

**CEFAM TOP UP DEGREE
COURSE CATALOGUE
2026 - 2027**





A Message from the Dean



Dear CEFAM Student,

Today I welcome you to the CEFAM community, comprised of students from all over the world, a multi-cultural faculty and administration, international educational and corporate partners, and over 1 500 alumni. We are all working together to make your educational experience at CEFAM the best it can be and start you off on the international path to success.

Since 1986, CEFAM's mission has been to prepare students for an international career in the world of business and management, using the educational model of the best American business schools, admired and respected throughout the world. CEFAM continues to be leader in business education through its innovative pedagogical approach, combining the needs and expectations of today's companies with our students' personal, academic, and career development plans.

Enjoy your time with us as a CEFAM student, take full advantage of everything CEFAM has to offer; and remember, BE CEFAM and enjoy!

Kind regards,

Karine CHAUX
Dean

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CEFAM *Facts at-a-glance*

Established

1986

Campus

René Cassin

School colors

Blue and White

Student-to-faculty ratio

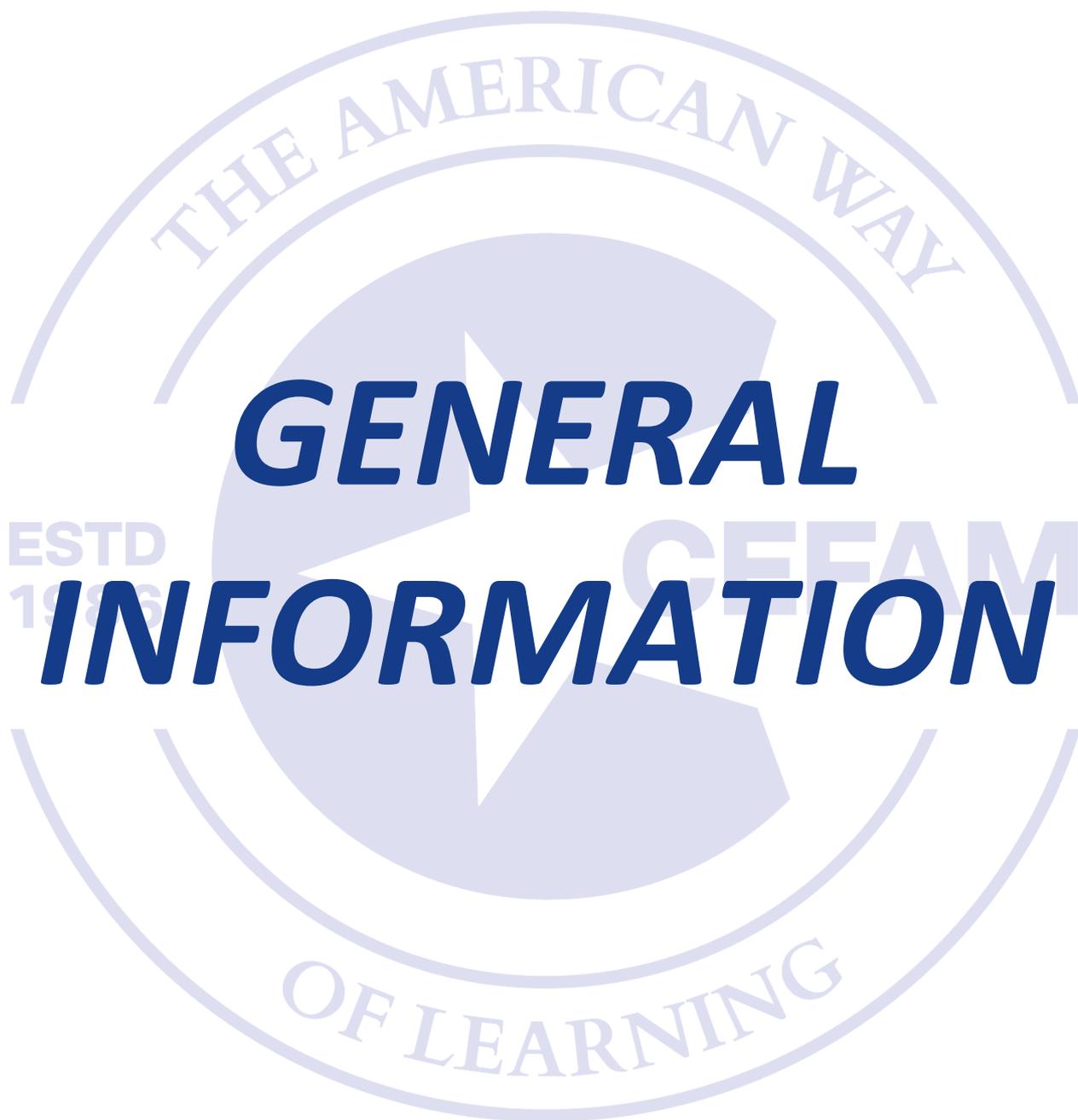
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Diversity

Over 25 different
nationalities represented
within the student body and
faculty

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**GENERAL
INFORMATION**



VISION STATEMENT

CEFAM's aim is to be the school of reference in Management and International Business for students from all over the world who want to:

- choose an educational program where international management is synonymous with respect, ethics, exchange, self-esteem, and the value of others;
- benefit from a high quality education based on the model of the best American business schools, admired and recognized throughout the world;
- live an international and intercultural experience every day;
- benefit from an education combining Liberal Arts and business theory, resulting in a better understanding of today's constantly changing world;
- experience a program taught in English which also emphasizes the importance of learning other foreign languages;
- capitalize on the opportunity of international professional experience;
- be taught by a highly qualified international faculty with advanced degrees in their fields and rich professional experience;
- learn ethical management and responsible, exemplary and supportive professional behavior;
- discover an alternative way of learning: small class size, innovative work methods, modular course programs, group work;
- develop a global corporate vision on an international level;
- grow and learn in an environment where taking initiatives is valued and where each individual is taken into consideration and encouraged.

OUR MISSION

CEFAM prepares students for business careers in a changing global economy by fostering an international and multi-cultural learning environment, providing personalized support, and promoting integrity, ethics and social responsibility.”

Since 1986, CEFAM’s mission has been to prepare students for an international career in the world of business and management, using the educational model of the best American business schools, admired and copied throughout the world.

CEFAM was a pioneer in the implementation of an innovative pedagogical approach centered on both the students and their professional and personal development plans, and the needs and expectations of today’s companies.

At CEFAM, students are encouraged to participate in their education through personalized planning of their academic goals and by a formal approach, both humane and professional, in a global environment.

We prepare our students to be future business executives, decision makers, and experts by not only training them in the latest business and management theories, but also by placing major importance on cultural awareness and the Liberal Arts tradition of American Universities.

CEFAM’s diverse and intercultural student body and faculty have led to the development of an educational approach centered on ethical and responsible management on an international scale. Interdisciplinary approaches; cutting-edge teaching techniques; open-mindedness and tolerance; responsible, exemplary, supportive behavior, these are the keys to our vision.

We share the values of entrepreneurship, global orientation and vision, humanism, and integrity. We encourage our students’ personal development through critical thinking, intellectual rigor and curiosity, honesty, initiative, reliability, team spirit, and openness to difference and innovation.

ACADEMIC PHILOSOPHY

Differentiated Pedagogy

CEFAM's academic philosophy, one of differentiated pedagogy, is consistent with CEFAM's mission, and designed to encourage learning beyond the classroom. Students, guided by our faculty, become more involved in, and take more responsibility for their learning. They learn the exemplary and professional attitudes and behaviors expected of them in a corporate setting. CEFAM's philosophy is based on personal and professional excellence, for both students and faculty.

CEFAM's Faculty is committed to:

- providing high quality and professional teaching of management subjects in accord with the expectations of our corporate partners;
- maintaining the high academic standards found throughout its programs;
- emphasizing a transversal approach to learning and a global view of companies, so essential to management today, through case studies and common examples presented in multiple course modules;
- innovating teaching and learning techniques (lectures, hands-on experience, e-learning, etc.);
- teaching in English, the international language of business, while emphasizing the importance of other foreign languages;
- maintaining a balance in course development between theory and practical application (case studies, internships, professional company missions);
- exposing CEFAM students to the world of business through their own international professional experience, conferences, multicultural work groups, international internships, etc;
- encouraging an entrepreneurial attitude among students by remaining reactive to company needs through a program based on adaptability, open-mindedness, and the realities of the international business community;
- dealing with each student in the same professional manner;
- knowing how to support, encourage, and value each student;
- respecting differences; considering each individual without favoritism; remaining humble.





TOP UP DEGREE PROGRAM HOSPITALITY & TOURISM MANAGEMENT

**ESTD
1969**

TITRE RNCP NIVEAU 7 (Msc):

« MANAGER DES ORGANISATION A L'INTERNATIONAL »

CEFAM is committed to ensuring that every student obtains a high-quality education that includes hands-on corporate experience and exposure to a wide variety of academic subjects. Students are reminded that all courses, internship periods, internship workshops and conferences are an integral part of the program and required for completion of the degree.

Each element of the CEFAM program (courses, internships, workshops, etc.) is mandatory and must be satisfactorily completed in accordance with CEFAM's graduation requirements. The academic organization of the program, however, may be adapted, in certain cases and with prior approval by the Director of Studies, to meet individual students' needs.

Senior Year

Students enrolled in the Top Up Degree program in Hospitality and Tourism Management will have to validate the following classes depending on the major they will choose (either Finance or Marketing).

Students entering our program directly in the Senior year (after completing a level 6 or a BBA degree) must add a 6-month internship during the summer and the fall semester following their year of study in order to meet CEFAM's graduation requirements.

Internships in France require a minimum B2 level in French language. Although a minimum A2 level of French is required to be admitted in the program, non-French-speaker students **will be registered in two intensive French language classes each semester (6 credits)** to attain French level required to fulfil the program internship requirements.

SENIOR YEAR _ MAJOR IN FINANCE

FALL
SEMESTER

ACCT 410	Intermediate Financial Accounting 1	3 credits
BUSI 410	Business Ethics	3 credits
ECON 410	International Economics	3 credits
FINC 420	Financial Planning & Analysis	3 credits
MGMT 410	Strategic Management & Organizational Policy	3 credits
HTMG 420	Culture & Communication in Hospitality & Tourism	3 credits

SPRING
SEMESTER

ACCT 420	Intermediate Financial Accounting 2	3 credits
COMP 410	Information Technology for Finance	3 credits
DSCI 410	Operations & Supply Chain Management	3 credits
FINC 430	Portfolio Management	3 credits
FINC 440	Sustainable Finance	3 credits
HTMG 430	Contemporary Issues in Hospitality & Tourism Management	3 credits

SENIOR YEAR _ MAJOR IN MARKETING

FALL
SEMESTER

DSCI 410	Operations & Supply Chain Management	3 credits
MKTG 410	Consumer Behavior	3 credits
MKTG 420	Advertising	3 credits
MKTG 450	Sales Management & Negotiation	3 credits
MKTG 470	Data Management for Business Strategies	3 credits
HTMG 420	Culture & Communication in Hospitality & Tourism	3 credits

SPRING
SEMESTER

BUSI 410	Business Ethics	3 credits
ECON 410	International Economics	3 credits
MGMT 410	Strategic Management & Organizational Policy	3 credits
MKTG 430	Marketing Research	3 credits
MKTG 460	Digital Marketing	3 credits
HTMG 430	Contemporary Issues in Hospitality & Tourism Management	3 credits

SENIOR YEAR _ MAJOR IN FINANCE & MARKETING

SUMMER +
FALL
SEMESTER

MGMT 501	<p>6-month internship</p> <p>The MGMT 501 course module, entitled <i>Global Career Development Internship</i>, corresponds to the mandatory 6-month internship completed by CEFAM students in the Senior year program.</p> <p>. A written internship report & oral presentation are required of students after the completion of the internship.</p> <p>The MGMT 501 grade is based on the quality & pertinence of the written internship report and the oral presentation.</p>
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BUSINESS PROGRAM DEGREE REQUIREMENTS

Upon completion of all graduation requirements, students will be awarded the certified CEFAM degree, accredited Level 7 by the French Government (« Manager des Organisations à l'International»; code NSF 310M, registered by the French Government in the RNCP under number 36203 by decision of France Compétences on February 25, 2022).

The following requirements must be met to receive the CEFAM Degree certified Level 7 by the French government:

- ✓ Successful completion (grade \geq D) of all the courses required by the student's academic program according to the selected major;
- ✓ Successful completion (grade \geq C) of the mandatory company 6-month-internship.
- ✓ Cumulative GPA of 2.5 minimum;
- ✓ Validation of all certifying assessments.
- ✓ Successful completion of the Business Game "Marketplace" (3 credits).

ESTD
1986

CEFAM

OF LEARNING

CEFAM ACADEMIC POLICIES and PROCEDURES

ATTENDANCE POLICY

Students at CEFAM are expected to attend all courses for which they are registered. Class attendance is mandatory as 20% of final grades is based on attendance & participation in class.

CEFAM's attendance policy is the following:

- Classes begin once roll has been called by the professor
- Once the door has been closed by the professor, NO STUDENT may enter the classroom. Any student who wishes to provide an explanation concerning his/her delay should report to the Administration. Please note that the student WILL NOT GAIN ADMITTANCE by doing so.
- In case of absence, students must provide a medical certificate attesting to illness within 8 days of the absence. No justification for absence will be accepted after that time.
- Each professor establishes his or her own policy concerning class absences. All policies, however, are based on the same common principles: EMPHASIS on the importance of each assignment, presentation, quiz, reports, etc. completed during the semester; REINFORCEMENT of the absolute need for regular class attendance and participation; DESIRE to help each student succeed in passing the class. Each professor will clearly state his or her attendance policy in the course syllabus (available on CEFAM's collaborative platform).

A "justified" absence is still considered an absence; students are responsible for the work assigned (or due) and the information covered whether or not they are present in a given class session.

EXAM POLICY

CEFAM considers any form of academic dishonesty to be reprehensible and believes that dishonest behavior of any kind reduces a student's chances of success professionally and academically.

Some examples of academic dishonesty which will result in severe sanctions include, but are not limited to:

- All forms of plagiarism from any source (text books, internet, another student's work, etc.),
- Any form of communication (through speaking, writing, or gestures) during examinations,
- Any behavior expressly prohibited by the professor or the administration during examinations,
- The presence of any object or document expressly prohibited by the professor or the administration during examinations,
- The presence of cell phones or other electronic devices during examinations.

Students who violate CEFAM's policy expose themselves to sanctions ranging from an F in the course to being immediately and permanently expelled from CEFAM. The appropriate sanction will be decided on by CEFAM's disciplinary counsel.

CEFAM's academic dishonesty policy is clearly stated in the academic contract signed by students when they confirm enrolment at CEFAM. Enrollment and registration at CEFAM imply understanding and acceptance of all CEFAM policies.

Absolutely no late arrivals will be tolerated for exams; any student who arrives after the exam room door has been shut will automatically receive an F for the exam.

In the case where a student is absent for an exam due to extenuating, extreme, and verifiable circumstances, the administration, with the professor concerned, will decide what measures are to be taken.

COURSE REGISTRATION

During the first semester at CEFAM, each registered student receives a standard course program that can be used to follow and monitor student results and progress in program completion.

Each student's course program is reviewed with the administration, adjusted if necessary, and confirmed at the end of each semester. Once a student's program has been confirmed for a given semester, it can be modified only in certain cases (approved by the Director of Studies) and only during the first week of classes (before Friday, September 4, 2026 at 17h00, for fall semester 2026; before Friday, January 15, 2027, 17h00 for spring semester 2027 and before Friday, May 14, 2027, 17h00, for Summer Session 2027).

In other words, students can only drop a course from their program with no financial or academic penalty during the first week of each semester.

Students may withdraw from a course after the first week of classes and until October 9, 2026 for the Fall semester, until February 26, 2027 for the Spring semester and until May 21, 2027 for the summer session with prior approval from the Director of Studies. In the case of a course withdrawal, a W will appear on the student's transcript, the course will be billed and the class will have to be retaken by the student.

After these dates, it is no longer possible to drop or withdraw from a course for any reason.

GRADING SYSTEM

The grading system used at CEFAM, based on percentages and letter grades (A to F) having a numerical value (from 4 to 0), is identical to that used in the United States.

For each course, the professor establishes the different elements that constitute overall course evaluation as well as the weight of each element expressed as a percentage. Three major elements are usually found in each course: a mid-term examination, a final examination, and a class participation grade which generally counts for 20 % of the final grade. The class participation grade will be based on attendance, active and constructive in-class participation, and a positive and respectful attitude. Students are expected to be present for each class meeting, to be prepared to ask questions and offer solutions, and to have a professional and pro-active approach to learning.

In addition to the three-evaluation criteria common to all CEFAM courses, professors may choose to include other completed course work (homework, presentations - group and individual, quizzes, projects, etc.) in the calculation of the student's final grade. The professor will average the results of the work produced during the semester to calculate each student's final grade for the course. The final grade takes the form of a letter grade ranging from A (excellent) to F (failing).

As indicated in the table below, the letter grades A to F correspond to a numerical value (from 4 to 0). A student's average for a given semester (GPA – Grade Point Average) is calculated using the final grade, and its numerical value, for each course taken during the semester. The cumulative GPA represents the average of all the final grades received during enrolment at CEFAM. Those students who maintain a cumulative GPA of 3.33/4.00 with no grade lower than C (2.00) during the semester are named to the Dean's List for that semester.

The main objectives for all CEFAM students must be 1) to successfully complete each course taken (minimum of C) and 2) to be named to the Dean's List each semester.

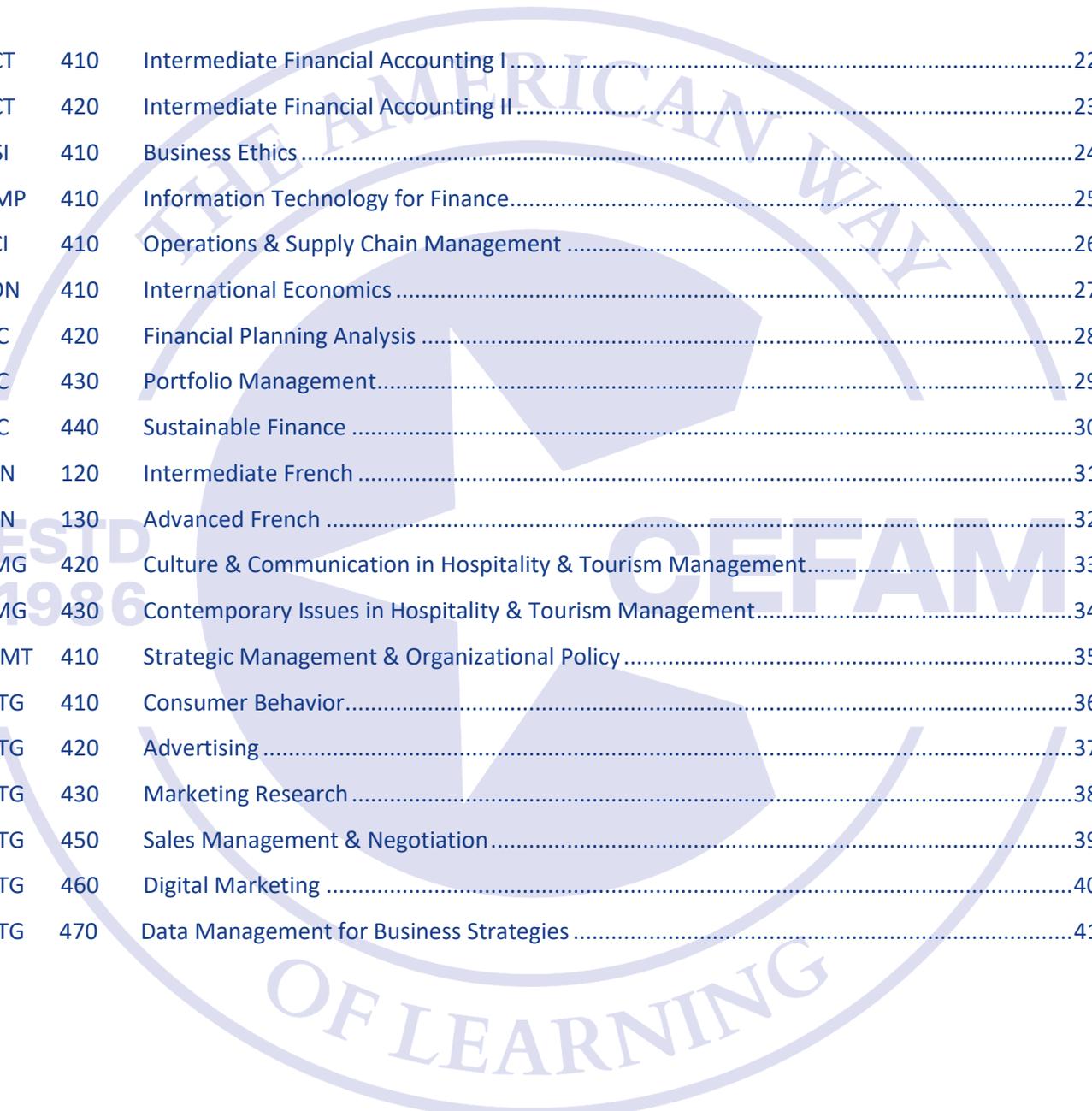
GRADING SYSTEM			
93-100%	A	4.00	PRESIDENT'S HONOR LIST
89-92%	A-	3.67	DEAN'S LIST
86-88%	B+	3.33	DEAN'S LIST
83-85%	B	3.00	
79-82%	B-	2.67	
		2.50	Minimum cumulative GPA necessary to graduate
76-78%	C+	2.33	
73-75%	C	2.00	
69-72%	C-	1.67	
66-68%	D+	1.33	
63-65%	D	1.00	Minimum grade to pass a class
60-62%	D-	0.67	
0-59%	F	0.00	FAILING GRADES (classes will be retaken)





ESTD
1986

***CEFAM COURSE
OFFERING
2026-2027***



ACCT	410	Intermediate Financial Accounting I.....	22
ACCT	420	Intermediate Financial Accounting II.....	23
BUSI	410	Business Ethics.....	24
COMP	410	Information Technology for Finance.....	25
DSCI	410	Operations & Supply Chain Management.....	26
ECON	410	International Economics.....	27
FINC	420	Financial Planning Analysis.....	28
FINC	430	Portfolio Management.....	29
FINC	440	Sustainable Finance.....	30
FREN	120	Intermediate French.....	31
FREN	130	Advanced French.....	32
HTMG	420	Culture & Communication in Hospitality & Tourism Management.....	33
HTMG	430	Contemporary Issues in Hospitality & Tourism Management.....	34
MGMT	410	Strategic Management & Organizational Policy.....	35
MKTG	410	Consumer Behavior.....	36
MKTG	420	Advertising.....	37
MKTG	430	Marketing Research.....	38
MKTG	450	Sales Management & Negotiation.....	39
MKTG	460	Digital Marketing.....	40
MKTG	470	Data Management for Business Strategies.....	41



***CEFAM COURSE
DESCRIPTIONS
2026/2027***

FINANCE MAJOR

ACCT 410 – INTERMEDIATE FINANCIAL ACCOUNTING I

US Credits: 3
ECTS Credits: 6

Semester hours: 40
Prerequisite: ACCT 115 & ACCT 121

OPEN FALL SEMESTER ONLY

COURSE DESCRIPTION

This course provides a comprehensive coverage of the accounting process and the preparation of financial statements.

COURSE OBJECTIVE

The form and content of financial statements are analyzed and the impact of the accounting principles. .

Students will also learn more about all the elements and counterparts, which have an impact on the daily tasks of an accounting manager

INSTRUCTIONAL METHODOLOGY

This class will be taught through lectures, discussions and case studies.

There will be a weekly quiz at the beginning of most class sessions mainly on a multiple choice question format with extra credit questions. In case of absences, no makeup quiz will be made.

Homework assignments will be due at every class session.

Participation and behavior are not included in the weight of the assessment grade, however, the overall grade can be increased or decreased based on students participation.

BIBLIOGRAPHY

Assigned material such as articles or case studies will be made available to students via e-campus.

EVALUATION

20% Case studies
25% Midterm Examination
30% Final Examination
25% Weekly quizzes

FINANCE MAJOR

ACCT 420 – INTERMEDIATE FINANCIAL ACCOUNTING II

US Credits: 3
ECTS Credits: 6

Semester hours: 40
Prerequisite: ACCT 115 & ACCT 121

OPEN SPRING SEMESTER ONLY

COURSE DESCRIPTION

This course provides a comprehensive coverage of the accounting process and the preparation of financial statements.

COURSE OBJECTIVES

The form and content of financial statements are analyzed and the impact of the accounting principles. Special topics include complex revenue recognition, asset and liability valuation, construction-in-progress, long-term investments, pensions, capital leases, discontinued business, impairments, troubled debt restructuring, dilutive earnings per share, accounting changes and errors, comprehensive income and direct method cash flows.

INSTRUCTIONAL METHODOLOGY

Classes are split half with lecture and half with problem solving. Any student having difficulty with this course should definitely attend the Teacher's Office Hours.

EVALUATION

20% Case studies
25% Midterm Examination
30% Final Examination
25% Weekly Quizzes

FINANCE & MARKETING MAJORS

BUSI 410 –BUSINESS ETHICS

US Credits: 3
ECTS Credits: 6

Semester hours: 40
Prerequisite: NONE

OPEN FALL & SPRING SEMESTERS

COURSE DESCRIPTION

This course focuses on the importance of ethical perceptions and corporate social responsibility as an inevitable factor in business. As a discipline, Business Ethics has considerably grown within the last decades and has become a major field in the age of globalization. It refers to values-based conduct, which does not only apply to individuals but to corporations.

COURSE OBJECTIVES

It is hoped that the students will:

- Acquire a good grasp of the major issues, philosophers and concepts in business ethics
- Develop the tools for shaping and defining appropriate moral values and conduct
- Be able to progress analytically in a (self)critical, interactive cross-cultural team environment
- Be organized in a virtual collaborative setting

INSTRUCTIONAL METHODOLOGY

Presence in class is mandatory: More than 2 absences will lead to a failing grade.

Expected learning outcomes:

- Understand and make proper use of the philosophical concepts pertaining to individual – and corporate ethics they have acquired in the course,
- Attain a higher level of tolerance and respect for their intercultural peers
- Use theories studied in class and apply them to real-life corporate examples
- Recognize pitfalls of general assumptions, such as “business is business”
- Appreciate the flexibility and creativity of online collaboration

EVALUATION

20% Participation
25% Midterm exam
30% Presentation
25% Final Exam

FINANCE MAJOR

COMP 410 – INFORMATION TECHNOLOGY FOR FINANCE

US Credits: 3
ECTS Credits: 6

Semester hours: 40
Prerequisite: COMP 125

OPEN SPRING SEMESTER ONLY

COURSE DESCRIPTION

This course serves as an introduction to the topic of how computer systems are used to help finance in the modern enterprise. It will cover the use of Excel and Visual Basic to analyze company finances and make prediction on net income, cash flow, stock price, and other metrics, based on a number of possible scenarios. Students will learn hands on how to use Excel and Visual Basic for financial modeling; and they will learn about the large enterprise applications used for finance, including procurement, business intelligence, data mining, and predictive analysis. Students will learn about Big Data and Artificial Intelligence and their growing impact on finance.

COURSE OBJECTIVES

The global objective of this module is to help future professionals to better understand:

- How to set up financial models using Excel and Visual Basic to analyze different scenarios, make predictions about the results of each scenario, and use the models to make recommendations to top management.
- How large enterprise applications support the finance function in an organization.

The aim is to provide students with an appropriate balance of technical and analytical perspectives to serve as the basis for further use of IT and finance.

INSTRUCTIONAL METHODOLOGY

Lectures, readings, in-class exercises, group project(s) and group presentations.

EVALUATION

- 20% Attendance/Participation (10% each)
- 10% Quizzes
- 20% Midterm test/project
- 20% Final Exam
- 30% Final project

FINANCE & MARKETING MAJORS

DSCI 410 – OPERATIONS & SUPPLY CHAIN MANAGEMENT

US Credits: 3
ECTS Credits: 6
ONLINE/REMOTE CLASS

Semester hours: 40
Prerequisite: DSCI 210 & DSCI 220

OPEN FALL & SPRING SEMESTERS

COURSE DESCRIPTION

A supply chain is a network involving the purchasing of raw materials and components, their transformation into end products, and the delivery of these end products, either goods or services to clients. Within this supply chain are numerous activities and operations management covers the efficient control, planning, organization, and utilization of resources respecting internal constraints and the client demand. The duo, operations and supply chain management crosses the functions of finance, marketing, law, and human resources and involves physical information, and financial flow streams. Effective supply chain management is a key to client satisfaction since as well as providing goods at an acceptable quality, at the right price, companies need to deliver when promised, but at the same be flexible!

COURSE OBJECTIVES

The objective of this module is to underscore key elements in the operations and supply chain management environment and its synergy with strategic elements of the business firm. The topics to be covered during the semester includes the following:

- Operation Management, the Supply Chain & Strategy
- Quality Management
- The Process, the Product & the People
- Inventory Management
- Operations & Capacity Planning
- Material Requirements & Enterprise Resource Planning
- Operations Scheduling & System Constraint
- Purchasing, Sub-Contracting & Outsourcing
- Improving the Performance of the Operations & Supply Chain

INSTRUCTIONAL METHODOLOGY

All subject material will be presented by lecture, power point presentation and examples. It is important that students read the text material before class. Students must complete homework assignments for the following session alone or in groups for class discussion. Students will do a written Project Report to be handed in highlighting the key elements in a Supply Chain Operations.

BIBLIOGRAPHY

Waller, Derek, *Operations Management: A Supply Chain Approach*, 2nd Ed., Thomson Learning, 2003.

EVALUATION

- 10 Participation
- 20% Project Report
- 30% Midterm Examination
- 40% Final Examination

FINANCE & MARKETING MAJORS

ECON 410 – INTERNATIONAL ECONOMICS

US Credits: 3
ECTS Credits: 6

Semester hours: 40
Prerequisite: ECON 110 & ECON 210

OPEN FALL & SPRING SEMESTERS

COURSE DESCRIPTION

This course provides an introduction to theories of international trade and international financial flows, and to the relationships between them. In the first half, we will consider comparative advantage, economies of scale, the effects of economic growth, trade restrictions, and free trade. In the second half we will consider the balance of payments accounts, currency markets, macroeconomic policy, and end with currency unions. There will be a midterm exam at the end of each half. These will be mostly independent on each other. There will be a short research paper and presentation.

COURSE OBJECTIVES

The goals of this class are to develop an understanding of the above theories, and to examine their practical application in the real world.

INSTRUCTIONAL METHODOLOGY

The class will be a mixture of lectures, exercises, readings and short cases. It is essential that all readings and exercises assigned in advance actually be done in advance. Some of these issues are quite complex and will be very difficult to follow without preparations. Active listening and discussion are necessary and will be appropriately rewarded. At the same time, there will be consequences for distracting the class.

BIBLIOGRAPHY

Principles of Economics, openstaxcollege.org, (free online textbook – [https://openstax.org/details/principles – economics](https://openstax.org/details/principles-economics)). Also, the first half of the course will draw on exercises in Schaum's Outlines: International Economics, 4th edition, McGraw Hill. Handouts from relevant sections of Schaum's will be provided in class.

EVALUATION

- 10% Attendance
- 10% Participation
- 10% Quizzes, Homework, in class assignments
- 25% 1st Midterm Examination
- 25% 2nd Midterm Examination
- 20% Research paper / presentation

FINANCE MAJOR

FINC 420 – FINANCIAL PLANNING & ANALYSIS

US Credits: 3
ECTS Credits: 6

Semester hours: 40
Prerequisite: ACCT 115, ACCT 121, ACCT 130 & FINC 210

OPEN FALL SEMESTER ONLY

COURSE DESCRIPTION

This class introduces students how to use publicly available financial information to value and analyze a firm. The analysis will be conducted from the point of view of lenders, equity analysts, investment bankers, boards of directors, and other consultants. Furthermore, business analysis will be emphasized in order to understand the profit drivers and key risks of various industries and how individual companies develop competitive and corporate strategies to react to this environment and create value for their firm.

COURSE OBJECTIVES

By the end of this course, students will be able to interpret, analyze and evaluate the financial performance of a company using annual reports and industry related information. Furthermore, students will learn techniques to decompose the profitability of a firm using ratios and segment analysis. Additionally, students will know how to interpret financial disclosures to perform risk assessment, forecasting and decision making. Several types of companies will be analyzed including manufacturers, service companies and banks.

INSTRUCTIONAL METHODOLOGY

A combination of lectures, practical exercises, case studies, power point and oral presentations will be used. Participation is strongly encouraged and will count for 10% of the final grade. Students must prepared all assigned homework problems prior to each class session.

BIBLIOGRAPHY

Palepu, Healy and Peek, Business Analysis and Valuation, Cengage Learning 4th / IFRS Edition

EVALUATION

The final grade will be computed as follows:

- 20% Participation and Attendance
- 60% Case studies and Problems
- 20% Final Paper

FINANCE MAJOR

FINC 430 – PORTFOLIO MANAGEMENT

US Credits: 3
ECTS Credits: 6

Semester hours: 40
Prerequisite: FINC 210 & FINC 230

OPEN SPRING SEMESTER ONLY

COURSE DESCRIPTION

This course is designed to deepen the student's understanding of the money and capital markets, derivatives and portfolio management. Students will study principles of portfolio theory and apply this knowledge to create balanced portfolios supported with justified analyses and solid understandings of the investments.

COURSE OBJECTIVES

Through the use of portfolio simulation Stock-trak, students will work in teams of 2 to create their own portfolios with a minimum of 200 transactions during the course of the semester including stocks, bonds, futures, options, options on futures and currencies. All markets available on Stock-trak must be invested in during the course. Portfolios will have to be balanced and risks controlled. Using the analyses prepared by students and reviewed in class, top-down and bottom-up analyses will be applied to establish portfolios. A Power Point presentation will be given at the end of the semester to demonstrate the student's acquired knowledge of the markets.

INSTRUCTIONAL METHODOLOGY

The theory and practice of investments and portfolio management will be presented by lecture, with on-line support sites. Students complete exercises to master technical calculations. In addition, in groups of two, students will compose their own portfolio on Stock-trak and prepare Power Point slides supporting their investment decisions every weeks.

BIBLIOGRAPHY

Reilly & Brown, Analysis of Investments and Management of Portfolios, Cengage EMEA edition, ISBN-13: 978-1473704794

EVALUATION

The final grade will be computed as follows:

- 10% Participation
- 10% Macroeconomic paper
- 30% Portfolio submissions
- 20% Portfolio presentation
- 30% Final Examination

FINANCE MAJOR

FINC 440 – SUSTAINABLE FINANCE

US Credits: 3
ECTS Credits: 6

Semester hours: 40
Prerequisite: ACCT 130, FINC 210 & FINC 220

OPEN SPRING SEMESTER ONLY

COURSE DESCRIPTION

This course will analyze the methods used to manage working capital and the financing of operations during various firm growth phases and examine the many challenges that arise when identifying and implementing sustainable business operations. The focus will be on the ability of enterprises to finance the production and sale of “green and sustainable” oriented goods via dynamic supply chains and deliver them via a complex distribution network.

COURSE OBJECTIVES

The course objective is to provide students with the ability to analyze and critique the following business activities:

- Cooperative business practices in sales and operations planning (S&OP).
- Linking corporate social responsibility (CSR) with business operations.
- Implications of sustainability concepts on firm investment strategy and corporate cost-cutting.
- Managing the cost of Working Capital via cooperative solutions throughout the supply chain.
- Establishing key partnerships aimed at delivering sustainable business practices.
- Understanding the global financial trends driving M&A and vertical integration.
- Sustainable business strategies for generating financial perpetuities and reducing risk.
- Leading Revenue Growth Management (RGM) via effective demand forecasting and revenue planning.
- Analyzing the opportunities and pitfalls of technology solutions (Business Intelligence, SaaS, ERP, etc...)

INSTRUCTIONAL METHODOLOGY

A combination of lectures, practical exercises, case studies, power point and oral presentations will be used. Participation is strongly encouraged and will count for 10% of the final grade. Students must prepared all assigned homework problems prior to each class session.

BIBLIOGRAPHY

Required book: none

EVALUATION

20 % Attendance & Participation
25% Midterm Exam
30% Annual Report Project
25% Final Exam

FINANCE & MARKETING MAJORS

FREN 120 – INTERMEDIATE FRENCH

US Credits: 3
ECTS Credits: 4

Semester hours: 40
Prerequisite: FREN 110 or equivalent

OPEN FALL & SPRING SEMESTERS

COURSE DESCRIPTION

This course is a complete review of the structure of the French language, with particular emphasis on the oral aspect of the language. Listening comprehension and reading skills are also stressed. Additional emphasis will be placed on civilization and culture.

COURSE OBJECTIVES

This class is designed to reinforce the student's knowledge of French while at the same time introducing new elements. Students will be encouraged to express themselves in French, and to use the structures and vocabulary learned. Through selected readings students will study various aspects of French life, to gain a better understanding of France and its people.

INSTRUCTIONAL METHODOLOGY

Students will learn through selected readings, lectures, and class discussions.

BIBLIOGRAPHY

"CONNEXIONS 2" – Editions DIDIER Livre + cahier d'exercices et CD audio.

EVALUATION

- 30% Participation & Quizzes
- 35% Midterm Examination
- 35% Final Examination

FINANCE & MARKETING MAJORS

FREN 130 – ADVANCED FRENCH

US Credits: 3
ECTS Credits: 4

Semester hours: 40
Prerequisite: FREN 120 or equivalent

OPEN FALL & SPRING SEMESTERS

COURSE DESCRIPTION

This course is designed for students who have a good knowledge of French, but who have limited opportunity to hear and speak it. Oral expression will be emphasized through vocabulary drilling and class discussions. Active class participation is required, and the students are expected to communicate in French only. More complex structures and more extensive vocabulary will be presented.

COURSE OBJECTIVES

This course is designed to give students confidence in their speaking skills and to increase their ability to function in French. Through the use of periodical literature, students will increase their knowledge of contemporary French culture.

INSTRUCTIONAL METHODOLOGY

Students will learn through selected readings, lectures, and class discussions.

BIBLIOGRAPHY

“EDITO” niveau B1/B2 – Editions DIDIER Livre + 2 CD audio

EVALUATION

- 30% Participation & Quizzes
- 35% Midterm Examination
- 35% Final Examination

FINANCE & MARKETING MAJORS

HTMG 420 – Culture & Communication in Hospitality & Tourism MGMT

US Credits: 3
ECTS Credits: 4

Semester hours: 40
Prerequisite: NONE

OPEN FALL & SPRING SEMESTERS

COURSE DESCRIPTION

Intercultural management and sensitivity have become a pure need for all people living, learning, and working in multicultural places; especially for individuals who would be in positions that require effective management of cultural variance.

This course will examine the cultural issues faced by people working in the hospitality industry. The module will debut with recognizing how communication impacts our own personal culture and the plethora of sub-cultures we belong to. Students will then explore cultural implications including religious, ethical, and cultural considerations for several regions around the world. Finally, students will learn how the industry faces the cultural challenges apparent, and less visible can be met. The module will be interactive with much emphasis on group work through role-play, discussion, and research projects.

COURSE OBJECTIVES

This course has specific goals that will allow the student to:

- Demonstrate awareness of own culture and identify primary differences in communication practices of different cultures.
- Gain insight of how the hotel industry faces the challenges and deals with them on national, corporate, and operational levels.
- Obtain a broader understanding of how cultural differences affect business and the workplace.
- Analyse the constraints on communication and relationships among people of different cultures

INSTRUCTIONAL METHODOLOGY

The course will be developed through lectures, readings, engaged role-play, group discussions and collaborative research.

BIBLIOGRAPHY

Given the nature of the module a broad and diverse range of subject material is considered over the course of the module. There is, therefore, no one core text that can, nor should, be recommended for the module. Nonetheless, suggested, and compulsory readings will be assigned periodically and made available via CEFAM's Academic platform.

EVALUATION

Participation/Attendance:	20%
Case Study Analysis:	20%
Midterm Evaluation:	30%
Final Group Project:	30%

FINANCE & MARKETING MAJORS

HTMG 430 – Contemporary Issues in Hospitality & Tourism MGMT

US Credits: 3
ECTS Credits: 4

Semester hours: 40
Prerequisite: NONE

OPEN FALL & SPRING SEMESTERS

COURSE DESCRIPTION & OBJECTIVES

This course will explore the various issues faced by hospitality and tourism organizations; special attention will be paid to competition and demand, as well as the environmental and ethical impacts. Students will study some of the many challenges including shortage of labor and skills, global emerging markets, technology, and social media. These factors amongst others all impact the business development and will therefore be addressed thematically. The module aims to empower students to gain a global overview of how the industry go about preparing and adjusting to such variable impacts.

COURSE OBJECTIVES

At the end of this course, students will be able to demonstrate the analytical and problem-solving skills required in the contemporary hospitality industry.

INSTRUCTIONAL METHODOLOGY

Lecture, group work and presentations

BIBLIOGRAPHY

Hospitality Business Development, 2nd Edition, Ahmed Hassanien and Crispen Dale, Routledge, (e-book accepted). A list of reading supports will be assigned periodically and made available via CEFAM's Academic platform.

EVALUATION

Participation & Behavior:	20%
Research Paper:	40%
Midterm Evaluation	20%
Group Presentation	20%

FINANCE & MARKETING MAJORS

MGMT 410 – STRATEGIC MANAGEMENT & ORGANIZATIONAL POLICY

US Credits: 3
ECTS Credits: 6

Semester hours: 40
Prerequisite: MGMT 110 & MGMT 220

OPEN FALL & SPRING SEMESTERS

COURSE DESCRIPTION

This is a one semester “capstone” course, providing the opportunity to assimilate the diverse subject areas covered over the previous semesters. The course is built around several case studies which expose the student to critical notions in the formulation, implementation and control of strategic policy.; Informed and well-founded long-term decision-making is a the heart of the course’s content.

COURSE OBJECTIVES

To integrate previously learned material from the breadth of the business curricula into the framework of strategic management. To expose the students to practical case study applications of methods ad skills already acquired. To expose students to familiar aspects of management using new models and approaches, such as Appreciative Inquiry, SOAR, Influencer, Liberating Structures, etc. To provide an insight into the most fundamental aspect of business decision-making: long-term strategic management. Ultimately, to provide students with the knowledge, tools and practical experience they need to be successful as they embark on their respective careers.

INSTRUCTIONAL METHODOLOGY

The course is focused on the development of several case studies; students work in groups of three combining a blend of specialties discipline and concentration to offer a more well-rounded approach to each case. In addition, students are asked to follow the text portion of the course and prepare for each class discussion.

BIBLIOGRAPHY

- 🌐 Jenny Rogers. Manager as Coach: The New Way to Get Results. 2012 1st Edition. McGraw Hill Professional. E-book accepted
- 🌐 Rossina Gil. The Corporate Looking Glass: Using Culture for Your Competitive Advantage. 2015 1st Edition. Lulu.com. E-book accepted (2016).
- 🌐 Joseph Grenny, Kerry Patterson, David Maxfield, Ron McMillan, Al Switler. Influencer: The New Science of Leading Change. 2013 2nd Edition. McGraw Hill Education. E-book accepted.

Additional assigned materials such as articles, podcasts, videos and case studies will be made available to students via e-campus.

EVALUATION

- 30% Class Participation & Behavior
- 10% Reflection Papers
- 10% Strategic Learning Contract
- 20% Group Project
- 15% Influencer Project
- 15% Final Examination

MARKETING MAJOR

MKTG 410 – CONSUMER BEHAVIOR

US Credits: 3
ECTS Credits: 6

Semester hours: 40
Prerequisite: MKTG 210

OPEN FALL SEMESTER ONLY

COURSE DESCRIPTION

This course will provide an introduction and application of the major trends and changes in marketing that impact the study of consumer behavior from various disciplines including consumer psychology, behavioral economics and sociology. This course researches the theories and concepts of consumers from around the world and their diverse experiences with buying, having and being.

COURSE OBJECTIVES

The aim of this course is to give the student an understanding of consumer decision-making and its marketing implications. The individual and social factors, which have an influence on buying, and consumption behavior and the consumer decision-making process will be studied. Topics to be covered include influences such as culture, subculture, social class, reference groups, and family as they impact consumer behavior; personality, consumer perception, motivation; and processes such as learning and attitude formation, communication and diffusion of innovations. Consumer rights and consumer protection are also subjects to be covered. The module will be studied in the global context, with an emphasis on socially responsible marketing. After taking this course, the student is expected to have an analytical outlook in understanding consumer behavior, and to ingrate this understanding into the managerial decisions in consumer related issues, mainly in the areas of new product development, service quality, marketing research, and marketing communication.

INSTRUCTIONAL METHODOLOGY

This class will involve lectures, case discussion, groups/teams, videos, oral and written project designed to provide students with a range of conceptual foundations in marketing practice.

BIBLIOGRAPHY

Solomon, M. (2018). Consumer Behavior – Buying, Having and Being. 12th Global Edition. Pearson Education. ISBN#: 978-0-13-412993-8. Assigned readings (TBA)

EVALUATION

20% Participation
10% Quizzes
20% (1) Midterm examination
25% TEAM Consumer Behavior Report/Presentation
25% End of chapter Company Case

MARKETING MAJOR

MKTG 420 – ADVERTISING

US Credits: 3
ECTS Credits: 6

Semester hours: 40
Prerequisite: MKTG 210

OPEN FALL SEMESTER ONLY

COURSE DESCRIPTION

This course will be divided into two complimentary sub-modules: advertising & branding.

The branding sub-module will explore the role and meaning of brands, brand equity and strategic brand management. Key questions to be addressed include how to create a new brand?, how to build brand equity?, how to develop profitable brand strategies?, how to capitalize on brand equity to build a business? And how to measure and manage brand equity overtime? The branding sub-module will effectively prime the students' knowledge base of brands to progress onto the advertising sub-module.

The advertising sub-module will take students through every step of the advertising process to develop effective advertising communications from the initial client brief through the strategic and creative process to advertising effectiveness measurement and media placement.

The course will provide a comprehensive theoretical foundation combined with numerous techniques and practical insights for developing and managing brands and creating effective advertising campaigns.

COURSE OBJECTIVES

To provide students with:

- A comprehensive understanding of the main concepts surrounding brands and their management using different framework to pinpoint the DNA of a brand, the levers available for influencing its equity and how to apply these effectively
- A robust foundation of the theory and practice of advertising in Advertising Agencies and their clients from the identification of the requirement for communication to strategic and creative development and media placement.

INSTRUCTIONAL METHODOLOGY

This course will be composed of interactive lectures (70%) supported by group discussions around individual case studies and advertising campaigns (30%). During the course, students will be furnished with the necessary targeted reading and case studies, which will underpin and build upon the information and theory provided in lectures. The course aims to build a comprehensive understanding of the theory and practice of advertising and branding supported by timely evaluations to check their level of understanding and applications. The course builds towards a formal presentation where groups of students will adopt the role of an advertising agency (account management, planner, creatives, media) pitching a strategy and campaign to win a client's advertising business for a "live" brand.

BIBLIOGRAPHY

No single core text for this course. Selected readings and case studies will be posted for each class on e-campus.

EVALUATION

10% Branding – written mid-term
15% Branding – group presentation
10% Advertising – creative brief
30% Ad pitch group presentation
15% Ad pitch formal write-up
20% Participation

MARKETING MAJOR

MKTG 430 – MARKETING RESEARCH

US Credits: 3
ECTS Credits: 6

Semester hours: 40
Prerequisite: MKTG 210

OPEN SPRING SEMESTER ONLY

COURSE DESCRIPTION

Examination of the acquisition of information for marketing management decision making, including the formulation of research problems, research design, data sources and collection methods, sampling design, data analysis and presentation of results..

COURSE OBJECTIVES

Market Research is defined as the systematic collection, analysis and interpretation relevant to marketing decisions. This course is designed to provide students with a solid understanding of the nature of marketing research, its methods and its applications to marketing management situations. The course will cover the entire market research process from identifying & stating the problem, to designing and planning a marketing research project and project execution, through to analysing and presenting findings.

Measurement methods, questionnaire design, and data analysis fundamentals will provide the student an understanding of the data and statistical components that are essential to all successful marketing research plans.

INSTRUCTIONAL METHODOLOGY

Class will be divided between lectures, class discussions and exercises related to the topics being covered. A guest speaker will share their experience in dealing with a major marketing mix/marketing management problem whereby marketing research played a vital role in addressing the challenge.

Further to selected case studies & articles as readings and to support class discussion, there will be a major case study conducted as a group exercise which will require students to develop a marketing research plan to answer a market challenge.

Students are required to read all assigned chapters and materials in advance of each class session. Students should expect to schedule 4-5 hours per week preparing for class and working on assignments.

BIBLIOGRAPHY

Essential of Marketing Research – Putting Research Into Practice; Kenneth E. Clow, Karen E. James. SAGE Publications.
Assigned Readings (TBA).

EVALUATION

- 10% Participation
- 10% Assignments
- 20% Midterm examination
- 35% Case study project/presentation (group work)
- 25% Final examination

MARKETING MAJOR

MKTG 450 – SALES MANAGEMENT & NEGOTIATION

US Credits: 3
ECTS Credits: 6

Semester hours: 40
Prerequisite: MKTG 210

OPEN FALL SEMESTER ONLY

COURSE DESCRIPTION

This comprehensive course covers in an integrated way all the aspects related to sales, sales management and negotiations. It includes topics such as B2B marketing and how marketing relates to sales, pricing, sales techniques, sales organizations and sales force motivation. A focus is made on sales negotiations as part of a sales process, covering all the steps from preparing to negotiate to effectively closing a deal.

The course integrates the development of intercultural awareness and examines how the international environment influences the sales and negotiations processes.

Challenging role-plays and skill-building activities designed to further develop the students' ability to interact with a customer are included in the course.

COURSE OBJECTIVES

The objectives of the Sales Management and Negotiation module is to provide the students with all the theoretical knowledge and practical skills necessary to become an effective sales person or sales manager in a competitive international environment.

At the end of this module, participants will have understood:

- What is the sales function, why it's important and how it's evolving
- The specifics of the B2B environment and its differences with B2C
- The different sales processes a sales manager can implement
- How to set up objectives and how to use levers such as the structure of the sales force and sales force motivation in order to reach such objectives.
- The different types of negotiation commonly used
- How to prepare in order to carry out effective negotiations
- How to identify the underlying interests of all parties and develop mutually beneficial solutions
- Negotiations techniques and tricks (...so they can be countered)
- How sales and negotiations can be affected by differences in culture and international background

INSTRUCTIONAL METHODOLOGY

Lectures, Student presentations and Role plays

BIBLIOGRAPHY

JOHNSTON M. W. - MARSHALL G. W., Sales force Management, 8th Edition, McGraw-Hill, 2006. ISBN 007296183X

FUTRELL C., Fundamentals of Selling, 9th edition, McGraw-Hill, 2005. ISBN 0071117911

JOBBER, D – LANCASTER, G., Selling and Sales Management, Prentice Hall, ISBN 978-0-273-72065-2

LAMBERT D. - DUGDALE K., Smarter Selling: Next generation sales strategies to meet your buyer's needs - every time Financial Times Press, 2007 ISBN-13: 9780273712466

FISCHER, URY, PATTON. Getting to Yes. Negotiating agreements without giving in. Penguin Books. ISBN-13: 978-0143118756

THOMPSON L, Mind and Heart of the Negotiator, 5th edition, Pearson New International Edition, 2013.

EVALUATION

50% Two individual tests

30% Group work

20% Participation and attendance

MARKETING MAJOR

MKTG 460 – DIGITAL MARKETING

US Credits: 3
ECTS Credits: 6

Semester hours: 40
Prerequisite: MKTG 210

OPEN SPRING SEMESTER ONLY

COURSE DESCRIPTION

The world has gone digital. Lines drawn between online, mobile and traditional marketing practices are increasingly meaningless. Digital marketing IS marketing. Mobile marketing IS marketing. The world belongs to the Facebooks, Amazons and Googles now, and if we want to succeed in it we need to understand what they do and how we can do it too.

This course will seek to examine the truth of these statements and explore how businesses can leverage the sometimes overwhelming array of digital and online technologies at their fingertips to drive commercial success in B2C and B2B contexts and as part of an integrated marketing communication strategy.

Subject areas include the digital evolution of the marketing mix, research and consumer behavior, big data, the sharing economy, the dematerialized product offering, digital pricing and algorithms, mobile marketing, search marketing (SEO, SEM), video marketing, digital advertising, e-commerce, m-commerce, content marketing, social media marketing, community management, digital CRM and use of analytics / metrics.

Teaching will comprise a mixture of interactive class presentations, discussion, audiovisual content, established and emerging case studies, individual assignments, group work, student-led research, and student creation of presentation media including infographics, websites and mobile apps.

COURSE OBJECTIVES

Students will develop an understanding of the principles and practices behind successful digital marketing for business, and will learn how various tools are used to achieve business objectives, both theoretically and through practical case studies and hands-on application.

INSTRUCTIONAL METHODOLOGY

Lectures, Case studies and hands-on application.

BIBLIOGRAPHY

E-Marketing (Pearson); SEO and Search Marketing (Nick Smith); Big Data in Practice (Bernard Marr); The Long Tail (Chris Anderson); Free (Chris Anderson); Microtrends (Mark J Penn); The Big Switch (Nicholas Carr); The Google Story (David A Vise); The Signal and the Noise (Nate Silver); King Camp Gillette (Tim Dowling); Permission Marketing (Seth Godin); Free Prize Inside (Seth Godin); Purple Cow (Seth Godin); The Tipping Point (Malcolm Gladwell); The 22 Immutable Laws of Marketing (Al Ries and Jack Trout)

EVALUATION

Students will be evaluated based on their in-class interaction and input, an online quiz, punctual research and presentation assignments, and a final project that will seek to provide a platform to demonstrate the breadth and understanding of the knowledge acquired.

MARKETING MAJOR

MKTG 470 – Data Management for Business Strategies

US Credits: 3
ECTS Credits: 6

Semester hours: 40
Prerequisite: MKTG 210 & DSCI 210

OPEN FALL SEMESTER ONLY

COURSE DESCRIPTION

With significant advances in technology, most organizations collect enormous amounts of data, ranging from markets to customers. Managing data on this scale and converting it into knowledge to facilitate decision making presents exciting new challenges. The underlying principles of data management are often similar, whether used in data analytics and business intelligence, enterprise resource planning (ERP), customer relationship management (CRM) or other aspects of marketing. This course aims to facilitate transformation of everyday business activities into a relational database system, from which information can be extracted in a systematic manner. In particular, students will learn how to organize and manage data with emphasis on maintaining data consistency and minimizing data redundancy. Students will be introduced formally to conceptual modelling and data normalization in relational databases. In the second part, students will learn how to write queries in SQL and Microsoft Access to extract data that is relevant for answering marketing questions and developing marketing strategy. Finally, students will apply each of these skills in developing a database solution for a real-world business problem, using Microsoft Access. Note: Marketing Majors must earn a grade of C or better for this course to count towards the major requirements.

COURSE OBJECTIVES

- Access practical and actionable learnings that can be directly applied in your work with real-life case studies and examples (practice data-driven decision-making)
- Gain the tools and knowledge to address specific challenges in your organization, including designing a good data strategy or including digital transformation
- Apply frameworks and methodologies for harnessing data to create value
- Explore the future of data, especially new trends such as automation and artificial intelligence (AI)

INSTRUCTIONAL METHODOLOGY

The course will combine lectures and practical work. Each week, students will attend theoretical lectures and have the opportunity to apply newly learned concepts to a continuous study project. The topic for this project will be chosen by the student and approved by the lecturer.

EVALUATION

Student evaluation will be based on several key components. The primary assessment will be a final presentation of their research, as well as the submission of consulting presentation slides that include detailed analysis, data visualizations, conclusions, and recommendations. The quality and clarity of these slides will be crucial in demonstrating the student's understanding and application of the course material. Furthermore, students will be required to submit a normalized database as part of their evaluation.

The course will be graded on a 100-point scale, and the final grade will be determined as follows:

- Attendance & Participation - 15%
- Discussion Leading/Debate - 15%
- Research Presentation (oral version) - 35%
- Research Presentation (supporting slides & database) - 35%





APPENDICES

THE CEFAM FACULTY

Anand, Ruchi	Ph.D., International Relations in the US, Purdue University M.A., International Relations, Jawarharlal Nehru University M.Phil., International Law, Jawarharlal Nehru University M.A., International Relations, Purdue University
Azam, Waseem	MBA, INSEEC
Ben Amar, Abdelkarim	Ph.D., Atomic and Nuclear Physics, Lyon I D.E.A, Atomic and Nuclear Physics, Lyon I
Bosc, Julie	M.B.A., Marketing, INSEEC
Chryssomalis, George	M.B.A., McGill University
Degraeuwe Cédric	M.B.A. Nicholls State University
Dopkowski, Joshua	M.B.A., Sonoma State University, Rohnert Park, CA
Goudard-Patot, Florian	Diplôme Expertise Comptable, OEC Rhône-Alpes DSCG, Sciences U, Lyon
Grangeon, Baptiste	Titre CEFAM « Responsable à l'International : Marchés et Management », RNCP niveau 6
Kallimani, Trevor	M.A., Human Rights, University of Essex
Le Cam Leventhal, Sophie	Ph. D, Université La Sorbonne Paris IV
Mikes, Sabrina	BA, New College of Florida
Muselet, Jérémie	Master, Sciences de Gestion, Université de Lille
Rasuli, Farrukh	MSc Advertising & Communication, INSEEC School of Business & Economics
Rollin, David	Master's degree Soil, Water, Environment ; Université Pierre et Marie Curie, Paris
Russev, Andrey	Master in Digital Marketing & Web design, University of Economics, Varna
Scott-Griffiths, Paul	Law Degree, Liverpool John Moore University
Siegel, Eric	M.B.A., Finance / Corporate Restructuring, EM Lyon
Wable, Catherine	Master's degree, INSEAD, Paris
Zanda, Chris	M.B.A., Finance, DePaul University
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Orientation Day
Friday, Aug. 28, 2026



ACADEMIC CALENDAR 2026-2027

AUGUST 2026		SEPTEMBER 2026		OCTOBER 2026		NOVEMBER 2026		DECEMBER 2026		JANUARY 2027		FEBRUARY 2027		MARCH 2027		APRIL 2027		MAY 2027		JUNE 2027	
M 31	Fall semester begins	T 1	Week 1 (35)	F 2	Week 5 (39)	S 1	Bank Holiday	T 1	Week 13 (45)	F 1	Bank Holiday	M 1	Week 4 (05)	M 1	MIDTERM EXAMS	T 1	Week 11 (13)	S 1	Bank Holiday	T 1	Week 4 (22)
		W 2		S 3	INTERNSHIP JURIES 2 Month Internships	M 2	Faculty meeting	W 2		S 2		T 2		M 2		F 2		S 2		W 2	
		T 3	Week 1 (35)	F 4		T 3		F 4		M 3		W 3		M 3	MIDTERM EXAMS	S 3		M 3	Spring semester final grades due	T 3	
		F 4	Last day to drop a class	S 4		W 4		S 4	Week 13 (45)	M 4		T 4		M 4		S 4		T 4		F 4	Week 4 (22)
		S 5	Parents' meeting 1st year	M 5		T 5		S 5		T 5		F 5	Week 4 (05)	M 5	Week 7 (09)	M 5		W 5		S 5	
		S 6		T 6		F 6	Week 9 (44)	S 6		W 6		S 6		S 6		T 6		T 6	Bank Holiday	S 6	
		M 7		W 7		S 7		M 7		T 7	(01)	S 7		S 7		W 7		F 7	(18)	M 7	
		T 8	Faculty meeting	T 8	Week 6 (40)	S 8		T 8	EXAMS	F 8	Parents' meeting 4th year	M 8		M 8		T 8		S 8	Bank Holiday	T 8	
		W 9		F 9	Last day to withdraw a class	M 9		W 9		S 9		T 9		T 9	Faculty meeting	F 9	Week 12 (14)	S 9		W 9	
		T 10	Week 2 (36)	S 10	INTERNSHIP JURIES 2 Month Internships	T 10		T 10	(49)	S 10		W 10		W 10		S 10		M 10	Summer Session begins	T 10	Week 5 (23)
		F 11	2 month internship reports due	S 11		W 11	Bank Holiday	F 11	6 month Internship Juries	M 11	Spring semester begins	T 11	Week 5 (06)	T 11		S 11		T 11		F 11	6 month Internship reports due
		S 12		M 12		T 12	6 month internship reports due	S 12		T 12	6 month internship reports due	F 12		F 12	Week 8 (10)	M 12		W 12		S 12	
		S 13		T 13		F 13	Week 10 (43)	S 13		W 13		S 13		S 13		T 13		T 13	Week 1 (19)	S 13	
		M 14		W 14	MIDTERM EXAMS	S 14		M 14	Business Game	T 14	Week 1 (02)	S 14		S 14		W 14		F 14	Last day to drop a class	M 14	
		T 15		T 15		S 15		T 15		F 15	Last day to drop a class	M 15		M 15		T 15		S 15		T 15	
		W 16		F 16	Week 7 (41)	M 16		W 16	Junior & Senior year students	S 16		T 16		T 16		F 16	Week 13 (15)	S 16		W 16	
		T 17	Week 3 (37)	S 17		T 17		T 17		S 17		W 17		W 17		S 17		M 17	Bank Holiday	T 17	
		F 18		S 18		W 18		F 18	(50)	M 18		T 18		T 18		S 18		T 18		F 18	
		S 19		M 19		T 19		S 19		T 19	Faculty meeting	F 19	(07)	F 19	Week 9 (11)	M 19		W 19		S 19	
		S 20		T 20		F 20	Week 11 (46)	S 20		W 20		S 20		S 20		T 20		T 20	Week 2 (20)	S 20	
		M 21		W 21		S 21		M 21	Fall semester final grades dues	T 21		S 21		S 21		W 21	EXAMS	F 21	Last day to withdraw a class	M 21	
		T 22		T 22	(42)	S 22	(03)	T 22		F 22	Week 2 (03)	M 22	48h	M 22		T 22	(16)	S 22		T 22	Summer session final grades due
		W 23		F 23		M 23		W 23		S 23		T 23	48h	T 23		F 23		S 23		W 23	
		T 24	Week 4 (38)	S 24		T 24	(51)	T 24	(51)	S 24		W 24		W 24		S 24		M 24		T 24	
		F 25		S 25		W 25		F 25	Bank Holiday	M 25		T 25	Week 6 (08)	T 25		S 25		T 25		F 25	
		S 26		M 26	48h	T 26	THANKSGIVING	S 26		T 26		F 26	Last day to withdraw a class	F 26	Week 10 (12)	M 26		W 26		S 26	
		S 27		T 27	48h	F 27	Week 12 (47)	S 27		W 27		S 27		S 27		T 27		T 27		S 27	
		M 28		W 28		S 28		M 28		T 28		S 28		S 28	Easter	W 28		F 28	Week 3 (21)	M 28	
		T 29		T 29		S 29		T 29		F 29	Week 3 (04)			M 29	Easter Monday	T 29		S 29		T 29	
		W 30		F 30	Week 8 (43)	M 30		W 30	(52)	S 30				T 30		F 30	(17)	S 30		W 30	
		S 31		S 31		T 31		S 31		S 31				W 31		M 31		M 31			Internship juries Friday, July 2, 2027

VACATION

FINAL EXAMS

MIDTERM WEEK

Vacances académic Rhône

