

## “IBC 2021-2022 @ PURPAN : FRENCH, FOOD & WINE”



**“International Bachelor Certificate”**  
**(taught in English)**  
**(Bachelor level / Undergraduate track)**

**Fall: 6/09/2021 – 10/12/2021**  
**Spring: 10/01/2022 – 13/05/2022**  
**(dates might be subject to slight changes)**

Ecole d'Ingénieurs de PURPAN  
75, voie du TOEC – B.P. 57611 – F-31076 TOULOUSE Cedex 3  
[www.purpan.fr](http://www.purpan.fr)

## LIST OF IBC COURSES FOR 2021/2022

### **FALL SEMESTER: Focus on Animal Productions and Winemaking – 30 ECTS offered**

NAME	OUTLINE	ECTS
FRENCH LANGUAGE	Basic knowledge of French that enables students to deal with everyday situations (level A1/A2 to B1);	2
INTERCULTURAL ISSUES AND COMMUNICATION	Understand French cultural identity and specificities and reinforce intercultural understanding.	2
GEOGRAPHIC INFORMATION SYSTEM / REMOTE SENSING	Introduction to the principles of remote sensing and geographic information systems (GIS), relation to land-cover and land-use (process and analysis) .	2
STRATEGIC MANAGEMENT	Management principles relevant to agribusiness firms.	2
AGRICULTURAL POLICIES	Introduction to policy issues for food and agricultural markets (EU's Policy, price and income support policy, regulation rules of the World Trade Organization).	2
ANIMAL PRODUCTIONS	Introduction to Animal Sciences, Animal Nutrition, Product quality (Geographical indications, Quality of Dairy products and meat), Animal Welfare, Animal reproduction.	14
TUTORED WORK IN ANIMAL PRODUCTIONS	How to carry a bibliographical research, how to present the results and develop a critical knowledge about the impacts of the animal production and value chains.	2
WINEMAKING	Identify the key stages of grape growth and ripening and acquire the basic chemical and microbiological concepts of transforming grapes into wine.	4

### **SPRING SEMESTER: Focus on Food Science – 30 ECTS offered**

NAME	OUTLINE	ECTS
FRENCH LANGUAGE	Basic knowledge of French that enables students to deal with everyday situations (level A1/A2 to B1).	2
CROSS CULTURAL COMMUNICATION	Understand French cultural identity and specificities and reinforce intercultural understanding.	1
WINEMAKING	Develop basic knowledge of the chemical, microbiological and technological aspects of red and white winemaking (includes wine processing).	3
FOOD SCIENCE	Interactions of molecules in food, food preservation and processing, food additives. (laboratory experiment, production of a food product, food microbiology, food safety, sensory analysis).	10
FOOD INNOVATION	Food marketing and food innovation processes (how to produce innovative food products and apply all marketing tools).	6
INTERNATIONAL WINE BUSINESS & MARKETING	Introduction to principles of international wine business management (global overview, tools and keys to success).	6
DIGITAL MARKETING	2 study cases around food product and promotional marketing.	2

#### Notes:

- **Course list might be subject to change** – detailed syllabus available upon request
- **Language of tuition: English** (Level required : level B1 minimum / level B2 recommended (Skype interview might be organized to assess the level of English)
- **Prerequisites** : None. This program is at undergraduate level (end of BSc: 3<sup>rd</sup> of 4<sup>th</sup> year).
- **Academic coordinator:** Amélie Jouault, [amelie.jouault@purpan.fr](mailto:amelie.jouault@purpan.fr)