

# Undergraduate programme International Wine Business (B.Sc.)

PO 2013

Examination regulations 2013

updated: April 19, 2021



CM = Compulsory module  
SCM = Semi-compulsory module  
OM = Optional module

E = written exam (Klausur)

CA = Course assignment (Studienleistung SL)

A = written exercise

L = Lecture

S = Seminar

I = compulsory Internship

PE = Practical exercises

Modules			Module name Course No.	Courses Module No.	Coordination	Course type	Exam type	Sem. hours per week	Credits	Semester hours per week					
CM	SCM	OM								1.	2.	3.	4.	5.	6.

## Semester 1 and 2

x			<b>Chemistry and Wine Chemistry</b> 1622	1620	Tarasov Tarasov Tarasov	L L	E	6 4 2	6						
x			<b>Business Operations</b> 1132	1130	Kurth Kurth	L	E	4 4	4						
x			<b>Marketing Basics</b> 1152	1150	Hanf Hanf/Ghvanidze	L	E	4 4	4						
x			<b>Information Technology</b> 1112 1111	1110	Ghvanidze Kramer Kramer Frank Schulz (DWI)	L PE L	E CA CA	5 2 1 2	6						
x			<b>Food and Wine Law</b> 1212	1210	Diemer Diemer Diemer	L L	E	4 2 2	4						
x			<b>Mathematics and Statistics</b> 1122 1121	1120	Kahlen Kahlen Kahlen	L L PE	E CA	6 3 2 1	6						
x			<b>Law</b> 1222	1220	Diemer Diemer Diemer	L L	E	6 2 4	6						

4					
2					

exam in SS

4					

exam in SS

4					

exam in WS

2					
1					
2					

exam in WS

2					
2					

exam in SS

3					
2					
1					

exam in SS

2					
4					

# Undergraduate programme International Wine Business (B.Sc.)

PO 2013

Examination regulations 2013

updated: April 19, 2021



CM = Compulsory module  
SCM = Semi-compulsory module  
OM = Optional module

E = written exam (Klausur)

CA = Course assignment (Studienleistung SL)

A = written exercise

L = Lecture

S = Seminar

I = compulsory Internship

PE = Practical exercises

Modules			Module name Course No.	Courses Module No.	Coordination	Course type	Exam type	Sem. hours per week	Credits	Semester hours per week																							
CM	SCM	OM								Semester	1.	2.	3.	4.	5.	6.																	
x			<b>Sensory Evaluation</b> 1162 1161	1160 Sensory Evaluation Sensory Evaluation	Jung Jung/Schüssler Jung/Schüssler	L L S	E E CA	3 1 2	4	exam in WS <table border="1"> <tr><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td>0,5</td><td>0,5</td><td></td><td></td><td></td><td></td></tr> <tr><td>1</td><td>1</td><td></td><td></td><td></td><td></td></tr> </table>												0,5	0,5					1	1				
0,5	0,5																																
1	1																																
x			<b>Economics</b> 1142	1140 Economics	Hanf Hanf	L L	E E	4 4	4	exam in SS <table border="1"> <tr><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td>4</td><td></td><td></td><td></td><td></td><td></td></tr> </table>												4											
4																																	
x			<b>World Wine Markets</b> 1172	1170 World Wine Markets	Ghvanidze Ghvanidze	L L	E E	4 4	4	exam in WS <table border="1"> <tr><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td></td><td>4</td><td></td><td></td><td></td><td></td></tr> </table>													4										
	4																																
	x		<b>English Presentations and Writing</b> 1242 1241	1240 English Presentations and Writing English Presentations and Writing	Gledhill-Schmitt Lückoff Lückoff	PE PE PE	E+A E CA	4 2 2	6	exam in SS <table border="1"> <tr><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td></td><td>2</td><td></td><td></td><td></td><td></td></tr> <tr><td>2</td><td></td><td></td><td></td><td></td><td></td></tr> </table>													2					2					
	2																																
2																																	
	x		<b>International Wine Profiles</b> 1652 1651	1650 International Wine Profiles International wine profiles	Szolnoki Szolnoki Szolnoki	L L PE	E E CA	4 2 2	6	prep. + sem. paper in SS <table border="1"> <tr><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td></td><td>2</td><td></td><td></td><td></td><td></td></tr> <tr><td></td><td>2</td><td></td><td></td><td></td><td></td></tr> </table>													2						2				
	2																																
	2																																
	x		<b>Introduction to Viticulture and Enology</b> 1682	1680 Introduction to Oenology Introduction to Viticulture	Scheidweiler Schmitt Scheidweiler/Döring	L L L	E E L	2 1 1	2	exam in SS <table border="1"> <tr><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td>1</td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td></td><td>1</td><td></td><td></td><td></td><td></td></tr> </table>												1							1				
1																																	
	1																																
		x	<b>Addiction Prevention</b> 1662	1660 Addiction Prevention	Strobl Strobl	L L	E E	2 2	2	exam in SS <table border="1"> <tr><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td></td><td>2</td><td></td><td></td><td></td><td></td></tr> </table>													2										
	2																																
		x	<b>Economic, Agricultural and Consumer politics</b> 1672	1670 Economic, Agricultural and Consumer Politics	Richter Corsinovi/Richter	L L	E E	4 4	4	exam in SS <table border="1"> <tr><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td></td><td>4</td><td></td><td></td><td></td><td></td></tr> </table>													4										
	4																																



# Undergraduate programme International Wine Business (B.Sc.)

PO 2013

Examination regulations 2013

updated: April 19, 2021



CM = Compulsory module  
SCM = Semi-compulsory module  
OM = Optional module

E = written exam (Klausur)

CA = Course assignment (Studienleistung SL)

A = written exercise

L = Lecture

S = Seminar

I = compulsory Internship

PE = Practical exercises

Modules			Module name Course No.	Courses Module No.	Coordination	Course type	Exam type	Sem. hours per week	Credits	Semester hours per week					
CM	SCM	OM								Semester 1. 2. 3. 4. 5. 6.					
x			<b>Viticulture</b>	<b>2450</b>	<b>Stoll</b>			7	6	exam in WS					
			2452	General Viticulture	Stoll	L		4							
			2451	Organic Viticulture	Döring	L	E	1							
					Schmid	PE	CA	2							
x			<b>Evaluation of Wine</b>	<b>2170</b>	<b>Jung</b>			3	4	exam in SS					
			2172	Evaluation of Wine	Jung/Schüssler	S	E	3							
		x	<b>German Language Course (advanced level)</b>	<b>1250</b>	<b>Gledhill-Schmitt</b>			4	6	exam in SS					
			1252	German Language Course	Meisl-Faust	PE	E	2							
			1251	German Language Course	Meisl-Faust	PE	CA	2							
x			<b>Advanced Business English</b>	<b>2060</b>	<b>Gledhill-Schmitt</b>			4	6	exam in SS					
			2062	Advanced Business English	Lückoff	S	E	2							
			2061	Advanced Business English	Lückoff	PE	CA	2							
x			<b>Business and Technical French</b>	<b>2640</b>	<b>Gledhill-Schmitt</b>			6	6	exam in SS					
			2642	Business and Technical French	Aboub	S	E	3							
			2641	Business and Technical French	Aboub	PE	CA	3							
x			<b>Business and Technical Italian</b>	<b>2030</b>	<b>Gledhill-Schmitt</b>			6	6	exam in WS					
			2032	Business and Technical Italian	Ceroni	S	E	3							
			2031	Business and Technical Italian	Ceroni	PE	CA	3							
x			<b>Business and Technical Spanish</b>	<b>2040</b>	<b>Gledhill-Schmitt</b>			6	6	exam in WS					
			2042	Business and Technical Spanish	Marin	S	E	3							
			2041	Business and Technical Spanish	Marin	PE	CA	3							



# Undergraduate programme International Wine Business (B.Sc.)

PO 2013

Examination regulations 2013

updated: April 19, 2021



CM = Compulsory module  
SCM = Semi-compulsory module  
OM = Optional module

E = written exam (Klausur)

CA = Course assignment (Studienleistung SL)

A = written exercise

L = Lecture

S = Seminar

I = compulsory Internship

PE = Practical exercises

Modules			Module name Course No.	Courses Module No.	Coordination	Course type	Exam type	Sem. hours per week	Credits	Semester hours per week										
CM	SCM	OM								Semester	1.	2.	3.	4.	5.	6.				
	x		<b>Business and Technical German (B1/B2)</b> 2052 2051	2050 Business and Technical German Business and Technical German	Gledhill-Schmitt Meisl-Faust Meisl-Faust	S S PE	E E CA	6 3 3	6					3					3	
	x		<b>Marketing Project: Central and Eastern Europe</b> 3642 3641	3640 Marketing Project: Central and Eastern Europe Marketing Project: Central and Eastern Europe	Ghvanidze Ghvanidze Ghvanidze	S S S	E E CA	4 2 2	6										2	2
	x		<b>Marketing Project: Asia</b> 3652 3651	3650 Marketing Project: Asia Marketing Project: Asia	Hanf Hanf/Winter Hanf/Winter	S S S	E E CA	4 2 2	6					2					2	
	x		<b>Marketing Project Italy, Switzerland, Austria</b> 3622 3621	3620 Marketing Project Italy, Switzerland, Austria Marketing Project Italy, Switzerland, Austria	Pilz Pilz Pilz	S S S	E E CA	4 2 2	6										2	2
	x		<b>Project: "New World Marketing"</b> 3632 3631	3630 Project: "New World" Marketing Project: "New World" Marketing	Bitsch Bitsch Bitsch	S S S	E E CA	4 2 2	6					2					2	
	x		<b>Project: Strategic Planning</b> 3672	3670 Project: Strategic Planning	Ghvanidze Ghvanidze	S	E	4 4	6					4						
	x		<b>Business Simulation</b> 3682	3680 Business Simulation	Kurth Kurth	S	E	2 2	3					2						

exam in WS

seminar paper/presentation in SS

seminar paper/presentation in WS

exam in SS

seminar paper/presentation in WS

preparation+sem.paper/present. in WS

preparation in WS

# Undergraduate programme International Wine Business (B.Sc.)

**PO 2013**

Examination regulations 2013

updated: April 19, 2021



CM = Compulsory module  
SCM = Semi-compulsory module  
OM = Optional module

E = written exam (Klausur)

CA = Course assignment (Studienleistung SL)

A = written exercise

L = Lecture

S = Seminar

I = compulsory Internship

PE = Practical exercises

Modules			Module name Course No.	Courses Module No.	Coordination	Course type	Exam type	Sem. hours per week	Credits	Semester hours per week						
CM	SCM	OM								Semester 1. 2. 3. 4. 5. 6.						
	x		<b>Project: Sparkling Wine Production</b> 3702	3700	Schmitt/Ghvanidze			4	4							
			3701 (75% compulsory attendance)		Special Technology of Sparkling Wine Project: "New World" Marketing	Schmitt/Ghvanidze Schmitt	L S	M CA	2 2					2		2
		x	<b>Business Plan</b> 3152	3150	Kurth	Kurth/Ortner	S	E	3 3	3						3
		x	<b>Short Excursions</b> 3162	3160	Ghvanidze	Ghvanidze	S	E	3 3	3						3
		x	<b>Digitalisation in the Wine Industry</b> 3692	3690	Loose	Loose	S	E	3 3	4						3

oral exam in SS

preparation in SS

preparation in SS

preparation in SS