



# IBC (INTERNATIONAL BACHELOR COURSE)

## LISTS OF COURSES 2024-2025

### FALL 2024 :

4TH OF SEPTEMBER –  
END OF DECEMBER

### SPRING 2025 :

8TH OF JANUARY –  
END OF MAY





## IBC FALL

FOCUS ON ANIMAL PRODUCTION AND WINEMAKING  
(September 4 – end of December)

Code	Name	Outline	ECTS
97COM01	<b>FRENCH LANGUAGE/ INTERCULTURAL ISSUES OF STUDY ABROAD</b>	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	<b>GEOGRAPHIC INFORMATION SYSTEM / REMOTE SENSING</b>	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	<b>STRATEGIC MANAGEMENT</b>	Management principles relevant to agribusiness firms, presentation and use of management tools for specific problems.	3
97MNG02	<b>AGRICULTURAL POLICIES</b>	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	<b>INTRODUCTION TO ANIMAL PRODUCTION SCIENCE</b>	Introduction to breeding, husbandry, housing, facilities for a range of animals as well as techno-economic diagnosis of farms.	3
97AGR06	<b>ANIMAL NUTRITION</b>	Overview of feeds, nutrition physiology (incl. prevention of metabolic diseases linked with feeding), feeding of different species, ages and production groups.	3
97AGR08	<b>ANIMAL WELFARE</b>	Introduction to the concepts of animal welfare and how to measure it. Conflicts and costs of ensuring good animal welfare in different contexts	2
97AGR09	<b>ANIMAL REPRODUCTION</b>	Basic and detailed information about the reproductive processes in farm animals (physiology, neuroendocrine control, management)	2
97AGR07	<b>ANIMAL PRODUCT QUALITY</b>	Quality of meat and dairy products . Exploring issues surrounding the protection of food products with geographical indications.	4
97ALI01	<b>WINEMAKING</b>	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: Pascale MANAL,  
[pascale.manal@purpan.fr](mailto:pascale.manal@purpan.fr)

**30 ECTS**





**IBC SPRING** (January 8 – end of May)

FOCUS ON WINEMAKING, WINE BUSINESS, FOOD SCIENCE AND INNOVATION

Code	Name	Outline	ECTS
97COM03	<b>FRENCH LANGUAGE AND INTERCULTURAL ISSUES OF STUDY ABROAD</b>	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	<b>WINEMAKING</b>	Overview in viticulture and enology. Chemical, microbiological and technological aspects of red and white winemaking (includes wine processing).	3
97ALI05*	<b>INTRODUCTION TO FOOD SCIENCE</b>	Introduction to Food Science, covering some biochemical aspects, food preservation and processing, food additives.	2
97ALI06 *	<b>PROCESS IN FOOD TECHNOLOGY</b>	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 *	<b>MICROBIOLOGICAL QUALITY OF FOOD</b>	Basic concepts in microbiology and describes microbes found in food. Students will have laboratory practice and identify microbes in spoiled food.	2
97ALI08 *	<b>SENSORY ANALYSIS</b>	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 *	<b>QUALITY PROCESS</b>	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**	<b>FOOD INNOVATION</b>	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	<b>INTERNATIONAL WINE BUSINESS &amp; MARKETING</b>	Introduction to principles of international wine business management (global overview, tools and keys to success).	6
97MNG05	<b>DIGITAL MARKETING</b>	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

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