

# CEFAM

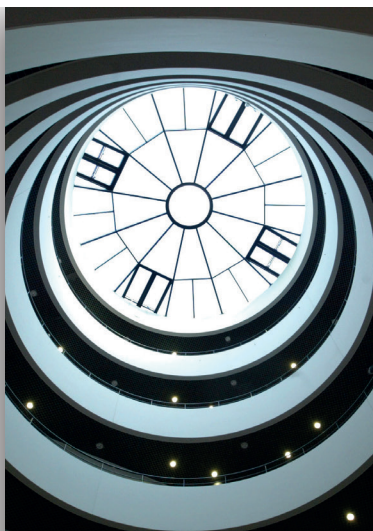


Centre d'Études Franco-Américain de Management  
Lyon & USA



Semester, Year & Summer  
**Programs**  
in Lyon, France





# CEFAM

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CEFAM is a Franco-American Business institution of higher education. CEFAM is by definition international, welcoming dual degree-seeking students and short-term study abroad students from around the globe who hold the shared goal of internationalizing their higher education path. The CEFAM program follows the American Liberal Arts tradition in education and offers courses in Business and General Education, all instructed in English, as well as French Language and Civilization courses in French.

CEFAM offers semester-long, year-long, or summer study abroad opportunities. CEFAM also offers customized, faculty led options. In addition to their time in the classroom, students participate in activities and visits, giving them a chance to feel at home in Lyon. Being a Business institution, CEFAM also offers professional development specifically for Study abroad students in order to undergo customized training on how the experience in Lyon has helped them develop professionally and personally.

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# LYON

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As the 2<sup>nd</sup> largest metropolitan area in France, Lyon is an incredible city. It's international while still rich in French culture, offers amazing food, entertainment and commerce, not to mention plenty of activities for students.

Lyon, France was ranked  
**A TOP CITY FOR STUDENTS**

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**2000-YEAR-OLD HISTORIC CENTER**  
that is a recognized  
UNESCO World Heritage site

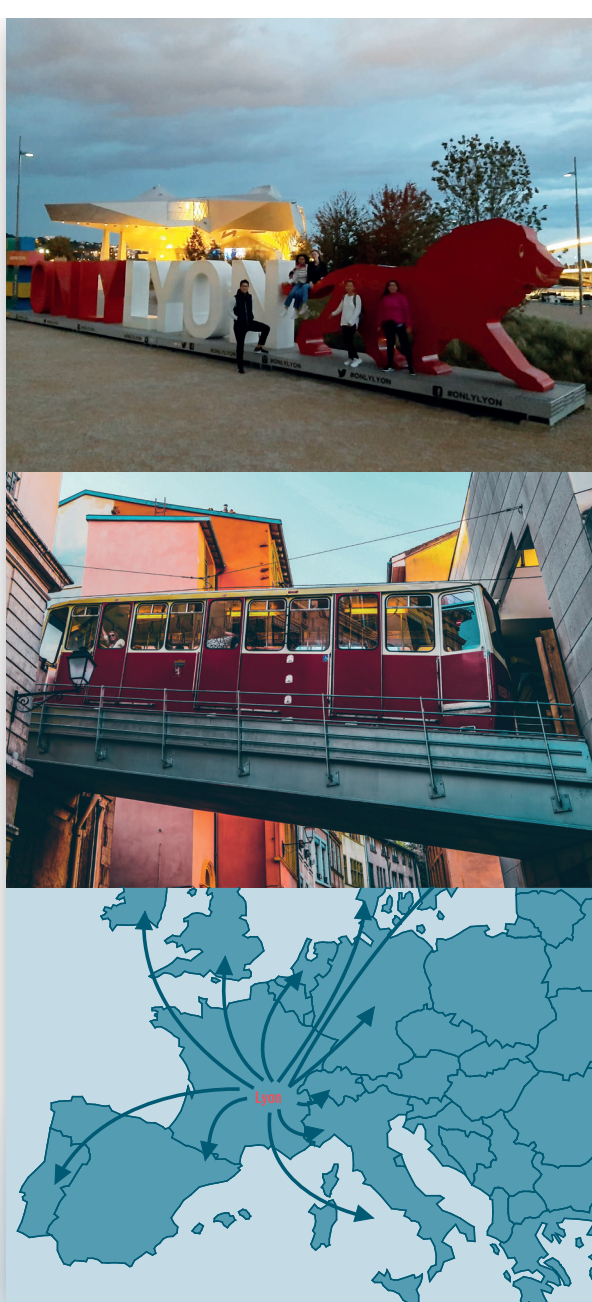
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Capital of  
**FRENCH GASTRONOMY**

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A central location in the heart of Europe with an airport and three TGV fast train stations all make Lyon a prime location from which to explore the continent during a study abroad experience. By plane, almost all of Europe is reachable in less than two hours. By train, students can be in Paris, Marseille, or Geneva in less than two hours, and London and Brussels in less than four. Lyon is truly connected to the world.

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# Business and General Education courses offered in English

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Traditionally, CEFAM is a Business Institution following an American curriculum. Our most established program offers General and Specialized Business courses, or General Education courses. Students who choose to enroll in this program also have the opportunity to take French Language courses and a course in French Culture. Students can enroll in up to 16 credit hours per semester or 10 during the summer term.



CEFAM  
UNIVERSITY



[www.cefam.fr](http://www.cefam.fr)





# Course Offering

## FALL SEMESTER

### GENERAL EDUCATION

- ARTS 210 Art History
- BLAW 115 Introduction to the Legal Environment of Business
- DSCI 210 Business Statistics
- ECON 110 Principles of Macroeconomics
- ECON 120 Principles of Microeconomics
- ECON 410 International Economics
- ENGL 230 American Literature
- FREN 110 Introductory French
- FREN 120 Intermediate French
- FREN 130 Advanced French
- FREN 150 French Culture and Civilization
- HIST 210 American History
- HIST 320 The United States Since the Civil War
- NSCI 210 Environmental Science
- PHIL 130 Dimensions of Diversity

### BUSINESS

- ACCT 115 Introduction to financial accounting I
- ACCT 121 Introduction to financial accounting II
- ACCT 410 Intermediate Financial Accounting I
- BUSI 410 Business Ethics
- DSCI 410 Operations & Supply Chain Management
- FINC 210 Introduction to Managerial Finance
- FINC 220 Intermediate Managerial Finance
- FINC 420 Financial Planning & Analysis
- MGMT 220 Organizational Behavior
- MGMT 410 Strategic Management & Organizational Policy
- MKTG 210 Principles of Marketing
- MKTG 410 Consumer Behavior
- MKTG 420 Advertising
- MKTG 440 Project Management in Marketing

- MKTG 450 Sales Management & Negotiation

### FRENCH CIVILIZATION

- FREN 310 Lyon et ses écrivains (Lyon and her writers)
- FREN 315 Littérature d'expression française et choix de la langue française (French Literature)
- FREN 140 French for Business
- FREN 320 Civilisation française (French Civilization)

### HOSPITALITY AND TOURISM MANAGEMENT

- HTMG 410 Hotel Management & Operations
- HTMG 420 Culture & Communication in Hospitality & Tourism Management
- HTMG 430 Contemporary Issues in Hospitality & Tourism Management

## SPRING SEMESTER

### GENERAL EDUCATION

- ARTS 210 Art History
- BLAW 115 Introduction to the Legal Environment of Business
- BLAW 210 The Legal Environment of International Business
- COMP 125 Introduction to Management Information System
- DSCI 210 Business Statistics
- DSCI 220 Quantitative Techniques
- ECON 110 Principles of Macroeconomics
- ECON 120 Principles of Microeconomics
- ECON 210 Intermediate Macroeconomics
- ECON 410 International Economics
- ENGL 230 American Literature
- FREN 110 Introductory French
- FREN 120 Intermediate French
- FREN 130 Advanced French
- FREN 150 French Culture and Civilization
- HIST 210 American History

- HIST 320 The United States since the Civil War
- NSCI 210 Environmental Science
- PHIL 120 Intellectual Heritage II
- PHIL 130 Dimensions of Diversity
- POLS 210 Issues in International Politics

### BUSINESS

- ACCT 115 Introduction to financial accounting I
- ACCT 121 Introduction to financial accounting II
- ACCT 420 Intermediate Financial Accounting II
- BUSI 410 Business Ethics
- COMP 410 Information Technology for Finance
- DSCI 410 Operations & Supply Chain Management
- FINC 210 Introduction to Managerial Finance
- FINC 220 Intermediate Managerial Finance
- FINC 230 International Finance
- FINC 430 Portfolio Management
- MGMT 110 Introduction to Management
- MGMT 220 Organizational Behavior

- MGMT 410 Strategic Management & Organizational Policy
- MKTG 230 International Marketing
- MKTG 430 Marketing Research
- MKTG 460 Digital Marketing

### FRENCH CIVILIZATION

- FREN 310 Lyon et ses écrivains (Lyon and her writers)
- FREN 315 Littérature d'expression française et choix de la langue française (French Literature)
- FREN 140 French for Business
- FREN 320 Civilisation française (French Civilization)

### HOSPITALITY AND TOURISM MANAGEMENT

- HTMG 410 Hotel Management & Operations
- HTMG 420 Culture & Communication in Hospitality & Tourism Management
- HTMG 430 Contemporary Issues in Hospitality & Tourism Management

## SUMMER SESSION\*

### GENERAL EDUCATION

- DSCI 220 Quantitative Techniques
- ENG 170 Public Speaking
- POLS 210 Issues in International Politics
- NSCI 210 Environmental Science
- COMP 125 Intro to Information Systems

- PHIL 130 Dimensions of Diversity\*\*
- ARTS 210 Art History\*\*

### BUSINESS

- ACCT 130 Managerial Accounting
- MKTG 210 Principles of Marketing

### FRENCH CIVILIZATION and CULTURE Program available upon demand

\* Additional courses can be made available with a minimum of 10 students.

\*\* Courses available based on minimum of 10 students.



# Hospitality and Tourism Management



CEFAM also offers a 2-semester, specialized program in Hospitality and Tourism Management. Students can enroll for fall + spring or spring + summer. The first semester is spent in dedicated courses at CEFAM, and the second semester is comprised of a full-time, paid Internship in France. This is an incredible opportunity to build on your international experience both in the classroom and professionally, and expand your global network at CEFAM and in the field of Hospitality and Tourism.

The Hospitality and Tourism first semester includes the same excursions and cultural activities as all CEFAM study abroad programs as well as offering optional, specialized activities.





## Course offering, Hospitality and Tourism (16 hours)

- HTMG 410: Hotel Management & Operations **(3 credits)**
- HTMG 420: Culture & Communication in Hospitality & Tourism Management **(3 credits)**
- HTMG 430: Contemporary Issues in Hospitality & Tourism Management **(3 credits)**
- French Language **(3 credits)**
- Final course of choice in Marketing or Finance **(3 credits)**
- French culture **(1 credit hour)**



## Hospitality and Tourism, Paid Internship:

**The second semester internship can include roles such as:**

- Kitchen Services/Gastronomy/Pastry
- Dining services
- Room service
- Food & Beverage
- Sommelier services
- Reception

**Some examples of corporate partners who accept interns from this program are:**

- Best Western
- Groupe Accor
- Relais and Chateaux
- Michelin starred restaurants

French language is not required to complete the internship. Housing is included, and varies depending on placement.



# French Civilization and Culture

CEFAM has the opportunity for French majors, minors, and Francophiles alike to study French language and civilization. From local literature to local flavors, students have the chance to explore Lyon in her native tongue. Being in Lyon puts CEFAM at an epicenter of French gastronomy, history, tourism, and commerce. This makes CEFAM a key location to study the French Language, Culture, and Business. We also recommend students in this program to choose the homestay option during their time in Lyon in order to make the most of this language acquisition opportunity.



## French Civilization Suggested Courses

- FREN 310 Lyon et ses écrivains (Lyon and her writers)
- FREN 315 Littérature d'expression française et choix de la langue française (French Literature)
- FREN 140 French for Business
- FREN 320 Civilisation française (French Civilization)

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Enrolled students will also have access to CEFAM's traditional Business and General Education courses instructed in English (see page 5). Students are permitted up to 16 course hours per semester, and 10 hours during the summer term.

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# Professional Development



As a Higher Ed Institution of Business, professional development and training is an integral part of the CEFAM experience. Short-Term study abroad students will have complete access to all of our trainings, seminars, and conferences. Additionally, a workshop will be put on each term specifically targeting this special group. The training will include:

- Incorporating your Study Abroad experience into your resume
- Building your self-confidence: what did you learn about yourself during your time abroad?
- Verbalizing your achievements and development of soft skills within this context
- Discussing common situational interview questions in the context of this experience





# Testimonials

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*"I had the most amazing experience in Lyon studying with CEFAM. The professors were very knowledgeable in their fields and I learned a lot in just 7 weeks. The CEFAM faculty were very welcoming and helped ease the transition into a new culture. The knowledge I learned both in and out of the classroom is invaluable and I am so glad I was able to have this experience."*

**Nicole Bonner,  
Northeastern University**

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*"The CEFAM team did a wonderful job and our time there was well structured. I appreciate all of the insight that we gained about Lyon."*

**Student from Rider University**

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*"You did an awesome job this semester and made our abroad experience very enjoyable! You were very responsive and helpful and went above and beyond for us. I would definitely recommend the program to others! Thank you again for an awesome semester and happy holidays!"*

**Virginia Collins,  
Loyola**

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*"I really liked the trips we did like the tour of Lyon, the cheese tasting, and the trip to Beaune. I would recommend this program to other students who are looking for a school with a family feel. I think you did a great job...You were very responsive to any issues I had which was great. Thank you."*

**Julia Krasinski,  
Siena College**







# Dates and Application Process

## **SPRING, 2022:**

**JANUARY 17 - APRIL 29**

Application Deadline: November 1

## **SUMMER, 2022:**

**MAY 16 - JUNE 17**

Application Deadline: March 1

## **FALL, 2022:**

**SEPTEMBER 5 - DECEMBER 16**

Application Deadline: June 1



To apply to any of CEFAM's short-term programs, please send the following documents to Rachel Stowe, Director of International Enrollment, at [rachel.stowe@cefam.fr](mailto:rachel.stowe@cefam.fr):

- Application form (downloaded from CEFAM's website)
- Passport copy
- Academic Transcripts
- Personal Statement





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For additional information, any questions, or to inquire about a customized Study Abroad experience,  
please contact:

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Rachel Stowe, Director of International Enrollment  
[rachel.stowe@cefam.fr](mailto:rachel.stowe@cefam.fr)  
+33 7 66 71 96 85

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Contact in the US: Dominique Bert  
[dbert@groupe-igs.fr](mailto:dbert@groupe-igs.fr)  
+ 33 6 85 43 40 93  
Skype ID: dombert1234

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[www.cefam.fr](http://www.cefam.fr)

