



**ESSEC**  
BUSINESS SCHOOL

WE INVITE YOU TO  
JOIN US DESIGNING  
THE FUTURE OF FOOD!



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The **core courses** are offered **from January to June (T2 & T3)**, although some elective courses are scheduled during the **first term (T1)**.

The track is open to master student from **Grande École** and **Advanced Masters** (MMD, etc.).  
Registration online (MyEssec).

**5 UV**

Webinars series **“Rethinking the Future of Food”**  
Food Business Challenges  
Track **certificate**.

## FOOD BUSINESS CHALLENGES TRACK



**THIS TRACK WILL APPEAL TO STUDENTS WHO WISH TO UNDERSTAND THE FASCINATING CHALLENGES IN THE WORLD OF FOOD AND “MAKE A CHANGE”.**

### CURRENT CONTEXT

The agri-food sector (from the fields to the fork) faces profound and structural changes. Drivers include:

- New trends in **consumption and shopping behavior**.
- New public policies with regards to the **health** and the **well-being** of consumers.
- **Energy** and **environmental** issues (climate change, reducing the use of pesticides, waste management, circular economy, etc.).
- **Digital** transformation and emerging technologies.
- Increased **price volatility** of agricultural commodities.
- Changes in **agricultural policies** and trade regulations.
- **New players** such as Amazon, Google, Microsoft.

As a result, companies must transition.

### OBJECTIVES

Nowadays, managers from agri-food companies must learn how to navigate with many complex issues such as the weather extreme events, natural resources dependencies, new nutritional and health expectations, urbanization, industry 4.0, cybercommerce, globalization and localization, digitalization, big data, etc. They must also conduct the transition within the company and with external stakeholders. Take for example, the French-growing locavore phenomenon. It requires many transformations affecting food production, logistics, Information System, retail. These challenges require a **strong capacity to “embrace” the future, innovate and develop new business models and ecosystems**.

### AMBITION

The track is designed to help participants develop their ability to:

- Elaborate their vision about the future of food ecosystems, both local and international.
- Confront the varied and interconnected issues of transformation.
- Redesign the food (eco)system.

### KEY WORDS

Future, Transformation, Transition, Innovation, Efficiency.



# FOOD BUSINESS CHALLENGES – TRANSITION FOR FOOD AND EARTH

Core courses are in English

Leading to various positions dedicated to the Food sector (i.e., Consumer Goods / Retail / Hospitality / Agri-Food industry / FoodTech / Consulting):

- Product manager, brand manager
- Project manager
- Business analyst
- Innovation project manager
- Supply chain manager
- Purchaser
- Startup founder

Enhancing competencies like:

- Analytical skills
- Critical thinking
- Creativity
- Social Responsibility

## 4 compulsory courses

<p>■ <b>Smart Technologies for Food Business</b> MGTS 31411 - T2</p>	<p>What modern technologies can bring to the Food companies? 1/ What are the new technologies (technology intelligence)? 2/ What benefits could they deliver (technology assessment)? 3/ How to make use of them (technology integration)?</p>
<p>■ <b>Understanding the Food Consumer in the 21<sup>st</sup> century</b> MKGM 31421 - T2</p>	<p>To provide a reading frame and the tools to better analyze the postmodern food consumers: this course draws from research in cultural anthropology, sociology, AI and computing, genomics, behavioral economics, social psychology, marketing.</p>
<p>■ <b>Design Thinking for Food Transition</b> MGTS 31403 - T3</p>	<p>To apply the Design Thinking methodology to create new business models for the food companies.</p>
<p>■ <b>Workshop “A Journey to Better Nutrition”</b> MKGM 31301 - T3</p>	<p>Hands-on experience! Within a week, participants working as consultants will help a company tackle a future challenge, that is, better understanding the challenge (integrating the food trends, the lifestyles and change in the food ecosystem) and designing an innovative offer (product, services, solutions, systems).</p>

## + 1 mandatory course among the 6 following

<p>■ MGTS 31401 - T1</p>	<p>AgriFood Sustainable Development</p>
<p>■ MGTE 31402 - T1</p>	<p>Intrapreneuriat</p>
<p>■ MKGS 31228 - T1</p>	<p>BtoB AgriFood Marketing Policy</p>
<p>■ FINM 31213 - T2</p>	<p>AgriFood Commodity Markets</p>
<p>■ DEVD 31402 - T3</p>	<p>Le commerce et la ville de demain</p>
<p>■ MKGF 31218 - T3</p>	<p>Stratégies et nouveaux défis de la distribution</p>

## + Webinars series “Rethinking the Future of Food”

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