

International Wine Business, B.Sc., PO 2023, Summer Semester 2026

Compulsory Modules
Semi-compulsory module

Course Assignments	Optional Modules
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Course Assignment and Modules assessed during the semester: International Wine Business, B.Sc. PO 2023

Module No	Module Title	Lecture-/Examination Title	Exam-No	Coordinator/Exam iner	Semester	Registration Period
12370	Marketing Project Consumer Markets in Western and Northern Europe	MP Consumer Markets in Western and Northern Europe	12371	Hanf	4	01.04.-30.04.
12370	Marketing Project Consumer Markets in Western and Northern Europe	MP Consumer Markets in Western and Northern Europe Seminar	12372	Hanf	4	01.04.-30.09.
12390	Scientific Work and Key Qualifications	Scientific Work	12391	Ghvanidze	4	01.04.-30.04.
12390	Scientific Work and Key Qualifications	IT Workspace and Office Applications	12392	Ghvanidze	4	01.04.-30.09
12390	Scientific Work and Key Qualifications	Key Qualifications	12393	Ortner	4	01.04.-30.09.
12440	English Business Communication	Business English	12441	Lückoff	2	01.04.-30.04.

12470	International Wine Profiles	International Wine Profiles Seminar	12472	Szolnoki	2	01.04.-30.09.
12520	German: Professional & Technical Communication (B1/B2)	German Communication	12522	Betker-Zawisko	4	01.04.-30.09.
12530	French: Professional and Technical Communication	French Communication	12532	Aboub	4	01.04.-30.09.
12540	Italian: Professional and Technical Communication	Italian Communication	12542	Ceroni	4	01.04.-30.09.
12550	Spanish: Professional and Technical Communication	Spanish Communication	12552	Marin	4	01.04.-30.09.
12560	Marketing Project Southern Europe	Marketing Project Southern Europe Seminar	12562	Ortner	4	01.04.-30.09.
12610	Digitalisation in the Wine Industry	Digitalisation in the Wine Industry	12611	Loose	6	01.04.-30.04.
12630	Marketing Project Central and Eastern Europe	MP Central and Eastern Europe	12631	Ghvanidze	6	01.04.-30.04.
12630	Marketing Project Central and Eastern Europe	MP Central and Eastern Europe Seminar	12632	Ghvanidze	6	01.04.-30.09.
16260	Marketing Project Italy	Marketing Project Italy Seminar	16262	Pilz	6	01.04.-30.09.
12680	Project Sparkling Wine Production	Practical Strategies for Sparkling Wine Production	12682	Schmitt	6	01.04.-30.09.
12700	Marketing Project D-A-CH	Marketing Project D-A-CH	12701	Kottmann	6	01.04.-30.04.
12700	Marketing Project D-A-CH	Marketing Project D-A-CH Seminar	12702	Kottmann	6	01.04.-30.09.
12710	Short Excursions	Short Excursions	12711	Ghvanidze	5 + 6	01.04.-30.04.
13850	Wine Tourism Project	Wine Tourism Project	13851	Kottmann	6	01.04.-30.04.
13850	Wine Tourism Project	Wine Tourism Project Seminar	13852	Kottmann	6	01.04.-30.09.
12600	Educational Excursion	Educational Excursion	12601	Ghvanidze	4	01.04.-30.04.