

Undergraduate programme International Wine Business (B.Sc.)

PO 2013



Semester 1 and 2

SuSe = summer semester

Examination regulations 2013

updated: September 19, 2024

WiSe = winter semester

CM = Compulsory module

SCM = Semi-compulsory module

OM = Optional module

E = written exam (Klausur)

L = Lecture

I = compulsory Internship

CA = Course assignment (Studienleistung SL)

S = Seminar

PE = Practical exercises

A = written exercise

										Semester hours per week					
Modules CM SCM OM	Module name Course No.	Courses Module No.	Coordination	Course type	Exam type	Sem. hours per week	Credits	Semester							
								1.	2.	3.	4.	5.	6.		
x	Chemistry and Wine Chemistry 1622 - exam in WiSe for Exchange Students only	1620	Tarasov			6	6								
		Chemistry	Tarasov	L		4		4							
		Wine Chemistry	Tarasov	L	E	2		2							
								exam in SuSe							
x	Business Operations 1132	1130	Kurth			4	4								
		Business Operations	Kurth	L	E	4		4							
								exam in SuSe							
x	Marketing Basics 1152	1150	Ghvanidze			4	4								
		Operative Marketing	Ghvanidze/Kottmann	L	E	4		4							
								exam in SuSe							
x	Information Technology 1112 1111	1110	Ghvanidze			5	6								
		Information Technology	Kramer	L	E	2		2							
		IT Exercises	Kramer	PE	CA	1		1							
		New Media	Frank Schulz (DWI)	L	CA	2		2							
								exam in WiSe							
x	Food and Wine Law 1212	1210	Diemer			4	4								
		Food Law	Diemer	L		2		2							
		Wine Law	Diemer	L	E	2		2							
								exam in SuSe							
x	Mathematics and Statistics (switched to WiSe) 1122 1121	1120	Kahlen			6	6								
		Mathematics	Kahlen	L		3		3							
		Statistics and Biometry	Kahlen	L	E	2		2							
		Statistics exercises	Kahlen	PE	CA	1		1							
								exam in WiSe							
x	Law 1222	1220	Diemer			6	6								
		Principles of Law	Diemer	L		2		2							
		Business Law	Diemer	L	E	4		4							
								exam in WiSe							
x	Sensory Evaluation 1162 1161	1160	Jung			3	4								
		Sensory Evaluation	Jung/Schüssler	L	E	1		0,5	0,5						
		Sensory Evaluation	Jung/Schüssler	S	CA	2		1	1						
								exam in WiSe							

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CM	SCM	OM								1.	2.	3.	4.	5.	6.
x			Economics 1142	1140 Economics	Hanf Hanf	L	E	4 4	4 4	exam in SuSe 4					
x			World Wine Markets 1172	1170 World Wine Markets	Ghvanidze Ghvanidze	L	E	4 4	4 4	exam in WiSe 4					
	x		English Presentations and Writing 1242 - exam in WiSe for Exchange Students only 1241	1240 English Presentations and Writing English Presentations and Writing	Gledhill-Schmitt Lückoff Lückoff	PE PE	E+A CA	4 2 2	6	exam in SuSe 2 2					
	x		German Language Course 1252 1251	1250 German Language Course German Language Course	Gledhill-Schmitt Betker-Zawisko Betker-Zawisko	PE PE	E CA	4 2 2	6	prep. + sem. paper in SuSe 2 2					
	x		International Wine Profiles 1652 1651	1650 International Wine Profiles International wine profiles	Szolnoki Szolnoki Szolnoki	L PE	E CA	4 2 2	6	exam in SS 2 2					
	x		Introduction to Viticulture and Enology 1682- exam in WiSe for Exchange Students only	1680 Introduction to Enology Introduction to Viticulture	Pasch Scheidweiler/Nader/Pasch Scheidweiler/Nader/Pasch	L L	E	2 1 1	2	exam in SuSe 1 1					
		x	Addiction Prevention 1662	1660 Addiction Prevention	Strobl Strobl	L	E	2 2	2	exam in SuSe 2					
		x	Economic, Agricultural and Consumer politics 1672	1670 Economic, Agricultural and Consumer Politics	Schweickert Schweickert	L	E	4 4	4	exam in SuSe 4					

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Semester 3 and 4

SCM = Semi-compulsory module
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I = Internship
PE = Practical exercises

Modules			Module name	Module-no.	Courses	Coordination	Course type	Exam type	Sem. hours per week	Credits	Semester hours per week						
CM	SCM	OM									Course no.	Semester					
												1.	2.	3.	4.	5.	6.
x			Management Accounting	2210		Kurth			4	5							
			2212		General Management Accounting	Kurth	L		2								
					Special Management Accounting	Kurth	S	E	2								
x			Microbiology	2130		Wendland			4	4							
			2132		Microbiology	Wendland	L	E	4								
x			Marketing Project: France	2220		Kottmann			4	6							
			2222		Marketing Project France	Kottmann	S	E	4								
x			Marketing Project: Consumer Markets in Western and Northern Europe	2230		Hanf			4	6							
			2232		Project Consumer Markets in Western and Northern Europe	Hanf / Kottmann	S	E	4								
x			Enology	2160		Christmann			6	6							
			2162 - exam in WiSe for Exchange Students only		Technology of Wine	Christmann	L		5								
					Technology of Sparkling Wine	Schmitt	L	E	1								
x			Business Management	2250		Hanf			4	4							
			2252		Business Management	Hanf	L		2								
					Personnel Management	Ortner	L	E	2								
x			Wine and Beverage Marketing	2240		Ortner			6	6							
			2242		Special Wine and Beverage Marketing	Ortner	L		2								
					Retail Marketing	Ortner	L		2								
					Consumer and Market Research	Szolnoki	L	E	2								
x			Viticulture	2450		Stoll			7	6							
			2452 - exam in WiSe for Exchange Students only		General Viticulture	Stoll	L		4								
			2451		Organic Viticulture	Döring	L	E	1								
					Ampelography	Strack	PE	CA	2								
x			Evaluation of Wine	2170		Jung			3	4							
			2172		Evaluation of Wine	Jung/Schüssler	S	E	3								

		2			
		2			

exam in WiSe

			4		

exam in SuSe

		4			

preparation + seminar paper/presentation in WiSe

			4		

preparation + seminar paper/presentation in SuSe

		3	2		
		1			

exam in SuSe

		2			
		2			

exam in WiSe

		2			
		2			
		2			

exam in WiSe

		4			
			1		
			2		

exam in SuSe

		2	2		

exam in SuSe

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I = Internship
PE = Practical exercises

Modules			Module name	Module-no.	Courses	Coordination	Course type	Exam type	Sem. hours per week	Credits	Semester hours per week						
CM	SCM	OM									Course no.	Semester	1.	2.	3.	4.	5.
	x		Advanced Business English 2062 - exam in WiSe for Exchange Students only 2061	2060	Advanced Business English Advanced Business English	Gledhill-Schmitt Lückoff	S PE	E CA	4 2	6 2				2			
	x		Business and Technical German 2052 2051	2050	Business and Technical German Business and Technical German	Gledhill-Schmitt Betker Zawisko	S PE	E CA	6 3	6 3			3				
	x		Business and Technical French 2642 2641	2640	Business and Technical French Business and Technical French	Gledhill-Schmitt Aboub	S PE	E CA	6 3	6 3			3				
	x		Business and Technical Italian 2032 2031	2030	Business and Technical Italian Business and Technical Italian	Gledhill-Schmitt Ceroni	S PE	E CA	6 3	6 3			3				
	x		Business and Technical Spanish 2042 2041	2040	Business and Technical Spanish Business and Technical Spanish	Gledhill-Schmitt Soto de Kamann	S PE	E CA	6 3	6 3			3				
	x		Investment and Financing Planning 2652	2650	Investment and Financing Planning Corporate Taxation Entrepreneurship	Kurth Kurth Kurth	L L L		6 3 2 1	6 3 2 1			3 2 1				
	x		Marketing Project: Southern Europe 2682 2681	2680	Marketing Project: Southern Europe Marketing Project: Southern Europe	Ortner Ortner	S S	E CA	4 2 2	6 2 2			2 2				
		x	E-Commerce 2672	2670	B2C, ERP and CRM Systems	Kramer Kramer	L	E	2 2	2 2			2				
		x	Extended Excursion 2822	2820	Extended Excursions	Ghvanidze Ghvanidze	S	CA	2 2	2 2			2				
		x	Project Market Research 2872	2870	Project Market Research	Ghvanidze Ghvanidze	S	CA	3 3	4 3			3				

			2		
		2			

exam in SuSe

		3			
			3		

exam in WiSe

		3			
			3		

exam in WiSe

		3			
			3		

exam in WiSe

		3			
			3		

exam in WiSe

			3		
			2		
			1		

exam in SuSe

			2		
			2		

exam in SuSe

		2			

exam in WiSe

			2		

preparation in SuSe

			3		

preparation in SuSe

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Semester 5 and 6

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

E - Written Exam (Klausur) L = Lecture
CA = Course Assignment (Studienleistur S = Seminar
A = Written Exercise M = Oral Exam

I = compulsory Internship
PE = Practical exercises

Modules			Module name	Courses	Coordination	Course type	Examination type	Sem. hours per week	Credits	Semester hours per week						
CM	SCM	OM	Course no.	Module no.						Semester						
										1.	2.	3.	4.	5.	6.	
x			Bachelor Thesis 9052	9050	Advisor TBA		A E		12							x
			written exercise													
x			Work Placement (Germany or abroad) 3111	3110	Kottmann Kottmann		I E		12						x	
			presentation/oral exam													
x			Academic Research and Presentation 3132	3130	Hanf Hanf et al.		S E	1 1	6							1
			presentation/oral exam													
	x		Marketing Project: Central and Eastern Europe 3642 3641	3640	Ghvanidze Ghvanidze Ghvanidze		S E S CA	4 2 2	6							2 2
			seminar paper/presentation in SuSe													
	x		Marketing Project: Asia 3652 3651	3650	Hanf Hanf/Winter Hanf/Winter		S E S CA	4 2 2	6						2 2	
			seminar paper/presentation in WiSe													
	x		Marketing Project Italy, Switzerland, Austria 3622 3621	3620	Pilz Pilz Pilz		S E S CA	4 2 2	6						2 2	
			exam in SuSe													

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Semester 5 and 6

CM = Compulsory module
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OM = Optional module

E - Written Exam (Klausur) L = Lecture
CA = Course Assignment (Studienleistung) S = Seminar
A = Written Exercise M = Oral Exam

I = compulsory Internship
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Modules			Module name	Courses	Coordination	Course type	Examination type	Sem. hours per week	Credits	Semester hours per week						
CM	SCM	OM	Course no.	Module no.						Semester						
											1.	2.	3.	4.	5.	6.
	x		Project: "New World Marketing"	3630	Kottmann			4	6							
			3632	Project: "New World" Marketing	Kottmann	S	E	2							2	
			3631	Project: "New World" Marketing	Scharrer/Ribeiro-Richter	S	CA	2						2		
											seminar paper/presentation in WiSe					
	x		Project: Strategic Planning	3670	Ghvanidze			4	6							
			3672	Project: Strategic Planning	Ghvanidze	S	E	4						4		
											preparation+sem.paper/present. in WiSe					
	x		Business Simulation	3680	Kurth			2	3							
			3682	Business Simulation	Kurth	S	E	2						2		
											preparation in WiSe					
	x		Project: Sparkling Wine Production	3700	Schmitt/Ghvanidze			3	4							
			3702	Special Technology of Sparkling Wine	Schmitt/Ghvanidze	L	M	2							2	
			3701 (75% compulsory attendance)	Project: "Sparkling Wine Production"	Schmitt	S	CA	1					1	1		
											oral exam in SuSe					
		x	Business Plan	3150	Kurth			3	3							
			3152	Business Plan	Kurth/Ortner	S	E	3							3	
											preparation in SuSe					
		x	Short Excursions	3160	Ghvanidze			3	3							
			3162	Short Excursions	Ghvanidze	S	E	3							3	
											preparation in SuSe					
		x	Digitalisation in the Wine Industry	3690	Loose			3	4							
			3692	Digitalisation in the Wine Industry	Loose	S	E	3							3	
											preparation in SuSe/oral exam in SuSe					