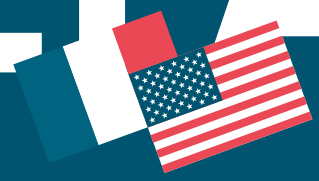


# CEFAM



Centre d'Études Franco-Américain de Management  
Lyon & USA

## Invest in Your International Future

Taking You from High School Graduation  
to Your MBA Degree

In partnership with  
American universities  
accredited by:



Degree certified  
Level 7 by the  
French Government



Boston



Philadelphia



NYC



Sienna College

Albany



Lawrenceville



West Long  
Branch



Fredericksburg



Philadelphia



Fredericton



Paris

**Interested in pursuing  
an international career?  
Welcome to CEFAM,  
the Franco-American school  
leading to internationally  
recognized degrees.**



# Your career deserves the best of both worlds!

**Dreaming of an international career? Your future will most certainly take you to the United States, so why not choose CEFAM now? CEFAM is a French-American business school founded in 1986, and the only school that guarantees all of its students an opportunity to study for one year in the United States. CEFAM's objective is to help you earn high quality degrees recognized in France and in the United States, in partnership with AACSB accredited American universities, and to launch your international career.**

Launching you into the world of work;  
bringing you a multicultural understanding of the world;  
allowing you to develop your professional expertise and attitude;  
paving the way to your international career;  
helping you grow into the leader you were meant to be.

These are the objectives we strive to attain for each of our students.

To help you write your own French American "success story", we have designed a unique, customized approach to learning to develop an outstanding educational experience much appreciated by today's companies. This exceptional program is centered on the student, and is based on: A high quality academic program delivered by an international faculty; modular courses allowing students to personalize their educational experience; a small school feeling providing a close working environment for students and faculty; and an American inspired approach to learning.

**In closing, we at CEFAM are proud to be a truly unique school, offering the best of both the French and the American educational systems. This approach has proven its worth over the past 30+ years, and 92% of new graduates are hired immediately following graduation.**



**Karine CHAUX**  
Dean

A stylized, handwritten signature in white ink that reads "Karine CHAUX". The signature is fluid and cursive, with a prominent flourish at the end.

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**CEFAM is the only school in France which allows all of its students to earn dual or triple degrees (French and American or Canadian) in partnership with American AACSB accredited universities or Canadian Universities. The partnership with ISC Paris opens the doors to a Grande Ecole Program or a Master's.**

## **HEP EDUCATION**

Humanisme Entrepreneuriat Professionnalisme

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# **We have invented a new education model**

We are convinced that our role as a school extends beyond teaching our subject, imagining and putting to work a pedagogy along with encouragement anchored in human competency.

We are also proud of our founding members of HEP Education, an alliance composed by 35 schools and educational centers, who participate in the elaboration of the school of tomorrow.

We believe in an educational model articulated around 3 universal values – Humanism, Entrepreneurship, and Professionalism, so that each individual can engage in full conscience to become a positive member of society.

**HEP EDUCATION** is a vision and also a concrete action plan:

- A pedagogy anchored in human competencies that will make a difference in 21<sup>st</sup> century society.
- An open step into innovation.

**HEP EDUCATION** is the combined strengths of the first independent alliance of 25 000 learners on more than 25 campuses in France and 8 internationally that covers 13 areas of competency and expertise.

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# Why join CEFAM?

10 good reasons to choose CEFAM to jumpstart your international career

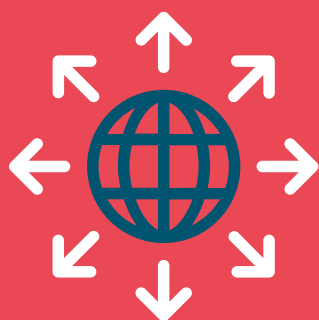


1

One course pathway yielding a **double or triple diploma**

2

Follow the **inverted classroom modular system** of American/Canadian universities

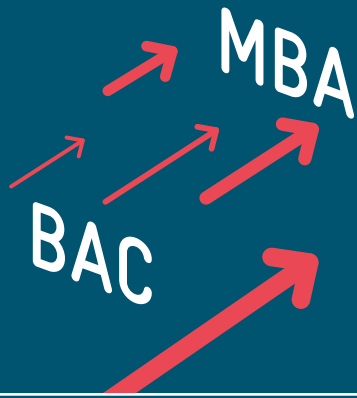


3

A team of **international professors (100%)**

4

American/Canadian bachelor and masters diplomas **validated by AACSB**, French validated **level 7 university diploma**

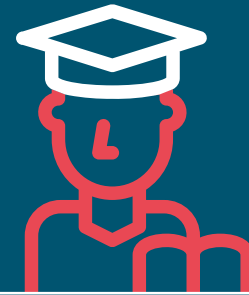
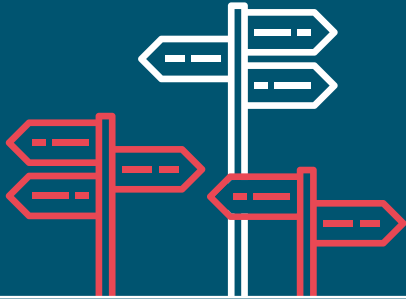


5

Go from high school diploma to masters degree

6

**100% of students** who want to go to Canada/ United States are able to get the double diploma



7

The choice between **9 partner universities**

8

Student body with higher academic levels



9

Student tailored curriculum with **small class size**

10

Close **proximity** between student, teachers and administration- CEFAMILY

# You too can join the CEFAM alumni network!



The past 34 years created 1,400 CEFAM trained managers who now make up the international CEFAM alumni network. Finance, marketing, international trade, management... everywhere in the world they work in fulfilling and rewarding jobs. With their double Franco-American diploma in their pocket, and with English mastered, they are highly adaptive and professional. Our newly graduated students get their first jobs in less than 3 months. They've written their success stories and roam the world today as:

- CEOs and entrepreneurs,
- Multicultural team managers,
- Sales Managers
- Export managers
- Traders
- Auditor
- Product Development Managers
- Marketing directors
- Key account managers

CEFAM double degree students are a special population on Pace University's New York City campus. We can always count on them to graduate on time and with distinction. They are intelligent, hard-working and respectful. Their presence benefits both domestic students and our faculty greatly as they improve the level of cross-cultural understanding on our campus. Students study a variety of unique majors we offer including our very exciting Arts and Entertainment Management major. Students receive their diplomas in a large American graduation ceremony which we often hold at Radio City Music Hall. Many students choose to stay in New York City and elsewhere in the United States and to pursue internships with small, medium and large companies and even startups. In some cases they have started their own successful businesses here or abroad.

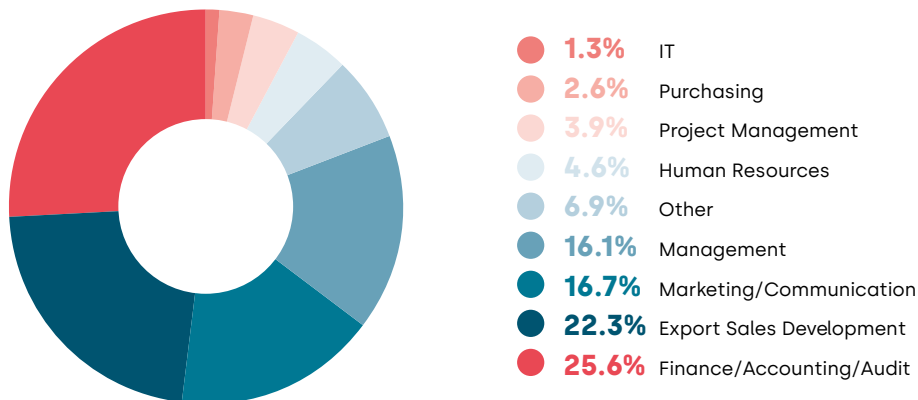
**Dr. John Meletiadis**  
Assistant Dean  
Pace University





## Fields of Activity 1989 | 2018

26% of all CEFAM alums work in the field of Finance



### Enzo Amara

International Sales Manager



CEFAM was the only school I applied to get into. I met some of the CEFAM team at a school fair in Southern France, Senior year in high-school. The unique American based program and model, topped by the fact that you have the opportunity to study abroad and graduate from an American University is what drew me towards choosing CEFAM. When I first applied to get in, I was not accepted due to my poor English. I went to the UK and spent a few months immersed, getting more comfortable with the language, and returned to take the entry exam again, successfully this time. CEFAM truly was the only school that spoke to me.

The involvement of not only the professors, but the staff as well was wonderful. All following your journey along and helping you in any way they can. From assignments, to finding internships, College recommendation and career goals, the staff and professors were always available to guide me in the direction that made most sense for me and was in line with my goals.

Being exposed to the "real world" is invaluable: Turning theory into practice, seeing how crucial basic business knowledge is in the workplace, being faced with challenges other than having a paper due in a couple of days, feeling "the heat" of performing well and earning a paycheck. If I had to give any advice to students looking for internships now, I would try to find an internship that would challenge me and push me out of my comfort zone a bit – rather than taking the easy route.

After graduating from CEFAM and Temple University in 2009, I worked for a German company as Assistant Manager at the Philadelphia International Airport. Because of the company culture, company structure and the service we were providing, this position taught me the "getting down and dirty" ropes of managing people, budgets, and being held accountable for the performance of the location. I then moved on to managing a US network of installers for my current employer, Endlesspools. I was in this role for a year before moving to Washington DC. In DC I was going through my certification on helping government and corporate buildings get their Green status (through construction stages and then management of the upkeep of the buildings). 9 months later, I was back at Endlesspools after they offered me a newly opened position in the International Sales Department. This position is where I knew "this is where I belong". I was promoted from International Account Manager to International Business Development Manager 2 years later. I stayed in the role of International Business Development Manager the next 4+ years.

My current title and job is International Sales Manager. I oversee the international sales department for the world leader in aquatic exercise and swimming pools, Endlesspools. Some of my responsibilities are to drive my team of business development managers and account managers to deliver the results our company has committed to to our parent company, MASCO, a publicly traded company and Fortune 500. From establishing strategies (including product, marketing, sales, finance and more) to implementing them, working at the macro and micro level is a very exciting aspect of my responsibilities. Going after new markets like China, understanding the culture and what the market can bare, how to go about taking our products to market there, who are the players we want to partner with, and then implementing and auditing the results, is my idea of fun! Managing personnel, assessing risks that could cost millions of dollars to the company are also part of the job. Things aren't always pretty, but I got ready for it the 3 years I attended CEFAM. The aggressiveness in the way business is done and companies are run in the US is something that always appealed to me. CEFAM was a great way to get ready to enter this work environment and culture. If I had to do it all over again, I would!

### Cécile Galoselva

Golden Award in the category

"Women in Economy"

CEO/Head of the Company

Auvergne-Rhone-Alpes and Geneva, 2017



After completing a BTS (2 year undergraduate) course in International Business, I joined CEFAM in 1993 for a year in Lyon and then one year in ODU, Norfolk, to get my bachelor level in management and marketing.

Recruited by the campus the night before graduating, I worked one year in the U.S. in sales management thanks to a working visa. Then I returned to Paris for five years and worked in two small companies. First, I worked as head of marketing in a small business in the entertainment and leisure sector. Then I was hired by QUINTESS as the key account manager, focusing on customer loyalty. This company sponsored me to get an MBA at the Oxford Said Business School in 2001. There, I worked two years as a strategic director for European business expansion. Later I discovered the world of social entrepreneurship when I joined ETHICAL PROPERTY where I worked for 6 years. I returned to France in 2010 where I adapted this model to my creation of the Etic Company ([www.etic.co](http://www.etic.co)).

Eight years later, the employees of ETIC are managing eight eco-friendly work spaces in six different cities which host the offices and business of 250 organizations that are selected based on their emphasis on fair trade, environmental sustainability and social awareness. The CEO Award truly motivated the ETIC team and I am quite proud to have shared those moments with them. This recognition allowed me to strengthen my resolve and determination to experience the highs and lows that come with the entrepreneurial adventure.

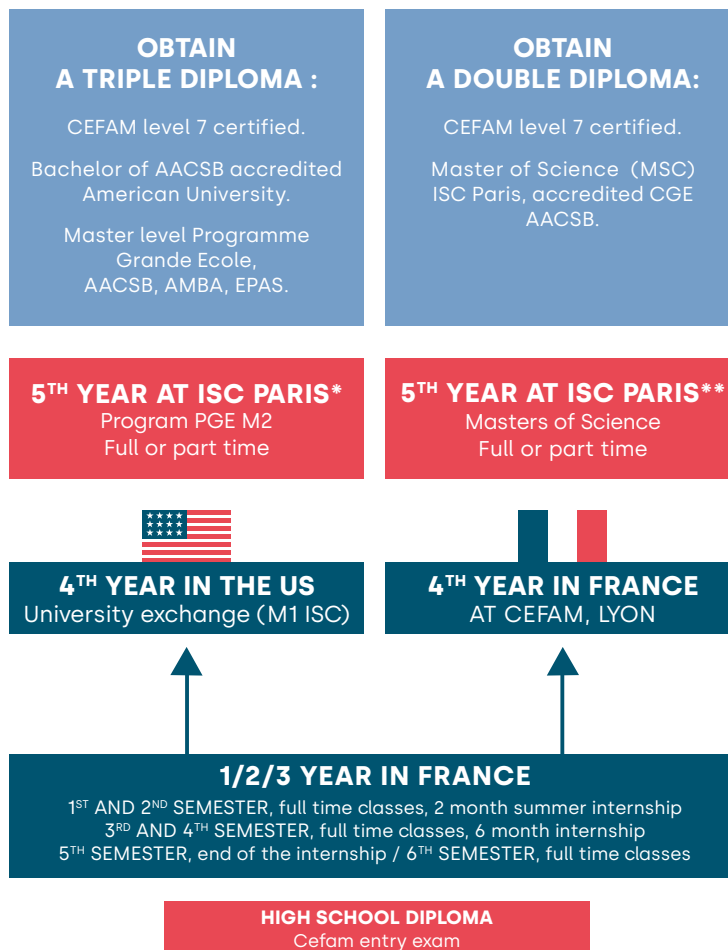


# Follow a unique university program

The American university system is recognized for the quality of its organization and the high recognition of its diploma. Your open mindedness and English level capabilities will be your key asset for recruiters worldwide.

Cefam allows all its students to apply to the ISC Paris either in PGE OR MSc program.

## CEFAM & ISC PARIS



\* PGE Admission (Programme Grande Ecole): Admission exam taken during the 3<sup>rd</sup> year at CEFAM.

\*\* MSc Admission: Based on CEFAM transcripts and motivational interview.

## Getting an American/Canadian bachelor of business and a certified level 7 diploma is in your hands.

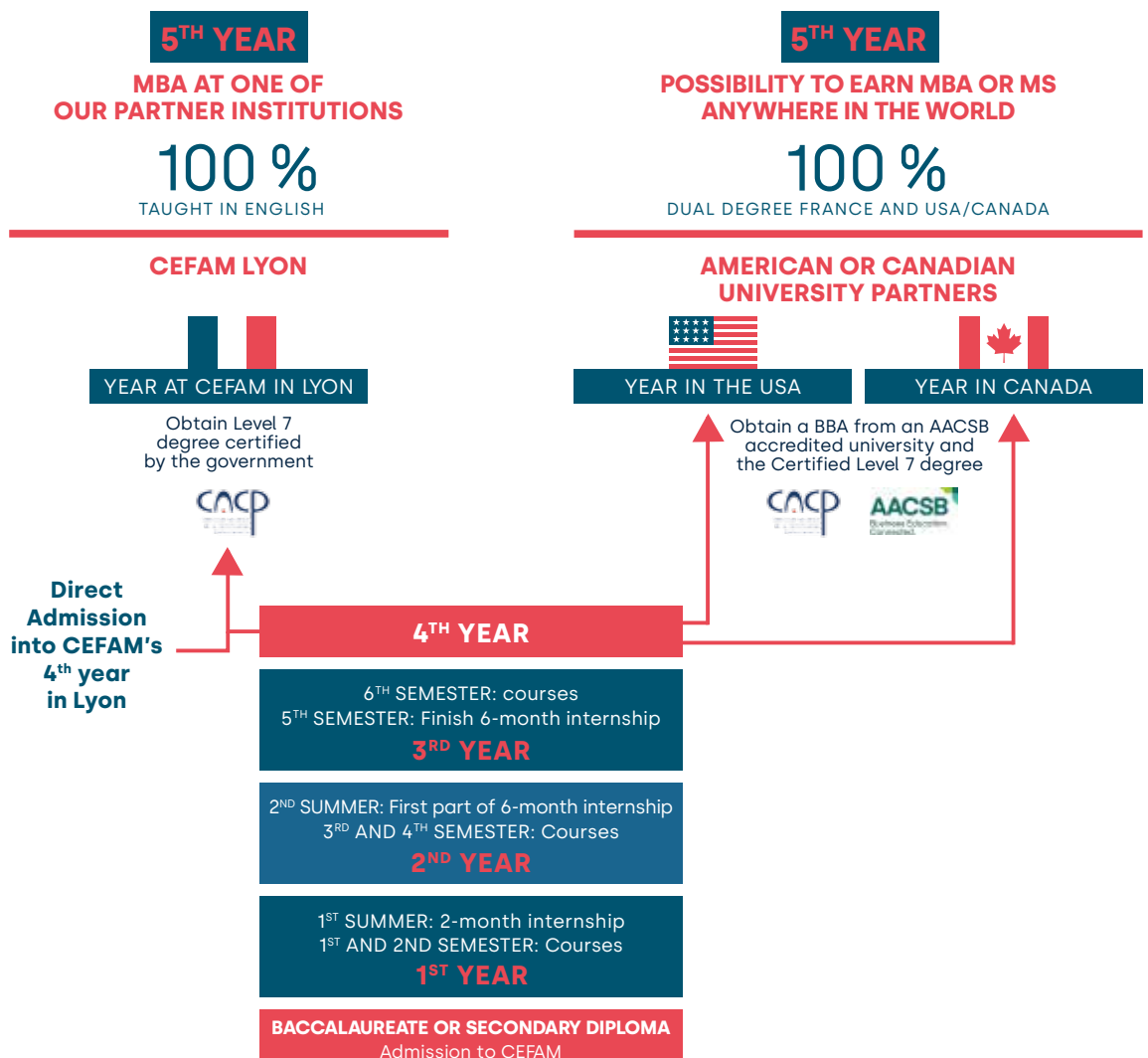
With CEFAM join an American university to obtain your BBA from an accredited AACSB business school.

At the end of your curriculum you will simultaneously obtain:

- The bachelor of business administration (BBA) delivered by an AACSB accredited university where you studied during your fourth year.
- The nationally certified level 7 CEFAM diploma – International business management (registered the 21/04/2017 in the RNCP Official journal, Code NSF 310m) .

If you choose to spend your 4th year studying at CEFAM and if you fulfill your 6 month internship in an English speaking country, you will graduate with the CEFAM state certified level 7 diploma. After getting the certified level 7 CEFAM diploma at the end of your 4<sup>th</sup> year, you have the possibility to join a Partnered American university to graduate with an MBA.

## CEFAM & AMERICAN OR CANADIAN UNIVERSITY PARTNERS



# All about the BBA and MBA Degrees

## 1

### First year Freshman year

#### Fall Semester

- Introduction to Financial Accounting I
- Principles of Microeconomics
- English Composition I
- Communication & Academic Methodology
- Basic Quantitative Foundations for Business I
- Business Computer Applications
- Foreign Language Module I

#### Spring Semester

- Introduction to Financial Accounting II
- Principles of Macroeconomics
- English Composition II
- Introduction to Management Information Systems
- Basic Quantitative Foundations for Business II
- Introduction to Management

#### Summer Session

- Introduction to Managerial Accounting
- Public Speaking
- Career Research & Development - 3-month Internship\*

\* The "Career Research and Development" course module includes a mandatory 3-month internship as well as a written report and professional presentation during the semester that follows the internship. This course also includes conferences, workshops, and guest speakers organized throughout the academic year to help students prepare their individual career paths.

## 2

### Second year Sophomore year

#### Fall Semester

- Introduction to the Legal Environment of Business
- Business Statistics
- Introduction to Managerial Finance
- American History or American Literature
- Principles of Marketing
- Organizational Behavior

#### Spring Semester

- Quantitative Techniques
- Intermediate Macroeconomics
- Intermediate Managerial Finance
- American History or American Literature
- Intellectual Heritage
- Dimensions of Diversity

#### Summer Session

- TOEFL Preparation
- Career Planning & Management 6 month Internship\*

\* The "Career Planning and Management" course module includes the 6-month internship that is mandatory for all CEFAM students. A written report and professional presentation are required of all students during the semester that follows the internship. This course module also includes multiple workshops organized throughout the year.

## 3

### Third Year Junior year

#### Fall Semester

Career Planning and Management (6-month Internship)

#### Spring Semester

- Art History
- Environmental Science
- The Legal Environment of International Business
- Issues in International Politics
- International Finance
- International Marketing

After 3 years in Lyon, CEFAM students have three options:

- Go to the USA or Canada for their 4<sup>th</sup> year.
- Continue their curriculum at CEFAM Lyon.
- Join ISC Paris University.

**How much do you know about the BBA and MBA degrees? The Bachelor and Master of Business Administration degrees are the standard in business education in the United States. Based on a modular academic format that incorporates enriching corporate exposure, the BBA (a 4-year degree in the US) and the MBA have also become the international standard in recent years. The flexible curriculum allows students to tailor their educational program to best fit their professional aspirations.**

# 4 LYON or 4 USA

**Fourth Year  
Senior year**

## **MARKETING MAJOR**

### **Fall Semester**

- Operations & Supply Chain Management
- Consumer Behavior
- Advertising
- Sales Management & Negotiation
- Project Management in Marketing

### **Spring Semester**

- International Economics
- Strategic Management & Organizational Policy
- Business Ethics
- Digital Marketing
- Marketing Research

## **FINANCE MAJOR\***

### **Fall Semester**

- International Economics
- Strategic Management & Organizational Policy
- Business Ethics
- Financial Planning & Analysis
- Intermediate Financial Accounting I

### **Spring Semester**

- Operations & Supply Chain Management
- Intermediate Financial Accounting II
- French Accounting
- Information Technology for Finance
- Portfolio Management

\*Available depending on the number of registered students

**Fourth year  
Senior year**

In the United States, students have access to many different majors, including Marketing, Finance, Entrepreneurship, International Business, Management, Human Resources, Risk Management, Logistics and Supply Chain, Management of Information Systems, Hospitality and Tourism Management, Arts & Entertainment, and Sports Marketing. They can also opt for a "double major", if they so choose. At the end of their 4th year, students earn both the BBA from the AACSB accredited American university and the CEFAM degree, certified Level 7 by the French government.

# 4 CANADA (for 2 years)

- Accounting
- Economics
- Finance
- Finance & Economics
- Human Resources Management
- Marketing

# 5 USA - MBA

## **Monmouth University**

- Global MBA

## **La Salle University**

- Accounting
- Marketing
- Management
- Finance

## **University of Mary Washington**

- Human Resources
- Project Management
- Cyber Security
- IS Management

# 5 ISC Paris

## **Programme Grande Ecole M2**

- Marketing and Trade relations
- Management
- Finance and Audit

## **MSc Master of Science**

3 options:

- Marketing
- Finance
- Supply chain



# Earn dual degrees recognized in France and around the world

**CEFAM is a very unique school. We are the only French school with AACSB accredited American and Canadian schools to prepare two diplomas- French and American/Canadian. AACSB is the reference certification of worldwide business school.**



## CEFAM, a member of the AACSB

This demonstrates the value CEFAM puts into intentional international exposure of its programs as a means to reinforce the recognizability of its academic and institutional partners. All US partner universities are also accredited by AACSB. Site web : [www.aacsb.edu](http://www.aacsb.edu)

## AACSB, internationally recognized

In the United States, there is no equivalent of French Ministry of Education, which issues a national ranking of universities. Meanwhile, in the United States nongovernment agencies evaluate the quality of curriculum and an established ranking between universities. Universities are ranked according to their statewide and worldwide reputations.

Universities are ranked according to: national reputation of their researchers and professors, the quality of published papers, the quality of teaching, and the post graduate careers of alumni. Among the organizations validating the quality of university curriculum in the US, the AACSB (Association to Advance Collegiate Schools of Business) is a reference for business curriculum. The school goes through an evaluation process with numerous criteria prior to being accredited.

This accreditation comes from a desire and eventual demand on behalf of the universities. This AACSB accreditation is highly sought after for every business school. Today it corresponds to the highest achievable level of recognition worldwide. Out of 16,516 business school programs in the world, only 820 are AACSB certified. (Ex: HEC Paris, INSEAD, ESCP Europe...).



Through our signed partnership with ISC Paris, students have the opportunity to earn dual degrees with the following national and international accreditations:

**Visa and Master Grade:** Visa (certification from the Ministry of Education) validates the quality and content of the material, the pedagogy, and professors. It is validated for a period of 1–5 years for BAC + 3 (Secondary diploma with 3-year higher education credential) and BAC + 5 (Secondary diploma with 5-year higher education credential) programs. Visa gives the authorization to award a diploma recognized by MESRI. The Master Grade is awarded after an extensive audit of institutions awarding a diploma at the level BAC + 5.



**The Conference des Grandes Ecoles (CGE)** is a group of 229 tertiary establishments who deliver the Master Grade (Management Schools, Engineering schools, Political Science, and other fields) as of October 2019. This certifies academic excellence, employment market adaptation, and specialized education.



**AMBA Accreditation:** This British accreditation, awarded since 1967, is for MBA programs and has a validity of 5 years. The main criterium for this accreditation is the pertinence of the course content to corporate demand. It certifies the capacity of a Master's program to educate international managers and to offer students access to the job market such as through alumni networks. ISC Paris obtained the AMBA accreditation in 2019 for its Programme Grande Ecole and its MBA in International Business for a validity of 3 years, with renewal in 2022. The AMBA notably highlights strong program direction with excellent professors, and a pedagogical approach including course content that reflects market demand. The AMBA has also maintained the pertinence of the Student Venture model, a distinctive of Grande Ecole Programmes, offering students professional experience that goes beyond their diploma. With this distinction, ISC Paris is a member of an elite group of 24 management schools with this accreditation.



**EFMD** (European Foundation for Management Development), an attribute of the EPAS label (EFMD program accreditation system), has an auditing system effectuated by Deans of international schools. The criteria include the place and position of the school programs, the structure and means of the programs, the academic body, the pedagogy and learning objectives, evaluation and recruitment procedures, international outreach, and the professional career paths of alumni. Source ISC Paris

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## The CEFAM Degree is recognized as Level 7

The education both in France and the United States, as well as the internships, and professional assignments, help you obtain the CEFAM diploma which is certified as Level 7 (published in the official journal "Manager des organisations a l'international" code NSF 310m). This certification is registered in the RNCP (Reperoire National des Certifications Professionnelles) and ensures that the coursework is properly evaluated and aligns with future employment prospects. In France, it also guarantees a position and salary corresponding to the higher diploma level received from CEFAM.

This certification is awarded by the Ministry of Employment as well as the Prime Minister. It provides professional verification that validates the CEFAM diploma in France.

(So You Know): Specialized Masters and Grands Ecoles, equivalent to Ivy league schools in the U.S., are recognized in France as certification Level 7 (while CEFAM may not be a Grands Ecoles- we have the same certification level as high ranking schools in France).

CEFAM delivers this Level 7 diploma to their franco-american students at the end of their studies..



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## The CNCP and the National Register of Professional Certification

The CNCP is the French national commission of professional certification. It is part of the French ministry of employment and is linked to the Prime Minister. This board comprises of various French ministries as well as employees and CEO union organization, chamber of commerce and the representatives of French regions. The aim of the CNCP consists of defining and listing which professional certification links to a specific position in France and records them in the national register.

Only the certifications, verified by a specialized committee and which provide a specific skill set are recorded. They also verify that the recipients of the certificate get a job and salary corresponding to the certification. The records are renewed at least every five years after they review the entire process. The renewal is published by the official journal of the French republic and mentions the level of the certification which ranges from 1-8.

The CNCP also manages the inventory of every certification corresponding to intersecting skill sets.

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## EAIE - European Association for International Education

CEFAM is a member of EAIE, a non-profit organization whose objective is to bring together the more than 1,800 professionals working in the field of international education. The EAIE helps to create an environment favorable to exchange and mobility. To facilitate this process, the EAIE focuses its work on the professional training and interaction among its members by organizing conferences, professional seminars, and workshops.



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## ECTS European Credit Transfer System

Since its creation, CEFAM has adopted a modular academic organization of its program. Each successfully completed course module gives the student a volume of "credits". The academic organization of CEFAM allows for the transfer of courses taken and grades earned at CEFAM to the partner university chosen by the student. In Europe, the ECTS (European Credit Transfer System) aims to promote the mobility of students and professors. CEFAM presents its academic programs in accordance with the European Union's ECTS specifications.

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## CEFAM has been awarded an Erasmus university charter

This system allows students to have access to ERASMUS+ activities and actions and to benefit from academic, professional, and financial support at the European level.

# Internships to Help You Enter the Job Market... How to Boost Your Career!



Since its creation, the aim of CEFAM has been to prepare and train students to be the international accountants, managers, and business leaders of tomorrow. This unique program provides the opportunity for students to acquire a greater sense of cultural awareness through language acquisition. Today, CEFAM still pursues this goal of training motivated individuals to work in an international and multicultural environment.

**Geneviève Gobber, Economic & Consular Assistant,  
Karine Chau, Director of CEFAM,  
Christopher A. Crawford, Consul of the United States in Lyon**

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## Workshops to Learn How to Market Oneself

Finding an internship or a first job is not always an easy thing to do. First time job seekers are often times faced with many common problems, including not having a network, lacking experience, or not knowing how to market themselves, without taking into account the added complexity of an international search. CEFAM understands these problems and throughout the year provides its students with specific course modules in the form of workshops, mini-conferences in small groups, and/or individual appointments:

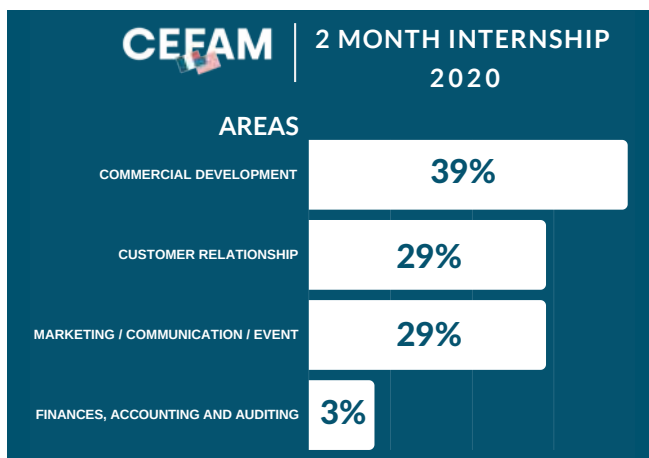
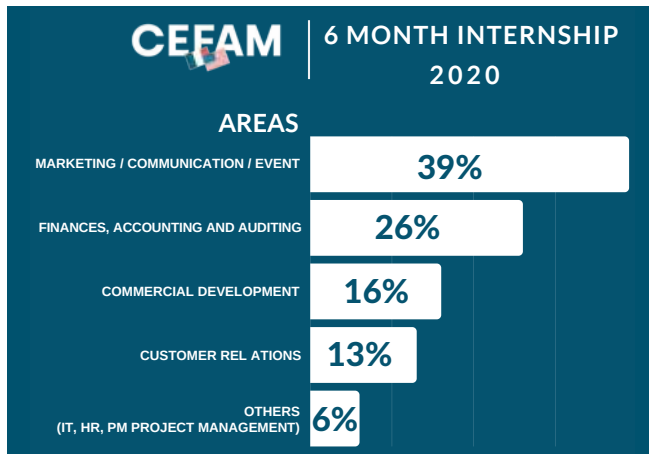
- Defining a talent profile
- Developing a career plan
- Optimizing résumés and cover letters
- Participating in mock interviews in French and in English

- Discovering professions and career perspectives
- Learning to make full use of job search tools and digital profiles (ex LinkedIn)
- Improving negotiation techniques
- Taking advantage of available research tools on campus

The specific course modules are organized in workshop and mini-conference format in small groups. Individual appointments are also available for students throughout the year, depending on their needs in terms of guidance and advice in their internship search.

## Student Career Center (SCC)

This department offers students support in their internship and professional mission searches. Every year, many internship and job offers are available to students via CEFAM's interactive platform. In keeping with the involvement companies have in the development of CEFAM's academic program, internships are an integral part of our curriculum. During the program in France, students are required to gain corporate experience through 3 to 6 month internships throughout the world (United States, Europe, Asia, Australia, and Latin America) and can complete their 4th year in a cooperative education program ("Co-op") in the United States at Northeastern University. Each student benefits from individual guidance to better define his or her career plan.



**Steve Michels**  
General Electric

"We were greatly satisfied by Steve's efficiency as he utilized technical and practical skills. He was punctual, respectful, and hardworking. He successfully completed the challenges presented before him and received an Impact Award at the end of his internship."

**Anthony Toupin**  
Edmond de Rothschild

"Anthony is one of the best interns we've ever had. We are trying our best to offer him a position within the company, but unfortunately currently lack availability. We will do our best to support him and find the best possible position."

**Eva Martin**  
chez NBC Universal

«Eva has been a pleasure to work with and a real asset to the team. She has delivered a strong performance and has contributed as an active member to build a more engaged team. There has been a lot of change over the past year with restructuring and Covid-19 and she has faced it with a positive can do attitude. Eva's confidence has grown over the past 6 months and her work has been impeccable. Eva's hard work has not gone unnoticed especially her work on the Long Range Plan working directly with the SVP of Finance, she has really stepped up to support team as a whole. I speak for the whole team when saying we will really miss Eva and we look forward to seeing her continued development in both her studies and career, I hope she achieves all her goals & aspirations and I guarantee with her great work ethic and nature she has an exciting future ahead.»

**Jade Teyssier**  
Port Europe

"Jade completed an exceptional internship in our company. She showed an excellent level of performance in all of her missions. It was a real pleasure to have Jade in our team and we wish her all the best for her future career."

## Some of CEFAM's corporate partners...



# Design your own educational experience

**CEFAM has developed a unique educational philosophy to serve the diverse needs of each individual. Our goal is to help every student learn better, discover more, and become more involved in each course. In practical terms, our specific approach to learning takes the unique form of innovation, unequalled in the competitive world of business schools: multi-mode courses available in the classroom or on-line, business game simulations, English language seminars designed to improve language skills when needed (Foundation Program), and individual tutoring sessions; all of which provide a huge difference for students!**



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## A Student Based Approach to Learning

Choosing one's own educational experience:

At CEFAM, **we encourage students to find personal fulfillment and bring true meaning to their education and careers.** CEFAM provides access to an excellent education while taking into consideration the needs and expectations of today's companies in an ever- changing world. We have opted for a learner-centered focus.

### **CEFAM's approach to learning is based on:**

- Students who are active participants in the learning process before, during, and after class.
- A maximum of 20 students per group to enhance our faculty's interactive approach to learning.
- Personalized academic advising and support provided by professors and academic staff.
- Continuous assessment in each course.
- Sincere determination to see each student succeed.

### **Foreign Languages**

In addition to English, CEFAM students can choose from a wide selection of foreign languages to study, including Spanish, Chinese, Italian, Portuguese, Russian, and Japanese.

CEFAM is also an official test center for TOEFL.



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## The Flipped Classroom

At CEFAM, students work in a flipped classroom setting. This allows them to prepare material outside of the classroom independently and then use class time to do the harder work of assimilating the knowledge, through problem-solving, discussion, or debates in the presence of the instructor.

**Teachers and students work side by side instead of face-to-face. This method presents several advantages, including:**

- Strengthening student/teacher relations
- Differentiating teaching methods
- Enabling students to become pro-active in their learning
- Extending and deepening the learning experience





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"CEFAM students are all initially registered in what we considered to be our "typical" program; after their 1st semester, however, they can **adapt the pace of their progress to their individual needs, whether academic or financial, and choose to personalize their program.** Our modular academic system lets us adapt our program to student needs and allows them to advance in a positive and compassionate environment. Many of our students discover a new way of learning and are able to take advantage of opportunities available to them while choosing their academic workload."

**Hélène KAYSER**  
Director of Studies

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My Experience: Sport and CEFAM

I started boxing at age 5 and was always able to combine sports and school while in middle school and high school. My sport requires an enormous amount of physical and mental preparation, so it was important to me to find a school that would allow me to continue my passion while pursuing my education. From my very first year, CEFAM understood my motivation and helped me find a balance between sports and school. I was able to continue my training and won the French University Championship two years in a row. This year, my objective is to go even further and qualify for the European University Championships. I would be **very proud to represent CEFAM in Europe.** In addition to the university championships, I was also able to participate in national competitions on certain weekends during the year.

**Anaïs DEVAUD**  
Future Expert in International Trade

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## A Center for Innovation and Experimentation

### Learning Lab

- A unique ecosystem dedicated to experimentation and educational innovation.
- Specifically designed work spaces equipped with the latest digital technology.
- A team of experts to train instructors, professors, and students.
- A global network of specialists enhances the sharing of best practices.

### The Business Incubator

Since 2014, the Start'HEP incubator has been an accelerator for the entrepreneurial projects launched by students and alumni of the Lyon HEP Campus schools and training centers.

The incubator is housed in the center of the HEP Campus and is more than just a co-working space. It is a truly interdisciplinary ecosystem dedicated to both entrepreneurship and the corporate spirit.

# A teaching style based in developing **Soft Skills**

**We are convinced that soft skills will be essential in the world of tomorrow. HEP schools are dedicated to following this unprecedented direction of education.**

**HEP** *Inside*      **HEP** *On Boarding*

This path begins with an experiential journey that is both unique and enjoyable – **HEP On Boarding** – an orientation day for living out the HEP values and discovering one's "human superpowers," thanks to original teaching modules and encounters with professionals and other learners.

This learning style is pursued using the **HEP Inside** Modules, which train students to do business differently. The group of **HEP EDUCATION** affiliates benefit from one common base, representing 20% of the content of each program.



This common base targets students, women and men, aligning themselves, others and their environment in the right direction to take their future into their own hands and become contributing members of society.

These pedagogical modules consider the values of Humanism, Entrepreneurialism, and Professionalism as the soft skills linked to knowledge and abilities that then lead to the preparation of our learners to professional, societal, and environmental adaptation.

## An open innovation goal

In 2018, **HEP EDUCATION** created an open innovation think tank to create and evaluate the impact of a sustainable education. The work of this think tank yielded a first publication, The White Book, "Learning tomorrow- Exploratory Booklet for Sustainable Education.

New partnerships were created with esteemed and experienced community members to imagine an experimental educational project. Digital humanism, eco-responsibility, reasoned AI, and individual and collective capacity for change are all part of the **HEP EDUCATION** teaching values taught in the schools and training centers.



# Catch the CEFAM Spirit!

Choosing CEFAM means choosing to experience fulfilling multicultural extracurricular activities. Each CEFAM student is involved in one or more extracurricular activities or projects every year, whether cultural, athletic, humanitarian, or event-based.



## CEFAM is home to many associations:

### The Student Council

A team of students who serve as the liaison between students and administration and faculty.

### Cefamous - CEFAM ambassadors

The objective is to become a worldwide ambassador of CEFAM through promoting (in highschools, showrooms and open house).

### CEFAM connect

This association goal is to represent CEFAM and to develop partnerships with French and International Companies.

### Social Event Committee

#### Halloween and Thanksgiving

Traditional American customs and cuisine are celebrated annually by professors and students for memorable nights.

#### Prom

Every year a student team organizes the closing gala, Prom. It's a special time and a highlight for many CEFAM students.

#### Yearbook

The main goal of this club is to capture the main events of the past year with pictures, names of all the students, and memories of the year's events.

**BDE (Student life), Business Consulting, Arts Association, Cultural Projects, Introduction to sales, Charity events.**

And sport clubs: **Soccer, cheerleading, golf, basketball, golf, flag football.**



# Choose an International Faculty of Experts

## **BENAMAR, ABDELKARIM**

Ph.D., Atomic and Nuclear Physics, Lyon I  
D.E.A., Atomic and Nuclear Physics, Lyon I

## **BLUNT, KELLY**

B.S., Biological Science,  
University of California Irvine  
M.B.A., Duke University

## **BOSC, JULIE**

M.B.A., Marketing and Business  
Management, INSEEC  
B.A., Applied Foreign Languages  
Université Lyon III

## **CHRYSSOMALIS, GEORGE**

M.B.A., International Marketing,  
McGill University  
B.Sc., Biochemistry,  
Concordia University

## **DOPKOWSKI, JOSH**

MBA, Business Administration  
Sonoma State University  
BSc, Media, Culture & Communication  
New York University

## **EPHRAIM, HUGH**

B.A., Management,  
Webster University  
Certificate in Accounting,  
Webster University

## **GARCON, JULIEN**

B.B.A., Finance and Accounting,  
Northeastern University  
Titre Niveau VII,  
International Management,  
CEFAM

## **GOUDARD-PATOT, FLORIAN**

Masters in Expertise Comptable, OEC  
D.S.C.G., Accounting  
D.E.C.F., Accounting

## **KALLIMANI, TREVOR**

M.A., Human Rights,  
University of Essex  
B.A., History and Anthropology,  
Purdue University

## **KOTECKI, ANNA**

BA in Multicultural Art Education  
Hampshire College

## **LI, HUA**

Ph.D., Quantitative Marketing,  
IAE Aix-Marseille  
M.A., Management Science,  
IAE Aix-Marseille  
B.S., Management of Information  
Systems, Xi'an Jiaotong University

## **MARGINAS, RALUCA**

Ph.D., Comparative Literature,  
Babes-Bolyai University  
M.A., Comparative Literature,  
Babes-Bolyai University  
B.A., English Language and Literature,  
Babes-Bolyai University

## **MONAGHAN, ERIN**

M.A., Diplomacy and International  
Relations, Seton Hall University  
B.A., Criminal Justice,  
Monmouth University

## **MUSELET, JÉRÉMIE**

M.S.G, International Trade, IAE Lille

## **ORTH-VEILLON, JENNIFER**

Ph.D., Comparative Literature,  
Emory University  
D.E.A., French and Comparative Literature,  
Université Paris VII  
M.A., Humanities, Université Paris VII  
B.A., English/French,  
James Madison University

## **PORTER, SARAH**

M.B.A., Engineering New Business Models,  
IDRAC  
B.Com., International Business,  
University of Birmingham

## **REGHAY, YASMINA**

Ph.D., Business Management,  
University of Strasbourg  
Masters, Corporate Strategy,  
University of Lyon  
M.S., Information Systems,  
Texas A&M University  
M.B.A., International Business,  
Texas A&M University  
Bachelors, Marketing,  
HEM Casablanca

## **SCARSI, GIULIANO**

M.S., Natural Systems, University of Genoa  
B.S., Earth and Natural Sciences,  
University of Genoa

## **SCOTT-GRIFFITHS, PAUL**

B.A., Laws (LLB)  
Liverpool John Moores University

## **SIEGEL, ERIC**

M.B.A., Finance / Corporate Restructuring,  
EM Lyon  
B.A., Near Eastern Studies,  
University of Michigan – Ann Arbor

## **SKLAR, DIANE**

M.B.A., New York University,  
Computer Applications  
and Information Systems  
B.A., State University of New York  
at Albany

## **TOMCZAK, ANNA**

Certificate, Contemporary Art Curating,  
École du Magasin  
M.A., Cultural Studies/Critical  
Theory & Analysis, University of Warsaw

## **TYRRELL, JOHN**

CAM Diploma, Marketing Communications,  
Lansdowne College

## **ZANDA, CHRIS**

M.B.A., Finance, DePaul University  
B.S., Finance, Illinois State University

## **ZANDA, REMI**

Ph.D., Computer Science,  
Illinois Institute of Technology  
M.S., Mechanical and Aerospace  
Engineering, Illinois Institute of Technology  
Mechanical Engineering Diploma,  
INSA Lyon

- Help each student succeed;
- Provide high quality and professional teaching in line with the expectations of our corporate partners;
- Maintain high academic standards;
- Emphasize a transversal approach to learning and a global view of company strategy.

These are the commitments our faculty strive to fulfill - every, single day. Just like in American business schools, CEFAM has implemented "Office Hours", during which professors help students outside of class with academic work, advise them, and guide them in their academic and career plans.

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**CHRIS ZANDA**

BA, MBA, DePaul University

Chris Zanda has been a finance and accounting professor at CEFAM since 2007. Before starting her teaching career, Chris worked for 25 years in the fields of financial analysis, reporting, and audit in the banking, hospitality, and production industries. In the United States, she worked for ABN Amro Bank and Bank of America and in France for Carrier Corp.

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**Eric SIEGEL**

BA, MBA, EM Lyon

After working for 12 years in New York's financial markets, including 5 years as an Equity Options Market Maker, Eric Seigel chose to specialize in finance and economics for his MBA. His research fields include, among others, agency cost, governance and financial markets. He has been teaching at CEFAM since 2005.

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**Erin MONAGHAN**

M.A, Diplomacy and International Relations, Seton Hall University  
B.A, Criminal Justice, Monmouth University

Erin is the Director of Faculty at CEFAM and has worked in education in the United States, Morocco and Algeria. She is specialized in the implementation of language programs for beginners in English.

"At CEFAM, the professors are really motivated to help students and are very involved in their courses. They love what they do and are proud of what they can accomplish at CEFAM. I am very lucky to work with such an amazing team."

**Erin MONAGHAN**

Director of Faculty







# 10 Quality Partnerships to launch your career

The main advantage of CEFAM? The exceptional opportunity it offers to earn dual degrees with renowned, AACSB accredited partner universities in the United States through the automatic transfer of academic credits earned at CEFAM in Lyon.

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## The best proof of these quality partnerships?

CEFAM is the only school to open the doors of prestigious American universities, with no quotas and no additional entrance exams, thanks to the quality of its partnerships and its students. Our affiliated universities, all accredited by the AACSB, the reference in international business education, are proud to welcome CEFAM students to their programs and confer their degrees upon them.

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### Hélène KAYSER

Directrice des Etudes /  
Director of Studies

"Our partnerships allow students to enter any of our partner universities as long as they have earned the necessary GPA and TOEFL score required by the university they have chosen, with no quotas or limited number of available spots. When our students arrive in the partner university, they are already preregistered for their first semester courses - everything is taken care of by our American counterparts. Although our students have a special CEFAM student advisor in each university, CEFAM stays in close contact with each student during the year in the US, right up until and including graduation. Our students remain "CEFAM students" until they finish their degrees."



## Northeastern University



## Temple University

location



Boston

Philadelphia

size



**21,489**  
students

**29,550**  
undergraduate students

founded



**1898**

**1884**

student life



**+400**  
clubs and organizations

**+20**  
professional organizations

alumni



**+245,000**  
university alumni in  
**164** countries

**+65,000**  
university alumni

college accreditations and distinctions



**#44**  
among national universities in the US

**#106**  
among national universities in the US

business school accreditations and distinctions



AACSB accredited  
**+600**  
co-op employers in  
**56 countries** and **110 cities**





AACSB  
accredited  
since **1934**



## Pace University BBA



## Siena College BBA MBA

<b>location</b>		New York City	Albany <small>Capital of NY State</small>
<b>size</b>		<b>9,000</b> undergraduate students	<b>3,174</b> undergraduate students
<b>founded</b>		<b>1906</b>	<b>1937</b>
<b>student life</b>		<b>+100</b> clubs and organizations	<b>80</b> clubs and organizations
<b>alumni</b>		<b>89%</b> of the 2016 graduating class are employed in their field or continuing their education	<b>+35,000</b> college alumni
<b>college accreditations and distinctions</b>		<b>#177</b> among national universities in the US	<b>#135</b> among national Liberal Arts colleges in the US
<b>business school accreditations and distinctions</b>		AACSB accredited for both its <b>Accounting</b> and <b>Business</b> degree programs	AACSB accredited since <b>2007</b>
<b>scholarships</b>		from <b>\$10,000</b> to <b>\$12,500</b> per year <small>1 tuition exchange grant is available each year (\$500 € per year)</small>	from <b>\$12,000</b> to <b>\$20,000</b> per year <small>3 tuition exchange grants are available each year (\$500 € per year)</small>



## Rider University BBA



## Monmouth University MBA

### location



New Jersey

New Jersey

### size



**4,094**  
undergraduate students  
**1,050**  
graduate students

**6,340**  
students

### founded



**1865**

**1933**

### student life



**20**  
NCAA Division I Sports Teams

**23**  
NCAA Division I Sports Teams

### alumni



**+60,000**  
throughout the United States  
**88**  
countries in the world

**+4,000**  
college alumni

### college accreditations and distinctions



**#35**  
among Regional Universities  
in the North East in USA

**#28**  
among Regional Universities North  
in USA

### business school accreditations and distinctions



AACSB accredited for  
both its **Accounting** and  
**Business** degree programs

AACSB accredited  
One of The Princeton Review's  
**Best 296**  
Business Schools (2018)

### scholarships



from **\$13,000**  
to **\$23,000**  
per year

from **\$1,500**  
to **\$4,600**  
per semester











# University of Mary Washington

MBA

# La Salle University

MBA

<b>location</b>		Fredericksburg	Philadelphia
<b>size</b>		<b>4,000</b> undergraduate students	<b>+5,000</b> students
<b>founded</b>		<b>1908</b>	<b>150</b> years ago
<b>student life</b>		<b>+100</b> clubs and organizations	<b>+100</b> clubs and organizations
<b>alumni</b>		Alums work for companies like: Boeing, Citibank, Coca-Cola, JP Morgan Chase, ...	Alums work for companies like: Deutsche Bank, Deloitte, Johnson & Johnson, KPMG, Lockheed Martin, PwC, ...
<b>college accreditations and distinctions</b>		Featured in the Princeton Review, 2019 "Best 384 Colleges"	Recognized for excellence and value by US News and World Report, The Economist, Money magazine
<b>business school accreditations and distinctions</b>		AACSB accredited	AACSB accredited <b>4th</b> among full-time MBA programs according to US News
<b>scholarships</b>		based on academic results (GPA)	based on academic results (GPA)





## University of New Brunswick Canada

## ISC Paris France

location



Fredericton

Paris

size



**9 600**  
students

**2 000**  
students

founded



**1785**

**1963**

student  
life



**164**  
clubs and organizations

**10**  
organizations

alumni



+73 000  
university alumni in  
+90 countries

**19 000**  
university alumni

college  
accreditations  
and  
distinctions



CPHR NB

EPAS becomes  
**EFMD Master's**

business  
school  
accreditations  
and  
distinctions



**For the PGE degree:** degree verified  
BAC + 5, Master Grade, AACSB,  
AMBA, EFMD Master.  
**For the MSc Master's of Science,**  
ISC Paris is labeled CGE  
and AACSB accredited.

scholarships



from **\$200**  
to **\$35 000**  
per year

# CEFAM

## Admissions

**At CEFAM, we welcome students after high school graduation as well as transfer students from other universities. It is required to have a good level of English to enter CEFAM. If you wish to improve your English, you may apply for CEFAM's Foundation Program.**

- Complete our application at [www.cefam.fr/en](http://www.cefam.fr/en)
- Once we receive your completed application, you will receive the information needed in order to complete the entrance exam online. For non-native English speakers, the exam consists of:
  - English: grammar, vocabulary, written expression, listening comprehension and speaking (2 hours)
  - Maths (1 hour)
  - Motivation Interview: the interview committee will try to assess your personality and your ability to successfully complete the CEFAM program (30 minutes)

If you are a native English speaker, attended an English-speaking international school, or an International Baccalaureate program, the entrance exam consists of:

- English: analytical reading comprehension and writing
  - Maths (1 hour)
  - Motivation Interview: the interview committee will try to assess your personality and your ability to successfully complete the CEFAM program (30 minutes)
- You will receive your results within 2 weeks of completion. If you are accepted, you may enroll either in January or September intake

### **Admission into CEFAM's 4<sup>th</sup> year**

- If you have already completed a Bachelor's degree in Business, you may be eligible to enroll at CEFAM for the 4<sup>th</sup> year and earn our degree in just one year. The admissions process is the same as for first year students, but includes your university transcripts. The entrance exam consists of:
  - Written English (1.5 hours)
  - Listening Comprehension (30 minutes)
  - Case Study (2 hours)
  - Motivation Interview: the interview committee will try to assess your personality and your ability to successfully complete the CEFAM program (30 minutes)

# Invest in Your Future

The CEFAM program, based on the flexible American system, allows you to personalize the organization of your education to best suit your needs. You can take from anywhere from 4 to 7 course modules per semester and adapt your tuition fees to meet your budget. Each course module is billed 636€.

## Undergraduate Program

For the 2021-2022 academic year at CEFAM, the 3 first years in Lyon cost on average 7,490€ per year.

**Freshman Year:** 9,564€

**Sophomore Year:** 8,154€

**Junior Year:** 4,762€

**Senior Year in the United States:** Tuition fees vary depending on the universities and range from \$32,000 and \$40,000. Northeastern University's program includes a co-op experience and 3 semesters of courses.

**Senior year in France:** 11,206€

**MBA year in the US:** from \$30,000 to \$40,000

**2 years in Canada :** 25,000€

**Foundation Program** (7,530€)

(Program for students who need to improve their English level)

## Merit scholarships

When you are accepted to one of CEFAM's partner universities, you can qualify for merit scholarships ranging from \$1,000 to \$23,000 depending on your GPA. To learn more, visit <https://www.cefam.fr/en/bba-program/tuition-fees-financing/>

## Choosing CEFAM

- 1 Choose a truly international school, based on the American system
- 2 Enjoy all your classes taught in English
- 3 Choose your university in the United States with no limited availability
- 4 Study for one year on an American campus
- 5 Earn 2 degrees (French and American)



# CEFAM

Centre d'Études Franco-Américain de Management  
Lyon & USA

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**www.cefam.fr**

All information in this publication pertains to the CEFAM program to the extent that the information was available at the time of print. The information in this publication is not to be intended as creating a binding contract between the student and CEFAM. CEFAM reserves the right to make changes at any time without prior notice.

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Design and Execution: Agence Insign