



# SUSTAINABLE LUXURY

## LISTS OF COURSES 2023

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





Code	Name	Outline	ECTS
15AGR10	<b>CLIMATE CHANGE</b>	Introduction to climate issues, its impact on production and climate action	3
15AGR11	<b>SUSTAINABLE DEVELOPMENT</b>	Introduction to sustainability issues in the agro sourced sectors and corporate sustainability policies with a focus on luxury	3
15AGR12	<b>SUSTAINABLE SYSTEMS</b>	Agro systems improvement and sustainable best practices in different luxury sectors (including sourcing, certifications, traceability and lifecycle assessment)	3
15FHE10	<b>TREND WATCHING</b>	Business intelligence through trend analysis in sustainable luxury	3
15MNG10	<b>INTRODUCTION TO LUXURY</b>	Specificities, challenges and opportunities in luxury agrosourced systems (including gastronomy, wine & spirits, textile and leather, beauty)	3
15MNG11	<b>EXCELLENCE MARKETING</b>	Introduction to creating value on international market through excellence strategies (including branding, pricing, retail and certifications)	3
15MNG12	<b>CHANGE MANAGEMENT</b>	Managing transformation of businesses and agrosourced systems in the luxury sectors	3
15MNG13	<b>LUXURY CODES</b>	Brand ecosystem in the agrosourced luxury sectors (brand development, experience and service marketing)	3
97COM01	<b>FRENCH LANGUAGE and INTERCULTURAL ISSUES of STUDY ABROAD</b>	Basic knowledge of French to deal with everyday situations (level A1/A2 to B1) and understanding of French cultural identity and specificities.	3
99AGR05	<b>INDEPENDENT STUDIES</b>	Learning objective is to reinforce knowledge on agri-food chains.	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: Karine DAVID,  
[karine.david@purpan.fr](mailto:karine.david@purpan.fr)