



CUSTOMIZED FACULTY-LED PROGRAMS

IN LYON, FRANCE

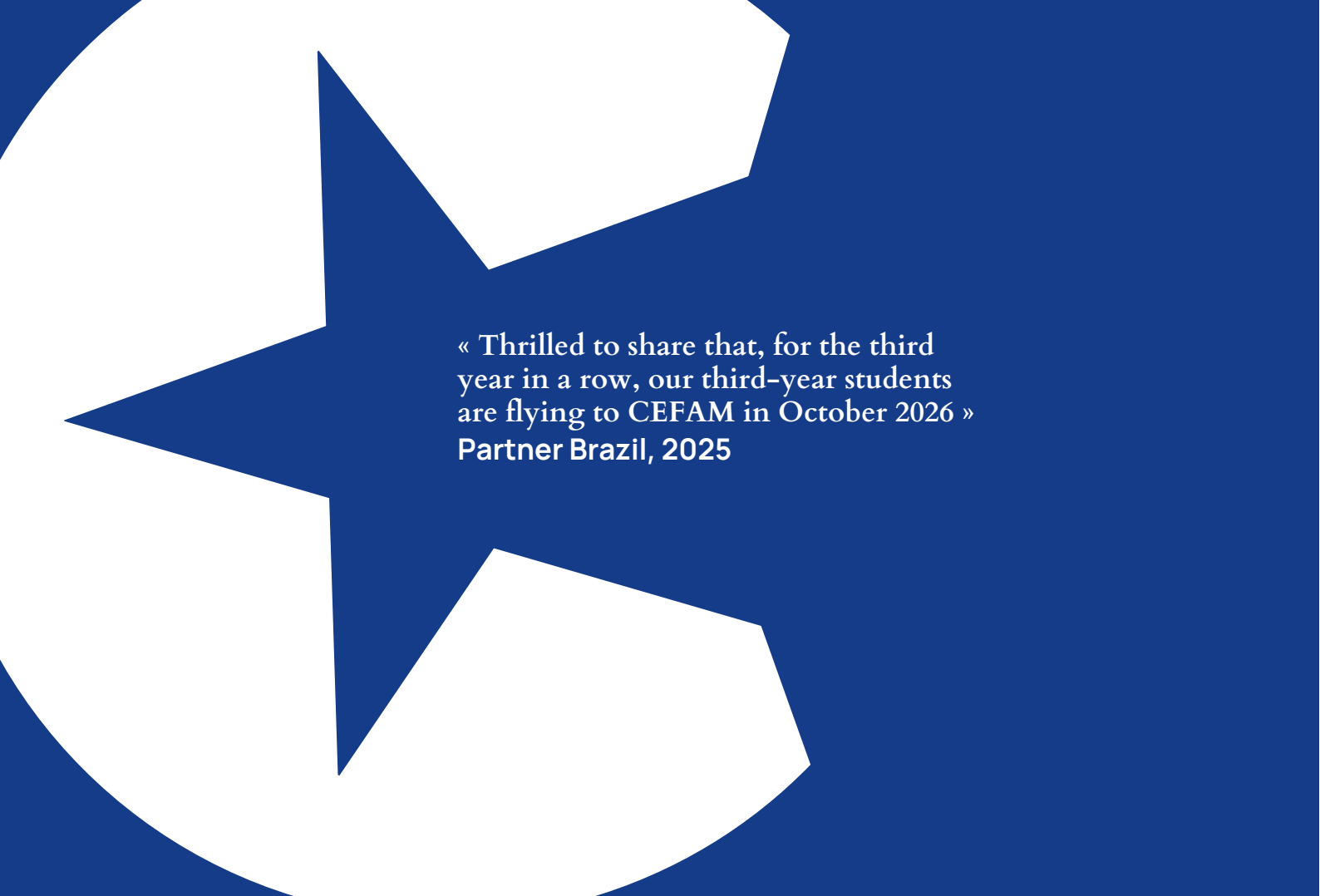


WELCOME TO CEFAM

Established in 1986, CEFAM is a Franco-American Business School working in partnership with American and Canadian AACSB-accredited universities. These partnerships promote the mobility of students and offer opportunities to spend part of their education abroad.

By definition, the CEFAM Program is international and open to students of all nationalities whom wish to pursue their studies from an international perspective. Located in Lyon, an important European crossroads, CEFAM has built its reputation on both the high academic standards it offers and expects of students and on the Franco-American framework with which such standards are attained.

At CEFAM, all courses are taught in English by professors with advanced educational degrees and considerable experience in their area. CEFAM students benefit from a high professor-student contact level to ensure a quality academic environment.



« Thrilled to share that, for the third year in a row, our third-year students are flying to CEFAM in October 2026 »
Partner Brazil, 2025

FACULTY-LED STUDY ABROAD PROGRAMS

Faculty-led study abroad programs provide a unique opportunity to add experiential components to courses by making the world your classroom.

OUR FACULTY-LED PROGRAMS ARE SHORT-TERM, GROUP-BASED STUDY-ABROAD PROGRAMS THAT:

- Range from 4 days to 6 months, offering flexibility based on academic needs
- Fulfill specific course requirements at partner universities, often satisfying a goal area, major, or minor requirement
- Bring together students from the same university, fostering collaboration and shared learning experiences
- May or may not be led by Faculty from the partner institution

LOCATION

Lyon offers a real French experience – not just a postcard version of France.



ABOUT LYON

- **2ND LARGEST** urban area in France and a strategic and thriving business hub for corporate visits
- A **UNESCO World Heritage** city and the food capital of Europe
- **MORE AFFORDABLE:** Housing 50% less, Daily life 25% less
- **CLOSE TO GLOBAL INSTITUTIONS:** UN, WTO, Interpol
- Authentic French Life: **REAL CULTURAL IMMERSION**, not a tourism bubble
- **SAFER, FRIENDLIER, STUDENT-FOCUSED**



WHAT YOU NEED TO LET US KNOW TO BUILD YOUR FACULTY LED PROGRAM:

FIELDS OF STUDY:

Business, Economics, Marketing, International Relations... or a focus on a local spotlight such as: French & Lyonnaise gastronomy & wine, French cinema, Luxury and Fashion industry in France.

PROGRAM DURATION:

Start and end dates to be determined based on institutional needs

GROUP SIZE:

Estimated number of participating students and Faculty members

BUDGET:

Budget per student or overall budget

WHAT WOULD YOU LIKE TO BE INCLUDED:

- Airport pick up
- Accommodation options (single or double rooms or host families)
- City transportation pass
- Welcome and farewell dinners with CEFAM staff
- Historical and cultural tours
- Corporate visits
- Academic credit hours

Scan the QR code to begin your Custom Faculty-Led Program Request Form.



A CONCRETE EXAMPLE OF A FACULTY-LED PROGRAM FOR A HISTORICAL PARTNER

At CEFAM, we take pride in designing and hosting impactful faculty-led programs that combine academic excellence with cultural immersion. Over the years, we have welcomed numerous international partners and student groups to Lyon, tailoring each experience to their learning objectives and interests.

One notable example is our long-standing collaboration with our historical Brazilian university, a trusted partner with whom we have developed a dynamic, customized program. Each fall, CEFAM welcomes over 80 students for a rich academic and cultural experience.

The program combines interactive courses, company visits, and cultural excursions, providing students with a unique opportunity to explore European business practices while experiencing life in one of France's most vibrant cities.

PROGRAM HIGHLIGHTS

Duration: 1 week

Group: 75+ students + 3 complimentary chaperones

CULTURAL

Students experience the best of Lyon's rich heritage, gastronomy, and lifestyle, blending curated activities with free time to explore the city at their own pace.

Highlights include:

- Welcome Dinner at Brasserie George – A true taste of Lyon's culinary tradition in one of its most historic brasseries.
- Boat Tour on the River Saône – Discover the city's stunning architecture and UNESCO-listed landmarks from a unique perspective.
- Wine Tasting Experience – Learn about France's renowned wine culture through guided tastings and local insights.
- Festive Brazilian Farewell Party – Celebrate the end of the program with a lively evening of music, dance, and cultural exchange.
- Free Time to Explore – Students enjoy dedicated moments to discover Lyon's neighborhoods, museums, cafés, and boutiques, fostering independence and authentic cultural immersion.

ACADEMICS :

Students explore key global topics through interactive workshops led by international faculty:

- **International Politics:** The EU-Mercosur Deal – Alive, in Limbo, or Stillborn?
- **International Business:** Opportunities and Frictions in the France-Brazil-EU Relationship

Full day trip to Geneva

- Connecting International Politics to the Geneva visit: The UN field trip will place these debates in the multilateral arenas where such norms are negotiated and enforced.
- Connecting International Business to the Geneva visit: The class will also link to the field trip, where students will visit the WTO and ILO in Geneva to see how international business rules and labor standards are negotiated at the global level.



CORPORATE :

CORPORATE VISIT – OLYMPIQUE LYONNAIS (HALF-DAY)

The corporate visit to the **Groupama Stadium**, home to the **Olympique Lyonnais**, Lyon's football team. It offers students a **professional and academic experience**, focusing on the **business and management of a leading sports organization**.



ACCOMODATION: COMFORT & CONVENIENCE

Students stay in centrally located aparthotels offering shared rooms, breakfast, and easy access to campus and activities.



ENHANCED MEAL EXPERIENCE

Daily lunches in selected restaurants near campus ensure quality and variety, with lunch boxes provided only during full-day excursions.



PHOTO GALLERY





HOW IT WORKS

6 to 12 months before the program begins:

1

Consultation · Proposal Development · Contracts

- CEFAM collaborates with your school Faculty and staff to discuss the program's vision and objectives, explore options, offer insights, and outline available support and services.
- CEFAM crafts a tailored program proposal, detailing included services, student pricing tiers, and key deadlines.
- Confirm the final details of the program proposal.

2

6 Months before the program begins

Proposal Finalization · Promotion · Student Recruitment

- The Agreement between the school and CEFAM is finalized
- Sign the Agreement
- Your institution promotes the program and recruits students. CEFAM can provide assistance!
- The school keeps CEFAM updated on recruitment progress and estimated student enrollment.

4 Months before the program begins

3

Confirmation · Preparation

- Deadline for paying a deposit.
- School submits the final roster, including students & Faculty to CEFAM.
- Students apply for visas if required, with CEFAM providing necessary supporting documents.
- CEFAM's team secures on-site reservations and finalizes program logistics.

4

1 Month prior to departure

Implementation

- Housing assignments are finalized for students and shared with students, Faculty, and the school.
- CEFAM enrolls students & Faculty in health insurance coverage if required.
- CEFAM issues the final invoice to the school and deadline to be paid.
- The school, Faculty, and students participate to a pre-arrival webinar and receive important information.

READY TO START: CONTACT CÉCILE AND DAMIEN

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