

P IBC (INTERNATIONAL BACHELOR COURSE)

LISTS OF COURSES 2025-2026

FALL 2025 :
1ST OF SEPTEMBER –
END OF DECEMBER

SPRING 2026 :
2ND OF FEBRUARY –
END OF MAY





IBC FALL

FOCUS ON ANIMAL PRODUCTION AND WINEMAKING
(September 1 – 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
97AGR08	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
97AGR09	ANIMAL REPRODUCTION	Basic and detailed information about the reproductive processes in farm animals (physiology, neuroendocrine control, management)	2
97AGR07	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: Pascale MANAL,
pascale.manal@purpan.fr

30 ECTS



IBC SPRING (February 2 – 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: Pascale MANAL, pascale.manal@purpan.fr

PURPAN SUSTAINABLE LUXURY

LISTS OF COURSES 2025

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





SUSTAINABLE LUXURY

FALL SEMESTER 2025 (1st of September – end of December)

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)	5
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
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

27 to 31 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

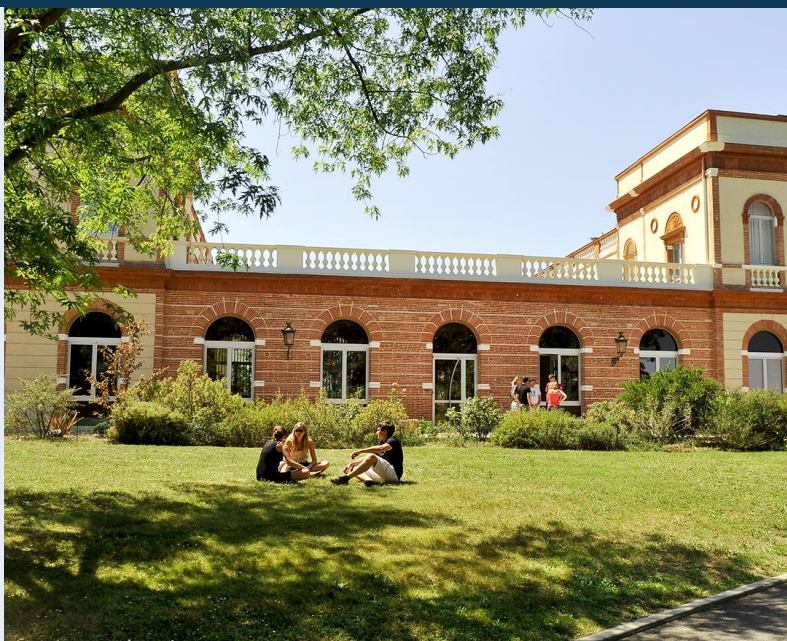
The goal is for students to deliver a business model for a virtual company launching a new product on a market defined by the professor. They will work as a cross-cultural team and get organized by themselves to reach this goal. The project development will require research, real data analysis, stakeholders'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

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

GLOBAL SEMESTER

LISTS OF COURSES 2026

IDENTIFY AND UNDERSTAND
CURRENT ISSUES IN THEIR
COMPLEXITY AND AS SYSTEMS
INCLUDING A DIVERSITY OF
ACTORS, THEIR PERSPECTIVES,
AND THEIR RELATIONSHIPS





GLOBAL SEMESTER

SPRING SEMESTER 2026 (9th of February - end of May)

Code	Name	Outline	ECTS
14AGR14	CLIMATE CHANGE	Facts, causes and consequences of climate change and climate action. Discusses challenges on a local and global level.	3
14FHE10	WORKING ACROSS CULTURES	Aims to understand multicultural approaches to communicate in international businesses.	3
14AGR15	BIODIVERSITY AND ENVIRONMENT	Explores how you relate to nature and what are the threats to Biodiversity.	3
14FHE09	GLOBAL GENDER ISSUES	Raises awareness of gender inequalities in agriculture around the world.	3
14ALI02	FOOD RESOURCES & NUTRITION	Covers the current state of Food security around the world and how it can be improved.	3
14MNG20	GEOPOLITICS & GLOBAL TRADE FOR FRENCH AGRICULTURAL AND AGROFOOD PRODUCTS	Covers the impacts of geopolitics on global trade, especially for French agricultural food products.	3
14MNG21	COMMODITIES MARKETS	Looks at main commodities trades such as sugar, wheat, soybeans, coffee and cacao on international market.	3
14MNG22	BETTER BUSINESS	Alternative and ethical business models around the world such as fair trade, social economy, circular economy...	3
97COM03	FRENCH LANGUAGE, 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.	3
99AGR05	INDEPENDENT STUDIES	To explore a personally chosen field in your area of study through critical analysis of the literature.	3

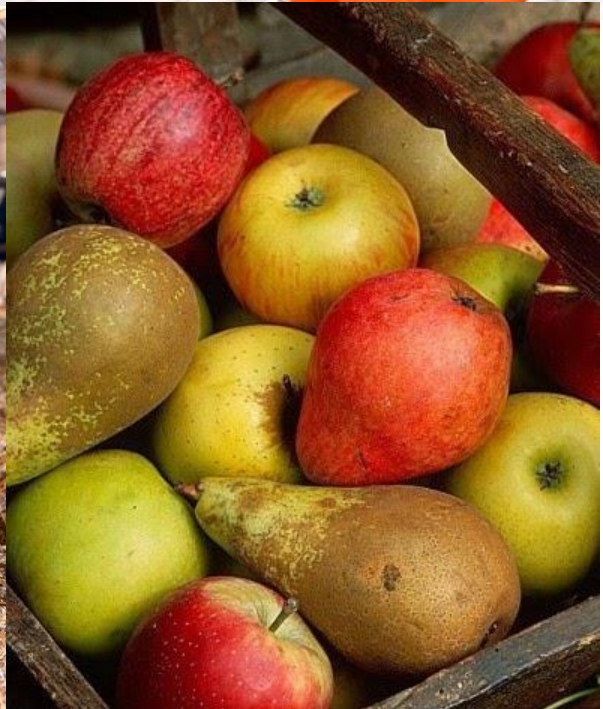
30 ECTS

- 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: Pascale MANAL, pascale.manal@purpan.fr

PURPAN INGENIEUR

LISTS OF COURSES 2025-2026

A 5-YEAR PROGRAM IN AGRI-RELATED TOPICS: LIFE SCIENCE, AGRICULTURE, FOOD SCIENCE AND TECHNOLOGY, MARKETING AND MANAGEMENT.



Ecole d'Ingénieurs de PURPAN
75, voie du TOEC – B.P. 57611 – F-31076 TOULOUSE Cedex 3
www.purpan.fr

Academic Offer in French for Exchange students in our “Ingénieur” program

GENERAL INFORMATION

The “Ingénieur” program lasts 5 years in total. The first 3 years correspond to Bachelor (BSc) level courses, and the last 2 years correspond to Master (MSc) level courses. A B2 level in French is recommended (B1 level only accepted after oral examination).

Official reference is CEFRL

<http://europass.cedefop.europa.eu/en/resources/european-language-levels-cefr>

COURSE LOAD AND GRADING SYSTEM

PURPAN follows the European Credit Transfer System (ECTS).

A semester workload in the “Ingénieur” program corresponds to 30 ECTS. However, this curriculum includes not only courses, but also internships and reports, which are not always accessible to exchange students.

Exchange students can usually choose courses worth between 15 to 25 ECTS per semester in the “Ingénieur” program. They should thus inquire about their Home Institution requirements and check how they can reach them with this program.

Exchange students will be welcomed in Year 3 or 4 of the program. Access to Year 5 is restricted to students with enough academic background and who are fluent in French. Final enrolment in classes is subject to validation of prerequisites.

Students cannot mix courses from different years of studies (in order to avoid timetable conflicts).

COURSE OFFER

Acceptance to courses with a (*) will be subject to validation of pre-requisites.

It is not possible to mix courses from different years. In Year 3, it is compulsory to attend all courses of the selected “UE” (not possible to pick only one course of an “UE”).



Année 3 (September 2025 – February 2026)

Code	Name	Outline	ECTS
UE.13.01	POLITIQUES AGRICOLES ET EVOLUTION DES MODES AGRICOLES ET RURAUX	13AGR02 - Gestion des systèmes d'élevage*	9
		13MNG05-Transformation des mondes agricoles et ruraux	
		13MNG01-Environnement économique et politique de l'exploitation agricole	
UE.13.02	TRAITEMENT DES DONNEES ET GENETIQUE	13SCV01 - Génétique et hérédité*	6
		13SCI02 - Traitement des données	
UE.13.03	ORGANISATION DES SYSTÈMES D'INFORMATION ET ENVIRONNEMENT DE MARCHÉ	13MNG03-Management des systèmes d'information	6
		13MNG04-Notions de base de la mise sur le marché	
UE.13.04	INTERCULTURALITE	13COM01-Langues vivantes 1 (Anglais – uniquement pour non-anglophone	9
		13FHE04-Etude ou synthèse documentaire (en anglais)	
		13FHE03 - Orientation Professionnelle	
97COM01	COMMUNICATION	French language and Intercultural issues of study abroad (levels A1/A2 to B1)	3

33 ECTS

Année 3 (January 2026– June 2026)

Code	Name	Outline	ECTS
UE.13.05	RECHERCHE BIBLIOGRAPHIQUE	13SCI01 - Mémoire bibliographique (en français ou en anglais)	3
UE.13.06	TRANSFORMATION DES MATIERES PREMIERES AGRICOLES ET QUALITE DES PRODUITS	13ALI01-Transformation des matières premières agricoles * 13ALI02-Qualité des produits transformés *	6
UE.13.07	AGRONOMIE ET SELECTION	13AGR01-Gestion des systèmes de grande culture 13AGR03 - Gestion des plantes pérennes 13AGR05-Sélections végétale et animale	9
UE.13.08	DIAGNOSTICS TECHNIQUE, ECONOMIQUE ET ENVIRONNMENTALE DE L' EXPLOITATION AGRICOLE	13MNG02-Diagnostic d'une exploitation agricole * 13AGR04-ROAD360	6
UE.13.09	CREATIVITE ET COMMUNICATION	13COM02-Langues vivantes 2 (Esp-All-I, ou Port. débutant) 13FHE02-Formation humaine	6
97COM01	COMMUNICATION	French language and Intercultural issues of study abroad (levels A1/A2 to B1)	3

33 ECTS



Année 4 (September 2025 – January 2026)

Code	Area	Course Name	ECTS
14SCI01	Sciences de l'ingénieur	Analyse des données	3
14MNG01	Management	Marketing Stratégique	3
14MNG02	Management	Gestion économique de l'entreprise *	3
14MNG04	Management	Gestion de production et Supply chain	3
14MNG05	Management	Projet d'entreprise *	6
14MNG06	Management	Cadre économique et juridique	3
14MNG07	Management	Stratégie d'entreprise	3
14AGR03	Agriculture et Ecologie	Filières et territoires	3
14AGR05	Option Filières (1 à choisir)	Economie des productions animales	3
14AGR07		Commerce et marché des grains	
14AGR09		Filières et marchés vitivinicoles	
14AGR11		Filières et marché des fruits et légumes	
14AGR13		Filières et marché de l'agriculture biologique	
14MNG14	Option Spécialisations (1 à choisir)	Economie du développement et économie internationale	3
14MNG16		Grande Distribution	
14FHE07		Science et fiction	
14SCV01		Biotechnologie	
14SCI02		Agriculture numérique	
14ALI01		Innovation en agroalimentaire	
14SCI03		Modélisation avec R	
97COM01	Communication	French language and Intercultural issues of study abroad (levels A1/A2 to B1)	3

33 ECTS