



SUSTAINABLE LUXURY

LISTS OF COURSES 2024

GLOBAL APPROACH TO THE
CORPORATE SOCIAL RESPONSIBILITY
IN THE LUXURY SECTOR (WINE, FOOD,
FASHION, BEAUTY, ...)





Code	Name	Outline	ECTS
15AGR10	CLIMATE CHANGE	Introduction to climate issues, its impact on production and climate action	3
15AGR11	SUSTAINABLE DEVELOPMENT	Introduction to sustainability issues in the agro sourced sectors and corporate sustainability policies with a focus on luxury	3
15AGR12	SUSTAINABLE SYSTEMS	Agro systems improvement and sustainable best practices in different luxury sectors (including sourcing, certifications, traceability and lifecycle assessment)	3
15FHE10	TREND WATCHING	Business intelligence through trend analysis in sustainable luxury	3
15MNG10	INTRODUCTION TO LUXURY	Specificities, challenges and opportunities in luxury agrosourced systems (including gastronomy, wine & spirits, textile and leather, beauty)	3
15MNG11	EXCELLENCE MARKETING	Introduction to creating value on international market through excellence strategies (including branding, pricing, retail and certifications)	3
15MNG12	PROJECT	Project development on a luxury product (Wine & spirits, Gastronomy, Cosmetics, Perfumes or Textile)	3
97COM01	FRENCH LANGUAGE and INTERCULTURAL ISSUES of STUDY ABROAD	Basic knowledge of French to deal with everyday situations (level A1/A2 to B1) and understanding of French cultural identity and specificities.	4
99AGR05 (OPTIONAL)	INDEPENDENT STUDIES	Learning objective is to reinforce knowledge on agri-food chains.	3
97ALI01 (OPTIONAL)	WINEMAKING	Identify the key stages of grape growth and ripening and acquire the basic chemical and microbiological concepts of transforming grapes into wine.	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, pascal.manal@purpan.fr

25 to 32 ECTS

Tomorrow's managers have to understand very clearly where the products come from, the whole agrifood system behind it. There is a need to envision the value chain globally, from field to plate. With this knowledge managers will be able to tell the story behind the product, create true engagement with their teams and clients, and build trust and loyalty in their customers.

CLIMATE CHANGE

The module will give an introduction to climate issues, its impact on production and climate action. Classes/activities include Climate Collage/Fresque du Climat, Climate Change Science (Class), Climate Change Science (EnRoads Lab), Climate Action (Class).

Assessment: Climate Collage Ambassador challenge, MCQ climate Science, Carbon Footprint assessment.

SUSTAINABLE DEVELOPMENT

Students will be able to develop a clear knowledge of major sustainability issues on a global level, understand how businesses can impact and/or participate in sustainable development, discover how stakeholders are tackling the issues in particular the luxury industry. Using data from selected luxury companies, students (in groups) will select a sustainability issue and determine a company's strategy to address that issue (goals, actions, timeline, measurement, methodologies). They will then compare, debate and decide which company did best on different issues.

Assessment: oral group presentation on strategy used by a large luxury company to address a sustainable issue.

SUSTAINABLE SYSTEMS

Students will be able to explore the diversity of approaches, methods and tools to improve sustainability in luxury agrifood systems (including wine&spirits, cosmetic and perfume, textiles). Students will be able to select and use appropriate tools depending on a specific issues and stakeholders. The module will give an overview of the actions taken by economic players facing climate change issues, sustainable sourcing, ethical labels, organic certification in Food, Wine, and Beauty, fair Trade Certifications and Life Cycle Assessment (LCA) methods and tools.

Assessment: Students will have to do a life cycle assessment of a luxury product of their choice.

Prerequisites: Follows the modules Climate Change (15AGR10), Sustainable Development (15AGR11) and Introduction to Luxury (15MNG10)

TREND WATCHING

Students will develop business intelligence through media monitoring and trend watching. Through the semester, students will read and analyse news with a critical point of view, and sift through information to find relevant, important and reliable for an industry.

Assessment: Present and share trend review.

INTRODUCTION TO LUXURY

The aims of this module are for students to be able to name the specificities and issues of luxury agrosystems, discover different luxury sectors such as wine & spirits, gastronomy, cosmetics, perfumes, textile and be able to lead an interview with a professional for a selected sector. It includes a visit of a Cognac vineyard, distillery and shop (Rémy Martin).

Assessment: interview professionals in a sector of their choice (with preliminary literature search).

Prerequisites: basics in marketing

EXCELLENCE MARKETING

During this module students will be able to analyze value creation at the different steps of the value chain, from field to consumer; interpret and master value (financial, environmental, social) strategies on a global scale. The module will cover branding, labels of excellence, business development, retail channels, price structure and agrotourism (with a focus on oenology).

Assessment: Students will have to create a poster (factsheet) on a luxury sector of their choice (Wine & spirits, Gastronomy, Cosmetics, Perfumes or Textile).

PROJECT

The goal is for students to deliver a business model for a virtual company launching a new product on a market defined by the professor. They will work as a cross-cultural team and get organized by themselves to reach this goal. The project development will require research, real data analysis, stakeholders' identification and mapping, and value creation strategy

Assessment: Project development on a luxury product (Wine & spirits, Gastronomy, Cosmetics, Perfumes or Textile).