

“IBC @ PURPAN : INTERNATIONAL BACHELOR COURSE”

taught in English
Bachelor level / Undergraduate track



Fall: 05 Sept. 2022 – 09 Dec. 2022
Spring: 09 Jan. 2023 – 12 May 2023
(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

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

CODE	NAME	OUTLINE	ECTS
97COM01	FRENCH LANGUAGE AND INTERCULTURAL ISSUES OF STUDY ABROAD (LEVELS A1/A2 TO B1)	Basic knowledge of French that enables students to deal with everyday situations (level A1/A2 to B1) and to understand French cultural identity.	3
97AGR01	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
97MNG01	STRATEGIC MANAGEMENT	Management principles relevant to agribusiness firms.	3
97MNG02	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
97AGRO2	ANIMAL PRODUCTIONS	Introduction to Animal Sciences, Animal Nutrition, Product quality (Geographical indications, Quality of Dairy products and meat), Animal Welfare, Animal reproduction.	14
97AGRO3	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
97ALI01	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

CODE	NAME	OUTLINE	ECTS
97COM03	FRENCH LANGUAGE AND INTERCULTURAL ISSUES OF STUDY ABROAD (LEVELS A1/A2 TO B1)	Basic knowledge of French that enables students to deal with everyday situations (level A1/A2 to B1) and to understand French cultural identity.	3
97ALI02	WINEMAKING	Develop basic knowledge of the chemical, microbiological and technological aspects of red and white winemaking (includes wine processing).	3
97ALI03	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
97ALI04	FOOD INNOVATION	Food marketing and food innovation processes (how to produce innovative food products and apply all marketing tools).	6
97MNG03	INTERNATIONAL WINE BUSINESS & MARKETING	Introduction to principles of international wine business management (global overview, tools and keys to success).	6
97MNG05	DIGITAL MARKETING	2 study cases around food product and promotional marketing.	2

Notes:

- **Course list might be subject to change**
- **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: 3rd or 4th year).
- **Academic coordinator:** Karine DAVID, karine.david@purpan.fr