



IBC (INTERNATIONAL BACHELOR COURSE)

LISTS OF COURSES 2023-2024

FALL 2023 :

5TH OF SEPTEMBER –
END OF DECEMBER

SPRING 2024 :

10TH OF JANUARY –
END OF MAY





IBC SPRING (January 10 – end of May)

FOCUS ON WINEMAKING, WINE BUSINESS, FOOD SCIENCE AND INNOVATION

Code	Name	Outline	ECTS
97COM03	FRENCH LANGUAGE AND INTERCULTURAL ISSUES OF STUDY ABROAD	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	Overview in viticulture and enology. Chemical, microbiological and technological aspects of red and white winemaking (includes wine processing).	3
97ALI05*	INTRODUCTION TO FOOD SCIENCE	Introduction to Food Science, covering some biochemical aspects, food preservation and processing, food additives.	2
97ALI06 *	PROCESS IN FOOD TECHNOLOGY	Description of how food is produced from raw material to a finished product. Students will have a chance to produce their own product (for example, yogurt, cheese etc...)	3
97ALI07 *	MICROBIOLOGICAL QUALITY OF FOOD	Basic concepts in microbiology and describes microbes found in food. Students will have laboratory practice and identify microbes in spoiled food.	2
97ALI08 *	SENSORY ANALYSIS	Introduction to methods used in sensory analysis and how to characterize differences between products. Students will perform a sensory test on a given product and analyze their data.	1
97ALI09 *	QUALITY PROCESS	Understanding of the regulations in food hygiene and safety and describes what good hygiene practices are. Students will visit farms and identify, analyze hazards and determine how to control them.	2
97ALI04**	FOOD INNOVATION	Food marketing and food innovation processes. Students will be asked to produce and innovative food product and apply marketing tools to sell it.	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	Exploration of how digital technology has changed the entire value chain (consumption, distribution, transformation, production). Illustrated by studying 2 cases around food product and promotional marketing.	2

* Courses to be taken together as a package on Food Science

** A Prerequisite for 97ALI04 (Food Innovation) is 97ALI08

30 ECTS

- Course list might be subject to change
- Language of tuition: English (Level required : level B1 minimum / level B2 recommended)
- This program is at undergraduate level (end of BSc: 3rd or 4th year).
- Academic coordinator: Karine DAVID,
karine.david@purpan.fr



IBC FALL

FOCUS ON ANIMAL PRODUCTION AND WINEMAKING
(September 5 – end of December)

Code	Name	Outline	ECTS
97COM01	FRENCH LANGUAGE/ INTERCULTURAL ISSUES OF STUDY ABROAD	Basic knowledge of French to enable students to deal with everyday situations (level A1/A2 to B1) and to understand French cultural identity.	4
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 (image processing and analysis).	3
97MNG01	STRATEGIC MANAGEMENT	Management principles relevant to agribusiness firms, presentation and use of management tools for specific problems.	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
97AGR05	INTRODUCTION TO ANIMAL PRODUCTION SCIENCE	Introduction to breeding, husbandry, housing, facilities for a range of animals as well as techno-economic diagnosis of farms.	3
97AGR06	ANIMAL NUTRITION	Overview of feeds, nutrition physiology (incl. prevention of metabolic diseases linked with feeding), feeding of different species, ages and production groups.	3
97AGR07	ANIMAL WELFARE	Introduction to the concepts of animal welfare and how to measure it. Conflicts and costs of ensuring good animal welfare in different contexts	2
97AGR08	ANIMAL REPRODUCTION	Basic and detailed information about the reproductive processes in farm animals (physiology, neuroendocrine control, management)	2
97AGR09	ANIMAL PRODUCT QUALITY	Quality of meat and dairy products . Exploring issues surrounding the protection of food products with geographical indications.	4
97ALI01	WINEMAKING	Overview in viticulture and enology. Basic harvesting skills. Technological aspects of red and white winemaking (includes wine processing).	4

- Course list might be subject to change
- Language of tuition: English (Level required : level B1 minimum / level B2 recommended)
- This program is at undergraduate level (end of BSc: 3rd or 4th year).
- Academic coordinator: Karine DAVID,
karine.david@purpan.fr

30 ECTS