



# 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 (FOCUS ON ANIMAL PRODUCTION AND WINEMAKING)

FALL SEMESTER 2023 (5th of September – 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>	Covers feeds, nutrition physiology (incl. prevention of metabolic diseases linked with feeding), feeding of different species, ages and production groups.	3
97AGR07	<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
97AGR08	<b>ANIMAL REPRODUCTION</b>	Basic and detailed information about the reproductive processes in farm animals (physiology, neuroendocrine control, management)	2
97AGR09	<b>ANIMAL PRODUCT QUALITY</b>	Meat and dairy products quality. Issues of the protection food products benefiting from a geographical indication.	4
97ALI01	<b>WINEMAKING</b>	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: Karine DAVID,  
[karine.david@purpan.fr](mailto:karine.david@purpan.fr)

**30 ECTS**



# IBC (FOCUS ON WINEMAKING, WINE BUSINESS, FOOD SCIENCE AND INNOVATION)

SPRING SEMESTER 2023 (10th of January – end of May)

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.	4
97ALI02	<b>WINEMAKING</b>	Develop basic knowledge of the chemical, microbiological and technological aspects of red and white winemaking (includes wine processing).	3
97ALI03	<b>FOOD SCIENCE</b>	Interactions of molecules in food, food preservation and processing, food additives. (laboratory experiment, production of a food product, food microbiology, food safety, sensory analysis).	10
97ALI04	<b>FOOD INNOVATION</b>	Food marketing and food innovation processes (how to produce innovative food products and apply all marketing tools).	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>	2 study cases around food product and promotional marketing.	2

**31 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](mailto:karine.david@purpan.fr)