

“IBC Spring 2021 @ PURPAN : FRENCH, FOOD & WINE”



**“International Bachelor Certificate”
(taught in English)
(Bachelor level / Undergraduate track)**

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

LIST OF IBC COURSES FOR SPRING 2021

“French, Food and Wine at PURPAN”

NAME	OUTLINE	ECTS
FRENCH LANGUAGE	Basic knowledge of French that enables students to deal with everyday situations (level A1/A2 to B1)	2
CROSS CULTURAL COMMUNICATION	Understand French cultural identity and specificities and reinforce intercultural understanding	1
WINEMAKING	Develop basic knowledge of the chemical, microbiological and technological aspects of red and white winemaking (includes wine processing)	3
FOOD SCIENCE	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
FOOD INNOVATION	Food marketing and food innovation processes (how to produce innovative food products and apply all marketing tools)	6
INTERNATIONAL WINE BUSINESS & MARKETING	Introduction to principles of international wine business management (global overview, tools and keys to success)	6
DIGITAL MARKETING	2 study cases around food product and promotional marketing	2

- **This IBC Program may be switched to virtual teaching if the sanitary situation imposes so.**
- **Language of tuition: English**
 Level required : level B1 minimum / level B2 recommended according to the CEFRL:
<http://europass.cedefop.europa.eu/en/resources/european-language-levels-cefr> (or equivalent)
 Skype interview might be organized to assess the level of English
- **Course load for exchange students:** 30 ECTS for Spring semester
- **Prerequisites :** None. This program is at undergraduate level (end of BSc: 3rd of 4th year).
- **Academic coordinator:** Amélie Jouault, amelie.jouault@purpan.fr