

## SUSTAINABLE LUXURY



### **“Ingenieur” Program – Year 4 – Fall (semester taught in English)**

*Global approach of the Corporate Social Responsibility in the luxury sector (wine, food, fashion, beauty, ...)*

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 COURSES FOR 2022/2023

### FALL SEMESTER ONLY

NAME	OUTLINE	ECTS
CLIMATE CHANGE	Introduction to climate issues, its impact on production and climate action	3
SUSTAINABLE DEVELOPMENT	Introduction to sustainability issues in the agro sourced sectors and corporate sustainability policies with a focus on luxury	3
SUSTAINABLE SYSTEMS	Agro systems improvement and sustainable best practices in different luxury sectors (including sourcing, certifications, traceability and lifecycle assessment)	3
INNOVATION & QUALITY	Introduction to innovation and quality in transformation (mostly food, wine & spirits) to provide higher value on the market	3
EXCELLENCE MARKETING	Introduction to creating value on international market through excellence strategies (including branding, pricing, retail and certifications)	3
TREND WATCHING	Business intelligence through trend analysis in sustainable luxury	3
FRENCH EXCELLENCE 101	Introduction to major food & wine excellence productions in French agriculture	3
INTRODUCTION TO LUXURY	Specificities, challenges and opportunities in luxury agrosourced systems (including gastronomy, wine & spirits, textile and leather, beauty)	3
LUXURY CODES	Brand ecosystem in the agrosourced luxury sectors (brand development, experience and service marketing)	3
CHANGE MANAGEMENT	Managing transformation of businesses and agrosourced systems in the luxury sectors	3

#### 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:** at least 3 year undergraduate studies, and some prerequisites in Marketing might be checked for some modules