



# CEFAM TOP-UP DEGREE IN LYON, FRANCE

## HOSPITALITY & TOURISM MANAGEMENT

An 18-month  
French immersion  
program with a  
prestigious paid  
internship

**WELCOME TO  
CEFAM**

# WHO IS THIS PROGRAM FOR?

This program is designed for students who have already completed a Bachelor's degree in Business or a closely related field and who are seeking to:

- Deepen their operational and strategic understanding of the hospitality & tourism sector
- Add a specialized international credential to an existing degree
- Live and work in France through a unique academic + professional immersion program

Whether you come from a business school, a hospitality institute, or a general management background, this program will allow you to develop hands-on expertise and gain valuable international experience in one of the world's most prestigious hospitality markets.

## REQUIREMENTS FOR ADMISSION

Academic Background:

- A Bachelor's degree in Business or a closely related field is required.

Language Proficiency:

- French: Minimum A2, B1 strongly recommended (CEFR level)
- English: Minimum C1 (CEFR level)
- Proof required through official language tests:
  - French: DELF, DALF, Alliance Française certificate, or equivalent
  - English: TOEFL, IELTS, Cambridge, Duolingo English Test, or equivalent

Professional Experience (Recommended):

- Previous experience in hospitality management is strongly recommended to ensure success in the program and during the internship.



# A GUARANTEED 6-MONTH PROFESSIONAL INTERNSHIP IN FRANCE

As part of the Top-Up Degree in Hospitality Management and Tourism, students benefit from a guaranteed 6-month internship in France, provided they reach a minimum B2 level in French at the end of the two academic semesters completed at CEFAM.

Internship placements are carefully tailored to each student's academic background, prior professional experience in hospitality, and individual skill set, while also aligning with the needs and expectations of host establishments.

CEFAM's partner ALZEA, a French non-profit organization with over 20 years of expertise in international mobility, works with a network of nearly 200 hospitality partners across France. These include family-run boutique hotels, high-end independent properties, Relais & Châteaux establishments, Michelin-starred restaurants, and renowned hospitality and wellness venues.

Given their four years of higher education in Business and, in many cases, Hospitality Management, students are offered value-added missions, often focused on operational coordination and back-office responsibilities.

## Typical internship missions may include:

- Front Office & Reception Management: guest relations, service quality monitoring, coordination between departments, front-office support.
- Food & Beverage Management: operational coordination, supplier relations, cost control, menu analysis, service optimization.
- Marketing & Sales Support: digital marketing initiatives, content creation, social media management, market analysis, customer loyalty strategies.
- Back-Office & Administrative Missions: operational reporting, performance analysis, process optimization, support to management teams.
- Customer Experience & Quality Management: implementation of service standards, guest satisfaction analysis, quality audits.

This internship represents a key professional stepping stone, offering students hands-on exposure to the French hospitality ecosystem while significantly strengthening their employability and international career prospects.

## INTERNSHIP CONDITIONS & BENEFITS

- Monthly stipend in accordance with French regulations (around €660/month)
- Accommodation provided by the host establishment
- Two meals per working day
- Additional services often included: linen, towels, Wi-Fi, and laundry facilities



# PROGRAM OVERVIEW & STRUCTURE

This 18-month program is designed to complement and enhance a first degree by adding specialized knowledge, real-world skills, and a deep intercultural experience in the heart of Europe.

## Students benefit from a blended learning experience combining:

- High-level academic modules taught by international faculty
- Workshops and guest seminars led by seasoned hospitality professionals
- Case-based learning using real-world scenarios from global companies
- An immersive cultural and linguistic journey through intensive French classes
- A 6-month paid internship in France's most prestigious hospitality venues
- Possibility to pursue your professional career in France

By the end of the program, participants will have built a competitive international profile and gained practical insights that go far beyond traditional classroom learning.

**Each course = 3 US credits / 6 ECTS (European Credits)**

## FALL SEMESTER

- Culture & Communication in Hospitality
- Operations & Supply Chain Management
- Consumer Behavior
- Advertising
- Sales Management and Negotiations
- Data Management for Business Strategies
- French Intensive Course

## SPRING SEMESTER

- Contemporary Issues in Hospitality & Tourism
- Strategic Management
- International Economics
- Business Ethics
- Marketing Research
- Digital Marketing
- French Intensive Course

## Outcomes and Degree

In just 18 months one year, graduates earn the CEFAM degree (RNCP Level 7 - « Manager des organisations à l'international ») French Government certification with a specialization in Marketing and Hospitality Management.

### Graduates will:

- Gain managerial-level understanding of the global hospitality and tourism industry
- Acquire strong intercultural communication and leadership skills
- Build a competitive international profile, combining a Diploma + French language + Work experience
- Earn a valuable professional experience through a final internship across France at top-quality hospitality venues.



Since 1986

# 40 YEARS

# CEFAM

## THE AMERICAN WAY OF LEARNING

Experience the American Way of Learning – in the heart of France.

CEFAM welcomes students from around the world – both full-degree seekers and short-term study abroad participants – united by one ambition: to make their education truly international. Inspired by the American liberal arts tradition, CEFAM offers dynamic, discussion-based courses in Business, International Relations, and general education, all taught 100% in English. You can also immerse yourself in French language and culture through customized courses and authentic local experiences.

Whether you join us for a semester, a full year, or a summer session, you'll experience a personalized, hands-on, and multicultural learning environment – right here in Lyon, one of Europe's most vibrant student cities.

Learn differently. Live globally.  
**Welcome to the CEFAMily.**



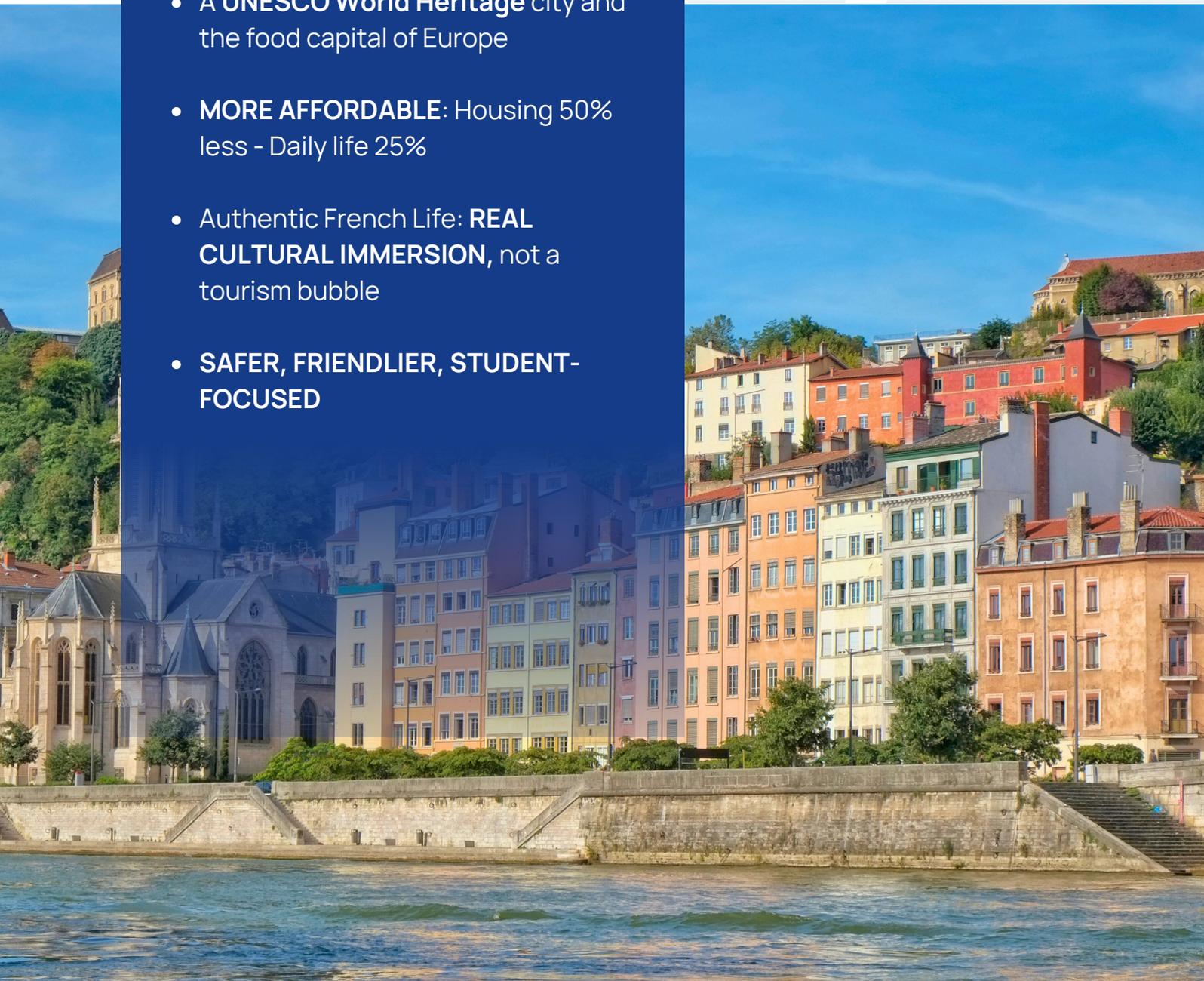
# LOCATION

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



## ABOUT LYON

- WORLD CAPITAL OF GASTRONOMY
- 2ND LARGEST urban area in France.
- A UNESCO World Heritage city and the food capital of Europe
- MORE AFFORDABLE: Housing 50% less - Daily life 25%
- Authentic French Life: **REAL CULTURAL IMMERSION**, not a tourism bubble
- SAFER, FRIENDLIER, STUDENT-FOCUSED



# EUROPE ON YOUR DOORSTEP

From Lyon, Europe is truly at your doorstep. Thanks to its central location and excellent transportation network – including the Lyon Part-Dieu and Perrache train stations, a major international airport, and high-speed TGV connections – you can reach countless destinations in just a few hours:

- **Paris** – Only 2 hours by high-speed train (TGV).
- **Marseille** – 1 hour 40 minutes away on the Mediterranean coast.
- **The French Alps** – Around 2 hours to some of the best ski resorts in Europe.
- **London** – About 5 hours via train and Eurostar connections.
- **Rome** – Just 1 hour 30 minutes by plane.
- **Barcelona** – Around 5 hours by train or 1 hour 20 minutes by plane.
- **Geneva** – Only 2 hours away, offering quick access to Switzerland.
- **Amsterdam** – About 6 hours by train or 1 hour 40 minutes by plane.



# OUR REGION

 **La Région**  
Auvergne-Rhône-Alpes Orientation



# LYON CAPITAL OF GASTRONOMY



# PROGRAM DURATION & INTAKE

**Academic Year:** Fall (Sept) – Spring (May)

**Internship:** Summer (May–Oct)

Applications now open for Fall 2026 Intake

## Want to know more?

Let's schedule a call to explore collaboration opportunities or student recruitment pathways.

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**Tuition fees + internship placement:**  
Prices upon request





Credit photo : Coralie Mozdzynski - Conception DISEIGN

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