

EUROPEAN BACHELOR'S IN BUSINESS DEVELOPMENT - LEVEL 6 EQF



Level
6 EQF (European
Qualifications Framework)



Duration
1 year



Credits
60 ECTS



Target group
Students - people seeking
employment - employees
and professionals in the
sector



Admission requirements
Candidates holding a level 5
EQF qualification or a
qualification equivalent to the
attainment of 120 ECTS



Course Structure
Full-time or work-study



Pedagogical methods
Theoretical courses, tutorials
and practical work
Case studies and professional
scenarios
Individual and group projects



Professional assessments :

- Continuous assessment
- Written exam (6h)
- Activity report and professional support (30 min)

CCE :

- Quizzes (1h20)

Modern language :

- Reading Comprehension (1h)
- Listening (45min)

The FEDE, as a certifier, is in charge of the assessment processes

- Organisation and planning of exam sessions
- Development of topics and model answers
- Ensuring compliance with examination regulations and supervision (anonymity, integrity, confidentiality)
- Assessment and marking of papers
- Reporting results, issuing diplomas, diploma supplements and certificates

www.fede.education/en/fede-quality-charter

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he **European Bachelor in Business Development** trains professionals capable of designing, managing and optimising an omnichannel sales strategy.

Versatile and adaptable, the business developer works in all sectors (B2B/B2C) and types of company (microenterprises, SMEs, intermediate-sized businesses), and even as a freelancer. They grow turnover, negotiate, build customer loyalty and mobilise teams. The degree addresses current challenges: digital transformation, customer relations, collaborative management and CSR.

LEARNING OUTCOMES

- Manage an omnichannel sales strategy by implementing the sales action plan, coordinating internal and external stakeholders, and managing the associated budget
- Develop a client portfolio with a view to sustainable performance by carrying out prospecting, sales, negotiation and loyalty-building activities tailored to client needs
- Use digital tools to optimise sales processes by leveraging CRM technologies, social networks, AI and data
- Contribute to the company's CSR strategy by aligning sales actions with the organisation's commitments to inclusion, sustainable development and social responsibility
- Lead teams by managing human resources, developing employee skills and ensuring smooth communication with key departments

PROGRAMME

PROFESSIONAL SKILLS (320 - 400 HOURS)

Development of a company's sales strategy
- Management of a company's sales action plan
- Management of the sales team and optimisation of customer relations -
Business development of a company through a CSR approach

Professional assignment (≥12 weeks)

Internship - Apprenticeship - Salaried employment

MODERN LANGUAGE (60-80 HOURS)

Modern language 1 - CEFR Level B1
German, English, Spanish, French, Italian, Portuguese
Modern language 2 and 3 (optional)
German, English, Arabic, Chinese, Spanish, French, Italian, Portuguese

CAREER DESTINATIONS

- Account manager
- Sales representative
- Business developer
- Sales executive
- Account officer
- Business development officer
- Area manager
- Sales advisor
- Retail outlet manager
- Sales manager
- Sales development manager

FEDE'S ASSET - EUROPEAN DEGREE

EUROPEAN CULTURE AND CITIZENSHIP (40H)

The European project: Culture and Democracy for Active Citizenship

- Importance of History (OHTE - Observatory on History Teaching in Europe)
- Contemporary Europe
- Europe and the World
- Cultures and diversity in Europe
- European citizenship
- The Workings of the European Union
- Importance, challenges and future of European construction
- Focus on corruption (GRECO)

Intercultural management and human resources

- Culture and cultural diversity
- Intercultural communication in an organisation
- Managing intercultural aspects and resolving cultural conflicts
- Working in Europe
- Social protection systems in Europe
- Corporate Social Responsibility (CSR)

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