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Business News

The first French Digital Business Manager training course will open in September 2017 in Metz

June 2017 by Marc Jacob

NBS NEGOCIANCE GROUP and the EBEN Federation will launch, on September 2017, a new Digital Business Manager (bachelor's degree) alternating training course.

Specializing in digital equipment and services (Cloud computing, virtualisation, Internet of Things...), the digital business manager finds global solutions in order to kit out and advise a client on support functions, and more specifically, his digital transition project. The Digital Business Manager is a true advisor who masters both technical matters and complex solutions of the digital transition becoming a partner for the client success.

The first session, which will include 16 students, will begin on September in the Metz LORnTECH's Totem building (digital ecosystem of the Lorraine corridor labeled by the FrenchTech). To enroll in this course, candidates must have a two-year university or technical degree. There is no age limit and job seekers may also apply to the program, creating a diverse environment that will enrich exchanges.

The main purpose of this course is to ensure that these prospective professionals find a job and become technical sales managers, department manager or sales representatives.

Thus, over twelve months, students will be totally immersed in the business world, whether it be in their company or in tuition provided by digital technology and sales experts ICPF and PSI certified.

A Course Built by the Sector Companies

In the present lack of salesman context, digital companies have noted the inexistence of the specialisation in their sector. In close cooperation with the EBEN Federation and its members, NEGOCIANCE has worked for two years to elaborate this course totally adapted to these company's needs. Planning to open sessions in other French cities the training organisation and the federation call on companies which want to welcome into their midst and train their future colleagues.

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