SuSe = summer semester

WiSe = winter semester

Semester 1 and 2

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

PO 2013

Examination regulations 2013 updated: March 20, 2023



E = written exam (Klausur)

L = Lecture

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					0	F			Seme	ster ho	ours per	week	
Modules	Module name		Courses	Coordination	Course type	Exam type	Sem.	Credits	Seme	ctor			
CM SCM OM	Course No.	Module		Coordination	type	type	ou.o	Credits			. 4.	_	6.
CIVI SCIVI CIVI	Chemistry and Wine Chemistry	1620	e NO.	Tarasov			per week			Z. J.	4.	5.	0.
	Chemistry and wine Chemistry	1620	Chamiata.				٥	0	4			-	
x	1622 - exam in WiSe for Exchange Students only	,	Chemistry Wine Chemistry	Tarasov Tarasov	L	_	4		4	2		-	
	1022 - exam in Wise for Exchange Students only		wine Chemistry	Tarasov	L	Е							
	-								exam ir	SuSe			
x	Business Operations	1130	5	Kurth		_	4	4					
	1132		Business Operations	Kurth	L	Е	4			4			
									exam ir	SuSe			
x	Marketing Basics	1150		Ghvanidze			. 4	4					
	1152		Operative Marketing	Ghvanidze/Kottmann	L	Е	4		4				
									exam ir	WiSe			
	Information Technology	1110		Ghvanidze			. 5	6					
x	1112		Information Technology	Kramer	L	Е	2		2				
^	1111		IT Exercises	Kramer	PE	CA	1		1				
			New Media	Frank Schulz (DWI)	L	CA	2			2			
									exam ir	WiSe			
	Food and Wine Law	1210		Diemer			4	4					
x			Food Law	Diemer	L		2			2			
	1212		Wine Law	Diemer	L	E	2			2			
									exam ir	SuSe			
	Mathematics and Statistics (switched to WiSe)	1120		Kahlen			6	6					
			Mathematics	Kahlen	L		3		3				
x	1122		Statistics and Biometry	Kahlen	L	Е	2		2				
	1121		Statistics exercises	Kahlen	PE	CA	1		1				
									exam ir	WiSe			
	Law	1220		Diemer			6	6					
x			Principles of Law	Diemer	1		2		2				
	1222		Business Law	Diemer	ī	Е	4		4				
				2.0		_			exam ir	WiSe			
	Sensory Evaluation	1160		Jung			2	4	CAGITI				
x	1162	1100	Sensory Evaluation	Jung/Schüssler	L	Е	J 4]	0.5	0,5			
^	1161		Sensory Evaluation	Jung/Schüssler	S	CA	່ ່			1			
	1101		Gensory Evaluation	Julig/Scriussiel	3	UΛ				1			

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Module name Course No.	Courses		Course	Exam			
Course No.		Coordination	type	type	Sem. hours	Credits	Semester
	lodule No.				per week		1. 2. 3. 4. 5. 6.
-					•	-	exam in SuSe
Economics 1	140	Hanf			4	4	
1142		Hanf	L	Е	4		4
							exam in WiSe
World Wine Markets 1	170	Ghvanidze			4	4	
1172	World Wine Markets	Ghvanidze	L	Е	4		4
							exam in SuSe
English Presentations and Writing 1	240	Gledhill-Schmitt			4	6	
1242 - exam in WiSe for Exchange Students only	English Presentations and Writing	Lückoff	PE	E+A	2		2
1241	English Presentations and Writing	Lückoff	PE	CA	2		2
							prep. + sem. paper in SuSe
German Language Course 1	250	Gledhill-Schmitt			4	6	
1252	German Language Course	Meisl-Faust	PE	Е	2		2
1251	German Language Course	Meisl-Faust	PE	CA	2		2
							exam in SS
International Wine Profiles 1	650	Szolnoki			4	6	
1652	International Wine Profiles	Szolnoki	L	Е	2		2
1651	International wine profiles	Szolnoki	PE	CA	2		2
							exam in SuSe
Introduction to Viticulture and Enology 1	680	Pasch			2	2	
	Introduction to Oenology	Scheidweiler/Nader/Pasch	L	Е	1		1
1682- exam in WiSe for Exchange Students only	Introduction to Viticulture	Scheidweiler/Nader/Pasch	L		1		1
							exam in SuSe
Addiction Prevention 1	660	Strobl			2	2	
1662	Addiction Prevention	Strobl	L	Е	2		2
							exam in SuSe
Economic, Agricultural and Consumer politics 1	670	Schweickert			4	4	
		Schweickert	L	Е	4	1	4
	World Wine Markets 11172 English Presentations and Writing 1242 - exam in WiSe for Exchange Students only 1241 German Language Course 1252 1251 International Wine Profiles 1652 1651 Introduction to Viticulture and Enology 1682- exam in WiSe for Exchange Students only Addiction Prevention 1662	World Wine Markets 1170 1172 World Wine Markets English Presentations and Writing 1242 - exam in WiSe for Exchange Students only 1241 English Presentations and Writing English Presentations and Writing English Presentations and Writing German Language Course 1250 1252 German Language Course German Language Course 1251 International Wine Profiles 1652 1652 International Wine Profiles International wine profiles Introduction to Viticulture and Enology 1682- exam in WiSe for Exchange Students only Addiction Prevention 1660 1662 Addiction Prevention Economic, Agricultural and Consumer politics 1670	World Wine Markets 1170 World Wine Markets 1172 World Wine Markets 1172 World Wine Markets Ghvanidze English Presentations and Writing 1240 English Presentations and Writing 1241 English Presentations and Writing English English English Englis	Morld Wine Markets	Morld Wine Markets	World Wine Markets	Morld Wine Markets 1170 Ghvanidze L E 4

PO 2013

Examination regulations 2013



SCM = Semi-compulsory module OM = Optional module

Semester 3 and 4

E - Written Exam (Klausur) L = Lecture CA = Course Assignment (Studienleist S = Seminar A = written exercise

I = Internship PE = Practical exercises

		Module-			Course	Exam	Sem.		Semeste	r hours pe	r week		
Modules	Module name	no.	Courses	Coordination	type	type		Credits	Semeste	r			
M SCM OM	Course no.						per week		1.	2. 3.	4.	5.	
	Management Accounting	2210		Kurth			. 4	5					
K			General Management Accounting	Kurth	L		2			2			
	2212		Special Management Accounting	Kurth	S	Е	2			2			
									exam in	WiSe			
	Microbiology	2130		Wendland			. 4	4					4
	2132		Microbiology	Wendland	L	Е	4				4		
									exam in	SuSe			
.	Marketing Project: France	2220		Kottmann			4	6					
	2222		Marketing Project France	Kottmann	S	Е	4			4			4
									preparation	+ seminar pa	per/prese	ntation in	ı W
	Marketing Project: Consumer Markets in	Western 2230											T
	and Northern Europe			Hanf			. 4	6				<u> </u>	4
	2232		Project Consumer Markets in Western and Northern E	ι Hanf / Kottmann	S	Е	4				4		
									preparation	+ seminar pa	per/prese	itation in	١S
	Enology	2160		Christmann			. 6	6					4
			Technology of Wine	Christmann	L		5			3	2		4
	2162 - exam in WiSe for Exchange Stude	ents only	Technology of Sparkling Wine	Schmitt	L	Е	1			1			
									exam in	SuSe			
	Business Management	2250		Hanf			. 4	4					4
			Business Management	Hanf	L		2			2			4
	2252		Personnel Management	Ortner	L	Е	2			2			
									exam in	WiSe			
	Wine and Beverage Marketing	2240		Ortner			. 6	6					
			Special Wine and Beverage Marketing	Ortner	L		2			2			4
			Retail Marketing	Ortner	L		2			2			4
			Consumer and Market Research	Szolnoki	L	Е	2			2			
	2242								exam in	14/:0			
	2242								examin	wise			4
	Viticulture	2450		Stoll			. 7	6	examin	WISe			Ц
		2450	General Viticulture	Stoll Stoll	L		7	6	examin	WISe 4			l
			General Viticulture Organic Viticulture		L L	E	7 4	6	examin		1		
	Viticulture			Stoll	L L PE	E CA	7 4 1 2	6		4	1 2		
	Viticulture 2452 - exam in WiSe for Exchange Stude		Organic Viticulture	Stoll Döring	L L PE		7 4 1 2	6	examin	4	1 2		
	Viticulture 2452 - exam in WiSe for Exchange Stude		Organic Viticulture	Stoll Döring	L L PE		7 4 1 1 2 3	6		4	1 2		

Semester 3 and 4

SCM = Semi-compulsory module
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PO 2013

Examination regulations 2013





I = Internship PE = Practical exercises

		Module-			Course	Exam	Sem.		Semeste	r hours I	per week		
Modules	Module name	no.	Courses	Coordination	type	type		redits	Semeste	er			
CM SCM OM	Course no.						per week		1.	2. 3	. 4.	5. 6	i.
	<u></u>												
	Advanced Business English	2060		Gledhill-Schmitt			4	6					
x	2062 - exam in WiSe for Exchange Students only		Advanced Business English	Lückoff	S	Е	2				2		
	2061		Advanced Business English	Lückoff	PE	CA	2			2	1		
									exam in	SuSe			
.	Business and Technical German	2050		Gledhill-Schmitt			6	6					
x	2052		Business and Technical German	Meisl-Faust	S	Е	3			3			
	2051		Business and Technical German	Meisl-Faust	PE	CA	3				3		
									exam in	WiSe			
	Business and Technical French	2640		Gledhill-Schmitt			6	6					
x	2642		Business and Technical French	Aboub	S	Е	3			3			
	2641		Business and Technical French	Aboub	PE	CA	3				3		
									exam in	WiSe			_
	Business and Technical Italian	2030		Gledhill-Schmitt			6	6					
x	2032		Business and Technical Italian	Ceroni	S	Е	3			3			
	2031		Business and Technical Italian	Ceroni	PE	CA	3				3		
									exam in	WiSe			
	Business and Technical Spanish	2040		Gledhill-Schmitt		_	6	6					
x	2042		Business and Technical Spanish	Marin	S	E	3			3			_
	2041		Business and Technical Spanish	Marin	PE	CA	3		exam in	W:C+	3		
	Language and Electrical Disputation	0050		IVd-			ام		exam in	WISE			
	Investment and Financing Planning	2650	Investment and Financing	Kurth Kurth			6	ь		-	3		\blacksquare
x			Planning Corporate Taxation	Kurth	-		3				2		
	2652		Entrepreneurship	Kurth	_	F	1			-	1		\dashv
	2002		Littlepreneurship	Ruitii					exam in	SuSe	<u> </u>		_
	Marketing Project: Southern Europe	2680		Ortner			A	6	CAUTITI				
x	2682	2000	Marketing Project: Southern Europe	Ortner	S	Е	2	ď			2		
. [" []	2681		Marketing Project: Southern Europe	Ortner	S	CA	2				2		
	===:			0.0.0.		<u> </u>	-1		exam in	SuSe			
	E-Commerce	2670		Mehler-Bicher			2	2	2.10				
x	2672		B2C, ERP and CRM Systems	Mehler-Bicher	L	Е	2	1		2			
			, , , , , , , , , , , , , , , , , , , ,						exam in	WiSe			
	Extended Excursion	2820		Ghvanidze			2	2					
x	2822		Extended Excursions	Ghvanidze	S	CA	2	_			2		
									prepara	tion in Su	uSe		
	Project Market Research	2870		Ghvanidze			3	4					
x	2872		Project Market Research	Ghvanidze	S	CA	3				3		
									prepara	tion in Su	uSe		

Semester 5 and 6

CM = Compulsory module SCM = Semi-compulsory module

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PO 2013

Examination regulations 2013



E - Written Exam (Klausur) L = Lecture

CA = Course Assignment (Studienleistun S = Seminar

A = Written Exercise M = Oral Exam

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Modules // SCM OM			Courses ule no.	Coordination	Course type	Examin ation	Sem. hours	Semester hours per week				
	Module name Course no.	Module r					per week Credits	Semesto 1. 2.	er 3. 4	5.		
	Bachelor Thesis	9050		Advisor TBA			12					
	9052			7.0.1.00. 1.27.	А	Е					t	
							l .	written exe	rcise		-	
	Work Placement (Germany or abroad)	3110		Kottmann			12			Х	T	
	3111		Work Placement (Germany or abroad)	Kottmann	1	Е					T	
							<u>'</u>	presentatio	n/oral exam			
	Academic Research and Presentation	3130		Hanf			1 6				T	
	3132		Academic Research and Presentation	Hanf et al.	S	Е	1					
	Marketing Project: Central and Eastern										_	
	Europe	3640		Ghvanidze			4 6					
x	3642		Marketing Project: Central and Eastern Europe	Ghvanidze	S	Е	2				T	
	3641		Marketing Project: Central and Eastern Europe	Ghvanidze	S	CA	2				Ť	
							<u> </u>	seminar pa	per/presentati	on in SuS	Se	
	Marketing Project: Asia	3650		Hanf			4 6					
х	3652		Marketing Project: Asia	Hanf/Winter	S	Е	2			2	T	
	3651		Marketing Project: Asia	Hanf/Winter	S	CA	2			2		
	Marketing Project Halv Switzerland							seminar pa	per/presentati	on in WiS	Se	
	Marketing Project Italy, Switzerland, Austria	3620		Pilz			4 6					
x	3622	3020	Marketing Project Italy, Switzerland, Austria	Pilz	S	Е	2				t	
	3621		Marketing Project Italy, Switzerland, Austria	Pilz	S	CA	2				t	
			ag. rojost harj, omizonaria, rustria			٠,٠	-	exam in SuS			4	

Semester 5 and 6

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PO 2013

Examination regulations 2013



E - Written Exam (Klausur) L = Lecture

CA = Course Assignment (Studienleistun S = Seminar

A = Written Exercise M = Oral Exam

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	Module name Course no.					Examin	0	Sem	ester	hours p	er we	ek
les 1 OM				Coordination	Course type	ation type	Sem. hours per week Credits		ester 2.		. 5.	
	Project: "New World Marketing"	3630		Kottmann			4 6					П
	3632		Project: "New World" Marketing	Kottmann	S	Е	2				2	
	3631		Project: "New World" Marketing	Scharrer/Ribeiro-Richter	S	CA	2				2	П
								semina	ar paper	/presentati	on in WiS	Se .
	Project: Strategic Planning	3670		Ghvanidze			4 6					
	3672		Project: Strategic Planning	Ghvanidze	S	Е	4				4	
								prepar	ation+s	em.paper/p	resent. ir	n W
	Business Simulation	3680		Kurth			2 3					
	3682		Business Simulation	Kurth	S	Е	2				2	
								prepar	ration in	WiSe		
	Project: Sparkling Wine Production	3700		Schmitt/Ghvanidze			3 4					
	3702		Special Technology of Sparkling Wine	Schmitt/Ghvanidze	L	M	2					
	3701 (75% compulsory attendance)		Project: "Sparkling Wine Production"	Schmitt	S	CA	1				2	
								oral ex	kam in Su	uSe		
х	Business Plan	3150		Kurth			3 3					
^_	3152		Business Plan	Kurth/Ortner	S	Е	3					
								prepar	ration in	SuSe		
х	Short Excursions	3160		Ghvanidze			3 3					
^	3162		Short Excursions	Ghvanidze	S	Е	3					
								prepar	ration in	SuSe		
x	Digitalisation in the Wine Industry	3690		Loose			3 4					
^	3692		Digitalisation in the Wine Industry	Loose	S	E	3					