adapt to French workplace and culture

1ST SEMESTER 2025

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

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

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