



Business management

Objectives

The aim of this programme is to train engineering students in the **tools and methods of business management** in its broadest sense to enable them to:

- > **run a profit centre**
- > **establish or take over and build a business** in the farming or food industry
- > **advise company managers in their choice of strategy**, organisation and management to optimise running and achieve sustainability
- > **develop in-company implementation of management tools and solutions.**

Who is the programme for?

The programme is for students wishing to further their knowledge of business management and **develop their sense of strategy, organisation and development.**

Career opportunities

>> **Sectors:** A distinctive feature of this programme is that it gives students the opportunity to choose between two specialist options: farming business management and consulting, or profit centre management and consulting (SME).

• **Farming business management and consulting:** Sectors include agriculture, working for the farms themselves, and services to these farms, working in research consultancies, management consultancies or banking institutions.

• **Profit centre management and consulting (SME):** Sectors include agriculture and food – work in the numerous SMEs and microbusinesses and the services that they rely on.

>> **Positions:** Farm manager, Management auditor, Management consultant (in a management consultancy firm), Account manager, Credit analyst, Market manager in financial institutions, Bank branch manager, Company manager, Manager of a new business or a takeover business, or more generally Manager of a profit centre (local office, production site, distribution hub, etc.) in the farming or food industries or related services.

Content

> **Core modules for the two specialist options:**

- Company finance
- Futures markets
- Business Game

> **Farming business management and consulting:**

- The farming business in its environment
- Establishing/taking over a farming business
- Business relations and consulting
- Farm management and transfer

> **Profit centre management and consulting (SME):**

- Establishing/taking over a business
- Business management consulting
- Management and Strategy
- Business negotiation

> **Core modules for Marketing and Management specialization programmes:**

- Business ethics
- Intercultural management

> **Core modules for all students:**

- Days focusing on the future of the industry
- From career plan to 1st job.

Six-month company placement

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